



Anantya Conversation Cost

Cost per conversation in USD, effective June 1, 2023

This is not our current rate card. Please refer here for our current rates: <https://developers.facebook.com/docs/whatsapp/pricing#rate-cards>

Note: Authentication templates will be available in India as of July 1, 2024.

Note: Authentication-International rate applies for Indonesia as of June 1, 2024 and India as of July 1, 2024. Refer to our developer documentation for more detail on this rate.

Note: Updated utility rates (shown here) will apply as of August 1, 2024. Updated marketing rates (shown here) will apply as of October 1, 2024.

S.no.	COUNTRY	Currency	Country code	Marketing	Utility	Authentication	Authentication International	Service
1	Argentina	\$US	54	0.0680	0.0374	0.0404	n/a	0.0348
2	Brazil	\$US	55	0.0688	0.0088	0.0347	n/a	0.0330
3	Chile	\$US	56	0.0978	0.0220	0.0580	n/a	0.0499
4	Colombia	\$US	57	0.0138	0.0002	0.0085	n/a	0.0066
5	Egypt	\$US	20	0.1180	0.0057	0.0680	n/a	0.0708
6	France	\$US	33	0.1575	0.0330	0.0760	n/a	0.0945
7	Germany	\$US	49	0.1502	0.0605	0.0845	n/a	0.0901
8	India	\$US	91	0.0118	0.0015	0.0015	0.0280	0.0044
9	Indonesia	\$US	62	0.0452	0.0220	0.0330	0.1360	0.0209
10	Israel	\$US	972	0.0388	0.0058	0.0186	n/a	0.0198
11	Italy	\$US	39	0.0760	0.0330	0.0416	n/a	0.0425
12	Malaysia	\$US	60	0.0946	0.0154	0.0198	n/a	0.0242
13	Mexico	\$US	52	0.0480	0.0110	0.0263	n/a	0.0116
14	Netherlands	\$US	31	0.1757	0.0550	0.0792	n/a	0.0980
15	Nigeria	\$US	234	0.0568	0.0074	0.0316	n/a	0.0341
16	Pakistan	\$US	92	0.0520	0.0059	0.0251	n/a	0.0156
17	Peru	\$US	51	0.0773	0.0220	0.0415	n/a	0.0197
18	Russia	\$US	7	0.0882	0.0440	0.0472	n/a	0.0438
19	Saudi Arabia	\$US	966	0.0501	0.0127	0.0249	n/a	0.0215
20	South Africa	\$US	27	0.0417	0.0084	0.0198	n/a	0.0185
21	Spain	\$US	34	0.0677	0.0220	0.0376	n/a	0.0406
22	Turkey	\$US	90	0.0120	0.0058	0.0091	n/a	0.0033
23	United Arab Emirates	\$US	971	0.0422	0.0173	0.0196	n/a	0.0209
24	United Kingdom	\$US	44	0.0582	0.0242	0.0394	n/a	0.0427
North America								
25	Canada	\$US	1	0.0275	0.0044	0.0149	n/a	0.0097
26	United States	\$US	1	0.0275	0.0044	0.0149	n/a	0.0097
Rest of Africa								
27	Algeria	\$US	213	0.0248	0.0067	0.0158	n/a	0.0399
28	Angola	\$US	244	0.0248	0.0067	0.0158	n/a	0.0399
29	Benin	\$US	229	0.0248	0.0067	0.0158	n/a	0.0399
30	Botswana	\$US	267	0.0248	0.0067	0.0158	n/a	0.0399
31	Burkina Faso	\$US	226	0.0248	0.0067	0.0158	n/a	0.0399
32	Burundi	\$US	257	0.0248	0.0067	0.0158	n/a	0.0399
33	Cameroon	\$US	237	0.0248	0.0067	0.0158	n/a	0.0399
34	Chad	\$US	235	0.0248	0.0067	0.0158	n/a	0.0399
35	Brazzaville	\$US	242	0.0248	0.0067	0.0158	n/a	0.0399
36	Eritrea	\$US	291	0.0248	0.0067	0.0158	n/a	0.0399
37	Ethiopia	\$US	251	0.0248	0.0067	0.0158	n/a	0.0399
38	Gabon	\$US	241	0.0248	0.0067	0.0158	n/a	0.0399
39	Gambia	\$US	220	0.0248	0.0067	0.0158	n/a	0.0399
40	Ghana	\$US	233	0.0248	0.0067	0.0158	n/a	0.0399
41	Guinea-Bissau	\$US	245	0.0248	0.0067	0.0158	n/a	0.0399
42	Ivory Coast	\$US	225	0.0248	0.0067	0.0158	n/a	0.0399
43	Kenya	\$US	254	0.0248	0.0067	0.0158	n/a	0.0399
44	Lesotho	\$US	266	0.0248	0.0067	0.0158	n/a	0.0399

45	Liberia	\$US	231	0.0248	0.0067	0.0158	n/a	0.0399
46	Libya	\$US	218	0.0248	0.0067	0.0158	n/a	0.0399
47	Madagascar	\$US	261	0.0248	0.0067	0.0158	n/a	0.0399
48	Malawi	\$US	265	0.0248	0.0067	0.0158	n/a	0.0399
49	Mali	\$US	223	0.0248	0.0067	0.0158	n/a	0.0399
50	Mauritania	\$US	222	0.0248	0.0067	0.0158	n/a	0.0399
51	Morocco	\$US	212	0.0248	0.0067	0.0158	n/a	0.0399
52	Mozambique	\$US	258	0.0248	0.0067	0.0158	n/a	0.0399
53	Namibia	\$US	264	0.0248	0.0067	0.0158	n/a	0.0399
54	Niger	\$US	227	0.0248	0.0067	0.0158	n/a	0.0399
55	Rwanda	\$US	250	0.0248	0.0067	0.0158	n/a	0.0399
56	Senegal	\$US	221	0.0248	0.0067	0.0158	n/a	0.0399
57	Sierra Leone	\$US	232	0.0248	0.0067	0.0158	n/a	0.0399
58	Somalia	\$US	252	0.0248	0.0067	0.0158	n/a	0.0399
59	South Sudan	\$US	211	0.0248	0.0067	0.0158	n/a	0.0399
60	Sudan	\$US	249	0.0248	0.0067	0.0158	n/a	0.0399
61	Swaziland	\$US	268	0.0248	0.0067	0.0158	n/a	0.0399
62	Tanzania	\$US	255	0.0248	0.0067	0.0158	n/a	0.0399
63	Togo	\$US	228	0.0248	0.0067	0.0158	n/a	0.0399
64	Tunisia	\$US	216	0.0248	0.0067	0.0158	n/a	0.0399
65	Uganda	\$US	256	0.0248	0.0067	0.0158	n/a	0.0399
66	Zambia	\$US	260	0.0248	0.0067	0.0158	n/a	0.0399
Rest of Asia Pacific								
67	Afghanistan	\$US	93	0.0805	0.0173	0.0468	n/a	0.0246
68	Australia	\$US	61	0.0805	0.0173	0.0468	n/a	0.0246
69	Bangladesh	\$US	880	0.0805	0.0173	0.0468	n/a	0.0246
70	Cambodia	\$US	855	0.0805	0.0173	0.0468	n/a	0.0246
71	China	\$US	86	0.0805	0.0173	0.0468	n/a	0.0246
72	Hong Kong	\$US	852	0.0805	0.0173	0.0468	n/a	0.0246
73	Japan	\$US	81	0.0805	0.0173	0.0468	n/a	0.0246
74	Laos	\$US	856	0.0805	0.0173	0.0468	n/a	0.0246
75	Mongolia	\$US	976	0.0805	0.0173	0.0468	n/a	0.0246
76	Nepal	\$US	977	0.0805	0.0173	0.0468	n/a	0.0246
77	New Zealand	\$US	64	0.0805	0.0173	0.0468	n/a	0.0246
78	Papua New Guinea	\$US	675	0.0805	0.0173	0.0468	n/a	0.0246
79	Philippines	\$US	63	0.0805	0.0173	0.0468	n/a	0.0246
80	Singapore	\$US	65	0.0805	0.0173	0.0468	n/a	0.0246
81	Sri Lanka	\$US	94	0.0805	0.0173	0.0468	n/a	0.0246
82	Taiwan	\$US	886	0.0805	0.0173	0.0468	n/a	0.0246
83	Tajikistan	\$US	992	0.0805	0.0173	0.0468	n/a	0.0246
84	Thailand	\$US	66	0.0805	0.0173	0.0468	n/a	0.0246
85	Turkmenistan	\$US	993	0.0805	0.0173	0.0468	n/a	0.0246
86	Uzbekistan	\$US	998	0.0805	0.0173	0.0468	n/a	0.0246
87	Vietnam	\$US	84	0.0805	0.0173	0.0468	n/a	0.0246
Rest of Central & Eastern Europe								
88	Albania	\$US	355	0.0946	0.0388	0.0613	n/a	0.0275
89	Armenia	\$US	374	0.0946	0.0388	0.0613	n/a	0.0275
90	Azerbaijan	\$US	994	0.0946	0.0388	0.0613	n/a	0.0275
91	Belarus	\$US	375	0.0946	0.0388	0.0613	n/a	0.0275
92	Bulgaria	\$US	359	0.0946	0.0388	0.0613	n/a	0.0275
93	Croatia	\$US	385	0.0946	0.0388	0.0613	n/a	0.0275
94	Czech Republic	\$US	420	0.0946	0.0388	0.0613	n/a	0.0275
95	Georgia	\$US	995	0.0946	0.0388	0.0613	n/a	0.0275
96	Greece	\$US	30	0.0946	0.0388	0.0613	n/a	0.0275
97	Hungary	\$US	36	0.0946	0.0388	0.0613	n/a	0.0275
98	Latvia	\$US	371	0.0946	0.0388	0.0613	n/a	0.0275
99	Lithuania	\$US	370	0.0946	0.0388	0.0613	n/a	0.0275
100	Moldova	\$US	373	0.0946	0.0388	0.0613	n/a	0.0275
101	North Macedonia	\$US	389	0.0946	0.0388	0.0613	n/a	0.0275
102	Poland	\$US	48	0.0946	0.0388	0.0613	n/a	0.0275
103	Romania	\$US	40	0.0946	0.0388	0.0613	n/a	0.0275

104	Serbia	\$US	381	0.0946	0.0388	0.0613	n/a	0.0275
105	Slovakia	\$US	421	0.0946	0.0388	0.0613	n/a	0.0275
106	Slovenia	\$US	386	0.0946	0.0388	0.0613	n/a	0.0275
107	Ukraine	\$US	380	0.0946	0.0388	0.0613	n/a	0.0275
Rest of Latin America								
108	Bolivia	\$US	591	0.0814	0.0124	0.0490	n/a	0.0465
109	Costa Rica	\$US	506	0.0814	0.0124	0.0490	n/a	0.0465
110	Dominican Republic	\$US	1 (809, 829, 849)	0.0814	0.0124	0.0490	n/a	0.0465
111	Ecuador	\$US	593	0.0814	0.0124	0.0490	n/a	0.0465
112	El Salvador	\$US	503	0.0814	0.0124	0.0490	n/a	0.0465
113	Guatemala	\$US	502	0.0814	0.0124	0.0490	n/a	0.0465
114	Haiti	\$US	509	0.0814	0.0124	0.0490	n/a	0.0465
115	Honduras	\$US	504	0.0814	0.0124	0.0490	n/a	0.0465
116	Jamaica	\$US	1 (658, 876)	0.0814	0.0124	0.0490	n/a	0.0465
117	Nicaragua	\$US	505	0.0814	0.0124	0.0490	n/a	0.0465
118	Panama	\$US	507	0.0814	0.0124	0.0490	n/a	0.0465
119	Paraguay	\$US	595	0.0814	0.0124	0.0490	n/a	0.0465
120	Puerto Rico	\$US	1 (787, 939)	0.0814	0.0124	0.0490	n/a	0.0465
121	Uruguay	\$US	598	0.0814	0.0124	0.0490	n/a	0.0465
122	Venezuela	\$US	58	0.0814	0.0124	0.0490	n/a	0.0465
Rest of Middle East								
123	Bahrain	\$US	973	0.0375	0.0173	0.0196	n/a	0.0240
124	Iraq	\$US	964	0.0375	0.0173	0.0196	n/a	0.0240
125	Jordan	\$US	962	0.0375	0.0173	0.0196	n/a	0.0240
126	Kuwait	\$US	965	0.0375	0.0173	0.0196	n/a	0.0240
127	Lebanon	\$US	961	0.0375	0.0173	0.0196	n/a	0.0240
128	Oman	\$US	968	0.0375	0.0173	0.0196	n/a	0.0240
129	Qatar	\$US	974	0.0375	0.0173	0.0196	n/a	0.0240
130	Yemen	\$US	967	0.0375	0.0173	0.0196	n/a	0.0240
Rest of Western Europe								
131	Austria	\$US	43	0.0651	0.0330	0.0416	n/a	0.0437
132	Belgium	\$US	32	0.0651	0.0330	0.0416	n/a	0.0437
133	Denmark	\$US	45	0.0651	0.0330	0.0416	n/a	0.0437
134	Finland	\$US	358	0.0651	0.0330	0.0416	n/a	0.0437
135	Ireland	\$US	353	0.0651	0.0330	0.0416	n/a	0.0437
136	Norway	\$US	47	0.0651	0.0330	0.0416	n/a	0.0437
137	Portugal	\$US	351	0.0651	0.0330	0.0416	n/a	0.0437
138	Sweden	\$US	46	0.0651	0.0330	0.0416	n/a	0.0437
139	Switzerland	\$US	41	0.0651	0.0330	0.0416	n/a	0.0437
140	Other	\$US	Other all countries	0.0664	0.0085	0.0334	n/a	0.0160