

Whatsapp Automation with Wabis technologies- Pricing list



There are three business-initiated conversation categories (all of which require customer opt in):

- **Utility conversations** - Facilitate a specific, agreed-upon request or transaction or update to a customer about an ongoing transaction, including post-purchase notifications and recurring billing statements
- **Authentication conversations** - Enable businesses to authenticate users with one-time passcodes, potentially at multiple steps in the login process (e.g., account verification, account recovery, integrity challenges)
- **Marketing conversations** - Include promotions or offers, informational updates, or invitations for customers to respond / take action. Any conversation that does not qualify as utility or authentication is a marketing conversation.
- **Service conversations** – all user-initiated conversations will be categorized as service.

Cost per conversation in INR, effective June 1, 2023					
Market	Currency	Marketing	Utility	Authentication	Service
Argentina	₹	4.5293	2.9902	2.6888	2.313
Brazil	₹	4.5808	2.5652	2.3087	2.1987
Chile	₹	6.5135	4.2935	3.8642	3.3279
Colombia	₹	0.9161	0.623	0.5607	0.4397
Egypt	₹	7.8651	5.0357	4.5321	4.7191
France	₹	10.4984	5.6304	5.0674	6.299
Germany	₹	10.0073	6.2536	5.6308	6.0044
India	₹	0.7265	0.3082	N/A	0.2906
Indonesia	₹	3.0111	1.4653	N/A	1.389
Israel	₹	2.5871	1.3779	1.2368	1.3192
Italy	₹	5.0614	3.0764	2.7687	2.8259
Malaysia	₹	6.3037	1.466	1.3194	1.6096
Mexico	₹	3.1938	1.9485	1.7537	0.7669
Netherlands	₹	11.7078	5.8649	5.2784	6.532
Nigeria	₹	3.7851	2.34	2.106	2.271
Pakistan	₹	3.4683	1.8551	1.6696	1.0405
Peru	₹	5.1536	3.0717	2.7626	1.3152
Russia	₹	5.8767	3.4953	3.1457	2.9149
Saudi Arabia	₹	2.9725	1.845	1.658	1.4277
South Africa	₹	2.7821	1.4681	1.3213	1.2332
Spain	₹	4.5044	2.7832	2.5049	2.7026
Turkey	₹	0.7989	0.6816	0.6101	0.2199
United Arab Emirates	₹	2.4924	1.4515	1.3033	1.3899
United Kingdom	₹	5.1663	2.9166	2.6249	2.8448
North America	₹	1.8313	1.0988	0.9889	0.6461
Rest of Africa	₹	1.6497	1.1731	1.0558	2.6572
Rest of Asia Pacific	₹	5.3664	3.4603	3.1124	1.6385
Rest of Central & Eastern Europe	₹	6.2997	4.5343	4.0809	1.835
Rest of Latin America	₹	5.4207	3.6187	3.2581	3.103
Rest of Middle East	₹	2.4993	1.4512	1.303	1.5985
Rest of Western Europe	₹	4.3378	3.0775	2.7697	2.9104
Other	₹	4.4248	2.4761	2.2292	1.0615