Official 6-Tier WhatsApp Messaging Rate Card

Clear, transparent per-message pricing grouped by recipient destination country for Pro & Starter plans. Rates effective as on Oct 1, 2026.

How LiteBroadcast Pricing Works:
• **Destination Country Billing:** Per-message rates are determined by the **recipient's phone number country dial code**. India domestic numbers (+91) enjoy Tier 1 economy rates (Rs. 1.00 Pro / Rs. 1.50 Starter).
• **Transparent Base Rates:** All listed prices are **Base Rates (Exclusive of GST)**. Standard domestic Indian billing applies +18% GST (*Wallet Deduction = Base Rate × 1.18*). Tax-exempt organizations are billed at Base Rate (0% GST).
• **Starter Plan (Pay-As-You-Go):** Rs. 0/month platform fee. Pay only for the messages you send. Wallet balance never expires.
• **Pro Plan:** Volume subscription offering discounted message rates across all 6 international tiers and unlimited team member logins.

1. Master 6-Tier Price Matrix

Tier	Key Destination Markets	Pro Plan Marketing (Base / Incl)	Pro Plan Utility / OTP / Service (Base / Incl)	Starter Plan Marketing (Base / Incl)	Starter Plan Utility / OTP / Service (Base / Incl)
Tier 1	**India (+91), Turkey (+90), Colombia (+57)** Domestic India & Emerging Economy Markets	**Rs. 1.00** Rs. 1.18	**Rs. 0.25** Rs. 0.295	**Rs. 1.50** Rs. 1.77	**Rs. 0.30** Rs. 0.354
Tier 2	**North America (USA, Canada +1)** Rest of Africa (regional African carrier networks)	**Rs. 2.00** Rs. 2.36	**Rs. 0.50** Rs. 0.590	**Rs. 2.70** Rs. 3.19	**Rs. 0.70** Rs. 0.826
Tier 3	**Emerging Markets & Middle East Near** South Africa, Mexico, Pakistan, Nigeria, Indonesia, Iraq, Oman, Qatar, Israel	**Rs. 4.00** Rs. 4.72	**Rs. 2.00** Rs. 2.360	**Rs. 5.00** Rs. 5.90	**Rs. 2.50** Rs. 2.950
Tier 4	**High-Volume Global & Gulf GCC** UAE (+971), UK (+44), Saudi Arabia (+966), Brazil (+55), Egypt (+20), Global Fallback	**Rs. 5.00** Rs. 5.90	**Rs. 2.20** Rs. 2.596	**Rs. 6.00** Rs. 7.08	**Rs. 2.70** Rs. 3.186
Tier 5	**Developed Europe & High-Tier Asia** France (+33), Spain (+34), Italy (+39), Singapore (+65), Hong Kong (+852), Japan, Australia	**Rs. 7.00** Rs. 8.26	**Rs. 3.50** Rs. 4.130	**Rs. 8.50** Rs. 10.03	**Rs. 4.20** Rs. 4.956
Tier 6	**Premium Outliers** Germany (+49), Netherlands (+31)	**Rs. 12.50** Rs. 14.75	**Rs. 4.50** Rs. 5.310	**Rs. 14.50** Rs. 17.11	**Rs. 5.50** Rs. 6.490

2. Message Category Breakdown

Category	Description & Purpose	Tier 1 Pro / Starter	Tier 2 Pro / Starter	Tier 3 Pro / Starter	Tier 4 Pro / Starter	Tier 5 Pro / Starter	Tier 6 Pro / Starter
Marketing	Promotions, product offers, broadcast announcements, re-engagement messages.	Rs. 1.00 / 1.50	Rs. 2.00 / 2.70	Rs. 4.00 / 5.00	Rs. 5.00 / 6.00	Rs. 7.00 / 8.50	Rs. 12.50 / 14.50
Utility	Order updates, delivery tracking, account alerts, invoices, appointment reminders.	Rs. 0.25 / 0.30	Rs. 0.50 / 0.70	Rs. 2.00 / 2.50	Rs. 2.20 / 2.70	Rs. 3.50 / 4.20	Rs. 4.50 / 5.50
Authentication	One-Time Passwords (OTPs), login codes, two-factor authentication (2FA).	Rs. 0.25 / 0.30	Rs. 0.50 / 0.70	Rs. 2.00 / 2.50	Rs. 2.20 / 2.70	Rs. 3.50 / 4.20	Rs. 4.50 / 5.50
Service	User-initiated two-way support chat conversations within 24-hr service window.	Rs. 0.25 / 0.30	Rs. 0.50 / 0.70	Rs. 2.00 / 2.50	Rs. 2.20 / 2.70	Rs. 3.50 / 4.20	Rs. 4.50 / 5.50

3. Destination Country Directory

Alphabetical listing of popular destination markets with assigned tier and LiteBroadcast per-message rates (Base / Incl 18% GST).

Destination Country	Dial Code	Tier	Pro Marketing (Base / Incl)	Starter Marketing (Base / Incl)	Pro Utility/OTP (Base / Incl)	Starter Utility/OTP (Base / Incl)
Algeria	+213	**Tier 2**	Rs. 2.00 / 2.36	Rs. 2.70 / 3.19	Rs. 0.50 / 0.59	Rs. 0.70 / 0.83
Argentina	+54	**Tier 4**	Rs. 5.00 / 5.90	Rs. 6.00 / 7.08	Rs. 2.20 / 2.60	Rs. 2.70 / 3.19
Australia	+61	**Tier 5**	Rs. 7.00 / 8.26	Rs. 8.50 / 10.03	Rs. 3.50 / 4.13	Rs. 4.20 / 4.96
Austria	+43	**Tier 4**	Rs. 5.00 / 5.90	Rs. 6.00 / 7.08	Rs. 2.20 / 2.60	Rs. 2.70 / 3.19
Bangladesh	+880	**Tier 5**	Rs. 7.00 / 8.26	Rs. 8.50 / 10.03	Rs. 3.50 / 4.13	Rs. 4.20 / 4.96
Belgium	+32	**Tier 4**	Rs. 5.00 / 5.90	Rs. 6.00 / 7.08	Rs. 2.20 / 2.60	Rs. 2.70 / 3.19
Brazil	+55	**Tier 4**	Rs. 5.00 / 5.90	Rs. 6.00 / 7.08	Rs. 2.20 / 2.60	Rs. 2.70 / 3.19
Colombia	+57	**Tier 1**	Rs. 1.00 / 1.18	Rs. 1.50 / 1.77	Rs. 0.25 / 0.30	Rs. 0.30 / 0.35
Czech Republic	+420	**Tier 4**	Rs. 5.00 / 5.90	Rs. 6.00 / 7.08	Rs. 2.20 / 2.60	Rs. 2.70 / 3.19
Denmark	+45	**Tier 4**	Rs. 5.00 / 5.90	Rs. 6.00 / 7.08	Rs. 2.20 / 2.60	Rs. 2.70 / 3.19
Egypt	+20	**Tier 4**	Rs. 5.00 / 5.90	Rs. 6.00 / 7.08	Rs. 2.20 / 2.60	Rs. 2.70 / 3.19
France	+33	**Tier 5**	Rs. 7.00 / 8.26	Rs. 8.50 / 10.03	Rs. 3.50 / 4.13	Rs. 4.20 / 4.96
Germany	+49	**Tier 6**	Rs. 12.50 / 14.75	Rs. 14.50 / 17.11	Rs. 4.50 / 5.31	Rs. 5.50 / 6.49
Ghana	+233	**Tier 2**	Rs. 2.00 / 2.36	Rs. 2.70 / 3.19	Rs. 0.50 / 0.59	Rs. 0.70 / 0.83
Hong Kong	+852	**Tier 5**	Rs. 7.00 / 8.26	Rs. 8.50 / 10.03	Rs. 3.50 / 4.13	Rs. 4.20 / 4.96
India	+91	**Tier 1**	Rs. 1.00 / 1.18	Rs. 1.50 / 1.77	Rs. 0.25 / 0.30	Rs. 0.30 / 0.35
Indonesia	+62	**Tier 3**	Rs. 4.00 / 4.72	Rs. 5.00 / 5.90	Rs. 2.00 / 2.36	Rs. 2.50 / 2.95
Iraq	+964	**Tier 3**	Rs. 4.00 / 4.72	Rs. 5.00 / 5.90	Rs. 2.00 / 2.36	Rs. 2.50 / 2.95
Ireland	+353	**Tier 4**	Rs. 5.00 / 5.90	Rs. 6.00 / 7.08	Rs. 2.20 / 2.60	Rs. 2.70 / 3.19
Israel	+972	**Tier 3**	Rs. 4.00 / 4.72	Rs. 5.00 / 5.90	Rs. 2.00 / 2.36	Rs. 2.50 / 2.95
Italy	+39	**Tier 5**	Rs. 7.00 / 8.26	Rs. 8.50 / 10.03	Rs. 3.50 / 4.13	Rs. 4.20 / 4.96
Japan	+81	**Tier 5**	Rs. 7.00 / 8.26	Rs. 8.50 / 10.03	Rs. 3.50 / 4.13	Rs. 4.20 / 4.96
Kenya	+254	**Tier 2**	Rs. 2.00 / 2.36	Rs. 2.70 / 3.19	Rs. 0.50 / 0.59	Rs. 0.70 / 0.83
Kuwait	+965	**Tier 5**	Rs. 7.00 / 8.26	Rs. 8.50 / 10.03	Rs. 3.50 / 4.13	Rs. 4.20 / 4.96
Malaysia	+60	**Tier 5**	Rs. 7.00 / 8.26	Rs. 8.50 / 10.03	Rs. 3.50 / 4.13	Rs. 4.20 / 4.96
Mexico	+52	**Tier 3**	Rs. 4.00 / 4.72	Rs. 5.00 / 5.90	Rs. 2.00 / 2.36	Rs. 2.50 / 2.95
Morocco	+212	**Tier 3**	Rs. 4.00 / 4.72	Rs. 5.00 / 5.90	Rs. 2.00 / 2.36	Rs. 2.50 / 2.95
Nepal	+977	**Tier 5**	Rs. 7.00 / 8.26	Rs. 8.50 / 10.03	Rs. 3.50 / 4.13	Rs. 4.20 / 4.96
Netherlands	+31	**Tier 6**	Rs. 12.50 / 14.75	Rs. 14.50 / 17.11	Rs. 4.50 / 5.31	Rs. 5.50 / 6.49
New Zealand	+64	**Tier 5**	Rs. 7.00 / 8.26	Rs. 8.50 / 10.03	Rs. 3.50 / 4.13	Rs. 4.20 / 4.96
Nigeria	+234	**Tier 3**	Rs. 4.00 / 4.72	Rs. 5.00 / 5.90	Rs. 2.00 / 2.36	Rs. 2.50 / 2.95
North America (US & Canada)	+1	**Tier 2**	Rs. 2.00 / 2.36	Rs. 2.70 / 3.19	Rs. 0.50 / 0.59	Rs. 0.70 / 0.83
Norway	+47	**Tier 4**	Rs. 5.00 / 5.90	Rs. 6.00 / 7.08	Rs. 2.20 / 2.60	Rs. 2.70 / 3.19
Oman	+968	**Tier 3**	Rs. 4.00 / 4.72	Rs. 5.00 / 5.90	Rs. 2.00 / 2.36	Rs. 2.50 / 2.95
Pakistan	+92	**Tier 3**	Rs. 4.00 / 4.72	Rs. 5.00 / 5.90	Rs. 2.00 / 2.36	Rs. 2.50 / 2.95
Philippines	+63	**Tier 5**	Rs. 7.00 / 8.26	Rs. 8.50 / 10.03	Rs. 3.50 / 4.13	Rs. 4.20 / 4.96

Poland	+48	**Tier 3**	Rs. 4.00 / 4.72	Rs. 5.00 / 5.90	Rs. 2.00 / 2.36	Rs. 2.50 / 2.95
Qatar	+974	**Tier 3**	Rs. 4.00 / 4.72	Rs. 5.00 / 5.90	Rs. 2.00 / 2.36	Rs. 2.50 / 2.95
Saudi Arabia	+966	**Tier 4**	Rs. 5.00 / 5.90	Rs. 6.00 / 7.08	Rs. 2.20 / 2.60	Rs. 2.70 / 3.19
Singapore	+65	**Tier 5**	Rs. 7.00 / 8.26	Rs. 8.50 / 10.03	Rs. 3.50 / 4.13	Rs. 4.20 / 4.96
South Africa	+27	**Tier 3**	Rs. 4.00 / 4.72	Rs. 5.00 / 5.90	Rs. 2.00 / 2.36	Rs. 2.50 / 2.95
South Korea	+82	**Tier 5**	Rs. 7.00 / 8.26	Rs. 8.50 / 10.03	Rs. 3.50 / 4.13	Rs. 4.20 / 4.96
Spain	+34	**Tier 5**	Rs. 7.00 / 8.26	Rs. 8.50 / 10.03	Rs. 3.50 / 4.13	Rs. 4.20 / 4.96
Sri Lanka	+94	**Tier 5**	Rs. 7.00 / 8.26	Rs. 8.50 / 10.03	Rs. 3.50 / 4.13	Rs. 4.20 / 4.96
Sweden	+46	**Tier 4**	Rs. 5.00 / 5.90	Rs. 6.00 / 7.08	Rs. 2.20 / 2.60	Rs. 2.70 / 3.19
Switzerland	+41	**Tier 4**	Rs. 5.00 / 5.90	Rs. 6.00 / 7.08	Rs. 2.20 / 2.60	Rs. 2.70 / 3.19
Thailand	+66	**Tier 5**	Rs. 7.00 / 8.26	Rs. 8.50 / 10.03	Rs. 3.50 / 4.13	Rs. 4.20 / 4.96
Turkey	+90	**Tier 1**	Rs. 1.00 / 1.18	Rs. 1.50 / 1.77	Rs. 0.25 / 0.30	Rs. 0.30 / 0.35
United Arab Emirates	+971	**Tier 4**	Rs. 5.00 / 5.90	Rs. 6.00 / 7.08	Rs. 2.20 / 2.60	Rs. 2.70 / 3.19
United Kingdom	+44	**Tier 4**	Rs. 5.00 / 5.90	Rs. 6.00 / 7.08	Rs. 2.20 / 2.60	Rs. 2.70 / 3.19
Vietnam	+84	**Tier 5**	Rs. 7.00 / 8.26	Rs. 8.50 / 10.03	Rs. 3.50 / 4.13	Rs. 4.20 / 4.96

Billing Terms & Service Standards:

1. **Prepaid Wallet Architecture:** Outbound messages are deducted in real-time from your wallet balance based on the recipient's tier. If a message is rejected by downstream carrier networks prior to delivery attempt, credits are automatically refunded.
2. **GST Invoicing & Input Tax Credit (ITC):** All Indian businesses receive official GST-compliant tax invoices for monthly top-ups and subscriptions. Provide your registered GSTIN during onboarding to claim full input tax credit.
3. **Global Fallback:** Any destination number not explicitly listed under specific country dial codes is automatically billed under **Tier 4 (High-Volume Global / Standard International)**.
4. **High-Volume Enterprise Custom Tiers:** Organizations transmitting greater than 250,000 monthly messages qualify for custom volume commitments, dedicated SLA, and white-label messaging portal access.