Okay macha, ippo situation innum clear. Specific aa Oct, Nov, Dec masangal la offer anupanum, 500 customers ku. Matha masangal la theva illa.

Intha scenario ku, WhatsApp Business API (WABA) use panrathu evlo aagum nu paapom. Namma "pay-as-you-go" or short-term commitment ulla options aa focus pannalam.

Assumptions:

Business-Initiated Marketing Conversations: Offer messages marketing category la varum, so ithukku rate konjam athigam.

India Pricing: Customer numbers India la irukunu assume panren.

500 Customers per Campaign: Ovvoru offer campaign layum 500 customers ku anupreenga.

One Campaign per Month (Oct, Nov, Dec): Ovvoru masamum oru offer (so oru set of 500 messages).

WhatsApp Conversation Charges:

Masathukku first 1000 conversations free (user-initiated and business-initiated serthu).

Neenga Oct la 500 messages anupum pothu, antha 500 conversations free tier la cover aagidum. So, WhatsApp ku charge ₹0.

Same for Nov (first 500 conversations of the month are free). Charge ₹0.

Same for Dec (first 500 conversations of the month are free). Charge ₹0.

So, WhatsApp oda direct conversation charges ungalukku varaathu, neenga antha masangal la vera WABA activity pannalana (e.g., customer support ku neraya messages varaama iruntha).

Business Solution Provider (BSP) Charges - Ithu Thaan Mukkiyam:

Inga thaan cost varum. Sila BSPs pay-as-you-go model offer pannuvanga, illana short-term plans, illana setup fee + per message fee.

Let's consider a few types of BSPs:

Option 1: BSPs with Low/No Monthly Commitment (Pay-per-use focused)

Twilio:

Twilio WhatsApp API ku per-conversation charge pannuvanga (WhatsApp oda rate + Twilio oda markup).

Monthly minimums illaama irukkalam (aana oru phone number reserve panna chinna monthly fee irukkalam, approx

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* + 2).

Twilio oda markup India la marketing conversation ku approx ₹0.15 - ₹0.25 (WhatsApp charge oda serthu).

Estimate for Twilio:

WhatsApp charge: ₹0 (free tier la)

Twilio markup (example): 500 conversations \* ₹0.20/conversation = ₹100 per month (Oct, Nov, Dec).

Phone number fee (example):

2/month∗₹83/2/month \* ₹83/2/month∗₹83/

* + - = ~₹166 per month.

Total Approx. per month (Oct, Nov, Dec) with Twilio: ₹266

Matha masangal la phone number fee mattum ₹166 varum (neenga number retain panninaa).

Other Similar BSPs: Sila chinna BSPs kooda pay-as-you-go offer pannalam. Avangala research pannanum.

Option 2: BSPs with Monthly Plans (choose the lowest tier for those 3 months)

Sila BSPs (e.g., WATI, Interakt, AiSensy) monthly plans offer pannuvanga.

WATI: Avanga starting plan approx. ₹999/month la irunthu start aagalam (rates maaralam). Ithula API access, platform features, and sila free credits/conversations kooda irukkalam.

Interakt: Avanga starting plan approx. ₹999/month (annual billing la) or konjam athigama monthly billing la irukkalam.

AiSensy: Avanga starting plan approx. ₹1000 - ₹1500/month.

Estimate for Plan-Based BSP:

If you choose a plan for ₹1200/month:

October: ₹1200

November: ₹1200

December: ₹1200

Total for 3 months: ₹3600

Neenga antha 3 masam mattum plan activate panni, appuram cancel/downgrade panna mudiyumaanu paakanum. Sila BSPs long-term commitment illama monthly billing option tharuvanga.

Option 3: BSPs focusing on "Campaigns" (less common for pure API)

Sila marketing platforms WhatsApp campaigns ku pricing offer pannalam. Ithu API access aa vida vera model aa irukkum.

Minimum Cost Scenario (Optimistic):

Neenga Twilio maathiri oru BSP choose panni, free tier conversations use panni, phone number fee mattum pay panreenga na:

Approx. ₹170 - ₹300 per month for Oct, Nov, Dec.

Total for 3 months: ₹510 - ₹900.

Plus, oru one-time setup effort (Facebook Business verification, WABA setup, template approval).

Realistic Cost Scenario (Using a platform with a basic plan):

Neenga WATI or Interakt maathiri oru platform oda basic monthly plan (approx. ₹1000 - ₹1500) antha 3 masathukku use panreenga na:

Approx. ₹1200 per month for Oct, Nov, Dec.

Total for 3 months: ₹3600.

Intha platforms la UI, template management, basic analytics ellaam easy aa irukkum.

Important Considerations:

Setup Time & Effort: WhatsApp Business API setup (Facebook Business Manager verification, WABA creation, phone number verification, display name approval) konjam time edukkum (silarathu 1-2 weeks kooda aagalam). Message template approval kum 1-2 days aagalam. So, offer anupurathukku munnadiye plan panni setup pannidanum.

Message Template Approval: Ovvoru promotional message kum (offer) neenga oru template create panni WhatsApp kitta approve vaanganum. Direct aa free-form text anupa mudiyathu business-initiated aa.

BSP Lock-in/Flexibility: Sila BSPs annual contracts prefer pannuvanga. Neenga monthly billing option irukka BSP aa thedunga.

Learning Curve: API use panrathu, templates manage panrathu ellaam konjam kathukka vendi varum. Platform-based BSPs ithu easy pannuvanga.

My Recommendation:

Unga use case ku (varshathula 3 masam, 500 customers per campaign),

If you are technically comfortable or have someone to help with API integration: Twilio maathiri oru BSP nalla option aa irukkalam. Cost kammiya irukkum.

If you want an easier-to-use platform with UI for managing contacts, templates, and sending: WATI, Interakt, AiSensy maathiri BSPs oda basic monthly plan aa antha 3 masathukku mattum eduthukalam. Ithu konjam cost athigam, aana use panrathukku easy aa irukkum.

Final Estimated Range:

Low End (Twilio-like, DIY API): ₹600 - ₹1000 for the 3 months total.

Mid Range (Platform-based, basic plan for 3 months): ₹3000 - ₹4500 for the 3 months total.

Neenga specific BSPs oda websites la current pricing check panni, avanga support team kitta pesi, unga exact requirement ku oru quote vaangurathu thaan best macha. "We only need to send 500 promotional messages per month for October, November, and December. What's your most cost-effective solution for this?" nu kelunga.