



Select region for data storage

Hosting Options

Meta Cloud (FBC)

Data Storage Regions

India

Data Storage region selection provides the option to control where the message data is stored at rest. While the data is stored on FBC, this option allows localization for message content, ensuring a higher level of compliance with local data protection regulations

Select Country

India

Component

Price in USD

For countries with the same country code but different charges, the billing process prioritises the region code first. If the region code doesn't match, it then falls back to the country code, and if neither matches, the default rate is applied. This means that even countries sharing the same country code can have different charges based on their specific region codes.

Show less

WhatsApp Fee

Marketing	0.0107
Utility	0.0014
Authentication	0.0014
Authentication (International)	0.028
Marketing (Optimized/MM Lite)	0.0107
Service	FREE
Conversations starting from Ads (Free Entry Point) that click to WhatsApp or Facebook page CTAs	FREE

Gupshup Fee (Applicable for all messages)

Template message (for outgoing text)	0.001
Session message (for outgoing and incoming text)	0.001
Any media (for outgoing text/media above 64KB)	FREE

Starting July 1, 2025, Meta will charge per message for template messages instead of per conversation.

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