
instax™
FUJIFILM
don't
just take,
give.™
*The tagline, "don't just take, give." focuses not just on brand awareness of Instax products, but the importance of creating shareable memories that can be printed and given to others.















When an INSTAX™ camera
is added to any
situation, something
magical happens.

People are
drawn together.
To click and create.
To see
what develops.
To pass and share.

Brand Philosophy

what would you like today?

my first INSTAX™



#selfie



nature walk



favorite people

challenges



#selfie



nature walk



favorite people

For more ideas



instax Pal™
Digital Camera



instax mini 99™
Instant Camera



instax mini Evo™
Hybrid Instant Camera



instax mini 13™
Instant Camera



instax mini LiPlay™
Hybrid Instant Camera



instax mini Evo Cinema™
Hybrid Instant Camera



instax mini 41™
Instant Camera



instax mini LiPlay+™
Hybrid Instant Camera



instax WIDE Evo™
Hybrid Instant Camera



instax mini Link 3™
Smartphone Printer



instax SQUARE SQ40™
Instant Camera



instax Link WIDE™
Smartphone Printer



instax SQUARE Link™
Smartphone Printer

instax™
FUJIFILM



Film



instax SQUARE SQ1™
Instant Camera

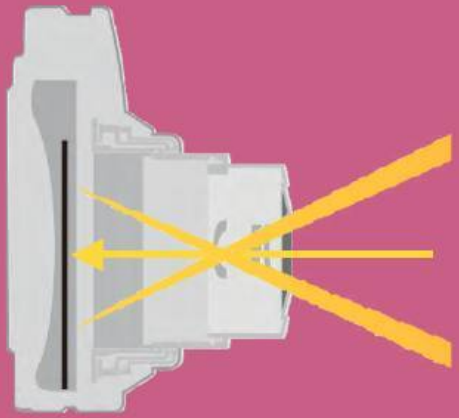


instax WIDE 400™
Instant Camera



instax mini SE™
Instant Camera

Instax Film - Film that's filled with technology



Snap it up

The real magic begins when you click the shutter. Light goes through the camera's lens, hits the back of the film and your image is captured. This is called exposure.

Layers upon layers

Not only is instax™ film just tens of micrometres thick, but each photo contains an amazing 18 layers, including photosensitive elements. Why? Basically, different layers react to different colors of light,but when layered together they produce high-quality imageswith beautiful colors. With decades of technological know-how, we can guarantee that when the chemical reaction happens within each snap, it's controlled with high-end precision.



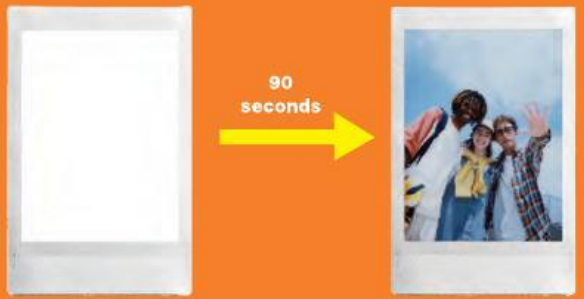


A mini darkroom

Every single photo has its very own developer fluid pod activated when the film is ejected. This black fluid is evenly spread over the surface of the film by a precisely-designed roller, kickstarting the chemical reaction needed to develop photos. Fun fact: The developer fluid is black for a reason… it creates a mini 'darkroom' environment inside the thin film. Clever, right?

In the frame

Each snap is beautifully surrounded by a white frame, which actually does much more than just offset your shot. The frame at the top of the film absorbs excess developer fluid, while the photo continues to develop, gradually appearing over about 90 seconds. And as tempting as it may be to shake the photo while you're waiting, for best results, hold it steady and let it do its thing!



Film Tech

sounds like adventure

instax mini LiPlay+™

don't just take, give.™

mini FILM

New Launch





MRP ₹26,999* ONLY

*T&C apply

©2025 FUJIFILM Corporation. Simulated image. Develops in approx. 90 secs.

point 01 **Hybrid Instant Camera & Smartphone Printer**

Hybrid camera—both camera and printer in a single device

Simply select a photo from your camera or smartphone and print it!





SAND BEIGE

MIDNIGHT BLUE

instax mini LiPlay+™

point 02 **Selfie Camera & Layered Photo Mode**

Capture even more fun moments with the selfie camera

Introducing the first instax™ camera equipped with a selfie camera. Selfies are easier to take, making it easy to capture special photos with your loved ones!



Layered Photo Mode

Create instax™ photos of your special memories by combining a selfie with a scenic background image! Choose from four different layouts.









point **03** Sound

Capture sound for more vivid memories!

Use a QR code to enjoy your photos along with the sound recorded by the camera.
These two features combine to create more vivid memories!

instax Sound Print™

Sound recorded when you took your photo can be accessed via a QR code to enjoy alongside your image! Sound can also be recorded on your smartphone or extract it from video data.



instax Sound Album™

Create animations by combining multiple photos and the sounds recorded when they were shot!
Scan the QR code to play the video, and save it on the app.
Choose from three different animation styles.



Other features

Print Mode



Choose from two modes to alter the color and feel of your instax™ photos!

Remote Shooting



Remote camera operations with your smartphone make it easy to take group photos!

Frame Print



Choose from a variety of frames - everything from standard options to seasonal selections! These can be switched in the app.
*Frames updated periodically.

Filters



Six filters to change the colors and textures of your shots, helping you to express yourself!

instax mini LiPlay™

Hybrid Camera

life well curated



Misty White

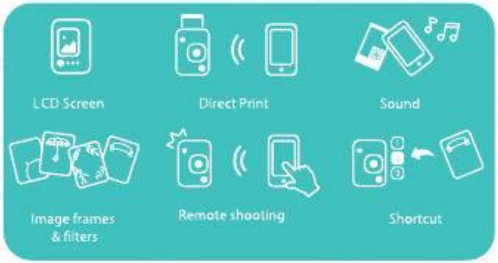


Matcha Green



Deep Bronze

Features:-







Combo Box	Film Pack	Accessories	MRP
 Elite Box	Mini Glossy Films (10 Shots)	mini Album, Fridge Magnets	₹19,999/-*

instax mini Evo™

Hybrid Camera

show how you see the world

New Launch


Black


Brown


Gentle Rose

100 ways of Expression

Remote Shooting

High Quality Print



mini FILM

Combo Box


Premium Edition Black


Premium Edition Brown


Premium Edition Gentle Rose

Film Pack

Stone Grey Designer Films (20 Shots) (In Black)

Black Frame Designer Films (20 Shots) (In Brown)

Confetti Designer Film (20 Shots) (In Gentle Rose)

MRP

₹27,999/-*





instax WIDE Evo™
Hybrid Instant Camera

Capture the entire scene in WIDE format





Our first WIDE format hybrid camera

Both a camera and a smartphone printer





Many features to help you capture your own unique instax™ images

Degree Control

Rotate the degree control dial and access hundreds of additional lens effect variants, taking your creative vision to the next level.



Film Style

Six unique frames are provided to elevate your creativity.



Wide Angle Mode

Equipped with the widest-angle lens in instax™ history! The incredible WIDE format gets even better with the flip of a switch!





Print crank

Rotate the lever clockwise to print.

Shutter lever

Push the lever down to take a photo.

Lens cap

Protect your lens with the sleek lens cap.



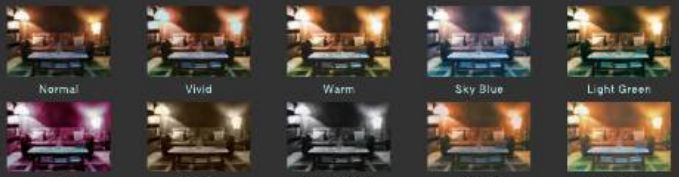
Lens Effect

Set the light just how you want it with 10 different lens effects.



Film Effect

Express incredible nuance with 10 different film effects.



instax WIDE Evo™

Hybrid Camera

make every shot a masterpiece

- Film Effect
- Lens Effect
- Degree Control Dial
- Wide Angle Mode



wide FILM

Combo Box	Film Pack	MRP
 Premium Edition	WIDE Glossy Films (20x1 Shots) In Premium Box	₹47,999*/-

one camera, decades of possibilities

instax mini Evo Cinema™



Era: 1940 Degree: 1



Era: 2010 Degree: 1



Era: 1980 Degree: 3

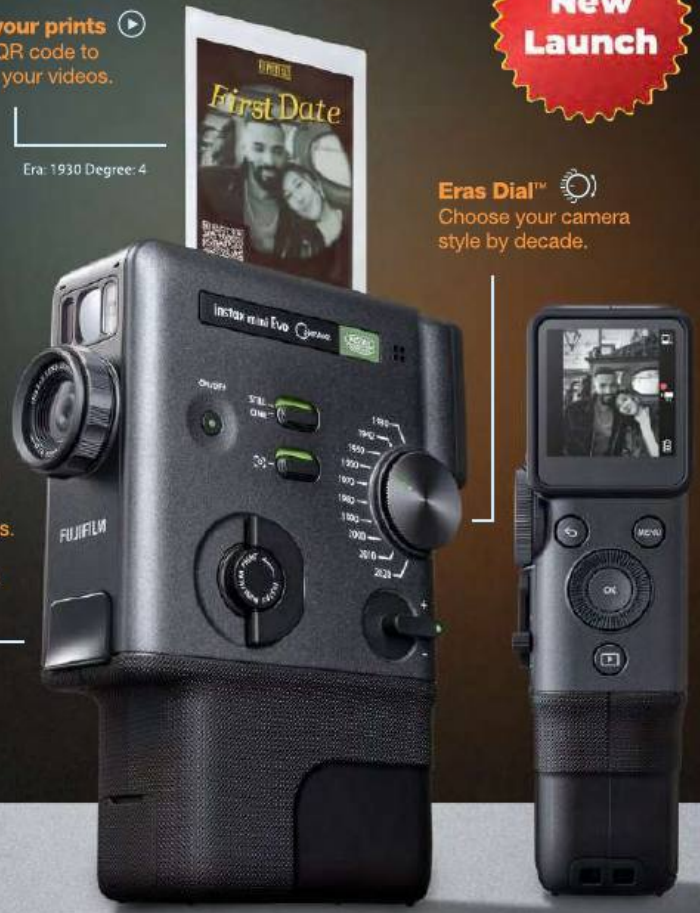
Play your prints
Scan QR code to watch your videos.

Era: 1930 Degree: 4

3-in-1
The first instax™ device to shoot videos and photos. Or print from your smartphone.

Eras Dial™
Choose your camera style by decade.

New Launch



don't just take, give.™

©2026 FUJIFILM Corporation. Simulated images. Develops in approx. 90 secs.

A new experience : Give Video



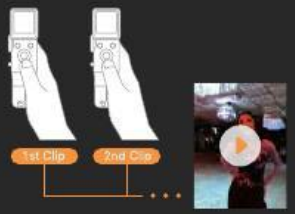
*Attachment

Equip the included removable viewfinder and grip for a more immersive shoot.

Step1 Shoot — Shoot short videos and still images

Intuitive design makes shooting easy

Capture & combine multiple in-the-moment videos up to a maximum of 15 seconds with just the press of the shutter button. Easily switch between CINE mode for video and STILL mode for still images.



Eras Dial™ Effects x Degree



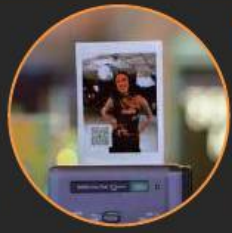
Express yourself in 100 different ways with 10 Eras Dial™ effects & 10 Degrees .

Step2 Print — Easily print from the camera or the app

Print the Video with a QR code

Easily print videos utilzling the print lever or print instax™ photos with QR code.

*Video data must be uploaded to the server via the instax mini Evo™ app to play back from a QR code.



Edit & Print with APP

Edit your videos, easily with in-app trimming, reordering and volume adjustments options all at your fingertips. Then print with a Poster template to give your instax™ photo that finishing touch.



Step3 Share — Share instax™ photos and save videos on your smartphone

Share with instax™ photos

Scan the QR code to watch the video in your browser.



Share with video data

Save videos with a QR code to easily share them on social media.



instax mini Evo Cinema™

Hybrid instant camera

One camera, decades of possibilities





mini FILM

Combo Box	Film Pack	MRP
 Premium Edition	mini Glossy Films (10x2 Shots)	₹ 47,999*/-

instax mini Link 3™

SMARTPHONE PRINTER

bring fun to life



Sage Green



Rose Pink



Clay White



Easy & Continuous
Fast Printing



Print Color
Your way



mini FILM

Combo Box	Film Pack	MRP
 Starter Kit	Mini Glossy Films (10 Shots) In Starter Kit	₹15,499*/-

instax SQUARE Link™

Smartphone Printer

Go Beyond the frame



ASH WHITE



MIDNIGHT GREEN





SQUARE FILM

Combo Box	Film Pack	MRP
 Starter Kit	Square Glossy Films (10 Shots) In Starter Kit	₹21,999/-*

instax Link WIDE™

Smartphone Printer

Live life Wide



ASH WHITE



MOCHA GRAY



wide FILM

Features:-



Enhanced Quality Prints



Compact & Light Body



Editable Templates



QR Print Mode

Combo Box	Film Pack	MRP
 Starter Kit	Wide Glossy Films (20 Shots) In Starter Kit	₹22,999/-*

instax Pal™

Digital Camera

Making small moments feel big



Powder Pink | Gem Black | Pistachio Green | Lavender Blue | Milky White

Features:-

Built In Internal Memory | Rechargeable Battery | Light & Small | Micro Card Compatible | Accessories Included | Smartphone Needed



Combo Box	Film Pack	Accessories	Printer	MRP
 Buddy Pack	Mini Glossy Films (20 shots)	Magnet Frame mini Album Pal case Tripod	Fujifilm Instax mini smartphone printer	₹27,999/-*

instax mini SE™

Instant Camera

Instant print everlasting smiles



Blue Grey Green Pink Purple

Features:-

Simple Operation **Adjustable Brightness**



mini FILM

Combo Box	Film Pack	MRP
 Fun Pack	Mini Glossy Films (10 Shots) In Fun pack	₹8,999/-*

time for the unexpected

instax mini 13™



MRP ₹10,999* ONLY

don't just take, give.™

*T&C apply





01 Self-timer

Capture the perfect angle!

Use one of two self-timer options.
Choose 10-seconds for group shots and switching up angles, or go with 2-seconds to reduce blur from handheld moments like selfies.
And if you change your mind, it's easy to cancel the timer.



Camera angle adjustment accessory

Designed neatly as part of the wrist strap, the camera angle adjustment accessory gives the camera a gentle upward tilt.
Use with the self-timer to capture your best angle as you dash into the frame.
No tripod needed!



02 Selfie mirror

If you're in the mirror, you're in the shot

With the built-in selfie mirror, lining up the shot is simple.



03 Close-up mode

Simply turn the lens ring for the perfect shot!

Turn the lens to turn the power on, then simply turn it again to switch to close-up mode!
This mode is perfect for distances of 30 to 50 cm.
When you set the Close-up mode ON,
the object in print will be right in the center.



Close-up mode
OFF

Close-up mode
ON



04 Automatic Light Adjustment

Take bright photos, wherever you are!

Shutter speed,
flash brightness and
other settings automatically
adjust to ambient light,
so you can take the photos
with ease.



more! instax

Have even more fun with the instax UP!™ smartphone app!

With the introduction of AI, you can now scan
an instax™ photo regardless
of the background or angle, or even in your hand.

Scan

Scan your instax™ photos with your smartphone.



Collect & Share

Create your own bespoke albums to share on social media!



Download on the App Store

GET IT ON Google Play

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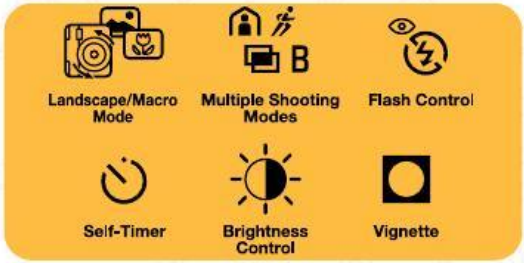
instax mini 99™

Premium Edition

be one-of-a-kind
with light and color



Features:-





mini FILM

Combo Box	Film Pack	MRP
 Premium Edition	Mini Glossy Films (20 Shots)	₹21,999/-*

instax mini 41™

Instant Camera



Bright Images with Automatic Exposure

Ideal for Close-Up Shots

Automatic Flash Control for Great Selfies

develop your style

MRP 13,999*



mini FILM

instax SQUARE SQ1™

Instant Camera

More of your world in the square



Chalk White



Glacier Blue



Terracotta Orange

Features:-

- Square Film Type
- Selfie Mode
- Brighter Images with Automatic Exposure



SQUARE FILM

Combo Box	Film Pack	Accessories	MRP
 Starter Kit	Square Glossy Films (10 Shots)	Square Magnet, Square Bunting	₹14,999/-*

instax SQUARE SQ40™

More of your world in the square

Instant Camera





SQUARE FILM

Features:-

- Square Film Type
- Selfie Mode
- Brighter Images with Automatic Exposure

Capture the true you.

MRP ₹16,999/-*

instax WIDE 400™

Instant Camera

make room for more


Green


Black

Features:-


Twist dial to turn on


Camera angle adjustment accessory


Close-up lens


Two-range focus zone setting



wide FILM

Combo Box	Film Pack	Accessories	MRP
 Starter Kit Plus	Wide Glossy Films (20 Shots)	Wide Album	₹20,999/-*

FUJIFILM
Value from Innovation

Moments worth waiting for.™

Single-use film camera • 27 exposures
Built-in flash • A vibe you can't fake.



QuickSnap™

All your INSTAX photos, digitally in one place.

Scan your INSTAX photos
Collect your INSTAX photos digitally
Share your INSTAX photos & collections online



instax

instax UP!

Download on the App Store

GET IT ON Google Play

instax Biz

instax Link series app for events is here!

Download the **INSTAX Biz** app Now!

Download on the App Store

GET IT ON Google Play





Memorable print with an Exclusive template

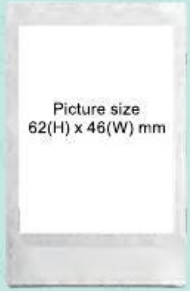


Easy Operation for everyone



Simple operation anywhere

instax Films



mini film

Film size 86(H) x 54(W) mm

Picture size 62(H) x 46(W) mm

Starting From ₹799/-*

WHITE



WHITE (TWIN PACK)



PHOTO SLIDE



STONE GRAY



MERMAID TAIL



BLUE MARBLE



CONFETTI



MONOCHROME



SPRAY ART



SOFT LAVENDER



MACARON



SKY BLUE



HEART SKETCH



BLACK



RAINBOW



CONTACT SHEET



PINK LEMONADE



PASTEL GALAXY



SQUARE film

Film size
86(H) x 72(W) mm

Picture size
62(H) x 62(W) mm

WHITE



WHITE MARBLE





Film size
86(H) x 72(W) mm

STAR-ILLUMINATION



BLACK FRAME



Starting From ₹999/-*

RAINBOW



MONOCHROME



SUNSET



WIDE film

Film size
86(H) x 108(W) mm

Picture size
62(H) x 99(W) mm

WHITE



WHITE (TWIN PACK)



BLACK

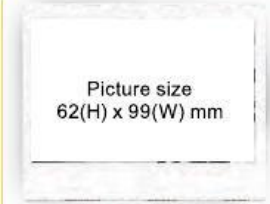


MONOCHROME



BRUSHED METALLICS





Film size
86(H) x 108(W) mm

Starting From ₹1199/-*

Fujifilm India Private Limited,Building No. 5, Tower A, 8th Floor, DLF Cyber City,
Gurugram-122002, Haryana
www.instax.in; instax@fujifilm.com

*T&C Apply

*All MRP are inclusive of taxes

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