Cost per conversation in INR Updated 1 Feb 2025

Conversation prices vary based on the recipient's country, for business plans there will be a 5% discount on top of this rate.
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	₹ 6.43968	₹ 1.3812	₹ 3.73488	
Albania	AL	355	₹ 7.55964	₹ 3.10296	₹ 4.89708	
Algeria	DZ	213	₹ 1.97964	₹ 0.53664	₹ 1.26696	
Angola	AO	244	₹ 1.97964	₹ 0.53664	₹ 1.26696	
Argentina	AR	54	₹ 5.43516	₹ 2.99016	₹ 3.22656	
Armenia	AM	374	₹ 7.55964	₹ 3.10296	₹ 4.89708	
Australia	AU	61	₹ 6.43968	₹ 1.3812	₹ 3.73488	
Austria	AT	43	₹ 5.20536	₹ 2.63784	₹ 3.32364	
Azerbaijan	AZ	994	₹ 7.55964	₹ 3.10296	₹ 4.89708	
Bahrain	BH	973	₹ 2.99916	₹ 1.38084	₹ 1.5636	
Bangladesh	BD	880	₹ 6.43968	₹ 1.3812	₹ 3.73488	
Belarus	BY	375	₹ 7.55964	₹ 3.10296	₹ 4.89708	
Belgium	BE	32	₹ 5.20536	₹ 2.63784	₹ 3.32364	
Benin	BJ	229	₹ 1.97964	₹ 0.53664	₹ 1.26696	
Bolivia	BO	591	₹ 6.50484	₹ 0.99336	₹ 3.90972	
Botswana	BW	267	₹ 1.97964	₹ 0.53664	₹1.26696	
Brazil	BR	55	₹ 5.49696	₹ 0.70356	₹ 2.77044	
Bulgaria	BG	359	₹ 7.55964	₹ 3.10296	₹ 4.89708	
Burkina Faso	BF	226	₹ 1.97964	₹ 0.53664	₹ 1.26696	
Burundi	BI	257	₹ 1.97964	₹ 0.53664	₹ 1.26696	
Cambodia	KH	855	₹ 6.43968	₹ 1.3812	₹ 3.73488	
Cameroon	CM	237	₹ 1.97964	₹ 0.53664	₹ 1.26696	
Canada	CA	1	₹ 2.19756	₹ 0.3516	₹ 1.18668	
Chad	TD	235	₹ 1.97964	₹ 0.53664	₹ 1.26696	
Chile	CL	56	₹ 7.8162	₹ 1.75848	₹ 4.63704	
China	CN	86	₹ 6.43968	₹ 1.3812	₹ 3.73488	
Colombia	CO	57	₹ 1.09932	₹ 0.01764	₹ 0.67284	
Costa Rica	CR	506	₹ 6.50484	₹ 0.99336	₹ 3.90972	
Croatia	HR	385	₹ 7.55964	₹ 3.10296	₹ 4.89708	
Czech Republic	CZ	420	₹ 7.55964	₹ 3.10296	₹ 4.89708	
Democratic Republic of the Congo	CD	243	₹ 1.97964	₹ 0.53664	₹ 1.26696	
Denmark	DK	45	₹ 5.20536	₹ 2.63784	₹ 3.32364	
Dominican Republic	DO	1-809	₹ 6.50484	₹ 0.99336	₹ 3.90972	
Dominican Republic	DO	1-809	₹ 6.50484	₹ 0.99336	₹ 3.90972	
Dominican Republic	DO	1-809	₹ 6.50484	₹ 0.99336	₹ 3.90972	
Ecuador	EC	593	₹ 6.50484	₹ 0.99336	₹ 3.90972	
Egypt	EG	20	₹ 9.43812	₹ 0.45744	₹ 0.45744	₹ 7.33056
El Salvador	SV	503	₹ 6.50484	₹ 0.99336	₹ 3.90972	
Eritrea	ER	291	₹ 1.97964	₹ 0.53664	₹ 1.26696	
Ethiopia	ET	251	₹ 1.97964	₹ 0.53664	₹ 1.26696	
Finland	FI	358	₹ 5.20536	₹ 2.63784	₹ 3.32364	
France	FR	33	₹ 12.59808	₹ 2.63928	₹ 6.08088	
Gabon	GA	241	₹ 1.97964	₹ 0.53664	₹ 1.26696	
Gambia	GM	220	₹ 1.97964	₹ 0.53664	₹ 1.26696	
Georgia	GE	995	₹ 7.55964	₹ 3.10296	₹ 4.89708	
Germany	DE	49	₹ 12.00876	₹ 4.83864	₹ 6.75696	
Ghana	GH	233	₹ 1.97964	₹ 0.53664	₹ 1.26696	
Greece	GR	30	₹ 7.55964	₹ 3.10296	₹ 4.89708	
Guatemala	GT	502	₹ 6.50484	₹ 0.99336	₹ 3.90972	
Guinea-Bissau	GW	245	₹ 1.97964	₹ 0.53664	₹ 1.26696	
Haiti	HT	509	₹ 6.50484	₹ 0.99336	₹ 3.90972	
Honduras	HN	504	₹ 6.50484	₹ 0.99336	₹ 3.90972	
Hong Kong	HK	852	₹ 6.43968	₹ 1.3812	₹ 3.73488	
Hungary	HU	36	₹ 7.55964	₹ 3.10296	₹ 4.89708	
India	IN	91	₹ 0.94152	₹ 0.138	₹ 0.138	₹ 2.76
Indonesia	ID	62	₹ 3.61332	₹ 1.75836	₹ 2.63748	₹ 11.95656
Iraq	IQ	964	₹ 2.99916	₹ 1.38084	₹ 1.5636	
Ireland	IE	353	₹ 5.20536	₹ 2.63784	₹ 3.32364	
Israel	IL	972	₹ 3.10452	₹ 0.4662	₹ 1.48416	
Italy	IT	39	₹ 6.07368	₹ 2.63688	₹ 3.32244	
Ivory Coast	CI	225	₹ 1.97964	₹ 0.53664	₹ 1.26696	
Jamaica	JM	1-876	₹ 6.50484	₹ 0.99336	₹ 3.90972	
Japan	JP	81	₹ 6.43968	₹ 1.3812	₹ 3.73488	
Jordan	JO	962	₹ 2.99916	₹ 1.38084	₹ 1.5636	
Kenya	KE	254	₹ 1.97964	₹ 0.53664	₹ 1.26696	
Kuwait	KW	965	₹ 2.99916	₹ 1.38084	₹ 1.5636	
Laos	LA	856	₹ 6.43968	₹ 1.3812	₹ 3.73488	
Latvia	LV	371	₹ 7.55964	₹ 3.10296	₹ 4.89708	
Lebanon	LB	961	₹ 2.99916	₹ 1.38084	₹ 1.5636	
Lesotho	LS	266	₹ 1.97964	₹ 0.53664	₹ 1.26696	
Liberia	LR	231	₹ 1.97964	₹ 0.53664	₹ 1.26696	
Libya	LY	218	₹ 1.97964	₹ 0.53664	₹ 1.26696	
Lithuania	LT	370	₹ 7.55964	₹ 3.10296	₹ 4.89708	
Macedonia	MK	389	₹ 7.55964	₹ 3.10296	₹ 4.89708	
Madagascar	MG	261	₹ 1.97964	₹ 0.53664	₹ 1.26696	
Malawi	MW	265	₹ 1.97964	₹ 0.53664	₹ 1.26696	
Malaysia	MY	60	₹ 7.56444	₹ 1.23144	₹ 1.23144	₹ 3.67668
Mali	ML	223	₹ 1.97964	₹ 0.53664	₹ 1.26696	
Mauritania	MR	222	₹ 1.97964	₹ 0.53664	₹ 1.26696	
Mexico	MX	52	₹ 3.83256	₹ 0.879	₹ 2.10444	
Moldova	MD	373	₹ 7.55964	₹ 3.10296	₹ 4.89708	
Mongolia	MN	976	₹ 6.43968	₹ 1.3812	₹ 3.73488	
Morocco	MA	212	₹ 1.97964	₹ 0.53664	₹ 1.26696	
Mozambique	MZ	258	₹ 1.97964	₹ 0.53664	₹ 1.26696	
Namibia	NA	264	₹ 1.97964	₹ 0.53664	₹ 1.26696	
Nepal	NP	977	₹ 6.43968	₹ 1.3812	₹ 3.73488	
Netherlands	NL	31	₹ 14.04936	₹ 4.39872	₹ 6.33408	
New Zealand	NZ	64	₹ 6.43968	₹ 1.3812	₹ 3.73488	
Nicaragua	NI	505	₹ 6.50484	₹ 0.99336	₹ 3.90972	
Niger	NE	227	₹ 1.97964	₹ 0.53664	₹ 1.26696	
Nigeria	NG	234	₹ 4.54212	₹ 0.5898	₹ 0.5898	₹ 8.78796
Norway	NO	47	₹ 5.20536	₹ 2.63784	₹ 3.32364	
Oman	OM	968	₹ 2.99916	₹ 1.38084	₹ 1.5636	
Other	XX		₹ 5.30976	₹ 0.67692	₹ 2.67504	
Pakistan	PK	92	₹ 4.16196	₹ 0.4752	₹ 0.4752	₹ 11.30052
Panama	PA	507	₹ 6.50484	₹ 0.99336	₹ 3.90972	
Papua New Guinea	PG	675	₹ 6.43968	₹ 1.3812	₹ 3.73488	
Paraguay	PY	595	₹ 6.50484	₹ 0.99336	₹ 3.90972	
Peru	PE	51	₹ 6.18432	₹ 1.75944	₹ 3.31512	
Philippines	PH	63	₹ 6.43968	₹ 1.3812	₹ 3.73488	
Poland	PL	48	₹ 7.55964	₹ 3.10296	₹ 4.89708	
Portugal	PT	351	₹ 5.20536	₹ 2.63784	₹ 3.32364	
Puerto Rico	PR	1-787	₹ 6.50484	₹ 0.99336	₹ 3.90972	
Puerto Rico	PR	1-787	₹ 6.50484	₹ 0.99336	₹ 3.90972	
Qatar	QA	974	₹ 2.99916	₹ 1.38084	₹ 1.5636	
Republic of the Congo	CG	242	₹ 1.97964	₹ 0.53664	₹ 1.26696	
Romania	RO	40	₹ 7.55964	₹ 3.10296	₹ 4.89708	
Russia	RU	7	₹ 7.05204	₹ 3.51732	₹ 3.77484	
Rwanda	RW	250	₹ 1.97964	₹ 0.53664	₹ 1.26696	
Saudi Arabia	SA	966	₹ 3.99504	₹ 1.0104	₹ 1.0104	₹ 5.26452
Senegal	SN	221	₹ 1.97964	₹ 0.53664	₹ 1.26696	
Serbia	RS	381	₹ 7.55964	₹ 3.10296	₹ 4.89708	
Sierra Leone	SL	232	₹ 1.97964	₹ 0.53664	₹ 1.26696	
Singapore	SG	65	₹ 6.43968	₹ 1.3812	₹ 3.73488	
Slovakia	SK	421	₹ 7.55964	₹ 3.10296	₹ 4.89708	
Slovenia	SI	386	₹ 7.55964	₹ 3.10296	₹ 4.89708	
Somalia	SO	252	₹ 1.97964	₹ 0.53664	₹ 1.26696	
South Africa	ZA	27	₹ 3.33852	₹ 0.66948	₹ 0.66948	₹ 2.46648
South Sudan	SS	211	₹ 1.97964	₹ 0.53664	₹ 1.26696	
Spain	ES	34	₹ 5.40528	₹ 1.75776	₹ 3.00588	
Sri Lanka	LK	94	₹ 6.43968	₹ 1.3812	₹ 3.73488	
Sudan	SD	249	₹ 1.97964	₹ 0.53664	₹ 1.26696	
Swaziland	SZ	268	₹ 1.97964	₹ 0.53664	₹ 1.26696	
Sweden	SE	46	₹ 5.20536	₹ 2.63784	₹ 3.32364	
Switzerland	CH	41	₹ 5.20536	₹ 2.63784	₹ 3.32364	
Taiwan	TW	886	₹ 6.43968	₹ 1.3812	₹ 3.73488	
Tajikistan	TJ	992	₹ 6.43968	₹ 1.3812	₹ 3.73488	
Tanzania	TZ	255	₹ 1.97964	₹ 0.53664	₹ 1.26696	
Thailand	TH	66	₹ 6.43968	₹ 1.3812	₹ 3.73488	
Togo	TG	228	₹ 1.97964	₹ 0.53664	₹ 1.26696	
Tunisia	TN	216	₹ 1.97964	₹ 0.53664	₹ 1.26696	
Turkey	TR	90	₹ 0.95868	₹ 0.46608	₹ 0.73212	
Turkmenistan	TM	993	₹ 6.43968	₹ 1.3812	₹ 3.73488	
Uganda	UG	256	₹ 1.97964	₹0.53664	₹ 1.26696	
Ukraine	UA	380	₹ 7.55964	₹ 3.10296	₹ 4.89708	
United Arab Emirates	AE	971	₹ 3.37968	₹ 1.38108	₹ 1.38108	₹ 4.48104
United Kingdom	GB	44	₹ 4.64964	₹ 1.93464	₹ 3.14988	
United States	US	1	₹ 2.19756	₹ 0.3516	₹ 1.18668	
Uruguay	UY	598	₹ 6.50484	₹ 0.99336	₹ 3.90972	
Uzbekistan	UZ	998	₹ 6.43968	₹ 1.3812	₹ 3.73488	
Venezuela	VE	58	₹ 6.50484	₹ 0.99336	₹ 3.90972	
Vietnam	VN	84	₹ 6.43968	₹ 1.3812	₹ 3.73488	
Yemen	YE	967	₹ 2.99916	₹ 1.38084	₹ 1.5636	
Zambia	ZM	260	₹ 1.97964	₹ 0.53664	₹ 1.26696	

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

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