

Cost per message in INR on the WhatsApp Business Platform, effective January 1, 2026

Market	Currency	Marketing	Utility	Authentication	Authentication-International	Service
Argentina	₹	4.5293	1.9062	1.9062	n/a	n/a
Brazil	₹	4.5808	0.4984	0.4984	n/a	n/a
Chile	₹	6.5135	1.4654	1.4654	n/a	n/a
Colombia	₹	0.9161	0.0588	0.0588	n/a	n/a
Egypt	₹	4.7191	0.2639	0.2639	4.7668	n/a
France	₹	6.299	2.1994	2.1994	n/a	n/a
Germany	₹	10.0073	4.0322	4.0322	n/a	n/a
India	₹	0.8631	0.115	0.115	2.3	n/a
Indonesia	₹	3.0111	1.8316	1.8316	9.9638	n/a
Israel	₹	2.5871	0.3885	0.3885	n/a	n/a
Italy	₹	5.0614	2.1974	2.1974	n/a	n/a
Malaysia	₹	6.3037	1.0262	1.0262	3.0639	n/a
Mexico	₹	2.2357	0.6226	0.6226	n/a	n/a
Netherlands	₹	11.7078	3.6656	3.6656	n/a	n/a
Nigeria	₹	3.7851	0.4915	0.4915	5.5035	n/a
Pakistan	₹	3.4683	0.396	0.396	5.5035	n/a
Peru	₹	5.1536	1.4662	1.4662	n/a	n/a
Russia	₹	5.8767	2.9311	2.9311	n/a	n/a
Saudi Arabia	₹	3.3292	0.7834	0.7834	4.3871	n/a
South Africa	₹	2.7821	0.5579	0.5579	1.4681	n/a
Spain	₹	4.5044	1.4648	1.4648	n/a	n/a
Turkey	₹	0.7989	0.3884	0.3884	n/a	n/a
United Arab Emirates	₹	3.6613	1.1509	1.1509	3.7342	n/a
United Kingdom	₹	3.8747	1.6122	1.6122	n/a	n/a
North America	₹	1.8313	0.2491	0.2491	n/a	n/a
Rest of Africa	₹	1.6497	0.293	0.293	n/a	n/a
Rest of Asia Pacific	₹	5.3664	0.8282	0.8282	n/a	n/a
Rest of Central & Eastern Europe	₹	6.2997	1.5496	1.5496	n/a	n/a
Rest of Latin America	₹	5.4207	0.8278	0.8278	n/a	n/a
Rest of Middle East	₹	2.4993	0.6665	0.6665	n/a	n/a
Rest of Western Europe	₹	4.3378	1.2516	1.2516	n/a	n/a
Other	₹	4.4248	0.5641	0.5641	n/a	n/a