



MESSAGE PRICING

Free to start.

Pay one flat rate as you grow.

Government institutions
& PSUs

Free

All messages

Healthcare &
educational institutes

1 million

free messages per month

Authentication

Transactional

Every account

5,000

free messages per month

Authentication

Transactional

Replies to customer
messages

Free

in 48-hr window

Conversational

THEN PAY PER MESSAGE

PROMOTIONAL

₹0.50 per message

TRANSACTIONAL

₹0.06 per message

AUTHENTICATION

₹0.06 per message

Conversational messages

ALWAYS FREE

Replies to customers who message you first

Free in the conversational window

When customers message your business number to ask about a product, get help with an order or book a slot, **the replies you send are conversational messages.**

Every message from a customer gives you a **48-hour conversational window to reply**, answer their queries and keep them engaged.

Promotional messages

Offers, campaigns and reminders that bring customers back

₹0.50 per message

Messages your business sends to promote a sale, a new product or a festive offer, or to remind customers about items left in their cart

MESSAGES	COST
100 messages	₹50
1K messages	₹500
10K messages	₹5,000
100K messages	₹50,000
1M messages	₹5,00,000

Transactional messages

Updates about orders, payments and bookings

₹0.06 per message

Messages customers need after a transaction: order confirmations, status updates and booking confirmations

MESSAGES	COST
100 messages	₹6
1K messages	₹60
10K messages	₹600
100K messages	₹6,000
1M messages	₹60,000

Authentication messages

One-time passwords (OTPs)

₹0.06 per message

Messages that verify a customer's identity: OTPs for login, password reset and phone number verification

MESSAGES	COST
100 messages	₹6
1K messages	₹60
10K messages	₹600
100K messages	₹6,000
1M messages	₹60,000

Transactional and authentication messages use your free messages first, then your wallet balance