Cost per conversation in INR Updated 1 Feb 2025

Conversation prices vary based on the recipient's country, these rates include the 5% discount from our rate card.
All service conversions are free for Growth/Pro/Business plan customers.
Conversation that initiates from the CTWA Ad is free.

Country Name	ISO Code	Country Codes	Marketing	Utility	Authentication	International Authentication*
Afghanistan	AF	93	₹ 6.117696	₹ 1.31214	₹ 3.548136	
Albania	AL	355	₹ 7.181658	₹ 2.947812	₹ 4.652226	
Algeria	DZ	213	₹ 1.880658	₹ 0.509808	₹ 1.203612	
Angola	AO	244	₹ 1.880658	₹ 0.509808	₹ 1.203612	
Argentina	AR	54	₹ 5.163402	₹ 2.840652	₹ 3.065232	
Armenia	AM	374	₹ 7.181658	₹ 2.947812	₹ 4.652226	
Australia	AU	61	₹ 6.117696	₹ 1.31214	₹ 3.548136	
Austria	AT	43	₹ 4.945092	₹ 2.505948	₹ 3.157458	
Azerbaijan	AZ	994	₹ 7.181658	₹ 2.947812	₹ 4.652226	
Bahrain	BH	973	₹ 2.849202	₹ 1.311798	₹ 1.48542	
Bangladesh	BD	880	₹ 6.117696	₹ 1.31214	₹ 3.548136	
Belarus	BY	375	₹ 7.181658	₹ 2.947812	₹ 4.652226	
Belgium	BE	32	₹ 4.945092	₹ 2.505948	₹ 3.157458	
Benin	BJ	229	₹ 1.880658	₹ 0.509808	₹ 1.203612	
Bolivia	BO	591	₹ 6.179598	₹ 0.943692	₹ 3.714234	
Botswana	BW	267	₹ 1.880658	₹ 0.509808	₹ 1.203612	
Brazil	BR	55	₹ 5.222112	₹ 0.668382	₹ 2.631918	
Bulgaria	BG	359	₹ 7.181658	₹ 2.947812	₹ 4.652226	
Burkina Faso	BF	226	₹ 1.880658	₹ 0.509808	₹ 1.203612	
Burundi	BI	257	₹ 1.880658	₹ 0.509808	₹ 1.203612	
Cambodia	KH	855	₹ 6.117696	₹ 1.31214	₹ 3.548136	
Cameroon	CM	237	₹ 1.880658	₹ 0.509808	₹ 1.203612	
Canada	CA	1	₹ 2.087682	₹ 0.33402	₹ 1.127346	
Chad	TD	235	₹ 1.880658	₹ 0.509808	₹ 1.203612	
Chile	CL	56	₹ 7.42539	₹ 1.670556	₹ 4.405188	
China	CN	86	₹ 6.117696	₹ 1.31214	₹ 3.548136	
Colombia	CO	57	₹ 1.044354	₹ 0.016758	₹ 0.639198	
Costa Rica	CR	506	₹ 6.179598	₹ 0.943692	₹ 3.714234	
Croatia	HR	385	₹ 7.181658	₹ 2.947812	₹ 4.652226	
Czech Republic	CZ	420	₹ 7.181658	₹ 2.947812	₹ 4.652226	
Democratic Republic of the Congo	CD	243	₹ 1.880658	₹ 0.509808	₹ 1.203612	
Denmark	DK	45	₹ 4.945092	₹ 2.505948	₹ 3.157458	
Dominican Republic	DO	1-809	₹ 6.179598	₹ 0.943692	₹ 3.714234	
Dominican Republic	DO	1-809	₹ 6.179598	₹ 0.943692	₹ 3.714234	
Dominican Republic	DO	1-809	₹ 6.179598	₹ 0.943692	₹ 3.714234	
Ecuador	EC	593	₹ 6.179598	₹ 0.943692	₹ 3.714234	
Egypt	EG	20	₹ 8.966214	₹ 0.434568	₹ 0.434568	₹ 6.964032
El Salvador	SV	503	₹ 6.179598	₹ 0.943692	₹ 3.714234	
Eritrea	ER	291	₹ 1.880658	₹ 0.509808	₹ 1.203612	
Ethiopia	ET	251	₹ 1.880658	₹ 0.509808	₹ 1.203612	
Finland	FI	358	₹ 4.945092	₹ 2.505948	₹ 3.157458	
France	FR	33	₹ 11.968176	₹ 2.507316	₹ 5.776836	
Gabon	GA	241	₹ 1.880658	₹ 0.509808	₹ 1.203612	
Gambia	GM	220	₹ 1.880658	₹ 0.509808	₹ 1.203612	
Georgia	GE	995	₹ 7.181658	₹ 2.947812	₹ 4.652226	
Germany	DE	49	₹ 11.408322	₹ 4.596708	₹ 6.419112	
Ghana	GH	233	₹ 1.880658	₹ 0.509808	₹ 1.203612	
Greece	GR	30	₹ 7.181658	₹ 2.947812	₹ 4.652226	
Guatemala	GT	502	₹ 6.179598	₹ 0.943692	₹ 3.714234	
Guinea-Bissau	GW	245	₹ 1.880658	₹ 0.509808	₹ 1.203612	
Haiti	HT	509	₹ 6.179598	₹ 0.943692	₹ 3.714234	
Honduras	HN	504	₹ 6.179598	₹ 0.943692	₹ 3.714234	
Hong Kong	HK	852	₹ 6.117696	₹ 1.31214	₹ 3.548136	
Hungary	HU	36	₹ 7.181658	₹ 2.947812	₹ 4.652226	
India	IN	91	₹ 0.894444	₹ 0.1311	₹ 0.1311	₹ 2.622
Indonesia	ID	62	₹ 3.432654	₹ 1.670442	₹ 2.505606	₹ 11.358732
Iraq	IQ	964	₹ 2.849202	₹ 1.311798	₹ 1.48542	
Ireland	IE	353	₹ 4.945092	₹ 2.505948	₹ 3.157458	
Israel	IL	972	₹ 2.949294	₹ 0.44289	₹ 1.409952	
Italy	IT	39	₹ 5.769996	₹ 2.505036	₹ 3.156318	
Ivory Coast	CI	225	₹ 1.880658	₹ 0.509808	₹ 1.203612	
Jamaica	JM	1-876	₹ 6.179598	₹ 0.943692	₹ 3.714234	
Japan	JP	81	₹ 6.117696	₹ 1.31214	₹ 3.548136	
Jordan	JO	962	₹ 2.849202	₹ 1.311798	₹ 1.48542	
Kenya	KE	254	₹ 1.880658	₹ 0.509808	₹ 1.203612	
Kuwait	KW	965	₹ 2.849202	₹ 1.311798	₹ 1.48542	
Laos	LA	856	₹ 6.117696	₹ 1.31214	₹ 3.548136	
Latvia	LV	371	₹ 7.181658	₹ 2.947812	₹ 4.652226	
Lebanon	LB	961	₹ 2.849202	₹ 1.311798	₹ 1.48542	
Lesotho	LS	266	₹ 1.880658	₹ 0.509808	₹ 1.203612	
Liberia	LR	231	₹ 1.880658	₹ 0.509808	₹ 1.203612	
Libya	LY	218	₹ 1.880658	₹ 0.509808	₹ 1.203612	
Lithuania	LT	370	₹ 7.181658	₹ 2.947812	₹ 4.652226	
Macedonia	MK	389	₹ 7.181658	₹ 2.947812	₹ 4.652226	
Madagascar	MG	261	₹ 1.880658	₹ 0.509808	₹ 1.203612	
Malawi	MW	265	₹ 1.880658	₹ 0.509808	₹ 1.203612	
Malaysia	MY	60	₹ 7.186218	₹ 1.169868	₹ 1.169868	₹ 3.492846
Mali	ML	223	₹ 1.880658	₹ 0.509808	₹ 1.203612	
Mauritania	MR	222	₹ 1.880658	₹ 0.509808	₹ 1.203612	
Mexico	MX	52	₹ 3.640932	₹ 0.83505	₹ 1.999218	
Moldova	MD	373	₹ 7.181658	₹ 2.947812	₹ 4.652226	
Mongolia	MN	976	₹ 6.117696	₹ 1.31214	₹ 3.548136	
Morocco	MA	212	₹ 1.880658	₹ 0.509808	₹ 1.203612	
Mozambique	MZ	258	₹ 1.880658	₹ 0.509808	₹ 1.203612	
Namibia	NA	264	₹ 1.880658	₹ 0.509808	₹ 1.203612	
Nepal	NP	977	₹ 6.117696	₹ 1.31214	₹ 3.548136	
Netherlands	NL	31	₹ 13.346892	₹ 4.178784	₹ 6.017376	
New Zealand	NZ	64	₹ 6.117696	₹ 1.31214	₹ 3.548136	
Nicaragua	NI	505	₹ 6.179598	₹ 0.943692	₹ 3.714234	
Niger	NE	227	₹ 1.880658	₹ 0.509808	₹ 1.203612	
Nigeria	NG	234	₹ 4.315014	₹ 0.56031	₹ 0.56031	₹ 8.348562
Norway	NO	47	₹ 4.945092	₹ 2.505948	₹ 3.157458	
Oman	OM	968	₹ 2.849202	₹ 1.311798	₹ 1.48542	
Other	XX		₹ 5.044272	₹ 0.643074	₹ 2.541288	
Pakistan	PK	92	₹ 3.953862	₹ 0.45144	₹ 0.45144	₹ 10.735494
Panama	PA	507	₹ 6.179598	₹ 0.943692	₹ 3.714234	
Papua New Guinea	PG	675	₹ 6.117696	₹ 1.31214	₹ 3.548136	
Paraguay	PY	595	₹ 6.179598	₹ 0.943692	₹ 3.714234	
Peru	PE	51	₹ 5.875104	₹ 1.671468	₹ 3.149364	
Philippines	PH	63	₹ 6.117696	₹ 1.31214	₹ 3.548136	
Poland	PL	48	₹ 7.181658	₹ 2.947812	₹ 4.652226	
Portugal	PT	351	₹ 4.945092	₹ 2.505948	₹ 3.157458	
Puerto Rico	PR	1-787	₹ 6.179598	₹ 0.943692	₹ 3.714234	
Puerto Rico	PR	1-787	₹ 6.179598	₹ 0.943692	₹ 3.714234	
Qatar	QA	974	₹ 2.849202	₹ 1.311798	₹ 1.48542	
Republic of the Congo	CG	242	₹ 1.880658	₹ 0.509808	₹ 1.203612	
Romania	RO	40	₹ 7.181658	₹ 2.947812	₹ 4.652226	
Russia	RU	7	₹ 6.699438	₹ 3.341454	₹ 3.586098	
Rwanda	RW	250	₹ 1.880658	₹ 0.509808	₹ 1.203612	
Saudi Arabia	SA	966	₹ 3.795288	₹ 0.95988	₹ 0.95988	₹ 5.001294
Senegal	SN	221	₹ 1.880658	₹ 0.509808	₹ 1.203612	
Serbia	RS	381	₹ 7.181658	₹ 2.947812	₹ 4.652226	
Sierra Leone	SL	232	₹ 1.880658	₹ 0.509808	₹ 1.203612	
Singapore	SG	65	₹ 6.117696	₹ 1.31214	₹ 3.548136	
Slovakia	SK	421	₹ 7.181658	₹ 2.947812	₹ 4.652226	
Slovenia	SI	386	₹ 7.181658	₹ 2.947812	₹ 4.652226	
Somalia	SO	252	₹ 1.880658	₹ 0.509808	₹ 1.203612	
South Africa	ZA	27	₹ 3.171594	₹ 0.636006	₹ 0.636006	₹ 2.343156
South Sudan	SS	211	₹ 1.880658	₹ 0.509808	₹ 1.203612	
Spain	ES	34	₹ 5.135016	₹ 1.669872	₹ 2.855586	
Sri Lanka	LK	94	₹ 6.117696	₹ 1.31214	₹ 3.548136	
Sudan	SD	249	₹ 1.880658	₹ 0.509808	₹ 1.203612	
Swaziland	SZ	268	₹ 1.880658	₹ 0.509808	₹ 1.203612	
Sweden	SE	46	₹ 4.945092	₹ 2.505948	₹ 3.157458	
Switzerland	CH	41	₹ 4.945092	₹ 2.505948	₹ 3.157458	
Taiwan	TW	886	₹ 6.117696	₹ 1.31214	₹ 3.548136	
Tajikistan	TJ	992	₹ 6.117696	₹ 1.31214	₹ 3.548136	
Tanzania	TZ	255	₹ 1.880658	₹ 0.509808	₹ 1.203612	
Thailand	TH	66	₹ 6.117696	₹ 1.31214	₹ 3.548136	
Togo	TG	228	₹ 1.880658	₹ 0.509808	₹ 1.203612	
Tunisia	TN	216	₹ 1.880658	₹ 0.509808	₹ 1.203612	
Turkey	TR	90	₹ 0.910746	₹ 0.442776	₹ 0.695514	
Turkmenistan	TM	993	₹ 6.117696	₹ 1.31214	₹ 3.548136	
Uganda	UG	256	₹ 1.880658	₹ 0.509808	₹ 1.203612	
Ukraine	UA	380	₹ 7.181658	₹ 2.947812	₹ 4.652226	
United Arab Emirates	AE	971	₹ 3.210696	₹ 1.312026	₹ 1.312026	₹ 4.256988
United Kingdom	GB	44	₹ 4.417158	₹ 1.837908	₹ 2.992386	
United States	US	1	₹ 2.087682	₹ 0.33402	₹ 1.127346	
Uruguay	UY	598	₹ 6.179598	₹ 0.943692	₹ 3.714234	
Uzbekistan	UZ	998	₹ 6.117696	₹ 1.31214	₹ 3.548136	
Venezuela	VE	58	₹ 6.179598	₹ 0.943692	₹ 3.714234	
Vietnam	VN	84	₹ 6.117696	₹ 1.31214	₹ 3.548136	
Yemen	YE	967	₹ 2.849202	₹ 1.311798	₹ 1.48542	
Zambia	ZM	260	₹ 1.880658	₹ 0.509808	₹ 1.203612	

*Charge will be based on the message recipient's country

*Authentication international rates only apply if you receive eligibility email from Meta