

## Cost per Conversation in USD

**Effective Jan 1, 2026, at 12am, by WhatsApp Business Account timezone, the rates below will apply. These updates reflect:**  
 Marketing messages — Lower rate for France and Egypt. Higher rate for India. Utility and authentication messages — Lower rate for North America.

S.no.	Country	Currency	Country code	Marketing	Utility	Authentication	Authentication International	Service
1	Argentina	\$US	54	0.06798	0.0286	0.0286	N/A	0.0348
2	Brazil	\$US	55	0.06875	0.0075	0.0075	N/A	0.0330
3	Chile	\$US	56	0.09779	0.0220	0.0220	N/A	0.0499
4	Colombia	\$US	57	0.01375	0.0009	0.0009	N/A	0.0066
5	Egypt	\$US	20	0.07084	0.0040	0.0040	0.0715	0.0708
6	France	\$US	33	0.09449	0.0330	0.0330	N/A	0.0945
7	Germany	\$US	49	0.15015	0.0605	0.0605	N/A	0.0901
8	India	\$US	91	0.01298	0.0015	0.0015	0.0308	0.0044
9	Indonesia	\$US	62	0.04521	0.0275	0.0275	0.1496	0.0209
10	Israel	\$US	972	0.03883	0.0058	0.0058	N/A	0.0198
11	Italy	\$US	39	0.07601	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	0.03355	0.0094	0.0094	N/A	0.0116
14	Netherlands	\$US	31	0.17567	0.0550	0.0550	N/A	0.0980
15	Nigeria	\$US	234	0.05676	0.0074	0.0074	0.0825	0.0341
16	Pakistan	\$US	92	0.05203	0.0059	0.0059	0.0825	0.0156
17	Peru	\$US	51	0.07733	0.0220	0.0220	N/A	0.0197
18	Russia	\$US	7	0.08822	0.0440	0.0440	N/A	0.0438
19	Saudi Arabia	\$US	966	0.05005	0.0118	0.0118	0.0658	0.0215
20	South Africa	\$US	27	0.04169	0.0084	0.0084	0.0220	0.0185
21	Spain	\$US	34	0.06765	0.0220	0.0220	N/A	0.0406
22	Turkey	\$US	90	0.01199	0.0058	0.0058	N/A	0.0033
23	United Arab Emirates	\$US	971	0.05489	0.0173	0.0173	0.0561	0.0209
24	United Kingdom	\$US	44	0.05819	0.0242	0.0242	N/A	0.0427
North America								
25	Canada	\$US	1	0.0275	0.00374	0.00374	N/A	0.0097
26	United States	\$US	1	0.0275	0.00374	0.00374	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
	<b>Rest of Asia Pacific</b>							
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
	<b>Rest of Central &amp; Eastern Europe</b>							
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