

Cost per Conversation in USD

tive October 1, 2025 at 12am by WhatsApp Business Account timezone, the rates below will apply.

S.no.	Country	Currency	Country code	Marketing	Utility	Authentication	Authentication International	Service
1	Argentina	\$US	54	0.0680	0.0286	0.0286	N/A	0.0348
2	Brazil	\$US	55	0.0688	0.0075	0.0075	N/A	0.0330
3	Chile	\$US	56	0.0978	0.0220	0.0220	N/A	0.0499
4	Colombia	\$US	57	0.0138	0.0009	0.0009	N/A	0.0066
5	Egypt	\$US	20	0.1180	0.0040	0.0040	0.0715	0.0708
6	France	\$US	33	0.1575	0.0330	0.0330	N/A	0.0945
7	Germany	\$US	49	0.1502	0.0605	0.0605	N/A	0.0901
8	India	\$US	91	0.0118	0.0015	0.0015	0.0308	0.0044
9	Indonesia	\$US	62	0.0452	0.0275	0.0275	0.1496	0.0209
10	Israel	\$US	972	0.0388	0.0058	0.0058	N/A	0.0198
11	Italy	\$US	39	0.0760	0.0330	0.0330	N/A	0.0425
12	Malaysia	\$US	60	0.0946	0.0154	0.0154	0.0460	0.0242
13	Mexico	\$US	52	0.0336	0.0094	0.0094	N/A	0.0116
14	Netherlands	\$US	31	0.1757	0.0550	0.0550	N/A	0.0980
15	Nigeria	\$US	234	0.0568	0.0074	0.0074	0.0825	0.0341
16	Pakistan	\$US	92	0.0520	0.0059	0.0059	0.0825	0.0156
17	Peru	\$US	51	0.0773	0.0220	0.0220	N/A	0.0197
18	Russia	\$US	7	0.0882	0.0440	0.0440	N/A	0.0438
19	Saudi Arabia	\$US	966	0.0501	0.0118	0.0118	0.0658	0.0215
20	South Africa	\$US	27	0.0417	0.0084	0.0084	0.0220	0.0185
21	Spain	\$US	34	0.0677	0.0220	0.0220	N/A	0.0406
22	Turkey	\$US	90	0.0120	0.0058	0.0058	N/A	0.0033
23	United Arab Emirates	\$US	971	0.0549	0.0173	0.0173	0.0561	0.0209
24	United Kingdom	\$US	44	0.0582	0.0242	0.0242	N/A	0.0427
North America								
25	Canada	\$US	1	0.0275	0.0044	0.0044	N/A	0.0097
26	United States	\$US	1	0.0275	0.0044	0.0044	N/A	0.0097
Rest of Africa								
27	Algeria	\$US	213	0.0248	0.0044	0.0044	N/A	0.0399
28	Angola	\$US	244	0.0248	0.0044	0.0044	N/A	0.0399
29	Benin	\$US	229	0.0248	0.0044	0.0044	N/A	0.0399
30	Botswana	\$US	267	0.0248	0.0044	0.0044	N/A	0.0399
31	Burkina Faso	\$US	226	0.0248	0.0044	0.0044	N/A	0.0399
32	Burundi	\$US	257	0.0248	0.0044	0.0044	N/A	0.0399
33	Cameroon	\$US	237	0.0248	0.0044	0.0044	N/A	0.0399
34	Chad	\$US	235	0.0248	0.0044	0.0044	N/A	0.0399
35	Eritrea	\$US	242	0.0248	0.0044	0.0044	N/A	0.0399
36	Ethiopia	\$US	291	0.0248	0.0044	0.0044	N/A	0.0399
37	Gabon	\$US	251	0.0248	0.0044	0.0044	N/A	0.0399
38	Gambia	\$US	241	0.0248	0.0044	0.0044	N/A	0.0399
39	Ghana	\$US	220	0.0248	0.0044	0.0044	N/A	0.0399
40	Guinea-Bissau	\$US	233	0.0248	0.0044	0.0044	N/A	0.0399
41	Ivory Coast	\$US	245	0.0248	0.0044	0.0044	N/A	0.0399
42	Kenya	\$US	225	0.0248	0.0044	0.0044	N/A	0.0399
43	Lesotho	\$US	254	0.0248	0.0044	0.0044	N/A	0.0399
44	Liberia	\$US	266	0.0248	0.0044	0.0044	N/A	0.0399

45	Libya	\$US	231	0.0248	0.0044	0.0044	N/A	0.0399
46	Madagascar	\$US	218	0.0248	0.0044	0.0044	N/A	0.0399
47	Malawi	\$US	261	0.0248	0.0044	0.0044	N/A	0.0399
48	Mali	\$US	265	0.0248	0.0044	0.0044	N/A	0.0399
49	Mauritania	\$US	223	0.0248	0.0044	0.0044	N/A	0.0399
50	Morocco	\$US	222	0.0248	0.0044	0.0044	N/A	0.0399
51	Mozambique	\$US	212	0.0248	0.0044	0.0044	N/A	0.0399
52	Namibia	\$US	258	0.0248	0.0044	0.0044	N/A	0.0399
53	Niger	\$US	264	0.0248	0.0044	0.0044	N/A	0.0399
54	Republic of the Congo (Brazzaville)	\$US	227	0.0248	0.0044	0.0044	N/A	0.0399
55	Rwanda	\$US	250	0.0248	0.0044	0.0044	N/A	0.0399
56	Senegal	\$US	221	0.0248	0.0044	0.0044	N/A	0.0399
57	Sierra Leone	\$US	232	0.0248	0.0044	0.0044	N/A	0.0399
58	Somalia	\$US	252	0.0248	0.0044	0.0044	N/A	0.0399
59	South Sudan	\$US	211	0.0248	0.0044	0.0044	N/A	0.0399
60	Sudan	\$US	249	0.0248	0.0044	0.0044	N/A	0.0399
61	Swaziland	\$US	268	0.0248	0.0044	0.0044	N/A	0.0399
62	Tanzania	\$US	255	0.0248	0.0044	0.0044	N/A	0.0399
63	Togo	\$US	228	0.0248	0.0044	0.0044	N/A	0.0399
64	Tunisia	\$US	216	0.0248	0.0044	0.0044	N/A	0.0399
65	Uganda	\$US	256	0.0248	0.0044	0.0044	N/A	0.0399
66	Zambia	\$US	260	0.0248	0.0044	0.0044	N/A	0.0399
	Rest of Asia Pacific							
67	Afghanistan	\$US	93	0.0805	0.0124	0.0124	N/A	0.0246
68	Australia	\$US	61	0.0805	0.0124	0.0124	N/A	0.0246
69	Bangladesh	\$US	880	0.0805	0.0124	0.0124	N/A	0.0246
70	Cambodia	\$US	855	0.0805	0.0124	0.0124	N/A	0.0246
71	China	\$US	86	0.0805	0.0124	0.0124	N/A	0.0246
72	Hong Kong	\$US	852	0.0805	0.0124	0.0124	N/A	0.0246
73	Japan	\$US	81	0.0805	0.0124	0.0124	N/A	0.0246
74	Laos	\$US	856	0.0805	0.0124	0.0124	N/A	0.0246
75	Mongolia	\$US	976	0.0805	0.0124	0.0124	N/A	0.0246
76	Nepal	\$US	977	0.0805	0.0124	0.0124	N/A	0.0246
77	New Zealand	\$US	64	0.0805	0.0124	0.0124	N/A	0.0246
78	Papua New Guinea	\$US	675	0.0805	0.0124	0.0124	N/A	0.0246
79	Philippines	\$US	63	0.0805	0.0124	0.0124	N/A	0.0246
80	Singapore	\$US	65	0.0805	0.0124	0.0124	N/A	0.0246
81	Sri Lanka	\$US	94	0.0805	0.0124	0.0124	N/A	0.0246
82	Taiwan	\$US	886	0.0805	0.0124	0.0124	N/A	0.0246
83	Tajikistan	\$US	992	0.0805	0.0124	0.0124	N/A	0.0246
84	Thailand	\$US	66	0.0805	0.0124	0.0124	N/A	0.0246
85	Turkmenistan	\$US	993	0.0805	0.0124	0.0124	N/A	0.0246
86	Uzbekistan	\$US	998	0.0805	0.0124	0.0124	N/A	0.0246
87	Vietnam	\$US	84	0.0805	0.0124	0.0124	N/A	0.0246
	Rest of Central & Eastern Europe							
88	Albania	\$US	355	0.0946	0.0233	0.0233	N/A	0.0275
89	Armenia	\$US	374	0.0946	0.0233	0.0233	N/A	0.0275
90	Azerbaijan	\$US	994	0.0946	0.0233	0.0233	N/A	0.0275
91	Belarus	\$US	375	0.0946	0.0233	0.0233	N/A	0.0275
92	Bulgaria	\$US	359	0.0946	0.0233	0.0233	N/A	0.0275
93	Croatia	\$US	385	0.0946	0.0233	0.0233	N/A	0.0275
94	Czech Republic	\$US	420	0.0946	0.0233	0.0233	N/A	0.0275
95	Georgia	\$US	995	0.0946	0.0233	0.0233	N/A	0.0275

96	Greece	\$US	30	0.0946	0.0233	0.0233	N/A	0.0275
97	Hungary	\$US	36	0.0946	0.0233	0.0233	N/A	0.0275
98	Latvia	\$US	371	0.0946	0.0233	0.0233	N/A	0.0275
99	Lithuania	\$US	370	0.0946	0.0233	0.0233	N/A	0.0275
100	Moldova	\$US	373	0.0946	0.0233	0.0233	N/A	0.0275
101	North Macedonia	\$US	389	0.0946	0.0233	0.0233	N/A	0.0275
102	Poland	\$US	48	0.0946	0.0233	0.0233	N/A	0.0275
103	Romania	\$US	40	0.0946	0.0233	0.0233	N/A	0.0275
104	Serbia	\$US	381	0.0946	0.0233	0.0233	N/A	0.0275
105	Slovakia	\$US	421	0.0946	0.0233	0.0233	N/A	0.0275
106	Slovenia	\$US	386	0.0946	0.0233	0.0233	N/A	0.0275
107	Ukraine	\$US	380	0.0946	0.0233	0.0233	N/A	0.0275
	Rest of Latin America							
108	Bolivia	\$US	591	0.0814	0.0124	0.0124	N/A	0.0465
109	Costa Rica	\$US	506	0.0814	0.0124	0.0124	N/A	0.0465
110	Dominican Republic	\$US	1 (809, 829, 849)	0.0814	0.0124	0.0124	N/A	0.0465
111	Ecuador	\$US	593	0.0814	0.0124	0.0124	N/A	0.0465
112	El Salvador	\$US	503	0.0814	0.0124	0.0124	N/A	0.0465
113	Guatemala	\$US	502	0.0814	0.0124	0.0124	N/A	0.0465
114	Haiti	\$US	509	0.0814	0.0124	0.0124	N/A	0.0465
115	Honduras	\$US	504	0.0814	0.0124	0.0124	N/A	0.0465
116	Jamaica	\$US	1 (658, 876)	0.0814	0.0124	0.0124	N/A	0.0465
117	Nicaragua	\$US	505	0.0814	0.0124	0.0124	N/A	0.0465
118	Panama	\$US	507	0.0814	0.0124	0.0124	N/A	0.0465
119	Paraguay	\$US	595	0.0814	0.0124	0.0124	N/A	0.0465
120	Puerto Rico	\$US	1 (787, 939)	0.0814	0.0124	0.0124	N/A	0.0465
121	Uruguay	\$US	598	0.0814	0.0124	0.0124	N/A	0.0465
122	Venezuela	\$US	58	0.0814	0.0124	0.0124	N/A	0.0465
	Rest of Middle East							
123	Bahrain	\$US	973	0.0375	0.0100	0.0100	N/A	0.024
124	Iraq	\$US	964	0.0375	0.0100	0.0100	N/A	0.024
125	Jordan	\$US	962	0.0375	0.0100	0.0100	N/A	0.024
126	Kuwait	\$US	965	0.0375	0.0100	0.0100	N/A	0.024
127	Lebanon	\$US	961	0.0375	0.0100	0.0100	N/A	0.024
128	Oman	\$US	968	0.0375	0.0100	0.0100	N/A	0.024
129	Qatar	\$US	974	0.0375	0.0100	0.0100	N/A	0.024
130	Yemen	\$US	967	0.0375	0.0100	0.0100	N/A	0.024
	Rest of Western Europe							
131	Austria	\$US	43	0.0651	0.0188	0.0188	N/A	0.0437
132	Belgium	\$US	32	0.0651	0.0188	0.0188	N/A	0.0437
133	Denmark	\$US	45	0.0651	0.0188	0.0188	N/A	0.0437
134	Finland	\$US	358	0.0651	0.0188	0.0188	N/A	0.0437
135	Ireland	\$US	353	0.0651	0.0188	0.0188	N/A	0.0437
136	Norway	\$US	47	0.0651	0.0188	0.0188	N/A	0.0437
137	Portugal	\$US	351	0.0651	0.0188	0.0188	N/A	0.0437
138	Sweden	\$US	46	0.0651	0.0188	0.0188	N/A	0.0437
139	Switzerland	\$US	41	0.0651	0.0188	0.0188	N/A	0.0437
140	Other	\$US	Other all countries	0.0664	0.0085	0.0085	N/A	0.016