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December 17, 2008

Business

HP Snapfish partners with Huggies

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The alliance facilitates the launch of a co branded Photo Center which would enable an enhanced parenting experience for Gen X moms.

HP Snapfish reinforced its commitment to provide a superior photo sharing experience in India by announcing its partnership with Huggies, world's leading baby care brand. The alliance facilitates the launch of a co branded Photo Center which would enable an enhanced parenting experience for Gen X moms. HP Snapfish, world's leading online photo service, also celebrated its first anniversary in India with over 5 million photos uploaded on its website.

www.huggies.co.in is part of the favorite list of websites for the internet savvy moms in India. According to a recent study*, internet savvy moms in India spend almost eight hours a day using media, including 5.4 hours spent on the Internet, television and mobile phones with maximum time spent on the internet for task oriented parenting. The launch of this Photo Center will enable parents to print, share and store unlimited photographs of their babies online while providing an extensive range of personalized products by HP Snapfish.

Speaking on the alliance with Huggies, Bala Parthasarathy, MD, Asia Pacific, Snapfish, Hewlett-Packard said, "Online photo sharing and printing is a new trend taking fancy of the GenX mom, who uses the latest technology to store, share and print cherished memories. With the largest array of products in the online photo finishing space in India, HP Snapfish allows these mothers to create and buy personalized photo memorabilia instantly."

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Glossary

Rajeev Mohan, Managing Director, Kimberly-Clark Lever Pvt Ltd, said, "Over the years, the Huggies brand has evolved into an integral part of helping parents provide best care for their babies. This is another initiative from Huggies to provide a superior parenting experience to Gen X moms – mothers who are experimental, sophisticated and technology savvy. We are confident that Huggies mothers will love this new photo sharing and printing experience."

Successful alliances, customer acquisitions, innovative products and services form a core ingredient for HP Snapfish's exemplary performance in its inaugural year. With the largest array of products in the online photography space, HP Snapfish has been able to realize its vision of delivering a unique digital photography experience to its customers.

Sharing his excitement on the occasion, Bala Parthasarathy said, "It has been a phenomenal first year for Snapfish India, as we have been able to establish ourselves as the leader in an untreaded market. In the years ahead, HP Snapfish will continue to look for ways to deliver distinguished service to its customers and create an all-digital-photography landscape in India."

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