

### **Record breaking 30K+ submissions on Canvera.com for Better Photography's annual contest**

Online submission through [www.Canvera.com](http://www.Canvera.com) for Better Photography's annual photography contest "Photographer of the Year" and "Young Photographer of the Year" have broken all past records for submissions. For the current year's contest more than 30K+ entries were submitted online through the specially designed microsite [www.canvera.com/betterphotography](http://www.canvera.com/betterphotography) in addition to about 10K+ submitted through offline channels. This is more than a 3-fold increase over last year's submissions where the total number of entries received – all through offline channels - was about 12K+. "The technology team at Canvera built a fabulous and easy to use site for the contestants to submit their entries which no doubt contributed to the incredible increase in participation" said K Madhavan Pillai, editor of Better Photography. He added, "Not only was the site great for contestants but Canvera also built an easy way for the judges to go through the entries. The smooth running of the online portion of the competition emphatically validated our choice to go with Canvera as the online partner for the competition."

"We are absolutely delighted at the success of the contest and eagerly await the results to pick out the best photographers in India," said Dhiraj Kacker, CEO of Canvera. "Our collaboration with Better Photography continues to grow and we are extremely delighted to have made a meaningful contribution to this year's contest." The winners of the competition will be felicitated at a grand event in Mumbai on January 7<sup>th</sup> 2010 that is being held alongside India's largest photography exhibition Photofair 2010. The winners will also be announced in the February 2010 issue of Better Photography.

#### **ABOUT CANVERA**

[Canvera.com](http://Canvera.com) is India's fastest growing online digital photography company. Canvera's main client base consists of professional photographers who use Canvera's award winning photobooks for everything from weddings and birthday parties to corporate events and model portfolios. Canvera has serviced the needs of professional photographers in more than 200 cities and towns across the India. Canvera won the Asia Pacific and Japan wide Best Photobook award two years in a row at HP Digital Print Awards 2008 & 2009. The company is setting new standards for the photography industry by being the first branded player in what has so far been a highly fragmented market. As a branded player, Canvera stands behind the quality of its products and has also therefore implicitly made a commitment to ongoing innovation. Started in late 2007 Canvera is headquartered out of Bangalore and was founded by Dr. Dhiraj Kacker (CEO) and Peeyush Rai (CTO) who have previously worked at numerous successful startups in Silicon Valley. Canvera is financially backed by Footprint Ventures ([www.footprintventures.com](http://www.footprintventures.com)), DFJ ([www.dfj.com](http://www.dfj.com)) and Mumbai Angels ([www.mumbaiangels.com](http://www.mumbaiangels.com))

#### **ABOUT BETTER PHOTOGRAPHY**

**Better Photography** has been the leading photography magazine in India and South Asia for over twelve years now. It is published by Infomedia18 Ltd, one of India's best publishing houses. The magazine's primary audience includes serious enthusiasts and amateurs and covers a wide variety of content. Basic and advanced level techniques, reviews of latest cameras and photography gadgets along with interviews with the most reputed

photographers from around the world forms the core of the content of **Better Photography**. As a hobbyist magazine, the priority is education in the art and science of photography.

**ABOUT INFOMEDIA18 LIMITED**

Infomedia18 [BSE: 509069; NSE: INFOMEDIA], the printing and publishing arm of Network18 is one of the leading publishers of business publications in the country. Its stable includes a number of leading publications like Overdrive, Chip, Better Photography, Better Interiors and AV Max. Apart from these, it also publishes a large number of business to business publications and Yellow Pages. Infomedia18 is also the India partner of Alibaba.com, the world's largest business to business trading platform.