

Cost per conversation in INR, effective June 1, 2023				
Market	Marketing	Utility	Authentication	Service
Argentina	4.5293	2.9902	2.6888	2.313
Brazil	4.5808	2.5652	2.3087	2.1987
Chile	6.5135	4.2935	3.8642	3.3279
Colombia	0.9161	0.623	0.5607	0.4397
Egypt	7.8651	5.0357	4.5321	4.7191
France	10.4984	5.6304	5.0674	6.299
Germany	10.0073	6.2536	5.6308	6.0044
India	0.7265	0.3082	reference utility rate	0.2906
Indonesia	3.0111	1.4653	2.1979	1.389
Israel	2.5871	1.3779	1.2368	1.3192
Italy	5.0614	3.0764	2.7687	2.8259
Malaysia	6.3037	1.466	1.3194	1.6096
Mexico	3.1938	1.9485	1.7537	0.7669
Netherlands	11.7078	5.8649	5.2784	6.532
Nigeria	3.7851	2.34	2.106	2.271
Pakistan	3.4683	1.8551	1.6696	1.0405
Peru	5.1536	3.0717	2.7626	1.3152
Russia	5.8767	3.4953	3.1457	2.9149
Saudi Arabia	2.9725	1.845	1.658	1.4277
South Africa	2.7821	1.4681	1.3213	1.2332
Spain	4.5044	2.7832	2.5049	2.7026
Turkey	0.7989	0.6816	0.6101	0.2199
United Arab Emirates	2.4924	1.4515	1.3033	1.3899
United Kingdom	5.1663	2.9166	2.6249	2.8448
North America	1.8313	1.0988	0.9889	0.6461
Rest of Africa	1.6497	1.1731	1.0558	2.6572
Rest of Asia Pacific	5.3664	3.4603	3.1124	1.6385
Rest of Central & Eastern Europe	6.2997	4.5343	4.0809	1.835
Rest of Latin America	5.4207	3.6187	3.2581	3.103
Rest of Middle East	2.4993	1.4512	1.303	1.5985
Rest of Western Europe	4.3378	3.0775	2.7697	2.9104
Other	4.4248	2.4761	2.2292	1.0615