

WhatsApp & SMS API Pricing (India)

WhatsApp API Pricing (Meta Cloud API)

- Utility messages (within 24h of user's message): Free (unlimited)
- Utility messages (after 24h): ₹0.115 / msg
- Marketing messages: ₹0.7846 / msg
- **Authentication (OTP, codes): ₹0.115 / msg**

If the customer messages first, replies within 24h are free. After 24h or for promotions = charges apply.

SMS Pricing Comparison

- Twilio: ₹6.90 per SMS
- **MSG91: ₹0.17 per SMS**

So we will go with MSG91