

WhatsApp Message Charges

Cost per Message in INR (Effective from 17 Nov, 2025)

The prices listed below apply to all plans

Message costs may vary depending on the recipient's country or region

All service conversions are free for **Basic**, **Pro**, and **Enterprise** plan customers

Utility replies within the 24-hour service window are free of charge.



Market	Marketing	Utility	Authentication	Authentication- International	Service
Argentina	₹ 4.982	₹ 2.097	₹ 2.097	-	-
Brazil	₹ 5.039	₹ 0.548	₹ 0.548	-	-
Chile	₹ 7.165	₹ 1.612	₹ 1.612	-	-
Colombia	₹ 1.008	₹ 0.065	₹ 0.065	-	-
Egypt	₹ 8.652	₹ 0.29	₹ 0.29	₹ 5.244	-
France	₹ 11.548	₹ 2.419	₹ 2.419	-	-
Germany	₹ 11.008	₹ 4.435	₹ 4.435	-	-
India	₹ 0.863	₹ 0.127	₹ 0.127	₹ 2.53	-
Indonesia	₹ 3.312	₹ 2.015	₹ 2.015	₹ 10.96	-
Israel	₹ 2.846	₹ 0.427	₹ 0.427	-	-
Italy	₹ 5.568	₹ 2.417	₹ 2.417	-	-
Malaysia	₹ 6.934	₹ 1.129	₹ 1.129	₹ 3.37	-
Mexico	₹ 2.459	₹ 0.685	₹ 0.685	-	-
Netherlands	₹ 12.879	₹ 4.032	₹ 4.032	-	-
Nigeria	₹ 4.164	₹ 0.541	₹ 0.541	₹ 6.054	-
Pakistan	₹ 3.815	₹ 0.436	₹ 0.436	₹ 6.054	-
Peru	₹ 5.669	₹ 1.613	₹ 1.613	-	-
Russia	₹ 6.464	₹ 3.224	₹ 3.224	-	-
Saudi Arabia	₹ 3.662	₹ 0.862	₹ 0.862	₹ 4.826	-
South Africa	₹ 3.06	₹ 0.614	₹ 0.614	₹ 1.615	-
Spain	₹ 4.955	₹ 1.611	₹ 1.611	-	-
Turkey	₹ 0.879	₹ 0.427	₹ 0.427	-	-
United Arab Emirates	₹ 4.027	₹ 1.266	₹ 1.266	₹ 4.108	-
United Kingdom	₹ 4.262	₹ 1.773	₹ 1.773	-	-

Market	Marketing	Utility	Authentication	Authentication- International	Service
North America	₹ 2.014	₹ 0.322	₹ 0.322	-	-
Rest Of Africa	₹ 1.815	₹ 0.322	₹ 0.322	-	-
Rest Of Asia Pacific	₹ 5.903	₹ 0.911	₹ 0.911	-	-
Rest Of Central & Eastern Europe	₹ 6.93	₹ 1.705	₹ 1.705	-	-
Rest Of Latin America	₹ 5.963	₹ 0.911	₹ 0.911	-	-
Rest Of Middle East	₹ 2.749	₹ 0.733	₹ 0.733	-	-
Rest Of Western Europe	₹ 4.772	₹ 1.377	₹ 1.377	-	-
Other	₹ 4.867	₹ 0.621	₹ 0.621	-	-