

Karizma

Wedding Album Enabling Enterprise

Thousands of photographers, designers, labs, suppliers and even laminators have benefited from the 'Karizma Industry. It is a tried and tested work enabler, that has, by now carved a permanent niche for itself in the Indian market. Read on to know more about how your business too can grow with it...



enabling software by the same name. The lightning-fast wedding album enabler, has in no time become a favorite of over 70,000 photographers and album-making professionals across the country. With it, wedding photographers are at an advantage because in addition to providing international quality and style, they can now escape budget-haggling clients, since single-print rates are not applicable any more. The photographers' margins

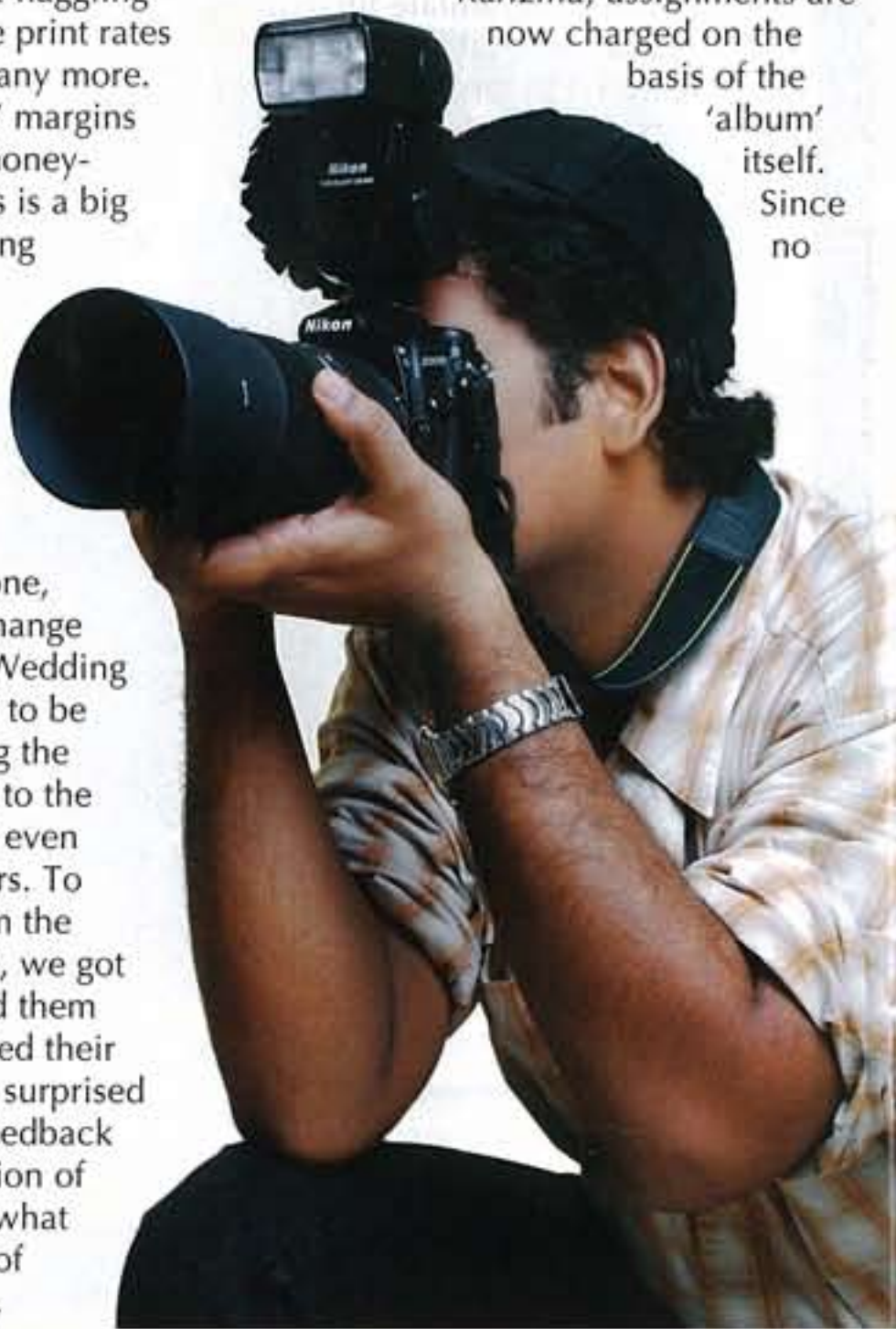
Print Labs and Equipment Suppliers) have to say:

PROFESSIONAL PHOTOGRAPHERS

Karizma is a favorite among designers and photographers who specialize in wedding albums. Traditionally, wedding photographers charged their clients on a per-image bases. Since the rates of photo prints are no secret, over time their margins reduced. However, with Karizma, assignments are now charged on the basis of the 'album' itself. Since no

automatically rise, and in a money-conscious society as ours, this is a big advantage! Thus, after weighing all the advantages, Karizma ceases to be limited to being an album or a software, but evolves into an independent industry altogether.

Karizma, in more ways than one, has created a revolutionary change in the entire supply chain of Wedding Albums, and has proved itself to be a blessing to every 'link' along the chain; from the photographer to the print lab, to the suppliers and even the laminating outlets/suppliers. To get first-hand information from the very people mentioned above, we got in touch with them, and asked them about how Karizma has affected their business. We were pleasantly surprised with the amount of positive feedback we received from a cross section of the users of Karizma Here is what some of the most recognized of Karizma users (Photographers,



Karizma, etymologically defined by Greeks as 'the gift', was brought into India by **Monarch Innovative Technologies Pvt. Ltd.** In fact, for more than two-and-a-half decades, Monarch has been in the business of providing innovations for the wedding photography and videography market, and Karizma has only proved as a breath of fresh air.

This software has an easy-to-use interface, which offers creative control to everyone who seeks to add a different and out-of-the-box look and feel to their photo albums. It not only provides the photographer with unique options, but also the freedom to modify the album in accordance to his style. The new Karizma albums save time, money and effort associated with the tedious processes of image-editing and page laying-out.

Staying abreast with the technological innovations in the international wedding imagery market, Karizma has launched the user-friendly photo album designing-

photo or print rates are applicable, photographers can now make a higher profit. For example, Mr. Paresh Mehta from Memory Makers is a happy man who has designed, crafted and

Every Karizma album therefore needs to go through a photo print lab before it reaches the final finishing stages. And, when on the subject of photo labs, they too are now able to earn a greater margin, as

the larger format print sizes. According to Mr. Brijesh, SRK Group of Labs, "Our revenues jumped by 20-30 percent after becoming a Karizma partner." Needless to say, print lab businesses have been affected positively by the introduction of Karizma into the Indian photo industry.

EQUIPMENT SUPPLIERS

The print labs are supplied machinery and this is how the lab suppliers come into the picture. They too, in turn are affected because more labs today print larger photos. For example, the Noritsu large-format (12-inches) digital Print lab sales have gone up by an average of 15 percent per month. "Earlier, the most common size prints that the consumer required were postcard, maxi, etc., up to a maximum of 8x10-inches. However, we introduced the 12x36-inch machines in 2004, which has become a convenient tool for Karizma users. Today, most of the machines we

sell are of the larger format (12x36), and we owe this success largely to Karizma. We have supplied about 40 machines to the SRK group alone", reiterates Mr. Arvind Ghatkar, Noritsu Koki.

In the final link of the wedding album supply chain, the Karizma albums are UV laminated, for longevity and durability. As a result, lamination machine sales too have increased.

Considering the effects that Karizma has had on the wedding album supply chain, there is no doubt that it not just another software, or a wedding album creator for that matter. In fact it has evolved into an industry of its own. The Karizma Industry!

As is obvious from the above-stated testimonials, many users and providers along the wedding album supply chain, have benefited from becoming Karizma partners. To become a part of this revolution, contact :+91-22-32053205. **Siddhartha Mudaliar**



made wedding albums for many a celebrity couple including Abhishek and Aishwarya Rai Bachchan. "The software is a pleasure to use. With Karizma, it takes me less than a week to make the page layouts for an entire wedding album", says Mr. Mehta.

the software allows them to make larger photo books at nominal rates. Until only a few years ago, they had hardly any orders at all, for

Thus, the sheer ease and user-friendliness of the software allows photographers to take on more orders within the same time frame as before, ensuring that the quality of layouts are at par with their patron's expectations.

PHOTO PRINT LABS
No photo album can be made without the print stage.

