

Cost per conversation in INR, effective June 1, 2023

Note: Authentication-International rate applies for Indonesia as of June 1, 2024 and India as of July 1, 2024. Learn more: <https://developers.facebook.com/docs/whatsapp/pricing/>

Note: Utility rates below apply as of August 1, 2024.

Note: Marketing rates below apply as of October 1, 2024.

Note: Service conversations are free as of November 1, 2024. Learn more: <https://developers.facebook.com/docs/whatsapp/pricing/>

Note: Utility rate below applies for Rest of Africa as of November 1, 2024.

Note: Authentication and authentication-international rates below apply for Egypt, Malaysia, Nigeria, Pakistan, Saudi Arabia, South A

Market	Currency	Marketing	Utility	Authentication
Argentina	â,¹	4.5293	2.4918	2.6888
Brazil	â,¹	4.5808	0.5863	2.3087
Chile	â,¹	6.5135	1.4654	3.8642
Colombia	â,¹	0.9161	0.0147	0.5607
Egypt	â,¹	7.8651	0.3812	0.3812
France	â,¹	10.4984	2.1994	5.0674
Germany	â,¹	10.0073	4.0322	5.6308
India	â,¹	0.7846	0.115	0.115
Indonesia	â,¹	3.0111	1.4653	2.1979
Israel	â,¹	2.5871	0.3885	1.2368
Italy	â,¹	5.0614	2.1974	2.7687
Malaysia	â,¹	6.3037	1.0262	1.0262
Mexico	â,¹	3.1938	0.7325	1.7537
Netherlands	â,¹	11.7078	3.6656	5.2784
Nigeria	â,¹	3.7851	0.4915	0.4915
Pakistan	â,¹	3.4683	0.396	0.396
Peru	â,¹	5.1536	1.4662	2.7626
Russia	â,¹	5.8767	2.9311	3.1457
Saudi Arabia	â,¹	3.3292	0.842	0.842
South Africa	â,¹	2.7821	0.5579	0.5579
Spain	â,¹	4.5044	1.4648	2.5049
Turkey	â,¹	0.7989	0.3884	0.6101
United Arab Emirates	â,¹	2.8164	1.1509	1.1509
United Kingdom	â,¹	3.8747	1.6122	2.6249
North America	â,¹	1.8313	0.293	0.9889

Rest of Africa	â ¹	1.6497	0.293	1.0558
Rest of Asia Pacific	â ¹	5.3664	1.151	3.1124
Rest of Central & Eastern Europe	â ¹	6.2997	2.5858	4.0809
Rest of Latin America	â ¹	5.4207	0.8278	3.2581
Rest of Middle East	â ¹	2.4993	1.1507	1.303
Rest of Western Europe	â ¹	4.3378	2.1982	2.7697
Other	â ¹	4.4248	0.5641	2.2292

developers.facebook.com/docs/whatsapp/pricing/authentication-international-rates.

/updates-to-pricing#free-service-conversations.

frica and the United Arab Emirates as of February 1, 2025.

Authentication-	Service
n/a	n/a
n/a	n/a
n/a	n/a
n/a	n/a
	6.1088 n/a
n/a	n/a
n/a	n/a
	2.3 n/a
	9.9638 n/a
n/a	n/a
n/a	n/a
	3.0639 n/a
n/a	n/a
n/a	n/a
	7.3233 n/a
	9.4171 n/a
n/a	n/a
n/a	n/a
	4.3871 n/a
	2.0554 n/a
n/a	n/a
n/a	n/a
	3.7342 n/a
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