

Cost per conversation in EUR, effective 1st October 2024 , Converted in INR

Market	Marketing	Utility	Authentication	Service	Authentication- International
Argentina	4.81	2.65	2.86	2.45	n/a
Brazil	4.87	0.62	2.45	2.33	n/a
Chile	6.92	1.56	4.11	3.53	n/a
Colombia	0.98	0.02	0.59	0.47	n/a
Egypt	8.36	0.4	4.81	5.01	n/a
France	11.15	2.33	5.38	6.69	n/a
Germany	10.63	4.29	5.98	6.38	n/a
India	0.83	0.15	0.15	0.35	2.18
Indonesia	3.21	1.56	2.34	1.48	10.61
Israel	2.74	0.41	1.32	1.4	n/a
Italy	5.38	2.33	2.94	3	n/a
Malaysia	6.69	1.09	1.4	1.71	n/a
Mexico	3.39	0.78	1.86	0.82	n/a
Netherlands	12.44	3.89	5.6	6.94	n/a
Nigeria	4.02	0.53	2.24	2.42	n/a
Pakistan	3.68	0.42	1.78	1.11	n/a
Peru	5.47	1.56	2.93	1.4	n/a
Russia	6.24	3.11	3.34	3.09	n/a
Saudi Arabia	3.16	0.89	1.76	1.51	n/a
South Africa	2.95	0.59	1.4	1.31	n/a
Spain	4.78	1.56	2.66	2.87	n/a
Turkey	0.85	0.41	0.65	0.24	n/a
United Arab Emirates	2.65	1.22	1.38	1.48	n/a
United Kingdom	5.49	1.71	2.79	3.02	n/a
North America	1.95	0.31	1.05	0.69	n/a
Rest of Africa	1.75	0.48	1.12	2.82	n/a
Rest of Asia Pacific	5.7	1.22	3.31	1.74	n/a
Rest of Central & Eastern Europe	6.69	2.74	4.33	1.95	n/a
Rest of Latin America	5.75	0.88	3.46	3.3	n/a
Rest of Middle East	2.65	1.22	1.38	1.7	n/a
Rest of Western Europe	4.61	2.34	2.94	3.09	n/a
Other	4.7	0.6	2.37	1.13	n/a

Note :

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

2. Pricing Explainer : Document is also available