

Hindustan Times

For armchair shopaholics

virtually there

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Surangana Chatterjee (27) is a woman with a mission. The Delhi-based PR executive has spent the last week poring over her online albums on the Hewlett Packard-owned photo sharing website, Snapfish.

This time, for Durga Pooja, Chatterjee decided not to send out cards bought from the neighbourhood gift stores. "I have made my own cards on Snapfish. I've selected the templates, design and colour of the cards and chosen pictures from last year's pooja to put on the card," she said.

Snapfish is one among a growing number of online photo-sharing websites that have created an ancillary business of selling products. So you can get greeting cards, mugs, T-shirts and water bottles that can be customised with a personal photograph, design or words printed on them.

However, providing high quality prints remain what Snapfish co-founder Bala Purthasarthi calls "the bread and butter" of the business.

Myntra is website that allows users to upload photos to personalise products.

Personalising products online signals a shift in the

culture of gifting. "These gifts are personal and economical, not to mention different from the run-of-the-mill ones we've been giving till now," said Soumi Datta Sriram (27), a Snapfish user.

Sriram gave her mother a calendar with pictures of her childhood, her wedding and other sepia-tinted memories. She is working on a wedding album for her husband on Diwali. "Not only is this created by me, it's also cheaper than the album we got made during the wedding."

Logoprint.in has created a separate Diwali Store with discounts on a range of products, such as iPod Shuffles, digital cameras, mobile phones and innovatively designed clocks. You can get albums — either hardbound or bound in leatherette or linen — for Diwali from ZoomIn, another photo sharing website.

Sudeep Shukla (22), a student at St. Xavier's, owns an account with ZoomIn. He plans to gift his parents a 20"x30" photograph of them on canvas when he goes home this Diwali.



Playing cards (Available with Snapfish in October)



Logoprint semi circle clock Rs 449

Logoprint clock Rs 404



Myntra coasters Rs 199 onwards

