

Cost per message in IDR on the WhatsApp Business Platform, effective October 1, 2025

We charge on a per-message basis on the WhatsApp Business Platform. Learn more here:

<https://developers.facebook.com/docs/whatsapp/pricing>

Marketing rates apply across Cloud API and Marketing Messages Lite API. Learn more here:

<https://developers.facebook.com/docs/whatsapp/pricing>

Some markets are mapped to a "Rest of" region or "Other." Learn more here:

<https://developers.facebook.com/docs/whatsapp/pricing#country-calling-codes>

In some markets, we have authentication-international rates. Learn more here:

<https://developers.facebook.com/docs/whatsapp/pricing/authentication-international-rates>

Market	Currency	Marketing	Utility	Authentication	Authentication-International	Service
Argentina	Rp	881.95	371.19	371.19	n/a	n/a
Brazil	Rp	891.98	97.05	97.05	n/a	n/a
Chile	Rp	1,268.36	285.34	285.34	n/a	n/a
Colombia	Rp	178.40	11.40	11.40	n/a	n/a
Egypt	Rp	1,531.53	51.38	51.38	928.22	n/a
France	Rp	2,044.30	428.27	428.27	n/a	n/a
Germany	Rp	1,948.66	785.17	785.17	n/a	n/a
India	Rp	152.77	19.97	19.97	399.44	n/a
Indonesia	Rp	586.33	356.65	356.65	1,940.13	n/a
Israel	Rp	503.79	75.64	75.64	n/a	n/a
Italy	Rp	985.56	427.89	427.89	n/a	n/a
Malaysia	Rp	1,227.49	199.82	199.82	596.63	n/a
Mexico	Rp	435.34	121.24	121.24	n/a	n/a
Netherlands	Rp	2,279.80	713.78	713.78	n/a	n/a
Nigeria	Rp	737.05	95.70	95.70	1,071.67	n/a
Pakistan	Rp	675.37	77.10	77.10	1,071.67	n/a
Peru	Rp	1,003.55	285.50	285.50	n/a	n/a
Russia	Rp	1,144.36	570.75	570.75	n/a	n/a
Saudi Arabia	Rp	648.28	152.54	152.54	854.24	n/a
South Africa	Rp	541.75	108.64	108.64	285.89	n/a
Spain	Rp	877.11	285.24	285.24	n/a	n/a
Turkey	Rp	155.56	75.64	75.64	n/a	n/a
United Arab Emirates	Rp	712.95	224.11	224.11	727.12	n/a
United Kingdom	Rp	754.51	313.93	313.93	n/a	n/a
North America	Rp	356.60	57.06	57.06	n/a	n/a
Rest of Africa	Rp	321.24	57.06	57.06	n/a	n/a
Rest of Asia Pacific	Rp	1,044.97	161.27	161.27	n/a	n/a
Rest of Central & Eastern Europe	Rp	1,226.72	301.75	301.75	n/a	n/a
Rest of Latin America	Rp	1,055.54	161.18	161.18	n/a	n/a
Rest of Middle East	Rp	486.68	129.78	129.78	n/a	n/a
Rest of Western Europe	Rp	844.68	243.72	243.72	n/a	n/a
Other	Rp	861.62	109.84	109.84	n/a	n/a

Cost per message in IDR on the WhatsApp Business Platform, effective October 1, 2025 - Reflecting volume tiers for utility and authentication messages

Volume tiers apply only to utility and authentication messages. Learn more here: <https://developers.facebook.com/docs/whatsapp/pricing/volume-tiers>

Market (per rate card)	Currency	Utility					Authentication					Authentication-International				
		Messages (per month)		What we charge			Messages (per month)		What we charge			Messages (per month)		What we charge		
		From	To	Rate type	Rate	vs. List rate	From	To	Rate type	Rate	vs. List rate	From	To	Rate type	Rate	vs. List rate
Argentina	Rp	0	100,000	List rate	371.19	0%	0	120,000	List rate	371.19	0%	n/a	n/a	n/a	n/a	n/a
	Rp	100,001	1,000,000	Tier rate	352.63	-5%	120,001	400,000	Tier rate	352.63	-5%	n/a	n/a	n/a	n/a	n/a
	Rp	1,000,001	4,500,000	Tier rate	334.07	-10%	400,001	1,000,000	Tier rate	334.07	-10%	n/a	n/a	n/a	n/a	n/a
	Rp	4,500,001	15,000,000	Tier rate	315.51	-15%	1,000,001	5,000,000	Tier rate	315.51	-15%	n/a	n/a	n/a	n/a	n/a
	Rp	15,000,001	30,000,000	Tier rate	296.95	-20%	5,000,001	10,000,000	Tier rate	296.95	-20%	n/a	n/a	n/a	n/a	n/a
	Rp	30,000,001	--	Tier rate	278.39	-25%	10,000,001	--	Tier rate	278.39	-25%	n/a	n/a	n/a	n/a	n/a
Brazil	Rp	0	250,000	List rate	97.05	0%	0	500,000	List rate	97.05	0%	n/a	n/a	n/a	n/a	n/a
	Rp	250,001	2,000,000	Tier rate	92.20	-5%	500,001	3,000,000	Tier rate	92.20	-5%	n/a	n/a	n/a	n/a	n/a
	Rp	2,000,001	17,000,000	Tier rate	87.35	-10%	3,000,001	5,250,000	Tier rate	87.35	-10%	n/a	n/a	n/a	n/a	n/a
	Rp	17,000,001	35,000,000	Tier rate	82.49	-15%	5,250,001	10,000,000	Tier rate	82.49	-15%	n/a	n/a	n/a	n/a	n/a
	Rp	35,000,001	70,000,000	Tier rate	77.64	-20%	10,000,001	20,000,000	Tier rate	77.64	-20%	n/a	n/a	n/a	n/a	n/a
	Rp	70,000,001	--	Tier rate	72.79	-25%	20,000,001	--	Tier rate	72.79	-25%	n/a	n/a	n/a	n/a	n/a
Chile	Rp	0	100,000	List rate	285.34	0%	0	120,000	List rate	285.34	0%	n/a	n/a	n/a	n/a	n/a
	Rp	100,001	1,000,000	Tier rate	271.07	-5%	120,001	400,000	Tier rate	271.07	-5%	n/a	n/a	n/a	n/a	n/a
	Rp	1,000,001	4,500,000	Tier rate	256.81	-10%	400,001	1,000,000	Tier rate	256.81	-10%	n/a	n/a	n/a	n/a	n/a
	Rp	4,500,001	15,000,000	Tier rate	242.54	-15%	1,000,001	5,000,000	Tier rate	242.54	-15%	n/a	n/a	n/a	n/a	n/a
	Rp	15,000,001	30,000,000	Tier rate	228.27	-20%	5,000,001	10,000,000	Tier rate	228.27	-20%	n/a	n/a	n/a	n/a	n/a
	Rp	30,000,001	--	Tier rate	214.01	-25%	10,000,001	--	Tier rate	214.01	-25%	n/a	n/a	n/a	n/a	n/a
Colombia	Rp	0	100,000	List rate	11.40	0%	0	120,000	List rate	11.40	0%	n/a	n/a	n/a	n/a	n/a
	Rp	100,001	1,000,000	Tier rate	10.83	-5%	120,001	400,000	Tier rate	10.83	-5%	n/a	n/a	n/a	n/a	n/a
	Rp	1,000,001	4,500,000	Tier rate	10.26	-10%	400,001	1,000,000	Tier rate	10.26	-10%	n/a	n/a	n/a	n/a	n/a
	Rp	4,500,001	15,000,000	Tier rate	9.69	-15%	1,000,001	5,000,000	Tier rate	9.69	-15%	n/a	n/a	n/a	n/a	n/a
	Rp	15,000,001	30,000,000	Tier rate	9.12	-20%	5,000,001	10,000,000	Tier rate	9.12	-20%	n/a	n/a	n/a	n/a	n/a
	Rp	30,000,001	--	Tier rate	8.55	-25%	10,000,001	--	Tier rate	8.55	-25%	n/a	n/a	n/a	n/a	n/a
Egypt	Rp	0	100,000	List rate	51.38	0%	0	300,000	List rate	51.38	0%	0	300,000	List rate	928.22	0%
	Rp	100,001	1,000,000	Tier rate	48.81	-5%	300,001	2,000,000	Tier rate	48.81	-5%	300,001	2,000,000	Tier rate	881.81	-5%
	Rp	1,000,001	4,500,000	Tier rate	46.24	-10%	2,000,001	10,000,000	Tier rate	46.24	-10%	2,000,001	10,000,000	Tier rate	835.40	-10%
	Rp	4,500,001	40,000,000	Tier rate	43.67	-15%	10,000,001	20,000,000	Tier rate	43.67	-15%	10,000,001	20,000,000	Tier rate	788.99	-15%
	Rp	40,000,001	80,000,000	Tier rate	41.10	-20%	20,000,001	40,000,000	Tier rate	41.10	-20%	20,000,001	40,000,000	Tier rate	742.58	-20%
	Rp	80,000,001	--	Tier rate	38.54	-25%	40,000,001	--	Tier rate	38.54	-25%	40,000,001	--	Tier rate	696.17	-25%
France	Rp	0	100,000	List rate	428.27	0%	0	300,000	List rate	428.27	0%	n/a	n/a	n/a	n/a	n/a
	Rp	100,001	1,000,000	Tier rate	406.86	-5%	300,001	2,000,000	Tier rate	406.86	-5%	n/a	n/a	n/a	n/a	n/a
	Rp	1,000,001	4,500,000	Tier rate	385.44	-10%	2,000,001	10,000,000	Tier rate	385.44	-10%	n/a	n/a	n/a	n/a	n/a
	Rp	4,500,001	40,000,000	Tier rate	364.03	-15%	10,000,001	20,000,000	Tier rate	364.03	-15%	n/a	n/a	n/a	n/a	n/a
	Rp	40,000,001	80,000,000	Tier rate	342.62	-20%	20,000,001	40,000,000	Tier rate	342.62	-20%	n/a	n/a	n/a	n/a	n/a
	Rp	80,000,001	--	Tier rate	321.20	-25%	40,000,001	--	Tier rate	321.20	-25%	n/a	n/a	n/a	n/a	n/a
Germany	Rp	0	100,000	List rate	785.17	0%	0	300,000	List rate	785.17	0%	n/a	n/a	n/a	n/a	n/a
	Rp	100,001	1,000,000	Tier rate	745.91	-5%	300,001	2,000,000	Tier rate	745.91	-5%	n/a	n/a	n/a	n/a	n/a
	Rp	1,000,001	4,500,000	Tier rate	706.65	-10%	2,000,001	10,000,000	Tier rate	706.65	-10%	n/a	n/a	n/a	n/a	n/a
	Rp	4,500,001	40,000,000	Tier rate	667.39	-15%	10,000,001	20,000,000	Tier rate	667.39	-15%	n/a	n/a	n/a	n/a	n/a
	Rp	40,000,001	80,000,000	Tier rate	628.14	-20%	20,000,001	40,000,000	Tier rate	628.14	-20%	n/a	n/a	n/a	n/a	n/a
	Rp	80,000,001	--	Tier rate	588.88	-25%	40,000,001	--	Tier rate	588.88	-25%	n/a	n/a	n/a	n/a	n/a
India	Rp	0	25,000,000	List rate	19.97	0%	0	750,000	List rate	19.97	0%	0	750,000	List rate	399.44	0%
	Rp	25,000,001	50,000,000	Tier rate	18.77	-6%	750,001	15,000,000	Tier rate	18.77	-6%	750,001	15,000,000	Tier rate	375.47	-6%
	Rp	50,000,001	100,000,000	Tier rate	17.57	-12%	15,000,001	20,000,000	Tier rate	17.57	-12%	15,000,001	20,000,000	Tier rate	351.51	-12%
	Rp	100,000,001	200,000,000	Tier rate	16.38	-18%	20,000,001	50,000,000	Tier rate	16.38	-18%	20,000,001	50,000,000	Tier rate	327.54	-18%
	Rp	200,000,001	300,000,000	Tier rate	15.18	-24%	50,000,001	100,000,000	Tier rate	15.18	-24%	50,000,001	100,000,000	Tier rate	303.57	-24%
	Rp	300,000,001	--	Tier rate	13.98	-30%	100,000,001	--	Tier rate	13.98	-30%	100,000,001	--	Tier rate	279.61	-30%

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		Messages (per month)		What we charge			Messages (per month)		What we charge			Messages (per month)		What we charge		
		From	To	Rate type	Rate	vs. List rate	From	To	Rate type	Rate	vs. List rate	From	To	Rate type	Rate	vs. List rate
Indonesia	Rp	0	750,000	List rate	356.65	0%	0	750,000	List rate	356.65	0%	0	750,000	List rate	1,940.13	0%
	Rp	750,001	4,000,000	Tier rate	338.82	-5%	750,001	2,000,000	Tier rate	338.82	-5%	750,001	2,000,000	Tier rate	1,843.12	-5%
	Rp	4,000,001	25,000,000	Tier rate	320.99	-10%	2,000,001	6,000,000	Tier rate	320.99	-10%	2,000,001	6,000,000	Tier rate	1,746.12	-10%
	Rp	25,000,001	75,000,000	Tier rate	303.15	-15%	6,000,001	30,000,000	Tier rate	303.15	-15%	6,000,001	30,000,000	Tier rate	1,649.11	-15%
	Rp	75,000,001	150,000,000	Tier rate	285.32	-20%	30,000,001	60,000,000	Tier rate	285.32	-20%	30,000,001	60,000,000	Tier rate	1,552.10	-20%
	Rp	150,000,001	--	Tier rate	267.49	-25%	60,000,001	--	Tier rate	267.49	-25%	60,000,001	--	Tier rate	1,455.10	-25%
Israel	Rp	0	100,000	List rate	75.64	0%	0	300,000	List rate	75.64	0%	n/a	n/a	n/a	n/a	n/a
	Rp	100,001	1,000,000	Tier rate	71.86	-5%	300,001	2,000,000	Tier rate	71.86	-5%	n/a	n/a	n/a	n/a	n/a
	Rp	1,000,001	4,500,000	Tier rate	68.08	-10%	2,000,001	10,000,000	Tier rate	68.08	-10%	n/a	n/a	n/a	n/a	n/a
	Rp	4,500,001	40,000,000	Tier rate	64.29	-15%	10,000,001	20,000,000	Tier rate	64.29	-15%	n/a	n/a	n/a	n/a	n/a
	Rp	40,000,001	80,000,000	Tier rate	60.51	-20%	20,000,001	40,000,000	Tier rate	60.51	-20%	n/a	n/a	n/a	n/a	n/a
	Rp	80,000,001	--	Tier rate	56.73	-25%	40,000,001	--	Tier rate	56.73	-25%	n/a	n/a	n/a	n/a	n/a
Italy	Rp	0	100,000	List rate	427.89	0%	0	300,000	List rate	427.89	0%	n/a	n/a	n/a	n/a	n/a
	Rp	100,001	1,000,000	Tier rate	406.50	-5%	300,001	2,000,000	Tier rate	406.50	-5%	n/a	n/a	n/a	n/a	n/a
	Rp	1,000,001	4,500,000	Tier rate	385.10	-10%	2,000,001	10,000,000	Tier rate	385.10	-10%	n/a	n/a	n/a	n/a	n/a
	Rp	4,500,001	40,000,000	Tier rate	363.71	-15%	10,000,001	20,000,000	Tier rate	363.71	-15%	n/a	n/a	n/a	n/a	n/a
	Rp	40,000,001	80,000,000	Tier rate	342.31	-20%	20,000,001	40,000,000	Tier rate	342.31	-20%	n/a	n/a	n/a	n/a	n/a
	Rp	80,000,001	--	Tier rate	320.92	-25%	40,000,001	--	Tier rate	320.92	-25%	n/a	n/a	n/a	n/a	n/a
Malaysia	Rp	0	150,000	List rate	199.82	0%	0	100,000	List rate	199.82	0%	0	100,000	List rate	596.63	0%
	Rp	150,001	1,000,000	Tier rate	189.83	-5%	100,001	300,000	Tier rate	189.83	-5%	100,001	300,000	Tier rate	566.80	-5%
	Rp	1,000,001	4,000,000	Tier rate	179.84	-10%	300,001	1,000,000	Tier rate	179.84	-10%	300,001	1,000,000	Tier rate	536.97	-10%
	Rp	4,000,001	25,000,000	Tier rate	169.85	-15%	1,000,001	10,000,000	Tier rate	169.85	-15%	1,000,001	10,000,000	Tier rate	507.14	-15%
	Rp	25,000,001	50,000,000	Tier rate	159.86	-20%	10,000,001	20,000,000	Tier rate	159.86	-20%	10,000,001	20,000,000	Tier rate	477.30	-20%
	Rp	50,000,001	--	Tier rate	149.87	-25%	20,000,001	--	Tier rate	149.87	-25%	20,000,001	--	Tier rate	447.47	-25%
Mexico	Rp	0	1,000,000	List rate	121.24	0%	0	250,000	List rate	121.24	0%	n/a	n/a	n/a	n/a	n/a
	Rp	1,000,001	5,000,000	Tier rate	115.18	-5%	250,001	1,000,000	Tier rate	115.18	-5%	n/a	n/a	n/a	n/a	n/a
	Rp	5,000,001	10,000,000	Tier rate	109.12	-10%	1,000,001	3,000,000	Tier rate	109.12	-10%	n/a	n/a	n/a	n/a	n/a
	Rp	10,000,001	20,000,000	Tier rate	103.05	-15%	3,000,001	5,000,000	Tier rate	103.05	-15%	n/a	n/a	n/a	n/a	n/a
	Rp	20,000,001	40,000,000	Tier rate	96.99	-20%	5,000,001	10,000,000	Tier rate	96.99	-20%	n/a	n/a	n/a	n/a	n/a
	Rp	40,000,001	--	Tier rate	90.93	-25%	10,000,001	--	Tier rate	90.93	-25%	n/a	n/a	n/a	n/a	n/a
Netherlands	Rp	0	100,000	List rate	713.78	0%	0	300,000	List rate	713.78	0%	n/a	n/a	n/a	n/a	n/a
	Rp	100,001	1,000,000	Tier rate	678.09	-5%	300,001	2,000,000	Tier rate	678.09	-5%	n/a	n/a	n/a	n/a	n/a
	Rp	1,000,001	4,500,000	Tier rate	642.40	-10%	2,000,001	10,000,000	Tier rate	642.40	-10%	n/a	n/a	n/a	n/a	n/a
	Rp	4,500,001	40,000,000	Tier rate	606.71	-15%	10,000,001	20,000,000	Tier rate	606.71	-15%	n/a	n/a	n/a	n/a	n/a
	Rp	40,000,001	80,000,000	Tier rate	571.02	-20%	20,000,001	40,000,000	Tier rate	571.02	-20%	n/a	n/a	n/a	n/a	n/a
	Rp	80,000,001	--	Tier rate	535.34	-25%	40,000,001	--	Tier rate	535.34	-25%	n/a	n/a	n/a	n/a	n/a
Nigeria	Rp	0	100,000	List rate	95.70	0%	0	300,000	List rate	95.70	0%	0	300,000	List rate	1,071.67	0%
	Rp	100,001	1,000,000	Tier rate	90.92	-5%	300,001	2,000,000	Tier rate	90.92	-5%	300,001	2,000,000	Tier rate	1,018.09	-5%
	Rp	1,000,001	4,500,000	Tier rate	86.13	-10%	2,000,001	10,000,000	Tier rate	86.13	-10%	2,000,001	10,000,000	Tier rate	964.50	-10%
	Rp	4,500,001	40,000,000	Tier rate	81.35	-15%	10,000,001	20,000,000	Tier rate	81.35	-15%	10,000,001	20,000,000	Tier rate	910.92	-15%
	Rp	40,000,001	80,000,000	Tier rate	76.56	-20%	20,000,001	40,000,000	Tier rate	76.56	-20%	20,000,001	40,000,000	Tier rate	857.34	-20%
	Rp	80,000,001	--	Tier rate	71.78	-25%	40,000,001	--	Tier rate	71.78	-25%	40,000,001	--	Tier rate	803.75	-25%
Pakistan	Rp	0	150,000	List rate	77.10	0%	0	100,000	List rate	77.10	0%	0	100,000	List rate	1,071.67	0%
	Rp	150,001	1,000,000	Tier rate	73.25	-5%	100,001	300,000	Tier rate	73.25	-5%	100,001	300,000	Tier rate	1,018.09	-5%
	Rp	1,000,001	4,000,000	Tier rate	69.39	-10%	300,001	1,000,000	Tier rate	69.39	-10%	300,001	1,000,000	Tier rate	964.50	-10%
	Rp	4,000,001	25,000,000	Tier rate	65.54	-15%	1,000,001	10,000,000	Tier rate	65.54	-15%	1,000,001	10,000,000	Tier rate	910.92	-15%
	Rp	25,000,001	50,000,000	Tier rate	61.68	-20%	10,000,001	20,000,000	Tier rate	61.68	-20%	10,000,001	20,000,000	Tier rate	857.34	-20%
	Rp	50,000,001	--	Tier rate	57.83	-25%	20,000,001	--	Tier rate	57.83	-25%	20,000,001	--	Tier rate	803.75	-25%

Cost per message in IDR on the WhatsApp Business Platform, effective October 1, 2025 - Reflecting volume tiers for utility and authentication messages

Volume tiers apply only to utility and authentication messages. Learn more here: <https://developers.facebook.com/docs/whatsapp/pricing/volume-tiers>

Market (per rate card)	Currency	Utility					Authentication					Authentication-International				
		Messages (per month)		What we charge			Messages (per month)		What we charge			Messages (per month)		What we charge		
		From	To	Rate type	Rate	vs. List rate	From	To	Rate type	Rate	vs. List rate	From	To	Rate type	Rate	vs. List rate
Peru	Rp	0	100,000	List rate	285.50	0%	0	120,000	List rate	285.50	0%	n/a	n/a	n/a	n/a	n/a
	Rp	100,001	1,000,000	Tier rate	271.23	-5%	120,001	400,000	Tier rate	271.23	-5%	n/a	n/a	n/a	n/a	n/a
	Rp	1,000,001	4,500,000	Tier rate	256.95	-10%	400,001	1,000,000	Tier rate	256.95	-10%	n/a	n/a	n/a	n/a	n/a
	Rp	4,500,001	15,000,000	Tier rate	242.68	-15%	1,000,001	5,000,000	Tier rate	242.68	-15%	n/a	n/a	n/a	n/a	n/a
	Rp	15,000,001	30,000,000	Tier rate	228.40	-20%	5,000,001	10,000,000	Tier rate	228.40	-20%	n/a	n/a	n/a	n/a	n/a
	Rp	30,000,001	--	Tier rate	214.13	-25%	10,000,001	--	Tier rate	214.13	-25%	n/a	n/a	n/a	n/a	n/a
Russia	Rp	0	100,000	List rate	570.75	0%	0	300,000	List rate	570.75	0%	n/a	n/a	n/a	n/a	n/a
	Rp	100,001	1,000,000	Tier rate	542.21	-5%	300,001	2,000,000	Tier rate	542.21	-5%	n/a	n/a	n/a	n/a	n/a
	Rp	1,000,001	4,500,000	Tier rate	513.68	-10%	2,000,001	10,000,000	Tier rate	513.68	-10%	n/a	n/a	n/a	n/a	n/a
	Rp	4,500,001	40,000,000	Tier rate	485.14	-15%	10,000,001	20,000,000	Tier rate	485.14	-15%	n/a	n/a	n/a	n/a	n/a
	Rp	40,000,001	80,000,000	Tier rate	456.60	-20%	20,000,001	40,000,000	Tier rate	456.60	-20%	n/a	n/a	n/a	n/a	n/a
	Rp	80,000,001	--	Tier rate	428.06	-25%	40,000,001	--	Tier rate	428.06	-25%	n/a	n/a	n/a	n/a	n/a
Saudi Arabia	Rp	0	100,000	List rate	152.54	0%	0	300,000	List rate	152.54	0%	0	300,000	List rate	854.24	0%
	Rp	100,001	1,000,000	Tier rate	144.91	-5%	300,001	2,000,000	Tier rate	144.91	-5%	300,001	2,000,000	Tier rate	811.53	-5%
	Rp	1,000,001	4,500,000	Tier rate	137.29	-10%	2,000,001	10,000,000	Tier rate	137.29	-10%	2,000,001	10,000,000	Tier rate	768.82	-10%
	Rp	4,500,001	40,000,000	Tier rate	129.66	-15%	10,000,001	20,000,000	Tier rate	129.66	-15%	10,000,001	20,000,000	Tier rate	726.10	-15%
	Rp	40,000,001	80,000,000	Tier rate	122.03	-20%	20,000,001	40,000,000	Tier rate	122.03	-20%	20,000,001	40,000,000	Tier rate	683.39	-20%
	Rp	80,000,001	--	Tier rate	114.41	-25%	40,000,001	--	Tier rate	114.41	-25%	40,000,001	--	Tier rate	640.68	-25%
South Africa	Rp	0	100,000	List rate	108.64	0%	0	300,000	List rate	108.64	0%	0	300,000	List rate	285.89	0%
	Rp	100,001	1,000,000	Tier rate	103.21	-5%	300,001	2,000,000	Tier rate	103.21	-5%	300,001	2,000,000	Tier rate	271.60	-5%
	Rp	1,000,001	4,500,000	Tier rate	97.78	-10%	2,000,001	10,000,000	Tier rate	97.78	-10%	2,000,001	10,000,000	Tier rate	257.30	-10%
	Rp	4,500,001	40,000,000	Tier rate	92.34	-15%	10,000,001	20,000,000	Tier rate	92.34	-15%	10,000,001	20,000,000	Tier rate	243.01	-15%
	Rp	40,000,001	80,000,000	Tier rate	86.91	-20%	20,000,001	40,000,000	Tier rate	86.91	-20%	20,000,001	40,000,000	Tier rate	228.71	-20%
	Rp	80,000,001	--	Tier rate	81.48	-25%	40,000,001	--	Tier rate	81.48	-25%	40,000,001	--	Tier rate	214.42	-25%
Spain	Rp	0	100,000	List rate	285.24	0%	0	300,000	List rate	285.24	0%	n/a	n/a	n/a	n/a	n/a
	Rp	100,001	1,000,000	Tier rate	270.98	-5%	300,001	2,000,000	Tier rate	270.98	-5%	n/a	n/a	n/a	n/a	n/a
	Rp	1,000,001	4,500,000	Tier rate	256.72	-10%	2,000,001	10,000,000	Tier rate	256.72	-10%	n/a	n/a	n/a	n/a	n/a
	Rp	4,500,001	40,000,000	Tier rate	242.45	-15%	10,000,001	20,000,000	Tier rate	242.45	-15%	n/a	n/a	n/a	n/a	n/a
	Rp	40,000,001	80,000,000	Tier rate	228.19	-20%	20,000,001	40,000,000	Tier rate	228.19	-20%	n/a	n/a	n/a	n/a	n/a
	Rp	80,000,001	--	Tier rate	213.93	-25%	40,000,001	--	Tier rate	213.93	-25%	n/a	n/a	n/a	n/a	n/a
Turkey	Rp	0	100,000	List rate	75.64	0%	0	300,000	List rate	75.64	0%	n/a	n/a	n/a	n/a	n/a
	Rp	100,001	1,000,000	Tier rate	71.86	-5%	300,001	2,000,000	Tier rate	71.86	-5%	n/a	n/a	n/a	n/a	n/a
	Rp	1,000,001	4,500,000	Tier rate	68.08	-10%	2,000,001	10,000,000	Tier rate	68.08	-10%	n/a	n/a	n/a	n/a	n/a
	Rp	4,500,001	40,000,000	Tier rate	64.29	-15%	10,000,001	20,000,000	Tier rate	64.29	-15%	n/a	n/a	n/a	n/a	n/a
	Rp	40,000,001	80,000,000	Tier rate	60.51	-20%	20,000,001	40,000,000	Tier rate	60.51	-20%	n/a	n/a	n/a	n/a	n/a
	Rp	80,000,001	--	Tier rate	56.73	-25%	40,000,001	--	Tier rate	56.73	-25%	n/a	n/a	n/a	n/a	n/a
United Arab Emirates	Rp	0	100,000	List rate	224.11	0%	0	300,000	List rate	224.11	0%	0	300,000	List rate	727.12	0%
	Rp	100,001	1,000,000	Tier rate	212.90	-5%	300,001	2,000,000	Tier rate	212.90	-5%	300,001	2,000,000	Tier rate	690.76	-5%
	Rp	1,000,001	4,500,000	Tier rate	201.70	-10%	2,000,001	10,000,000	Tier rate	201.70	-10%	2,000,001	10,000,000	Tier rate	654.41	-10%
	Rp	4,500,001	40,000,000	Tier rate	190.49	-15%	10,000,001	20,000,000	Tier rate	190.49	-15%	10,000,001	20,000,000	Tier rate	618.05	-15%
	Rp	40,000,001	80,000,000	Tier rate	179.29	-20%	20,000,001	40,000,000	Tier rate	179.29	-20%	20,000,001	40,000,000	Tier rate	581.70	-20%
	Rp	80,000,001	--	Tier rate	168.08	-25%	40,000,001	--	Tier rate	168.08	-25%	40,000,001	--	Tier rate	545.34	-25%
United Kingdom	Rp	0	100,000	List rate	313.93	0%	0	300,000	List rate	313.93	0%	n/a	n/a	n/a	n/a	n/a
	Rp	100,001	1,000,000	Tier rate	298.23	-5%	300,001	2,000,000	Tier rate	298.23	-5%	n/a	n/a	n/a	n/a	n/a
	Rp	1,000,001	4,500,000	Tier rate	282.54	-10%	2,000,001	10,000,000	Tier rate	282.54	-10%	n/a	n/a	n/a	n/a	n/a
	Rp	4,500,001	40,000,000	Tier rate	266.84	-15%	10,000,001	20,000,000	Tier rate	266.84	-15%	n/a	n/a	n/a	n/a	n/a
	Rp	40,000,001	80,000,000	Tier rate	251.14	-20%	20,000,001	40,000,000	Tier rate	251.14	-20%	n/a	n/a	n/a	n/a	n/a
	Rp	80,000,001	--	Tier rate	235.45	-25%	40,000,001	--	Tier rate	235.45	-25%	n/a	n/a	n/a	n/a	n/a

Cost per message in IDR on the WhatsApp Business Platform, effective October 1, 2025 - Reflecting volume tiers for utility and authentication messages

Volume tiers apply only to utility and authentication messages. Learn more here: <https://developers.facebook.com/docs/whatsapp/pricing/volume-tiers>

Market (per rate card)	Currency	Utility					Authentication					Authentication-International				
		Messages (per month)		What we charge			Messages (per month)		What we charge			Messages (per month)		What we charge		
		From	To	Rate type	Rate	vs. List rate	From	To	Rate type	Rate	vs. List rate	From	To	Rate type	Rate	vs. List rate
North America	Rp	0	80,000	List rate	57.06	0%	0	100,000	List rate	57.06	0%	n/a	n/a	n/a	n/a	n/a
	Rp	80,001	750,000	Tier rate	54.21	-5%	100,001	500,000	Tier rate	54.21	-5%	n/a	n/a	n/a	n/a	n/a
	Rp	750,001	2,250,000	Tier rate	51.35	-10%	500,001	2,000,000	Tier rate	51.35	-10%	n/a	n/a	n/a	n/a	n/a
	Rp	2,250,001	3,000,000	Tier rate	48.50	-15%	2,000,001	5,000,000	Tier rate	48.50	-15%	n/a	n/a	n/a	n/a	n/a
	Rp	3,000,001	6,000,000	Tier rate	45.65	-20%	5,000,001	10,000,000	Tier rate	45.65	-20%	n/a	n/a	n/a	n/a	n/a
	Rp	6,000,001	--	Tier rate	42.80	-25%	10,000,001	--	Tier rate	42.80	-25%	n/a	n/a	n/a	n/a	n/a
Rest of Africa	Rp	0	100,000	List rate	57.06	0%	0	300,000	List rate	57.06	0%	n/a	n/a	n/a	n/a	n/a
	Rp	100,001	1,000,000	Tier rate	54.21	-5%	300,001	2,000,000	Tier rate	54.21	-5%	n/a	n/a	n/a	n/a	n/a
	Rp	1,000,001	4,500,000	Tier rate	51.35	-10%	2,000,001	10,000,000	Tier rate	51.35	-10%	n/a	n/a	n/a	n/a	n/a
	Rp	4,500,001	40,000,000	Tier rate	48.50	-15%	10,000,001	20,000,000	Tier rate	48.50	-15%	n/a	n/a	n/a	n/a	n/a
	Rp	40,000,001	80,000,000	Tier rate	45.65	-20%	20,000,001	40,000,000	Tier rate	45.65	-20%	n/a	n/a	n/a	n/a	n/a
	Rp	80,000,001	--	Tier rate	42.80	-25%	40,000,001	--	Tier rate	42.80	-25%	n/a	n/a	n/a	n/a	n/a
Rest of Asia Pacific	Rp	0	150,000	List rate	161.27	0%	0	100,000	List rate	161.27	0%	n/a	n/a	n/a	n/a	n/a
	Rp	150,001	1,000,000	Tier rate	153.21	-5%	100,001	300,000	Tier rate	153.21	-5%	n/a	n/a	n/a	n/a	n/a
	Rp	1,000,001	4,000,000	Tier rate	145.14	-10%	300,001	1,000,000	Tier rate	145.14	-10%	n/a	n/a	n/a	n/a	n/a
	Rp	4,000,001	25,000,000	Tier rate	137.08	-15%	1,000,001	10,000,000	Tier rate	137.08	-15%	n/a	n/a	n/a	n/a	n/a
	Rp	25,000,001	50,000,000	Tier rate	129.02	-20%	10,000,001	20,000,000	Tier rate	129.02	-20%	n/a	n/a	n/a	n/a	n/a
	Rp	50,000,001	--	Tier rate	120.95	-25%	20,000,001	--	Tier rate	120.95	-25%	n/a	n/a	n/a	n/a	n/a
Rest of Central & Eastern Europe	Rp	0	100,000	List rate	301.75	0%	0	300,000	List rate	301.75	0%	n/a	n/a	n/a	n/a	n/a
	Rp	100,001	1,000,000	Tier rate	286.66	-5%	300,001	2,000,000	Tier rate	286.66	-5%	n/a	n/a	n/a	n/a	n/a
	Rp	1,000,001	4,500,000	Tier rate	271.58	-10%	2,000,001	10,000,000	Tier rate	271.58	-10%	n/a	n/a	n/a	n/a	n/a
	Rp	4,500,001	40,000,000	Tier rate	256.49	-15%	10,000,001	20,000,000	Tier rate	256.49	-15%	n/a	n/a	n/a	n/a	n/a
	Rp	40,000,001	80,000,000	Tier rate	241.40	-20%	20,000,001	40,000,000	Tier rate	241.40	-20%	n/a	n/a	n/a	n/a	n/a
	Rp	80,000,001	--	Tier rate	226.31	-25%	40,000,001	--	Tier rate	226.31	-25%	n/a	n/a	n/a	n/a	n/a
Rest of Latin America	Rp	0	100,000	List rate	161.18	0%	0	120,000	List rate	161.18	0%	n/a	n/a	n/a	n/a	n/a
	Rp	100,001	1,000,000	Tier rate	153.12	-5%	120,001	400,000	Tier rate	153.12	-5%	n/a	n/a	n/a	n/a	n/a
	Rp	1,000,001	4,500,000	Tier rate	145.06	-10%	400,001	1,000,000	Tier rate	145.06	-10%	n/a	n/a	n/a	n/a	n/a
	Rp	4,500,001	15,000,000	Tier rate	137.00	-15%	1,000,001	5,000,000	Tier rate	137.00	-15%	n/a	n/a	n/a	n/a	n/a
	Rp	15,000,001	30,000,000	Tier rate	128.94	-20%	5,000,001	10,000,000	Tier rate	128.94	-20%	n/a	n/a	n/a	n/a	n/a
	Rp	30,000,001	--	Tier rate	120.89	-25%	10,000,001	--	Tier rate	120.89	-25%	n/a	n/a	n/a	n/a	n/a
Rest of Middle East	Rp	0	100,000	List rate	129.78	0%	0	300,000	List rate	129.78	0%	n/a	n/a	n/a	n/a	n/a
	Rp	100,001	1,000,000	Tier rate	123.29	-5%	300,001	2,000,000	Tier rate	123.29	-5%	n/a	n/a	n/a	n/a	n/a
	Rp	1,000,001	4,500,000	Tier rate	116.80	-10%	2,000,001	10,000,000	Tier rate	116.80	-10%	n/a	n/a	n/a	n/a	n/a
	Rp	4,500,001	40,000,000	Tier rate	110.31	-15%	10,000,001	20,000,000	Tier rate	110.31	-15%	n/a	n/a	n/a	n/a	n/a
	Rp	40,000,001	80,000,000	Tier rate	103.82	-20%	20,000,001	40,000,000	Tier rate	103.82	-20%	n/a	n/a	n/a	n/a	n/a
	Rp	80,000,001	--	Tier rate	97.34	-25%	40,000,001	--	Tier rate	97.34	-25%	n/a	n/a	n/a	n/a	n/a
Rest of Western Europe	Rp	0	100,000	List rate	243.72	0%	0	300,000	List rate	243.72	0%	n/a	n/a	n/a	n/a	n/a
	Rp	100,001	1,000,000	Tier rate	231.53	-5%	300,001	2,000,000	Tier rate	231.53	-5%	n/a	n/a	n/a	n/a	n/a
	Rp	1,000,001	4,500,000	Tier rate	219.35	-10%	2,000,001	10,000,000	Tier rate	219.35	-10%	n/a	n/a	n/a	n/a	n/a
	Rp	4,500,001	40,000,000	Tier rate	207.16	-15%	10,000,001	20,000,000	Tier rate	207.16	-15%	n/a	n/a	n/a	n/a	n/a
	Rp	40,000,001	80,000,000	Tier rate	194.98	-20%	20,000,001	40,000,000	Tier rate	194.98	-20%	n/a	n/a	n/a	n/a	n/a
	Rp	80,000,001	--	Tier rate	182.79	-25%	40,000,001	--	Tier rate	182.79	-25%	n/a	n/a	n/a	n/a	n/a
Other	Rp	0	80,000	List rate	109.84	0%	0	100,000	List rate	109.84	0%	n/a	n/a	n/a	n/a	n/a
	Rp	80,001	750,000	Tier rate	104.35	-5%	100,001	500,000	Tier rate	104.35	-5%	n/a	n/a	n/a	n/a	n/a
	Rp	750,001	2,250,000	Tier rate	98.86	-10%	500,001	2,000,000	Tier rate	98.86	-10%	n/a	n/a	n/a	n/a	n/a
	Rp	2,250,001	3,000,000	Tier rate	93.36	-15%	2,000,001	5,000,000	Tier rate	93.36	-15%	n/a	n/a	n/a	n/a	n/a
	Rp	3,000,001	6,000,000	Tier rate	87.87	-20%	5,000,001	10,000,000	Tier rate	87.87	-20%	n/a	n/a	n/a	n/a	n/a
	Rp	6,000,001	--	Tier rate	82.38	-25%	10,000,001	--	Tier rate	82.38	-25%	n/a	n/a	n/a	n/a	n/a