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

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	Meta Business Agent
Argentina	INR	4.5293	1.9062	1.9062	n/a	1.9062	$2.00 USD / 1 M (million) tokens
Bangladesh	INR	5.3664	0.2712	0.2712	7.0360	0.2712	$2.00 USD / 1 M (million) tokens
Brazil	INR	4.5808	0.4984	0.4984	n/a	0.4984	$2.00 USD / 1 M (million) tokens
Chile	INR	6.5135	1.4654	1.4654	n/a	1.4654	$2.00 USD / 1 M (million) tokens
Colombia	INR	0.9161	0.0588	0.0588	n/a	0.0588	$2.00 USD / 1 M (million) tokens
Egypt	INR	4.7191	0.2639	0.2639	4.7668	0.2639	$2.00 USD / 1 M (million) tokens
France	INR	6.2990	2.1994	2.1994	n/a	2.1994	$2.00 USD / 1 M (million) tokens
Germany	INR	10.0073	4.0322	4.0322	n/a	4.0322	$2.00 USD / 1 M (million) tokens
Hong Kong	INR	5.3664	1.9056	1.9056	n/a	1.9056	$2.00 USD / 1 M (million) tokens
Hungary	INR	6.2997	2.5583	2.5583	n/a	2.5583	$2.00 USD / 1 M (million) tokens
India	INR	0.8631	0.1150	0.1150	2.4971	0.1150	$2.00 USD / 1 M (million) tokens
Indonesia	INR	3.0111	1.8316	1.8316	9.9638	1.8316	$2.00 USD / 1 M (million) tokens
Iraq	INR	2.4993	0.5786	0.5786	9.3749	0.5786	$2.00 USD / 1 M (million) tokens
Israel	INR	2.5871	0.3885	0.3885	n/a	0.3885	$2.00 USD / 1 M (million) tokens
Italy	INR	5.8206	2.1974	2.1974	n/a	2.1974	$2.00 USD / 1 M (million) tokens
Kazakhstan	INR	4.4248	1.3187	1.3187	11.7216	1.3187	$2.00 USD / 1 M (million) tokens
Kuwait	INR	5.8059	3.2226	3.2226	8.7890	3.2226	$2.00 USD / 1 M (million) tokens
Malaysia	INR	6.3037	1.0262	1.0262	3.0639	1.0262	$2.00 USD / 1 M (million) tokens
Mexico	INR	2.9064	0.6226	0.6226	n/a	0.6226	$2.00 USD / 1 M (million) tokens
Morocco	INR	3.0354	1.6848	1.6848	5.9406	1.6848	$2.00 USD / 1 M (million) tokens
Netherlands	INR	11.7078	3.6656	3.6656	n/a	3.6656	$2.00 USD / 1 M (million) tokens
Nepal	INR	5.3664	0.2492	0.2492	8.2087	0.2492	$2.00 USD / 1 M (million) tokens
Nigeria	INR	3.7851	0.4915	0.4915	5.5035	0.4915	$2.00 USD / 1 M (million) tokens
Oman	INR	2.4993	1.8091	1.8091	4.3945	1.8091	$2.00 USD / 1 M (million) tokens
Pakistan	INR	3.4683	1.1000	1.1000	5.5035	1.1000	$2.00 USD / 1 M (million) tokens
Peru	INR	5.1536	2.1993	2.1993	n/a	2.1993	$2.00 USD / 1 M (million) tokens
Poland	INR	2.6754	0.8918	0.8918	n/a	0.8918	$2.00 USD / 1 M (million) tokens
Qatar	INR	2.4993	0.8789	0.8789	n/a	0.8789	$2.00 USD / 1 M (million) tokens
Romania	INR	6.2997	2.1197	2.1197	n/a	2.1197	$2.00 USD / 1 M (million) tokens
Russia	INR	5.8767	2.9311	2.9311	n/a	2.9311	$2.00 USD / 1 M (million) tokens
Saudi Arabia	INR	4.2114	0.7834	0.7834	4.3871	0.7834	$2.00 USD / 1 M (million) tokens
Singapore	INR	5.3664	1.1727	1.1727	n/a	1.1727	$2.00 USD / 1 M (million) tokens
South Africa	INR	2.7821	0.6974	0.6974	1.4681	0.6974	$2.00 USD / 1 M (million) tokens
Spain	INR	5.1801	1.4648	1.4648	n/a	1.4648	$2.00 USD / 1 M (million) tokens
Sri Lanka	INR	5.3664	0.1466	0.1466	10.5541	0.1466	$2.00 USD / 1 M (million) tokens
Turkey	INR	0.7989	0.0660	0.0660	n/a	0.0660	$2.00 USD / 1 M (million) tokens
Ukraine	INR	6.2997	2.1782	2.1782	5.4528	2.1782	$2.00 USD / 1 M (million) tokens
United Arab Emirates	INR	4.2114	1.1509	1.1509	3.7342	1.1509	$2.00 USD / 1 M (million) tokens
United Kingdom	INR	4.6496	1.6122	1.6122	n/a	1.6122	$2.00 USD / 1 M (million) tokens
North America	INR	1.8313	0.2491	0.2491	n/a	0.2491	$2.00 USD / 1 M (million) tokens
Rest of Africa	INR	1.6497	0.2930	0.2930	n/a	0.2930	$2.00 USD / 1 M (million) tokens
Rest of Asia Pacific	INR	6.1714	0.8282	0.8282	n/a	0.8282	$2.00 USD / 1 M (million) tokens
Rest of Central & Eastern Europe	INR	6.2997	1.5496	1.5496	n/a	1.5496	$2.00 USD / 1 M (million) tokens
Rest of Latin America	INR	5.4207	0.8278	0.8278	n/a	0.8278	$2.00 USD / 1 M (million) tokens
Rest of Middle East	INR	2.8742	0.6665	0.6665	n/a	0.6665	$2.00 USD / 1 M (million) tokens
Rest of Western Europe	INR	4.3378	1.2516	1.2516	n/a	1.2516	$2.00 USD / 1 M (million) tokens
Other	INR	4.4248	0.5641	0.5641	n/a	0.5641	$2.00 USD / 1 M (million) tokens

Cost per message in INR on the WhatsApp Business Platform, effective October 1, 2026 - 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																
		Utility					**Authentication**					**Authentication-International**				
Market		**Messages (per month)**		**What we charge**			**Messages (per month)**		**What we charge**			**Messages (per month)**		**What we charge**		
(per rate card)	**Currency**	**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	INR	0	100,000	List rate	1.9062	0%	0	120,000	List rate	1.9062	0%	n/a	n/a	n/a	n/a	n/a
	INR	100,001	1,000,000	Tier rate	1.8109	-5%	120,001	400,000	Tier rate	1.8109	-5%	n/a	n/a	n/a	n/a	n/a
	INR	1,000,001	4,500,000	Tier rate	1.7156	-10%	400,001	1,000,000	Tier rate	1.7156	-10%	n/a	n/a	n/a	n/a	n/a
	INR	4,500,001	15,000,000	Tier rate	1.6203	-15%	1,000,001	5,000,000	Tier rate	1.6203	-15%	n/a	n/a	n/a	n/a	n/a
	INR	15,000,001	30,000,000	Tier rate	1.5250	-20%	5,000,001	10,000,000	Tier rate	1.5250	-20%	n/a	n/a	n/a	n/a	n/a
	INR	30,000,001	--	Tier rate	1.4297	-25%	10,000,001	--	Tier rate	1.4297	-25%	n/a	n/a	n/a	n/a	n/a
Bangladesh	INR	0	150,000	List rate	0.2712	0%	0	100,000	List rate	0.2712	0%	0	100,000	List rate	7.0360	0%
	INR	150,001	1,000,000	Tier rate	0.2576	-5%	100,001	300,000	Tier rate	0.2576	-5%	100,001	300,000	Tier rate	6.6842	-5%
	INR	1,000,001	4,000,000	Tier rate	0.2441	-10%	300,001	1,000,000	Tier rate	0.2441	-10%	300,001	1,000,000	Tier rate	6.3324	-10%
	INR	4,000,001	25,000,000	Tier rate	0.2305	-15%	1,000,001	10,000,000	Tier rate	0.2305	-15%	1,000,001	10,000,000	Tier rate	5.9806	-15%
	INR	25,000,001	50,000,000	Tier rate	0.2170	-20%	10,000,001	20,000,000	Tier rate	0.2170	-20%	10,000,001	20,000,000	Tier rate	5.6288	-20%
	INR	50,000,001	--	Tier rate	0.2034	-25%	20,000,001	--	Tier rate	0.2034	-25%	20,000,001	--	Tier rate	5.2770	-25%
Brazil	INR	0	250,000	List rate	0.4984	0%	0	500,000	List rate	0.4984	0%	n/a	n/a	n/a	n/a	n/a
	INR	250,001	2,000,000	Tier rate	0.4735	-5%	500,001	3,000,000	Tier rate	0.4735	-5%	n/a	n/a	n/a	n/a	n/a
	INR	2,000,001	17,000,000	Tier rate	0.4486	-10%	3,000,001	5,250,000	Tier rate	0.4486	-10%	n/a	n/a	n/a	n/a	n/a
	INR	17,000,001	35,000,000	Tier rate	0.4236	-15%	5,250,001	10,000,000	Tier rate	0.4236	-15%	n/a	n/a	n/a	n/a	n/a
	INR	35,000,001	70,000,000	Tier rate	0.3987	-20%	10,000,001	20,000,000	Tier rate	0.3987	-20%	n/a	n/a	n/a	n/a	n/a
	INR	70,000,001	--	Tier rate	0.3738	-25%	20,000,001	--	Tier rate	0.3738	-25%	n/a	n/a	n/a	n/a	n/a
Chile	INR	0	100,000	List rate	1.4654	0%	0	120,000	List rate	1.4654	0%	n/a	n/a	n/a	n/a	n/a
	INR	100,001	1,000,000	Tier rate	1.3921	-5%	120,001	400,000	Tier rate	1.3921	-5%	n/a	n/a	n/a	n/a	n/a
	INR	1,000,001	4,500,000	Tier rate	1.3189	-10%	400,001	1,000,000	Tier rate	1.3189	-10%	n/a	n/a	n/a	n/a	n/a
	INR	4,500,001	15,000,000	Tier rate	1.2456	-15%	1,000,001	5,000,000	Tier rate	1.2456	-15%	n/a	n/a	n/a	n/a	n/a
	INR	15,000,001	30,000,000	Tier rate	1.1723	-20%	5,000,001	10,000,000	Tier rate	1.1723	-20%	n/a	n/a	n/a	n/a	n/a
	INR	30,000,001	--	Tier rate	1.0991	-25%	10,000,001	--	Tier rate	1.0991	-25%	n/a	n/a	n/a	n/a	n/a
Colombia	INR	0	100,000	List rate	0.0588	0%	0	120,000	List rate	0.0588	0%	n/a	n/a	n/a	n/a	n/a
	INR	100,001	1,000,000	Tier rate	0.0559	-5%	120,001	400,000	Tier rate	0.0559	-5%	n/a	n/a	n/a	n/a	n/a
	INR	1,000,001	4,500,000	Tier rate	0.0529	-10%	400,001	1,000,000	Tier rate	0.0529	-10%	n/a	n/a	n/a	n/a	n/a
	INR	4,500,001	15,000,000	Tier rate	0.0500	-15%	1,000,001	5,000,000	Tier rate	0.0500	-15%	n/a	n/a	n/a	n/a	n/a
	INR	15,000,001	30,000,000	Tier rate	0.0470	-20%	5,000,001	10,000,000	Tier rate	0.0470	-20%	n/a	n/a	n/a	n/a	n/a
	INR	30,000,001	--	Tier rate	0.0441	-25%	10,000,001	--	Tier rate	0.0441	-25%	n/a	n/a	n/a	n/a	n/a
Egypt	INR	0	100,000	List rate	0.2639	0%	0	300,000	List rate	0.2639	0%	0	300,000	List rate	4.7668	0%
	INR	100,001	1,000,000	Tier rate	0.2507	-5%	300,001	2,000,000	Tier rate	0.2507	-5%	300,001	2,000,000	Tier rate	4.5285	-5%
	INR	1,000,001	4,500,000	Tier rate	0.2375	-10%	2,000,001	10,000,000	Tier rate	0.2375	-10%	2,000,001	10,000,000	Tier rate	4.2901	-10%
	INR	4,500,001	40,000,000	Tier rate	0.2243	-15%	10,000,001	20,000,000	Tier rate	0.2243	-15%	10,000,001	20,000,000	Tier rate	4.0518	-15%
	INR	40,000,001	80,000,000	Tier rate	0.2111	-20%	20,000,001	40,000,000	Tier rate	0.2111	-20%	20,000,001	40,000,000	Tier rate	3.8134	-20%
	INR	80,000,001	--	Tier rate	0.1979	-25%	40,000,001	--	Tier rate	0.1979	-25%	40,000,001	--	Tier rate	3.5751	-25%
France	INR	0	100,000	List rate	2.1994	0%	0	300,000	List rate	2.1994	0%	n/a	n/a	n/a	n/a	n/a
	INR	100,001	1,000,000	Tier rate	2.0894	-5%	300,001	2,000,000	Tier rate	2.0894	-5%	n/a	n/a	n/a	n/a	n/a
	INR	1,000,001	4,500,000	Tier rate	1.9795	-10%	2,000,001	10,000,000	Tier rate	1.9795	-10%	n/a	n/a	n/a	n/a	n/a
	INR	4,500,001	40,000,000	Tier rate	1.8695	-15%	10,000,001	20,000,000	Tier rate	1.8695	-15%	n/a	n/a	n/a	n/a	n/a
	INR	40,000,001	80,000,000	Tier rate	1.7595	-20%	20,000,001	40,000,000	Tier rate	1.7595	-20%	n/a	n/a	n/a	n/a	n/a
	INR	80,000,001	--	Tier rate	1.6496	-25%	40,000,001	--	Tier rate	1.6496	-25%	n/a	n/a	n/a	n/a	n/a
Germany	INR	0	100,000	List rate	4.0322	0%	0	300,000	List rate	4.0322	0%	n/a	n/a	n/a	n/a	n/a
	INR	100,001	1,000,000	Tier rate	3.8306	-5%	300,001	2,000,000	Tier rate	3.8306	-5%	n/a	n/a	n/a	n/a	n/a
	INR	1,000,001	4,500,000	Tier rate	3.6290	-10%	2,000,001	10,000,000	Tier rate	3.6290	-10%	n/a	n/a	n/a	n/a	n/a
	INR	4,500,001	40,000,000	Tier rate	3.4274	-15%	10,000,001	20,000,000	Tier rate	3.4274	-15%	n/a	n/a	n/a	n/a	n/a
	INR	40,000,001	80,000,000	Tier rate	3.2258	-20%	20,000,001	40,000,000	Tier rate	3.2258	-20%	n/a	n/a	n/a	n/a	n/a
	INR	80,000,001	--	Tier rate	3.0242	-25%	40,000,001	--	Tier rate	3.0242	-25%	n/a	n/a	n/a	n/a	n/a

Cost per message in INR on the WhatsApp Business Platform, effective October 1, 2026 - 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																
		Utility					**Authentication**					**Authentication-International**				
Market		**Messages (per month)**		**What we charge**			**Messages (per month)**		**What we charge**			**Messages (per month)**		**What we charge**		
(per rate card)	**Currency**	**From**	**To**	**Rate type**	**Rate**	**vs. List rate**	**From**	**To**	**Rate type**	**Rate**	**vs. List rate**	**From**	**To**	**Rate type**	**Rate**	**vs. List rate**
Hong Kong	INR	0	150,000	List rate	1.9056	0%	0	100,000	List rate	1.9056	0%	n/a	n/a	n/a	n/a	n/a
	INR	150,001	1,000,000	Tier rate	1.8103	-5%	100,001	300,000	Tier rate	1.8103	-5%	n/a	n/a	n/a	n/a	n/a
	INR	1,000,001	4,000,000	Tier rate	1.7150	-10%	300,001	1,000,000	Tier rate	1.7150	-10%	n/a	n/a	n/a	n/a	n/a
	INR	4,000,001	25,000,000	Tier rate	1.6198	-15%	1,000,001	10,000,000	Tier rate	1.6198	-15%	n/a	n/a	n/a	n/a	n/a
	INR	25,000,001	50,000,000	Tier rate	1.5245	-20%	10,000,001	20,000,000	Tier rate	1.5245	-20%	n/a	n/a	n/a	n/a	n/a
	INR	50,000,001	--	Tier rate	1.4292	-25%	20,000,001	--	Tier rate	1.4292	-25%	n/a	n/a	n/a	n/a	n/a
Hungary	INR	0	100,000	List rate	2.5583	0%	0	300,000	List rate	2.5583	0%	n/a	n/a	n/a	n/a	n/a
	INR	100,001	1,000,000	Tier rate	2.4304	-5%	300,001	2,000,000	Tier rate	2.4304	-5%	n/a	n/a	n/a	n/a	n/a
	INR	1,000,001	4,500,000	Tier rate	2.3025	-10%	2,000,001	10,000,000	Tier rate	2.3025	-10%	n/a	n/a	n/a	n/a	n/a
	INR	4,500,001	40,000,000	Tier rate	2.1746	-15%	10,000,001	20,000,000	Tier rate	2.1746	-15%	n/a	n/a	n/a	n/a	n/a
	INR	40,000,001	80,000,000	Tier rate	2.0466	-20%	20,000,001	40,000,000	Tier rate	2.0466	-20%	n/a	n/a	n/a	n/a	n/a
	INR	80,000,001	--	Tier rate	1.9187	-25%	40,000,001	--	Tier rate	1.9187	-25%	n/a	n/a	n/a	n/a	n/a
India	INR	0	25,000,000	List rate	0.1150	0%	0	750,000	List rate	0.1150	0%	0	750,000	List rate	2.4971	0%
	INR	25,000,001	50,000,000	Tier rate	0.1081	-6%	750,001	15,000,000	Tier rate	0.1081	-6%	750,001	15,000,000	Tier rate	2.3473	-6%
	INR	50,000,001	100,000,000	Tier rate	0.1012	-12%	15,000,001	20,000,000	Tier rate	0.1012	-12%	15,000,001	20,000,000	Tier rate	2.1974	-12%
	INR	100,000,001	200,000,000	Tier rate	0.0943	-18%	20,000,001	50,000,000	Tier rate	0.0943	-18%	20,000,001	50,000,000	Tier rate	2.0476	-18%
	INR	200,000,001	300,000,000	Tier rate	0.0874	-24%	50,000,001	100,000,000	Tier rate	0.0874	-24%	50,000,001	100,000,000	Tier rate	1.8978	-24%
	INR	300,000,001	--	Tier rate	0.0805	-30%	100,000,001	--	Tier rate	0.0805	-30%	100,000,001	--	Tier rate	1.7480	-30%
Indonesia	INR	0	750,000	List rate	1.8316	0%	0	750,000	List rate	1.8316	0%	0	750,000	List rate	9.9638	0%
	INR	750,001	4,000,000	Tier rate	1.7400	-5%	750,001	2,000,000	Tier rate	1.7400	-5%	750,001	2,000,000	Tier rate	9.4656	-5%
	INR	4,000,001	25,000,000	Tier rate	1.6484	-10%	2,000,001	6,000,000	Tier rate	1.6484	-10%	2,000,001	6,000,000	Tier rate	8.9674	-10%
	INR	25,000,001	75,000,000	Tier rate	1.5569	-15%	6,000,001	30,000,000	Tier rate	1.5569	-15%	6,000,001	30,000,000	Tier rate	8.4692	-15%
	INR	75,000,001	150,000,000	Tier rate	1.4653	-20%	30,000,001	60,000,000	Tier rate	1.4653	-20%	30,000,001	60,000,000	Tier rate	7.9710	-20%
	INR	150,000,001	--	Tier rate	1.3737	-25%	60,000,001	--	Tier rate	1.3737	-25%	60,000,001	--	Tier rate	7.4729	-25%
Iraq	INR	0	100,000	List rate	0.5786	0%	0	300,000	List rate	0.5786	0%	0	300,000	List rate	9.3749	0%
	INR	100,001	1,000,000	Tier rate	0.5497	-5%	300,001	2,000,000	Tier rate	0.5497	-5%	300,001	2,000,000	Tier rate	8.9062	-5%
	INR	1,000,001	4,500,000	Tier rate	0.5207	-10%	2,000,001	10,000,000	Tier rate	0.5207	-10%	2,000,001	10,000,000	Tier rate	8.4374	-10%
	INR	4,500,001	40,000,000	Tier rate	0.4918	-15%	10,000,001	20,000,000	Tier rate	0.4918	-15%	10,000,001	20,000,000	Tier rate	7.9687	-15%
	INR	40,000,001	80,000,000	Tier rate	0.4629	-20%	20,000,001	40,000,000	Tier rate	0.4629	-20%	20,000,001	40,000,000	Tier rate	7.4999	-20%
	INR	80,000,001	--	Tier rate	0.4340	-25%	40,000,001	--	Tier rate	0.4340	-25%	40,000,001	--	Tier rate	7.0312	-25%
Israel	INR	0	100,000	List rate	0.3885	0%	0	300,000	List rate	0.3885	0%	n/a	n/a	n/a	n/a	n/a
	INR	100,001	1,000,000	Tier rate	0.3691	-5%	300,001	2,000,000	Tier rate	0.3691	-5%	n/a	n/a	n/a	n/a	n/a
	INR	1,000,001	4,500,000	Tier rate	0.3497	-10%	2,000,001	10,000,000	Tier rate	0.3497	-10%	n/a	n/a	n/a	n/a	n/a
	INR	4,500,001	40,000,000	Tier rate	0.3302	-15%	10,000,001	20,000,000	Tier rate	0.3302	-15%	n/a	n/a	n/a	n/a	n/a
	INR	40,000,001	80,000,000	Tier rate	0.3108	-20%	20,000,001	40,000,000	Tier rate	0.3108	-20%	n/a	n/a	n/a	n/a	n/a
	INR	80,000,001	--	Tier rate	0.2914	-25%	40,000,001	--	Tier rate	0.2914	-25%	n/a	n/a	n/a	n/a	n/a
Italy	INR	0	100,000	List rate	2.1974	0%	0	300,000	List rate	2.1974	0%	n/a	n/a	n/a	n/a	n/a
	INR	100,001	1,000,000	Tier rate	2.0875	-5%	300,001	2,000,000	Tier rate	2.0875	-5%	n/a	n/a	n/a	n/a	n/a
	INR	1,000,001	4,500,000	Tier rate	1.9777	-10%	2,000,001	10,000,000	Tier rate	1.9777	-10%	n/a	n/a	n/a	n/a	n/a
	INR	4,500,001	40,000,000	Tier rate	1.8678	-15%	10,000,001	20,000,000	Tier rate	1.8678	-15%	n/a	n/a	n/a	n/a	n/a
	INR	40,000,001	80,000,000	Tier rate	1.7579	-20%	20,000,001	40,000,000	Tier rate	1.7579	-20%	n/a	n/a	n/a	n/a	n/a
	INR	80,000,001	--	Tier rate	1.6481	-25%	40,000,001	--	Tier rate	1.6481	-25%	n/a	n/a	n/a	n/a	n/a
Kazakhstan	INR	0	80,000	List rate	1.3187	0%	0	100,000	List rate	1.3187	0%	0	100,000	List rate	11.7216	0%
	INR	80,001	750,000	Tier rate	1.2528	-5%	100,001	500,000	Tier rate	1.2528	-5%	100,001	500,000	Tier rate	11.1355	-5%
	INR	750,001	2,250,000	Tier rate	1.1868	-10%	500,001	2,000,000	Tier rate	1.1868	-10%	500,001	2,000,000	Tier rate	10.5494	-10%
	INR	2,250,001	3,000,000	Tier rate	1.1209	-15%	2,000,001	5,000,000	Tier rate	1.1209	-15%	2,000,001	5,000,000	Tier rate	9.9634	-15%
	INR	3,000,001	6,000,000	Tier rate	1.0550	-20%	5,000,001	10,000,000	Tier rate	1.0550	-20%	5,000,001	10,000,000	Tier rate	9.3773	-20%
	INR	6,000,001	--	Tier rate	0.9890	-25%	10,000,001	--	Tier rate	0.9890	-25%	10,000,001	--	Tier rate	8.7912	-25%

Cost per message in INR on the WhatsApp Business Platform, effective October 1, 2026 - 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																
		Utility					**Authentication**					**Authentication-International**				
Market		**Messages (per month)**		**What we charge**			**Messages (per month)**		**What we charge**			**Messages (per month)**		**What we charge**		
(per rate card)	**Currency**	**From**	**To**	**Rate type**	**Rate**	**vs. List rate**	**From**	**To**	**Rate type**	**Rate**	**vs. List rate**	**From**	**To**	**Rate type**	**Rate**	**vs. List rate**
Kuwait	INR	0	100,000	List rate	3.2226	0%	0	300,000	List rate	3.2226	0%	0	300,000	List rate	8.7890	0%
	INR	100,001	1,000,000	Tier rate	3.0615	-5%	300,001	2,000,000	Tier rate	3.0615	-5%	300,001	2,000,000	Tier rate	8.3496	-5%
	INR	1,000,001	4,500,000	Tier rate	2.9003	-10%	2,000,001	10,000,000	Tier rate	2.9003	-10%	2,000,001	10,000,000	Tier rate	7.9101	-10%
	INR	4,500,001	40,000,000	Tier rate	2.7392	-15%	10,000,001	20,000,000	Tier rate	2.7392	-15%	10,000,001	20,000,000	Tier rate	7.4707	-15%
	INR	40,000,001	80,000,000	Tier rate	2.5781	-20%	20,000,001	40,000,000	Tier rate	2.5781	-20%	20,000,001	40,000,000	Tier rate	7.0312	-20%
	INR	80,000,001	--	Tier rate	2.4170	-25%	40,000,001	--	Tier rate	2.4170	-25%	40,000,001	--	Tier rate	6.5918	-25%
Malaysia	INR	0	150,000	List rate	1.0262	0%	0	100,000	List rate	1.0262	0%	0	100,000	List rate	3.0639	0%
	INR	150,001	1,000,000	Tier rate	0.9749	-5%	100,001	300,000	Tier rate	0.9749	-5%	100,001	300,000	Tier rate	2.9107	-5%
	INR	1,000,001	4,000,000	Tier rate	0.9236	-10%	300,001	1,000,000	Tier rate	0.9236	-10%	300,001	1,000,000	Tier rate	2.7575	-10%
	INR	4,000,001	25,000,000	Tier rate	0.8723	-15%	1,000,001	10,000,000	Tier rate	0.8723	-15%	1,000,001	10,000,000	Tier rate	2.6043	-15%
	INR	25,000,001	50,000,000	Tier rate	0.8210	-20%	10,000,001	20,000,000	Tier rate	0.8210	-20%	10,000,001	20,000,000	Tier rate	2.4511	-20%
	INR	50,000,001	--	Tier rate	0.7697	-25%	20,000,001	--	Tier rate	0.7697	-25%	20,000,001	--	Tier rate	2.2979	-25%
Mexico	INR	0	1,000,000	List rate	0.6226	0%	0	250,000	List rate	0.6226	0%	n/a	n/a	n/a	n/a	n/a
	INR	1,000,001	5,000,000	Tier rate	0.5915	-5%	250,001	1,000,000	Tier rate	0.5915	-5%	n/a	n/a	n/a	n/a	n/a
	INR	5,000,001	10,000,000	Tier rate	0.5603	-10%	1,000,001	3,000,000	Tier rate	0.5603	-10%	n/a	n/a	n/a	n/a	n/a
	INR	10,000,001	20,000,000	Tier rate	0.5292	-15%	3,000,001	5,000,000	Tier rate	0.5292	-15%	n/a	n/a	n/a	n/a	n/a
	INR	20,000,001	40,000,000	Tier rate	0.4981	-20%	5,000,001	10,000,000	Tier rate	0.4981	-20%	n/a	n/a	n/a	n/a	n/a
	INR	40,000,001	--	Tier rate	0.4670	-25%	10,000,001	--	Tier rate	0.4670	-25%	n/a	n/a	n/a	n/a	n/a
Morocco	INR	0	100,000	List rate	1.6848	0%	0	300,000	List rate	1.6848	0%	0	300,000	List rate	5.9406	0%
	INR	100,001	1,000,000	Tier rate	1.6006	-5%	300,001	2,000,000	Tier rate	1.6006	-5%	300,001	2,000,000	Tier rate	5.6436	-5%
	INR	1,000,001	4,500,000	Tier rate	1.5163	-10%	2,000,001	10,000,000	Tier rate	1.5163	-10%	2,000,001	10,000,000	Tier rate	5.3465	-10%
	INR	4,500,001	40,000,000	Tier rate	1.4321	-15%	10,000,001	20,000,000	Tier rate	1.4321	-15%	10,000,001	20,000,000	Tier rate	5.0495	-15%
	INR	40,000,001	80,000,000	Tier rate	1.3478	-20%	20,000,001	40,000,000	Tier rate	1.3478	-20%	20,000,001	40,000,000	Tier rate	4.7525	-20%
	INR	80,000,001	--	Tier rate	1.2636	-25%	40,000,001	--	Tier rate	1.2636	-25%	40,000,001	--	Tier rate	4.4555	-25%
Netherlands	INR	0	100,000	List rate	3.6656	0%	0	300,000	List rate	3.6656	0%	n/a	n/a	n/a	n/a	n/a
	INR	100,001	1,000,000	Tier rate	3.4823	-5%	300,001	2,000,000	Tier rate	3.4823	-5%	n/a	n/a	n/a	n/a	n/a
	INR	1,000,001	4,500,000	Tier rate	3.2990	-10%	2,000,001	10,000,000	Tier rate	3.2990	-10%	n/a	n/a	n/a	n/a	n/a
	INR	4,500,001	40,000,000	Tier rate	3.1158	-15%	10,000,001	20,000,000	Tier rate	3.1158	-15%	n/a	n/a	n/a	n/a	n/a
	INR	40,000,001	80,000,000	Tier rate	2.9325	-20%	20,000,001	40,000,000	Tier rate	2.9325	-20%	n/a	n/a	n/a	n/a	n/a
	INR	80,000,001	--	Tier rate	2.7492	-25%	40,000,001	--	Tier rate	2.7492	-25%	n/a	n/a	n/a	n/a	n/a
Nepal	INR	0	150,000	List rate	0.2492	0%	0	100,000	List rate	0.2492	0%	0	100,000	List rate	8.2087	0%
	INR	150,001	1,000,000	Tier rate	0.2367	-5%	100,001	300,000	Tier rate	0.2367	-5%	100,001	300,000	Tier rate	7.7983	-5%
	INR	1,000,001	4,000,000	Tier rate	0.2243	-10%	300,001	1,000,000	Tier rate	0.2243	-10%	300,001	1,000,000	Tier rate	7.3878	-10%
	INR	4,000,001	25,000,000	Tier rate	0.2118	-15%	1,000,001	10,000,000	Tier rate	0.2118	-15%	1,000,001	10,000,000	Tier rate	6.9774	-15%
	INR	25,000,001	50,000,000	Tier rate	0.1994	-20%	10,000,001	20,000,000	Tier rate	0.1994	-20%	10,000,001	20,000,000	Tier rate	6.5670	-20%
	INR	50,000,001	--	Tier rate	0.1869	-25%	20,000,001	--	Tier rate	0.1869	-25%	20,000,001	--	Tier rate	6.1565	-25%
Nigeria	INR	0	100,000	List rate	0.4915	0%	0	300,000	List rate	0.4915	0%	0	300,000	List rate	5.5035	0%
	INR	100,001	1,000,000	Tier rate	0.4669	-5%	300,001	2,000,000	Tier rate	0.4669	-5%	300,001	2,000,000	Tier rate	5.2283	-5%
	INR	1,000,001	4,500,000	Tier rate	0.4424	-10%	2,000,001	10,000,000	Tier rate	0.4424	-10%	2,000,001	10,000,000	Tier rate	4.9532	-10%
	INR	4,500,001	40,000,000	Tier rate	0.4178	-15%	10,000,001	20,000,000	Tier rate	0.4178	-15%	10,000,001	20,000,000	Tier rate	4.6780	-15%
	INR	40,000,001	80,000,000	Tier rate	0.3932	-20%	20,000,001	40,000,000	Tier rate	0.3932	-20%	20,000,001	40,000,000	Tier rate	4.4028	-20%
	INR	80,000,001	--	Tier rate	0.3686	-25%	40,000,001	--	Tier rate	0.3686	-25%	40,000,001	--	Tier rate	4.1276	-25%
Oman	INR	0	100,000	List rate	1.8091	0%	0	300,000	List rate	1.8091	0%	0	300,000	List rate	4.3945	0%
	INR	100,001	1,000,000	Tier rate	1.7186	-5%	300,001	2,000,000	Tier rate	1.7186	-5%	300,001	2,000,000	Tier rate	4.1748	-5%
	INR	1,000,001	4,500,000	Tier rate	1.6282	-10%	2,000,001	10,000,000	Tier rate	1.6282	-10%	2,000,001	10,000,000	Tier rate	3.9551	-10%
	INR	4,500,001	40,000,000	Tier rate	1.5377	-15%	10,000,001	20,000,000	Tier rate	1.5377	-15%	10,000,001	20,000,000	Tier rate	3.7353	-15%
	INR	40,000,001	80,000,000	Tier rate	1.4473	-20%	20,000,001	40,000,000	Tier rate	1.4473	-20%	20,000,001	40,000,000	Tier rate	3.5156	-20%
	INR	80,000,001	--	Tier rate	1.3568	-25%	40,000,001	--	Tier rate	1.3568	-25%	40,000,001	--	Tier rate	3.2959	-25%

Cost per message in INR on the WhatsApp Business Platform, effective October 1, 2026 - 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																
		Utility					**Authentication**					**Authentication-International**				
Market		**Messages (per month)**		**What we charge**			**Messages (per month)**		**What we charge**			**Messages (per month)**		**What we charge**		
(per rate card)	**Currency**	**From**	**To**	**Rate type**	**Rate**	**vs. List rate**	**From**	**To**	**Rate type**	**Rate**	**vs. List rate**	**From**	**To**	**Rate type**	**Rate**	**vs. List rate**
Pakistan	INR	0	150,000	List rate	1.1000	0%	0	100,000	List rate	1.1000	0%	0	100,000	List rate	5.5035	0%
	INR	150,001	1,000,000	Tier rate	1.0450	-5%	100,001	300,000	Tier rate	1.0450	-5%	100,001	300,000	Tier rate	5.2283	-5%
	INR	1,000,001	4,000,000	Tier rate	0.9900	-10%	300,001	1,000,000	Tier rate	0.9900	-10%	300,001	1,000,000	Tier rate	4.9532	-10%
	INR	4,000,001	25,000,000	Tier rate	0.9350	-15%	1,000,001	10,000,000	Tier rate	0.9350	-15%	1,000,001	10,000,000	Tier rate	4.6780	-15%
	INR	25,000,001	50,000,000	Tier rate	0.8800	-20%	10,000,001	20,000,000	Tier rate	0.8800	-20%	10,000,001	20,000,000	Tier rate	4.4028	-20%
	INR	50,000,001	--	Tier rate	0.8250	-25%	20,000,001	--	Tier rate	0.8250	-25%	20,000,001	--	Tier rate	4.1276	-25%
Peru	INR	0	100,000	List rate	2.1993	0%	0	120,000	List rate	2.1993	0%	n/a	n/a	n/a	n/a	n/a
	INR	100,001	1,000,000	Tier rate	2.0893	-5%	120,001	400,000	Tier rate	2.0893	-5%	n/a	n/a	n/a	n/a	n/a
	INR	1,000,001	4,500,000	Tier rate	1.9794	-10%	400,001	1,000,000	Tier rate	1.9794	-10%	n/a	n/a	n/a	n/a	n/a
	INR	4,500,001	15,000,000	Tier rate	1.8694	-15%	1,000,001	5,000,000	Tier rate	1.8694	-15%	n/a	n/a	n/a	n/a	n/a
	INR	15,000,001	30,000,000	Tier rate	1.7594	-20%	5,000,001	10,000,000	Tier rate	1.7594	-20%	n/a	n/a	n/a	n/a	n/a
	INR	30,000,001	--	Tier rate	1.6495	-25%	10,000,001	--	Tier rate	1.6495	-25%	n/a	n/a	n/a	n/a	n/a
Poland	INR	0	100,000	List rate	0.8918	0%	0	300,000	List rate	0.8918	0%	n/a	n/a	n/a	n/a	n/a
	INR	100,001	1,000,000	Tier rate	0.8472	-5%	300,001	2,000,000	Tier rate	0.8472	-5%	n/a	n/a	n/a	n/a	n/a
	INR	1,000,001	4,500,000	Tier rate	0.8026	-10%	2,000,001	10,000,000	Tier rate	0.8026	-10%	n/a	n/a	n/a	n/a	n/a
	INR	4,500,001	40,000,000	Tier rate	0.7580	-15%	10,000,001	20,000,000	Tier rate	0.7580	-15%	n/a	n/a	n/a	n/a	n/a
	INR	40,000,001	80,000,000	Tier rate	0.7134	-20%	20,000,001	40,000,000	Tier rate	0.7134	-20%	n/a	n/a	n/a	n/a	n/a
	INR	80,000,001	--	Tier rate	0.6689	-25%	40,000,001	--	Tier rate	0.6689	-25%	n/a	n/a	n/a	n/a	n/a
Qatar	INR	0	100,000	List rate	0.8789	0%	0	300,000	List rate	0.8789	0%	n/a	n/a	n/a	n/a	n/a
	INR	100,001	1,000,000	Tier rate	0.8350	-5%	300,001	2,000,000	Tier rate	0.8350	-5%	n/a	n/a	n/a	n/a	n/a
	INR	1,000,001	4,500,000	Tier rate	0.7910	-10%	2,000,001	10,000,000	Tier rate	0.7910	-10%	n/a	n/a	n/a	n/a	n/a
	INR	4,500,001	40,000,000	Tier rate	0.7471	-15%	10,000,001	20,000,000	Tier rate	0.7471	-15%	n/a	n/a	n/a	n/a	n/a
	INR	40,000,001	80,000,000	Tier rate	0.7031	-20%	20,000,001	40,000,000	Tier rate	0.7031	-20%	n/a	n/a	n/a	n/a	n/a
	INR	80,000,001	--	Tier rate	0.6592	-25%	40,000,001	--	Tier rate	0.6592	-25%	n/a	n/a	n/a	n/a	n/a
Romania	INR	0	100,000	List rate	2.1197	0%	0	300,000	List rate	2.1197	0%	n/a	n/a	n/a	n/a	n/a
	INR	100,001	1,000,000	Tier rate	2.0137	-5%	300,001	2,000,000	Tier rate	2.0137	-5%	n/a	n/a	n/a	n/a	n/a
	INR	1,000,001	4,500,000	Tier rate	1.9077	-10%	2,000,001	10,000,000	Tier rate	1.9077	-10%	n/a	n/a	n/a	n/a	n/a
	INR	4,500,001	40,000,000	Tier rate	1.8017	-15%	10,000,001	20,000,000	Tier rate	1.8017	-15%	n/a	n/a	n/a	n/a	n/a
	INR	40,000,001	80,000,000	Tier rate	1.6958	-20%	20,000,001	40,000,000	Tier rate	1.6958	-20%	n/a	n/a	n/a	n/a	n/a
	INR	80,000,001	--	Tier rate	1.5898	-25%	40,000,001	--	Tier rate	1.5898	-25%	n/a	n/a	n/a	n/a	n/a
Russia	INR	0	100,000	List rate	2.9311	0%	0	300,000	List rate	2.9311	0%	n/a	n/a	n/a	n/a	n/a
	INR	100,001	1,000,000	Tier rate	2.7845	-5%	300,001	2,000,000	Tier rate	2.7845	-5%	n/a	n/a	n/a	n/a	n/a
	INR	1,000,001	4,500,000	Tier rate	2.6380	-10%	2,000,001	10,000,000	Tier rate	2.6380	-10%	n/a	n/a	n/a	n/a	n/a
	INR	4,500,001	40,000,000	Tier rate	2.4914	-15%	10,000,001	20,000,000	Tier rate	2.4914	-15%	n/a	n/a	n/a	n/a	n/a
	INR	40,000,001	80,000,000	Tier rate	2.3449	-20%	20,000,001	40,000,000	Tier rate	2.3449	-20%	n/a	n/a	n/a	n/a	n/a
	INR	80,000,001	--	Tier rate	2.1983	-25%	40,000,001	--	Tier rate	2.1983	-25%	n/a	n/a	n/a	n/a	n/a
Saudi Arabia	INR	0	100,000	List rate	0.7834	0%	0	300,000	List rate	0.7834	0%	0	300,000	List rate	4.3871	0%
	INR	100,001	1,000,000	Tier rate	0.7442	-5%	300,001	2,000,000	Tier rate	0.7442	-5%	300,001	2,000,000	Tier rate	4.1677	-5%
	INR	1,000,001	4,500,000	Tier rate	0.7051	-10%	2,000,001	10,000,000	Tier rate	0.7051	-10%	2,000,001	10,000,000	Tier rate	3.9484	-10%
	INR	4,500,001	40,000,000	Tier rate	0.6659	-15%	10,000,001	20,000,000	Tier rate	0.6659	-15%	10,000,001	20,000,000	Tier rate	3.7290	-15%
	INR	40,000,001	80,000,000	Tier rate	0.6267	-20%	20,000,001	40,000,000	Tier rate	0.6267	-20%	20,000,001	40,000,000	Tier rate	3.5097	-20%
	INR	80,000,001	--	Tier rate	0.5876	-25%	40,000,001	--	Tier rate	0.5876	-25%	40,000,001	--	Tier rate	3.2903	-25%
Singapore	INR	0	150,000	List rate	1.1727	0%	0	100,000	List rate	1.1727	0%	n/a	n/a	n/a	n/a	n/a
	INR	150,001	1,000,000	Tier rate	1.1141	-5%	100,001	300,000	Tier rate	1.1141	-5%	n/a	n/a	n/a	n/a	n/a
	INR	1,000,001	4,000,000	Tier rate	1.0554	-10%	300,001	1,000,000	Tier rate	1.0554	-10%	n/a	n/a	n/a	n/a	n/a
	INR	4,000,001	25,000,000	Tier rate	0.9968	-15%	1,000,001	10,000,000	Tier rate	0.9968	-15%	n/a	n/a	n/a	n/a	n/a
	INR	25,000,001	50,000,000	Tier rate	0.9382	-20%	10,000,001	20,000,000	Tier rate	0.9382	-20%	n/a	n/a	n/a	n/a	n/a
	INR	50,000,001	--	Tier rate	0.8795	-25%	20,000,001	--	Tier rate	0.8795	-25%	n/a	n/a	n/a	n/a	n/a

Cost per message in INR on the WhatsApp Business Platform, effective October 1, 2026 - 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
South Africa	INR	0	100,000	List rate	0.6974	0%	0	300,000	List rate	0.6974	0%	0	300,000	List rate	1.4681	0%
	INR	100,001	1,000,000	Tier rate	0.6625	-5%	300,001	2,000,000	Tier rate	0.6625	-5%	300,001	2,000,000	Tier rate	1.3947	-5%
	INR	1,000,001	4,500,000	Tier rate	0.6277	-10%	2,000,001	10,000,000	Tier rate	0.6277	-10%	2,000,001	10,000,000	Tier rate	1.3213	-10%
	INR	4,500,001	40,000,000	Tier rate	0.5928	-15%	10,000,001	20,000,000	Tier rate	0.5928	-15%	10,000,001	20,000,000	Tier rate	1.2479	-15%
	INR	40,000,001	80,000,000	Tier rate	0.5579	-20%	20,000,001	40,000,000	Tier rate	0.5579	-20%	20,000,001	40,000,000	Tier rate	1.1745	-20%
	INR	80,000,001	--	Tier rate	0.5231	-25%	40,000,001	--	Tier rate	0.5231	-25%	40,000,001	--	Tier rate	1.1011	-25%
Spain	INR	0	100,000	List rate	1.4648	0%	0	300,000	List rate	1.4648	0%	n/a	n/a	n/a	n/a	n/a
	INR	100,001	1,000,000	Tier rate	1.3916	-5%	300,001	2,000,000	Tier rate	1.3916	-5%	n/a	n/a	n/a	n/a	n/a
	INR	1,000,001	4,500,000	Tier rate	1.3183	-10%	2,000,001	10,000,000	Tier rate	1.3183	-10%	n/a	n/a	n/a	n/a	n/a
	INR	4,500,001	40,000,000	Tier rate	1.2451	-15%	10,000,001	20,000,000	Tier rate	1.2451	-15%	n/a	n/a	n/a	n/a	n/a
	INR	40,000,001	80,000,000	Tier rate	1.1718	-20%	20,000,001	40,000,000	Tier rate	1.1718	-20%	n/a	n/a	n/a	n/a	n/a
	INR	80,000,001	--	Tier rate	1.0986	-25%	40,000,001	--	Tier rate	1.0986	-25%	n/a	n/a	n/a	n/a	n/a
Sri Lanka	INR	0	150,000	List rate	0.1466	0%	0	100,000	List rate	0.1466	0%	0	100,000	List rate	10.5541	0%
	INR	150,001	1,000,000	Tier rate	0.1393	-5%	100,001	300,000	Tier rate	0.1393	-5%	100,001	300,000	Tier rate	10.0264	-5%
	INR	1,000,001	4,000,000	Tier rate	0.1319	-10%	300,001	1,000,000	Tier rate	0.1319	-10%	300,001	1,000,000	Tier rate	9.4987	-10%
	INR	4,000,001	25,000,000	Tier rate	0.1246	-15%	1,000,001	10,000,000	Tier rate	0.1246	-15%	1,000,001	10,000,000	Tier rate	8.9710	-15%
	INR	25,000,001	50,000,000	Tier rate	0.1173	-20%	10,000,001	20,000,000	Tier rate	0.1173	-20%	10,000,001	20,000,000	Tier rate	8.4433	-20%
	INR	50,000,001	--	Tier rate	0.1100	-25%	20,000,001	--	Tier rate	0.1100	-25%	20,000,001	--	Tier rate	7.9156	-25%
Turkey	INR	0	100,000	List rate	0.0660	0%	0	300,000	List rate	0.0660	0%	n/a	n/a	n/a	n/a	n/a
	INR	100,001	1,000,000	Tier rate	0.0627	-5%	300,001	2,000,000	Tier rate	0.0627	-5%	n/a	n/a	n/a	n/a	n/a
	INR	1,000,001	4,500,000	Tier rate	0.0594	-10%	2,000,001	10,000,000	Tier rate	0.0594	-10%	n/a	n/a	n/a	n/a	n/a
	INR	4,500,001	40,000,000	Tier rate	0.0561	-15%	10,000,001	20,000,000	Tier rate	0.0561	-15%	n/a	n/a	n/a	n/a	n/a
	INR	40,000,001	80,000,000	Tier rate	0.0528	-20%	20,000,001	40,000,000	Tier rate	0.0528	-20%	n/a	n/a	n/a	n/a	n/a
	INR	80,000,001	--	Tier rate	0.0495	-25%	40,000,001	--	Tier rate	0.0495	-25%	n/a	n/a	n/a	n/a	n/a
Ukraine	INR	0	100,000	List rate	2.1782	0%	0	300,000	List rate	2.1782	0%	0	300,000	List rate	5.4528	0%
	INR	100,001	1,000,000	Tier rate	2.0693	-5%	300,001	2,000,000	Tier rate	2.0693	-5%	300,001	2,000,000	Tier rate	5.1802	-5%
	INR	1,000,001	4,500,000	Tier rate	1.9604	-10%	2,000,001	10,000,000	Tier rate	1.9604	-10%	2,000,001	10,000,000	Tier rate	4.9075	-10%
	INR	4,500,001	40,000,000	Tier rate	1.8515	-15%	10,000,001	20,000,000	Tier rate	1.8515	-15%	10,000,001	20,000,000	Tier rate	4.6349	-15%
	INR	40,000,001	80,000,000	Tier rate	1.7426	-20%	20,000,001	40,000,000	Tier rate	1.7426	-20%	20,000,001	40,000,000	Tier rate	4.3622	-20%
	INR	80,000,001	--	Tier rate	1.6337	-25%	40,000,001	--	Tier rate	1.6337	-25%	40,000,001	--	Tier rate	4.0896	-25%
United Arab Emirates	INR	0	100,000	List rate	1.1509	0%	0	300,000	List rate	1.1509	0%	0	300,000	List rate	3.7342	0%
	INR	100,001	1,000,000	Tier rate	1.0934	-5%	300,001	2,000,000	Tier rate	1.0934	-5%	300,001	2,000,000	Tier rate	3.5475	-5%
	INR	1,000,001	4,500,000	Tier rate	1.0358	-10%	2,000,001	10,000,000	Tier rate	1.0358	-10%	2,000,001	10,000,000	Tier rate	3.3608	-10%
	INR	4,500,001	40,000,000	Tier rate	0.9783	-15%	10,000,001	20,000,000	Tier rate	0.9783	-15%	10,000,001	20,000,000	Tier rate	3.1741	-15%
	INR	40,000,001	80,000,000	Tier rate	0.9207	-20%	20,000,001	40,000,000	Tier rate	0.9207	-20%	20,000,001	40,000,000	Tier rate	2.9874	-20%
	INR	80,000,001	--	Tier rate	0.8632	-25%	40,000,001	--	Tier rate	0.8632	-25%	40,000,001	--	Tier rate	2.8007	-25%
United Kingdom	INR	0	100,000	List rate	1.6122	0%	0	300,000	List rate	1.6122	0%	n/a	n/a	n/a	n/a	n/a
	INR	100,001	1,000,000	Tier rate	1.5316	-5%	300,001	2,000,000	Tier rate	1.5316	-5%	n/a	n/a	n/a	n/a	n/a
	INR	1,000,001	4,500,000	Tier rate	1.4510	-10%	2,000,001	10,000,000	Tier rate	1.4510	-10%	n/a	n/a	n/a	n/a	n/a
	INR	4,500,001	40,000,000	Tier rate	1.3704	-15%	10,000,001	20,000,000	Tier rate	1.3704	-15%	n/a	n/a	n/a	n/a	n/a
	INR	40,000,001	80,000,000	Tier rate	1.2898	-20%	20,000,001	40,000,000	Tier rate	1.2898	-20%	n/a	n/a	n/a	n/a	n/a
	INR	80,000,001	--	Tier rate	1.2092	-25%	40,000,001	--	Tier rate	1.2092	-25%	n/a	n/a	n/a	n/a	n/a
North America	INR	0	80,000	List rate	0.2491	0%	0	100,000	List rate	0.2491	0%	n/a	n/a	n/a	n/a	n/a
	INR	80,001	750,000	Tier rate	0.2366	-5%	100,001	500,000	Tier rate	0.2366	-5%	n/a	n/a	n/a	n/a	n/a
	INR	750,001	2,250,000	Tier rate	0.2242	-10%	500,001	2,000,000	Tier rate	0.2242	-10%	n/a	n/a	n/a	n/a	n/a
	INR	2,250,001	3,000,000	Tier rate	0.2117	-15%	2,000,001	5,000,000	Tier rate	0.2117	-15%	n/a	n/a	n/a	n/a	n/a
	INR	3,000,001	6,000,000	Tier rate	0.1993	-20%	5,000,001	10,000,000	Tier rate	0.1993	-20%	n/a	n/a	n/a	n/a	n/a
	INR	6,000,001	--	Tier rate	0.1868	-25%	10,000,001	--	Tier rate	0.1868	-25%	n/a	n/a	n/a	n/a	n/a

Cost per message in INR on the WhatsApp Business Platform, effective October 1, 2026 - 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																
		Utility					**Authentication**					**Authentication-International**				
Market		**Messages (per month)**		**What we charge**			**Messages (per month)**		**What we charge**			**Messages (per month)**		**What we charge**		
(per rate card)	**Currency**	**From**	**To**	**Rate type**	**Rate**	**vs. List rate**	**From**	**To**	**Rate type**	**Rate**	**vs. List rate**	**From**	**To**	**Rate type**	**Rate**	**vs. List rate**
Rest of Africa	INR	0	100,000	List rate	0.2930	0%	0	300,000	List rate	0.2930	0%	n/a	n/a	n/a	n/a	n/a
	INR	100,001	1,000,000	Tier rate	0.2784	-5%	300,001	2,000,000	Tier rate	0.2784	-5%	n/a	n/a	n/a	n/a	n/a
	INR	1,000,001	4,500,000	Tier rate	0.2637	-10%	2,000,001	10,000,000	Tier rate	0.2637	-10%	n/a	n/a	n/a	n/a	n/a
	INR	4,500,001	40,000,000	Tier rate	0.2491	-15%	10,000,001	20,000,000	Tier rate	0.2491	-15%	n/a	n/a	n/a	n/a	n/a
	INR	40,000,001	80,000,000	Tier rate	0.2344	-20%	20,000,001	40,000,000	Tier rate	0.2344	-20%	n/a	n/a	n/a	n/a	n/a
	INR	80,000,001	--	Tier rate	0.2198	-25%	40,000,001	--	Tier rate	0.2198	-25%	n/a	n/a	n/a	n/a	n/a
Rest of Asia Pacific	INR	0	150,000	List rate	0.8282	0%	0	100,000	List rate	0.8282	0%	n/a	n/a	n/a	n/a	n/a
	INR	150,001	1,000,000	Tier rate	0.7868	-5%	100,001	300,000	Tier rate	0.7868	-5%	n/a	n/a	n/a	n/a	n/a
	INR	1,000,001	4,000,000	Tier rate	0.7454	-10%	300,001	1,000,000	Tier rate	0.7454	-10%	n/a	n/a	n/a	n/a	n/a
	INR	4,000,001	25,000,000	Tier rate	0.7040	-15%	1,000,001	10,000,000	Tier rate	0.7040	-15%	n/a	n/a	n/a	n/a	n/a
	INR	25,000,001	50,000,000	Tier rate	0.6626	-20%	10,000,001	20,000,000	Tier rate	0.6626	-20%	n/a	n/a	n/a	n/a	n/a
	INR	50,000,001	--	Tier rate	0.6212	-25%	20,000,001	--	Tier rate	0.6212	-25%	n/a	n/a	n/a	n/a	n/a
Rest of Central & Eastern Europe	INR	0	100,000	List rate	1.5496	0%	0	300,000	List rate	1.5496	0%	n/a	n/a	n/a	n/a	n/a
	INR	100,001	1,000,000	Tier rate	1.4721	-5%	300,001	2,000,000	Tier rate	1.4721	-5%	n/a	n/a	n/a	n/a	n/a
	INR	1,000,001	4,500,000	Tier rate	1.3946	-10%	2,000,001	10,000,000	Tier rate	1.3946	-10%	n/a	n/a	n/a	n/a	n/a
	INR	4,500,001	40,000,000	Tier rate	1.3172	-15%	10,000,001	20,000,000	Tier rate	1.3172	-15%	n/a	n/a	n/a	n/a	n/a
	INR	40,000,001	80,000,000	Tier rate	1.2397	-20%	20,000,001	40,000,000	Tier rate	1.2397	-20%	n/a	n/a	n/a	n/a	n/a
	INR	80,000,001	--	Tier rate	1.1622	-25%	40,000,001	--	Tier rate	1.1622	-25%	n/a	n/a	n/a	n/a	n/a
Rest of Latin America	INR	0	100,000	List rate	0.8278	0%	0	120,000	List rate	0.8278	0%	n/a	n/a	n/a	n/a	n/a
	INR	100,001	1,000,000	Tier rate	0.7864	-5%	120,001	400,000	Tier rate	0.7864	-5%	n/a	n/a	n/a	n/a	n/a
	INR	1,000,001	4,500,000	Tier rate	0.7450	-10%	400,001	1,000,000	Tier rate	0.7450	-10%	n/a	n/a	n/a	n/a	n/a
	INR	4,500,001	15,000,000	Tier rate	0.7036	-15%	1,000,001	5,000,000	Tier rate	0.7036	-15%	n/a	n/a	n/a	n/a	n/a
	INR	15,000,001	30,000,000	Tier rate	0.6622	-20%	5,000,001	10,000,000	Tier rate	0.6622	-20%	n/a	n/a	n/a	n/a	n/a
	INR	30,000,001	--	Tier rate	0.6209	-25%	10,000,001	--	Tier rate	0.6209	-25%	n/a	n/a	n/a	n/a	n/a
Rest of Middle East	INR	0	100,000	List rate	0.6665	0%	0	300,000	List rate	0.6665	0%	n/a	n/a	n/a	n/a	n/a
	INR	100,001	1,000,000	Tier rate	0.6332	-5%	300,001	2,000,000	Tier rate	0.6332	-5%	n/a	n/a	n/a	n/a	n/a
	INR	1,000,001	4,500,000	Tier rate	0.5999	-10%	2,000,001	10,000,000	Tier rate	0.5999	-10%	n/a	n/a	n/a	n/a	n/a
	INR	4,500,001	40,000,000	Tier rate	0.5665	-15%	10,000,001	20,000,000	Tier rate	0.5665	-15%	n/a	n/a	n/a	n/a	n/a
	INR	40,000,001	80,000,000	Tier rate	0.5332	-20%	20,000,001	40,000,000	Tier rate	0.5332	-20%	n/a	n/a	n/a	n/a	n/a
	INR	80,000,001	--	Tier rate	0.4999	-25%	40,000,001	--	Tier rate	0.4999	-25%	n/a	n/a	n/a	n/a	n/a
Rest of Western Europe	INR	0	100,000	List rate	1.2516	0%	0	300,000	List rate	1.2516	0%	n/a	n/a	n/a	n/a	n/a
	INR	100,001	1,000,000	Tier rate	1.1890	-5%	300,001	2,000,000	Tier rate	1.1890	-5%	n/a	n/a	n/a	n/a	n/a
	INR	1,000,001	4,500,000	Tier rate	1.1264	-10%	2,000,001	10,000,000	Tier rate	1.1264	-10%	n/a	n/a	n/a	n/a	n/a
	INR	4,500,001	40,000,000	Tier rate	1.0639	-15%	10,000,001	20,000,000	Tier rate	1.0639	-15%	n/a	n/a	n/a	n/a	n/a
	INR	40,000,001	80,000,000	Tier rate	1.0013	-20%	20,000,001	40,000,000	Tier rate	1.0013	-20%	n/a	n/a	n/a	n/a	n/a
	INR	80,000,001	--	Tier rate	0.9387	-25%	40,000,001	--	Tier rate	0.9387	-25%	n/a	n/a	n/a	n/a	n/a
Other	INR	0	80,000	List rate	0.5641	0%	0	100,000	List rate	0.5641	0%	n/a	n/a	n/a	n/a	n/a
	INR	80,001	750,000	Tier rate	0.5359	-5%	100,001	500,000	Tier rate	0.5359	-5%	n/a	n/a	n/a	n/a	n/a
	INR	750,001	2,250,000	Tier rate	0.5077	-10%	500,001	2,000,000	Tier rate	0.5077	-10%	n/a	n/a	n/a	n/a	n/a
	INR	2,250,001	3,000,000	Tier rate	0.4795	-15%	2,000,001	5,000,000	Tier rate	0.4795	-15%	n/a	n/a	n/a	n/a	n/a
	INR	3,000,001	6,000,000	Tier rate	0.4513	-20%	5,000,001	10,000,000	Tier rate	0.4513	-20%	n/a	n/a	n/a	n/a	n/a
	INR	6,000,001	--	Tier rate	0.4231	-25%	10,000,001	--	Tier rate	0.4231	-25%	n/a	n/a	n/a	n/a	n/a