


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. [Know more](#)

Feedback

| | |
|---------------------------------|--|
| Certificate Issued By: | Vendor User One Date: 10.08.2025 08:22:05 PM |
| Certificate Reviewed By: | Engg User One Date: 10.08.2025 08:23:19 PM Engg / User Department (Cipla Ltd.) |
| Certificate Approved By: | QA User One Date: 10.08.2025 08:24:57 PM Quality Assurance (Cipla Ltd.) |