

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

This is not our current rate card. This reflects future updates to rates. Please refer here for our current rates: <https://developers.facebook.com/docs/whatsapp/pricing#rate-cards>

Effective January 1, 2026 - Rates below will apply. Learn more here: <https://developers.facebook.com/docs/whatsapp/pricing#updates-to-rate-cards>

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	₹	6.2990	2.1994	2.1994	n/a	n/a
Germany	₹	10.0073	4.0322	4.0322	n/a	n/a
India	₹	0.8631	0.1150	0.1150	2.3000	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	0.3960	0.3960	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	0.2930	0.2930	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