



Plan	Starter		Growth		Pro	
	Business-Initiated Rate/Conversation	User-Initiated Rate/Conversation	Business-Initiated Rate/Conversation	User-Initiated Rate/Conversation	Business-Initiated Rate/Conversation	User-Initiated Rate/Conversation
India	₹ 1.000	₹ 0.800	₹ 0.800	₹ 0.600	₹ 0.700	₹ 0.500
Argentina	₹ 7.927	₹ 6.327	₹ 6.342	₹ 4.745	₹ 5.549	₹ 3.955
Brazil	₹ 7.527	₹ 6.012	₹ 6.022	₹ 4.509	₹ 5.269	₹ 3.758
Chile	₹ 11.400	₹ 9.115	₹ 9.120	₹ 6.836	₹ 7.980	₹ 5.697
Colombia	₹ 1.509	₹ 1.212	₹ 1.207	₹ 0.909	₹ 1.056	₹ 0.758
Egypt	₹ 16.164	₹ 12.921	₹ 12.931	₹ 9.691	₹ 11.315	₹ 8.076
France	₹ 21.564	₹ 17.261	₹ 17.251	₹ 12.945	₹ 15.095	₹ 10.788
Germany	₹ 20.564	₹ 16.461	₹ 16.451	₹ 12.345	₹ 14.395	₹ 10.288
Indonesia	₹ 4.764	₹ 3.806	₹ 3.811	₹ 2.855	₹ 3.335	₹ 2.379
Israel	₹ 4.509	₹ 3.612	₹ 3.607	₹ 2.709	₹ 3.156	₹ 2.258
Italy	₹ 9.673	₹ 7.733	₹ 7.738	₹ 5.800	₹ 6.771	₹ 4.833
Malaysia	₹ 11.018	₹ 4.412	₹ 8.815	₹ 3.309	₹ 7.713	₹ 2.758
Mexico	₹ 5.255	₹ 2.109	₹ 4.204	₹ 1.582	₹ 3.678	₹ 1.318
Netherlands	₹ 22.364	₹ 17.891	₹ 17.891	₹ 13.418	₹ 15.655	₹ 11.182
Nigeria	₹ 7.782	₹ 6.230	₹ 6.225	₹ 4.673	₹ 5.447	₹ 3.894
Pakistan	₹ 7.127	₹ 2.861	₹ 5.702	₹ 2.145	₹ 4.989	₹ 1.788
Peru	₹ 9.000	₹ 3.612	₹ 7.200	₹ 2.709	₹ 6.300	₹ 2.258
Russia	₹ 9.982	₹ 7.976	₹ 7.985	₹ 5.982	₹ 6.987	₹ 4.985
Saudi Arabia	₹ 4.891	₹ 3.903	₹ 3.913	₹ 2.927	₹ 3.424	₹ 2.439
South Africa	₹ 4.218	₹ 3.370	₹ 3.375	₹ 2.527	₹ 2.953	₹ 2.106
Spain	₹ 9.255	₹ 7.394	₹ 7.404	₹ 5.545	₹ 6.478	₹ 4.621
Turkey	₹ 1.509	₹ 0.606	₹ 1.207	₹ 0.455	₹ 1.056	₹ 0.379
United Arab Emirates	₹ 4.764	₹ 3.806	₹ 3.811	₹ 2.855	₹ 3.335	₹ 2.379
United Kingdom	₹ 9.745	₹ 7.782	₹ 7.796	₹ 5.836	₹ 6.822	₹ 4.864
North America	₹ 2.218	₹ 1.770	₹ 1.775	₹ 1.327	₹ 1.553	₹ 1.106
Rest of Africa	₹ 18.200	₹ 7.273	₹ 14.560	₹ 5.455	₹ 12.740	₹ 4.545
Rest of Asia Pacific	₹ 11.218	₹ 4.485	₹ 8.975	₹ 3.364	₹ 7.853	₹ 2.803
Rest of Central & Eastern Europe	₹ 12.564	₹ 5.018	₹ 10.051	₹ 3.764	₹ 8.795	₹ 3.136
Rest of Latin America	₹ 10.618	₹ 8.509	₹ 8.495	₹ 6.382	₹ 7.433	₹ 5.318
Rest of Middle East	₹ 10.945	₹ 4.388	₹ 8.756	₹ 3.291	₹ 7.662	₹ 2.742
Rest of Western Europe	₹ 19.927	₹ 7.976	₹ 15.942	₹ 5.982	₹ 13.949	₹ 4.985
Other	₹ 7.273	₹ 2.909	₹ 5.818	₹ 2.182	₹ 5.091	₹ 1.818

A conversation is a rolling 24 hours' window between the business and user (your customer). If a conversation continues after first 24 hours, depending on who messages first in the second 24 hour window, the conversation will be classified as business initiated/user initiated.