

## Reference Botcake Pricing for WhatsApp API - IDR

Exchange rate: 1 USD = 15000 IDR

Applicable from June 1, 2023

Market	Marketing	Utility	Authentication	Service
Argentina	Rp 1,020	Rp 673	Rp 606	Rp 521
Brazil	Rp 1,031	Rp 578	Rp 520	Rp 495
Chile	Rp 1,467	Rp 967	Rp 870	Rp 749
Colombia	Rp 206	Rp 140	Rp 127	Rp 99
Egypt	Rp 1,770	Rp 1,134	Rp 1,020	Rp 1,063
France	Rp 2,363	Rp 1,267	Rp 1,140	Rp 1,417
Germany	Rp 2,252	Rp 1,407	Rp 1,267	Rp 1,351
India	Rp 163	Rp 69	rate not finalized; reference utility rate	Rp 66
<b>Indonesia</b>	<b>Rp 678</b>	<b>Rp 330</b>	<b>Rp 495</b>	<b>Rp 314</b>
Israel	Rp 582	Rp 310	Rp 279	Rp 297
Italy	Rp 1,140	Rp 693	Rp 624	Rp 637
Malaysia	Rp 1,419	Rp 330	Rp 297	Rp 363
Mexico	Rp 719	Rp 439	Rp 394	Rp 173
Netherlands	Rp 2,635	Rp 1,320	Rp 1,188	Rp 1,470
Nigeria	Rp 851	Rp 526	Rp 474	Rp 512
Pakistan	Rp 780	Rp 417	Rp 376	Rp 234
Peru	Rp 1,160	Rp 691	Rp 622	Rp 295
Russia	Rp 1,323	Rp 787	Rp 708	Rp 657
Saudi Arabia	Rp 670	Rp 416	Rp 373	Rp 322
South Africa	Rp 625	Rp 330	Rp 297	Rp 277
Spain	Rp 1,015	Rp 627	Rp 564	Rp 609
Turkey	Rp 180	Rp 153	Rp 137	Rp 50
United Arab Emirates	Rp 561	Rp 327	Rp 294	Rp 314
United Kingdom	Rp 1,163	Rp 657	Rp 591	Rp 640
North America	Rp 413	Rp 248	Rp 223	Rp 145
Rest of Africa	Rp 371	Rp 264	Rp 238	Rp 599
Rest of Asia Pacific	Rp 1,208	Rp 779	Rp 701	Rp 370
Rest of Central & Eastern Europe	Rp 1,419	Rp 1,021	Rp 919	Rp 413
Rest of Latin America	Rp 1,221	Rp 815	Rp 734	Rp 698
Rest of Middle East	Rp 563	Rp 327	Rp 294	Rp 360
Rest of Western Europe	Rp 977	Rp 693	Rp 624	Rp 655
Other	Rp 997	Rp 558	Rp 502	Rp 239

Example: If you send 1000 Marketing conversations clients in Indonesia above the free limit, your charge will be: 1000 \* 678 = 678.000 Rupiah (plus subscription charge - if any)

### Important note:

- This rate card is calculated with a fixed exchange rate (1 USD = 15000 IDR). Your charge may vary depending on the exchange rate the day you top-up your e-wallet on Pancake ID.

- If you need further consultation, please contact Pancake team on WhatsApp: +6285155094560

Sample messages for each categories:

Sample	Category
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Your pre-paid balance is low; click here to top up! Get a 10% bonus with code EXTRA10	Marketing
Your order has been canceled; your refund will be processed in 7-10 days	Utility
9753 is your verification code. For your security, do not share this code.	Authentication
Any messages initiated by the customer (formerly User-initiated conversation)	Service

See more samples and official guidelines on templates here: [Template Guidelines - WhatsApp Business Platform](#)