

# SandeshTechPlatforms

## Updates to the WhatsApp Business Platform Pricing, Effective Jan 1, 2026

Hi Team,

We're reaching out to share some important updates on the new WhatsApp pricing which will impact how you are charged for sending messages on the platform.

Please note : It excludes platform fee charges.

**Let connect next week on the same to close the same formally.**

In alignment with the recent product and pricing updates by Meta, SandeshTech Platforms will be updating the pricing for Marketing, Utility, and Authentication message templates.

Template Category	New Rate
Marketing	<b>₹0.95</b>
Utility	<b>₹0.170</b>
Authentication	<b>₹0.170</b>

**These updates will automatically apply from Jan 1, 2026 (12:00 AM WABA time zone).**

If you've any questions feel free to reach out to us. We're here to ensure a smooth transition and help you make the most of the WhatsApp Business Platform.

Regards,  
Team SandeshTech Platforms Pvt. Ltd.

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