

COMMERCIALS

Indicative pricing based on standard routing. Final pricing may vary depending on volume, delivery priority, compliance requirements, and geography.

CHANNEL	MESSAGE TYPE / SERVICE	BILLING UNIT	STARTING FROM	NOTES
SMS	Promotional	Per Credit	₹0.15	DLT-compliant promotional routes
	Transactional	Per Credit	₹0.15	High-priority delivery
	OTP	Per Credit	₹0.16	Mission-critical authentication traffic
Voice / IVR	Outbound Dialing (OBD)	15 sec pulse	₹0.12	Campaign & alert calls
	Outbound Dialing (OBD)	30 sec pulse	₹0.20	Longer call durations
	Missed Call	Per DID	₹999	Inbound logic & automation supported
	Cloud Calling	Per Agent	₹1600	Call recording & CRM Integration
WhatsApp	Marketing Messages	Per message	₹0.92	Meta-approved marketing templates
	Utility Messages	Per message	₹0.16	Order updates, alerts
	Authentication	Per message	₹0.16	Secure login & verification
	Chatbot	Monthly	₹4,999	Automation + live agent handover
RCS	Rich Media Messaging	Per message	₹0.20	Carousel, CTA, verified branding
Email	Promotional	Per email	₹0.07	Bulk campaigns & newsletters
	Transactional	Per email	₹0.06	High-priority system emails

* Prices are indicative and may vary based on volume commitments, route quality, delivery SLAs, and regulatory requirements.