



# Activate Business WhatsApp API Account

## Benefits of Official Business WhatsApp API:

- **Branding**- Whatsapp displays your business name & green tick (instead of number)
- **Highly Scalable** - Very high number of transactional messages can be sent
- **Virtual Setup** - Cloud-based setup with no infrastructure needs at your end

## Restrictions of WhatsApp Official Business API:

- You cannot install Whatsapp App for this number.
- If you are connecting existing WhatsApp number, you need to uninstall the app first.
- You cannot run Web-WhatsApp or desk Whatsapp for this number.
- The in/out chats can be only be checked/managed via BagAChat dashboard.

There are **3 main steps** to be done:

- A) Facebook Account Verification – by submitting legal business document
- B) Create WhatsApp Account – Add your Business phone number to the Facebook account & Verify
- C) Green Tick Application

Let's Get Started!!

## A) Facebook Business Manager Account Verification

If your Facebook manager account is already verified, then skip this step A.

If it's NOT verified yet, then please see the below checklist needed to get your Facebook manager and whatsapp account verified. **Once applied, Facebook may take 2-3 business days for account verification.** But during this period, you can still get your WhatsApp number verified and use it for smaller volumes/testing purpose, using below steps.

### Checklist

- Company Facebook page & Its admin access
- Company website URL (with a privacy policy page)

- Email id with matching with website domain (e.g. if your website is [www.A1Services.com](http://www.A1Services.com) , then the email id is needed which ends with **@A1Services.com**)
- Phone number to be verified (Note this number will not be available on WhatsApp App after the verification is done)
- Company Business Number (for communication purpose)
- Legal docs for company
  - Having Legal Name with Address & Company Business phone number mentioned
  - E.g. GST, company registration, PAN, Electricity/Phone Bill etc.
  - This Legal business name should have some reference on your website
- Credit/Debit card (to be added on your FB page – this step can be done by you)
- Message templates to be approved
- Company profile picture (500X500pixel), Profile name & profile description (within 500 characters) for Green tick application
- Enable 2-step authentication on FB page

Ensure your Business information provided on Facebook Manager is exactly matching with the Business Legal documents submitted.


Check Business info here: <https://business.facebook.com/settings> → Business Settings → Business Info. At least, the **Legal Business Name, Address** fields should **match exactly** with the legal documents to be submitted.


It's recommended to have a company email id, having same domain id as your Website - to receive Verification code.


The verification can be applied from <https://business.facebook.com/settings> → Business Settings → Security Centre → **Start Verification**

**Note:** If 'Start Verification' is not visible, then please follow Steps 1 & 2 first in **Section B** below.

**What's involved**

- 

**Verify organisation details**  
Provide your organization name, address, phone number, email and website for verification.
- 

**Confirm your connection**  
Select a way for us to get in touch to confirm your connection to the organisation.
- 

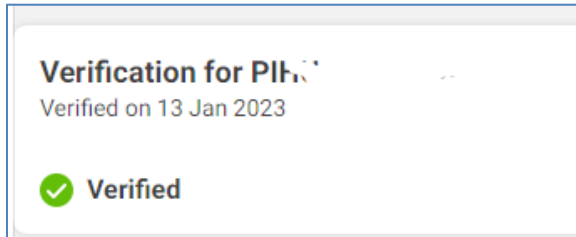
**Upload documents**  
You may need to upload [accepted documents](#) to confirm these details if your business is not found.

[Get Started](#)

Refer to this link for step for verification:

<https://www.facebook.com/business/help/2058515294227817?id=180505742745347>

After a few days, the verification status can be checked from <https://business.facebook.com>  
→Settings→Business Settings→Security Centre

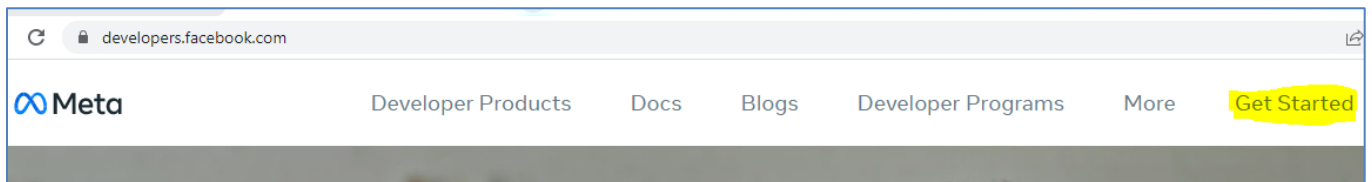


After Verification, if the status is **Pending-Needs More Information**, then you can resubmit the details & Legal documents again.

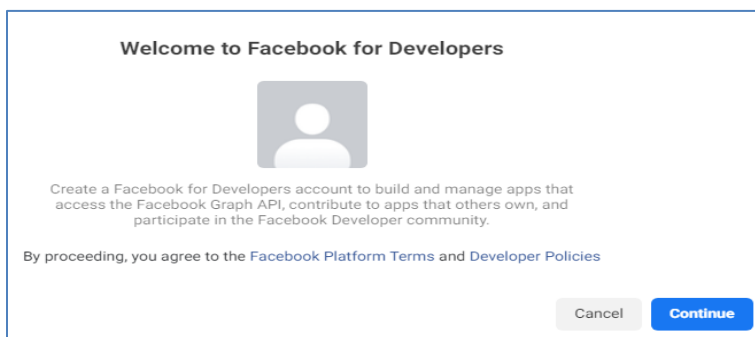
## B) WhatsApp Account Verification:

### 1) Register as Facebook Developer:

Go to <https://developers.facebook.com/> and click on **Get Started**



Click on **Continue**



For receiving notifications from Facebook, add one of your phone number(not necessarily WhatsApp number) and email address.

**Review Your Email Address**  
We use email addresses to send notifications, help you log in and personalize experiences, like connecting people and improving ads for everyone on our products. [Learn More](#)








**Primary email**  
bagachatapp@gmail.com

I agree to receive marketing-related electronic communications from Facebook, including developer news, updates and promotional emails. (You may unsubscribe from these emails at any time by clicking unsubscribe at the bottom of the email. You can also update your email preferences in Developer Settings.)

[Update Email](#) [Confirm Email](#)

Select appropriate category and **Complete Registration**

**Which of the following best describes you?**  
Help us improve your experience by telling us which of the following roles best describe you.

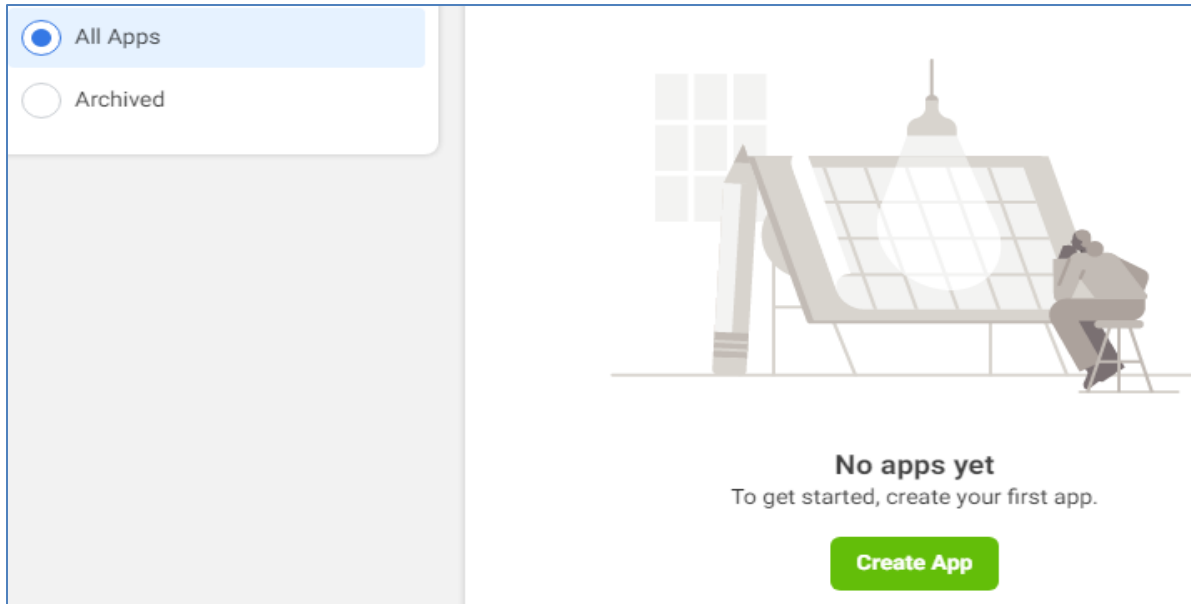
<input checked="" type="radio"/>  <b>Developer</b>	<input type="radio"/>  <b>Marketer</b>
<input type="radio"/>  <b>Analyst</b>	<input type="radio"/>  <b>Product manager</b>
<input type="radio"/>  <b>Student</b>	<input type="radio"/>  <b>Owner/founder</b>
<input type="radio"/>  <b>Other</b>	

[Complete Registration](#)

It takes you to <https://developers.facebook.com/apps/>

## 2) Create Facebook App for WhatsApp Integration:

Go to <https://developers.facebook.com> > **My Apps** > **Create App** → **Others**. Select the "Business" type and follow the prompts on your screen.

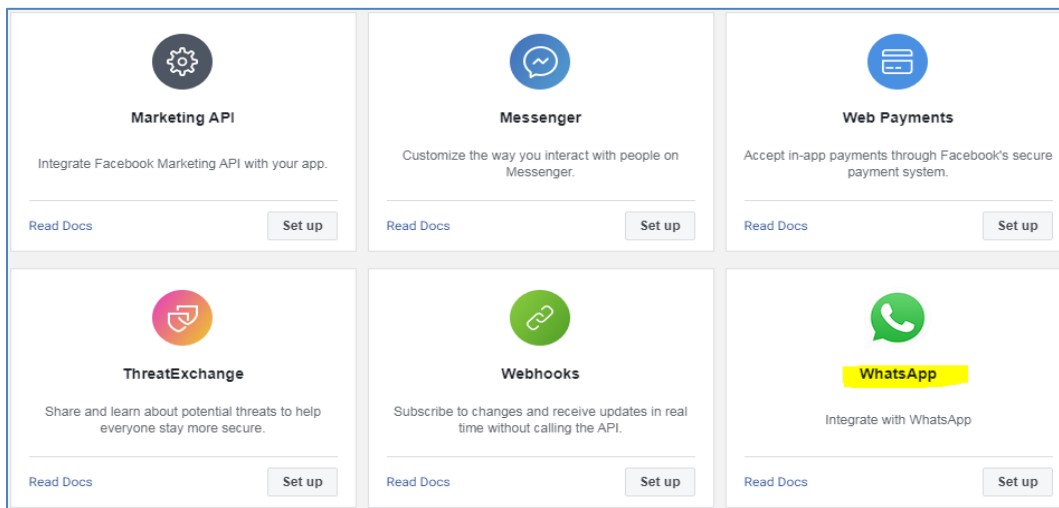


Follow **each step** in this Facebook page to create app:

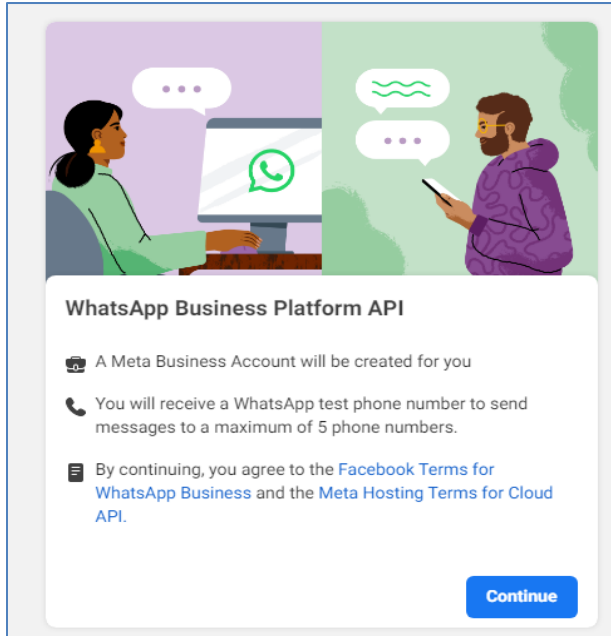
<https://developers.facebook.com/docs/development/create-an-app/>

<https://developers.facebook.com/apps> will show your newly created App.

From the App Dashboard, click on your app you would like to connect to WhatsApp. Scroll down to find the "**WhatsApp**" product and click **Set up**.



Next, you will see the option to **select an existing Business Manager** (if you have one) **or, if you would like, the onboarding process can create one automatically for you** (you can customize your business later, if needed).

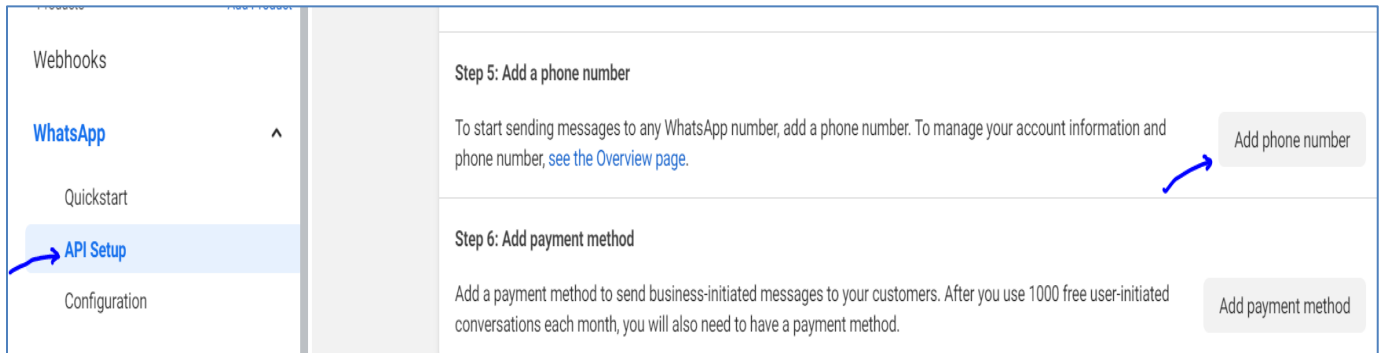
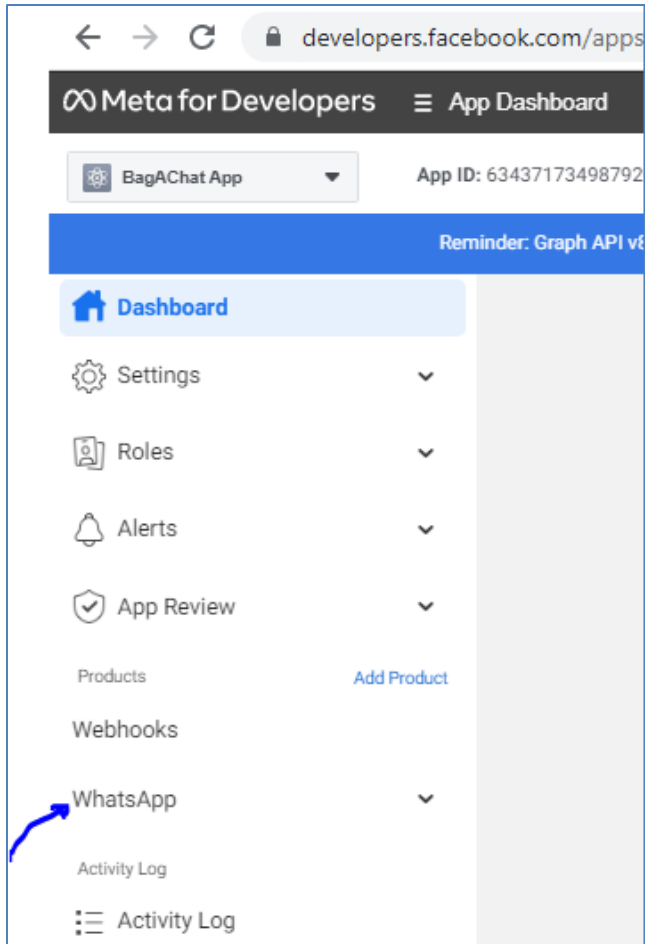


Make a selection and click **Continue**. This will:

- Associate your app with the Business Manager account (Existing or newly created)
- Generate a test business phone number and associate it with your WhatsApp Business Account.
- You can use this number with the API to send an unlimited number of messages to up to 5 recipient phone numbers.
- Recipient phone numbers can be any valid number, but you must verify each one in the next step.
- Redirect you to the **WhatsApp > Getting Started** panel in the App Dashboard.

### 3) Add Phone Number to be verified, to the Account:

On <https://developers.facebook.com/>, select **WhatsApp** → **API Setup** → **Add Phone Number**



Populate the WhatsApp Business Profile – which will be visible to Whatsapp contacts → Click Next

### Create a WhatsApp Business profile

Your profile information will be visible to people on WhatsApp.

**WhatsApp Business Profile Display Name**

**Timezone** ⓘ

(GMT+05:30) Asia/Kolkata

**Category**

Entertainment

**Business Description · Optional**

Tell people about your business

If your number is already having a whatsapp app installed, the below error will be shown.

**Delete Account** using the below steps:

- Open Whatsapp App → Tap More options > Settings > Account > Delete my account.
- Enter your phone number in full international format and tap **DELETE MY ACCOUNT**.
- Select a reason for why you're deleting your account in the dropdown.
- Tap **DELETE MY ACCOUNT**.
- Uninstall the WhatsApp app

### Add a phone number for WhatsApp

This is the number people will see when they chat with you. [Learn how to use a number that's already on WhatsApp.](#)

**Phone number**

IN +91 95617 84681

You'll receive a code to verify this number.

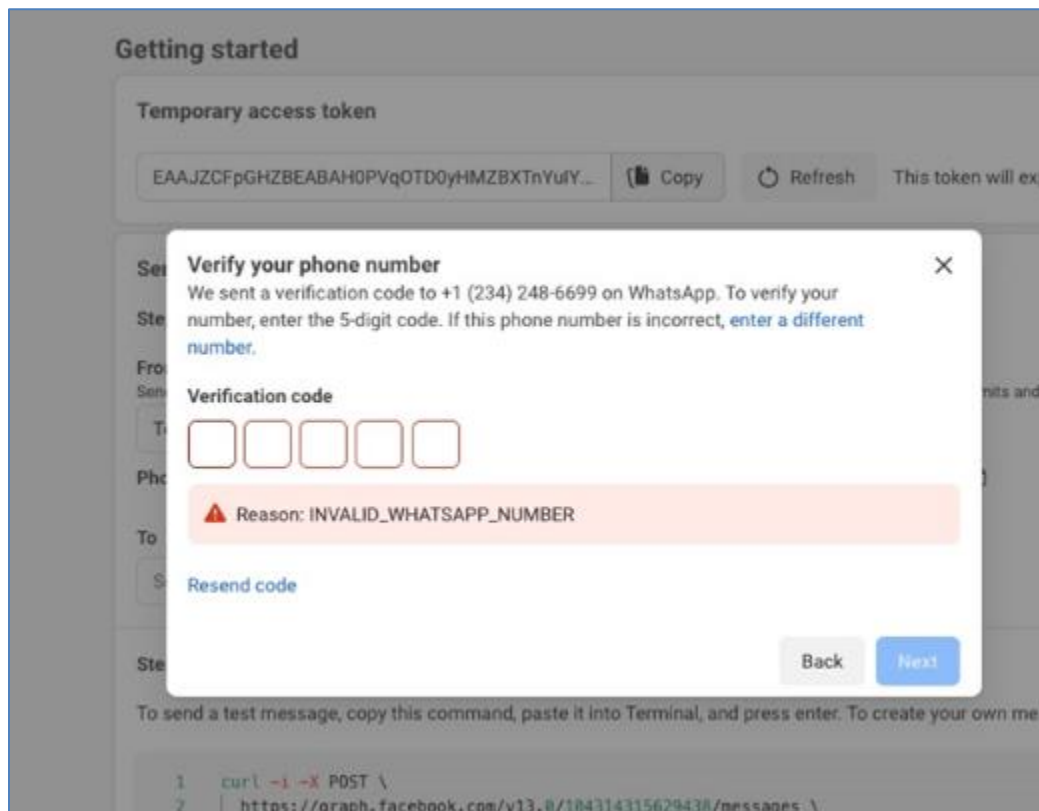
**⚠️ This number is registered to an existing WhatsApp account. To use this number, disconnect it from the existing account. Then, return to this page and re-enter the number. Note: It may take up to three minutes for the number to become available. [Learn more](#)**

**Choose how you would like to verify your number:**  
If you are using a landline number, choose phone call.

Text message  Phone call



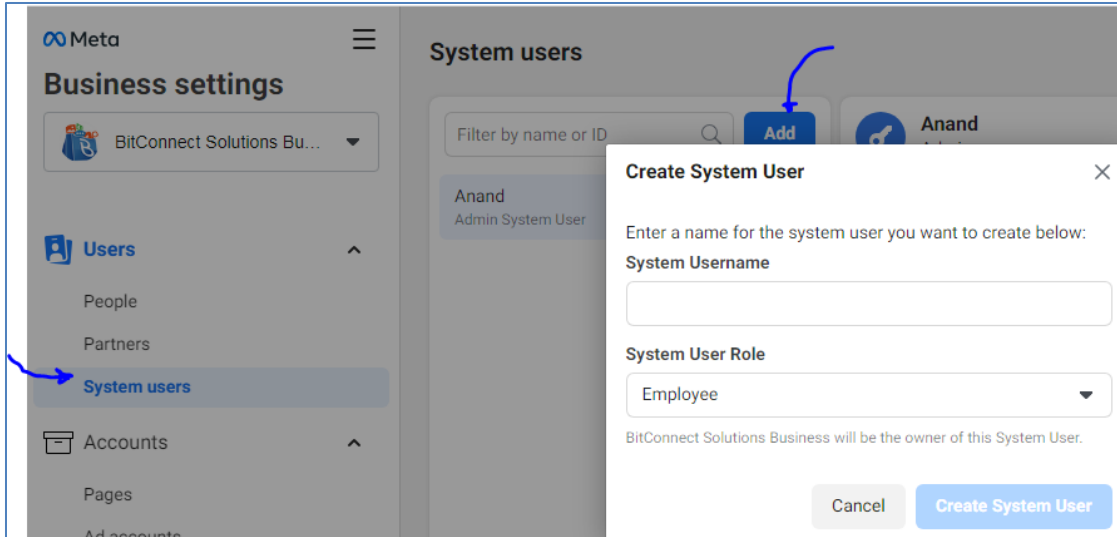
Receive OTP and complete verification.



## 4) Generate Permanent Access Token

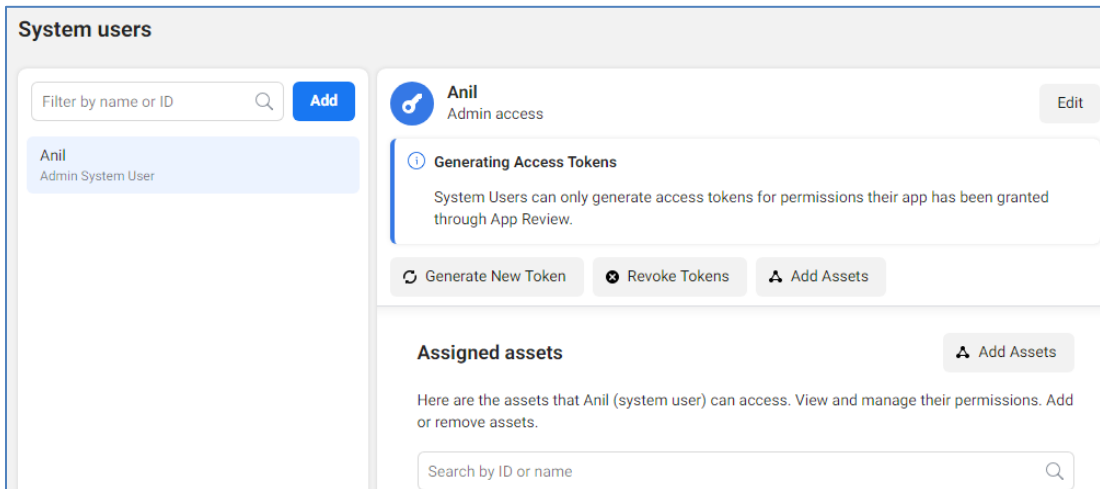
Go to <https://business.facebook.com/settings>

- Select → **Users** → **System Users**.
- If System users already present in your account and you want to use the same → Select that System user
- If no system user present, Click on **Add**. Fill up '**System Username**' & '**User Role**' as Admin → **Create System User**.



- **Add Asset to System User:**

- Select the User → Select **Add Assets** → **Apps** → Select your “WhatsApp integration app” → Enable **Full Control-Manage App** → **Save Changes**



### Assign assets to Anil

Select asset type	Select assets	App
Pages	Search and filter <input type="text"/>	<b>Partial access</b>
Ad accounts	<b>Name</b> <input checked="" type="checkbox"/>	<b>Develop app</b> <input type="checkbox"/>
Catalogues	<b>bagachat_integration</b> <input checked="" type="checkbox"/>	Can change app settings, test the app and view analytics.
<b>Apps</b> <input checked="" type="checkbox"/>		<b>View insights</b> <input type="checkbox"/>
Pixels		Can view app analytics.
Instagram accounts		<b>Test app</b> <input type="checkbox"/>
Events datasets		Can test the app.
		<b>Full control</b>
		<b>Manage app</b> <input checked="" type="checkbox"/>
		Can manage roles, change app settings, test the app and view analytics.

Cancel Save Changes

- Select the System User → **Generate New Token**

### System users

Anand

Admin System User

K

Anand

Admin access

i

Generating Access Tokens

System Users can only generate access token through App Review.

↻
Generate New Token

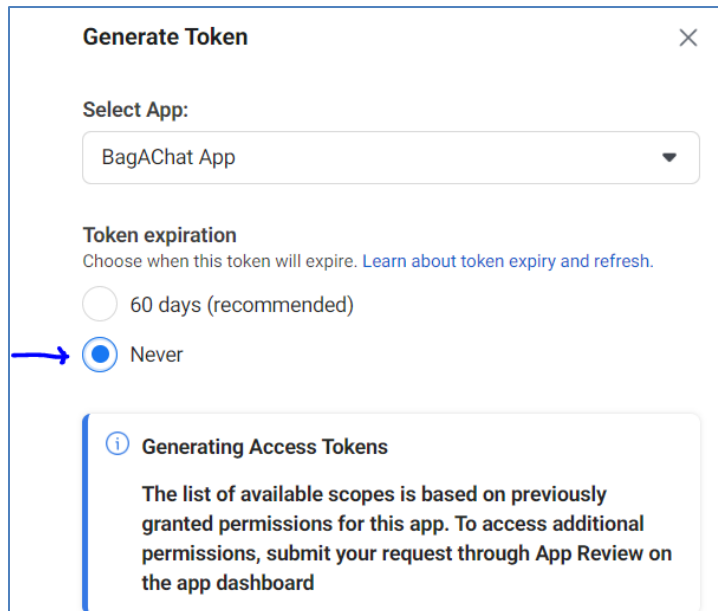
✕
Revoke Tokens

In the below form, please **enable** the below permissions:

[whatsapp\\_business\\_messaging](#)

[whatsapp\\_business\\_management](#)

## Token Expiration - Select **Never**



**Generate Token** [Close]

Select App:  
BagAChat App

**Token expiration**  
Choose when this token will expire. [Learn about token expiry and refresh.](#)

60 days (recommended)

**Never**

**Generating Access Tokens**

The list of available scopes is based on previously granted permissions for this app. To access additional permissions, submit your request through App Review on the app dashboard

- Copy and **save** your Permanent Access token.

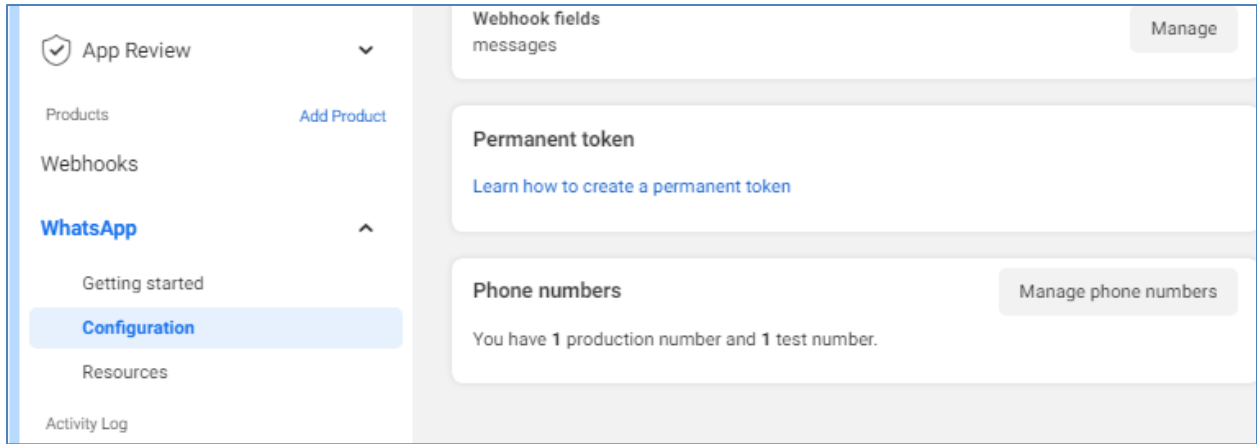
## 5) Add Credit card to Facebook account:

Effective 1<sup>st</sup> April 2023, the credit card needs to be added before starting to use the whatsapp number.

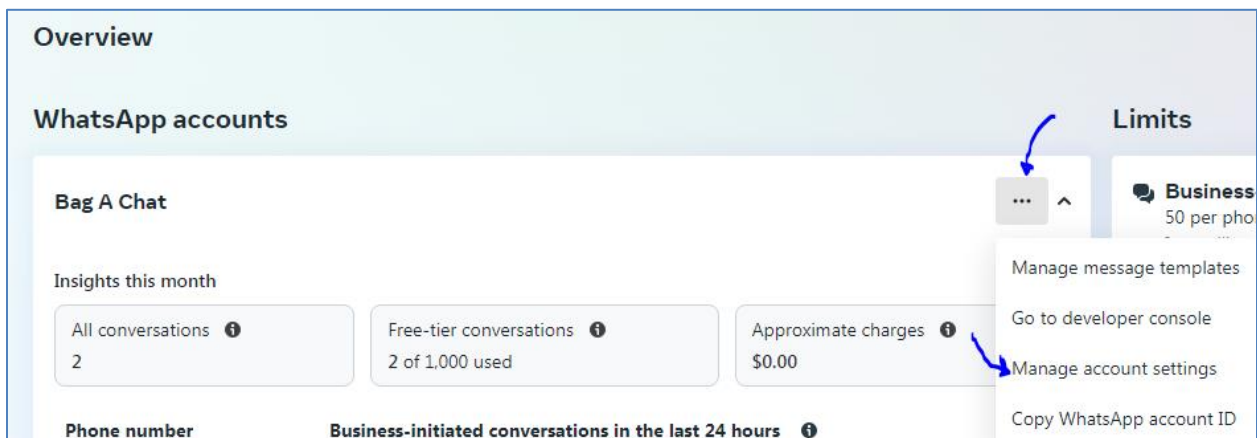
**The first 1,000 user-initiated conversations each month are free.** But business-initiated messages are charged. The payment for WhatsApp API usage will be done to Facebook via Credit card directly.

<https://www.facebook.com/business/help/488291839463771> -

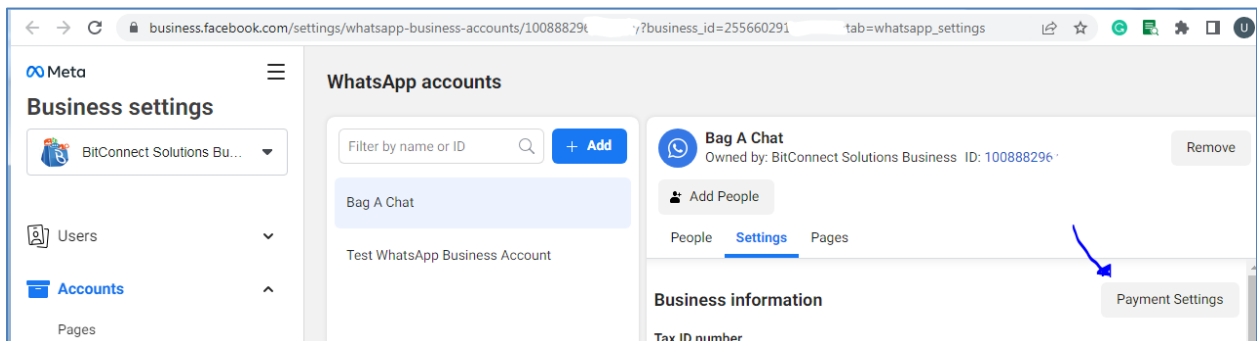
To set up a payment method, go to <https://developers.facebook.com/apps/> page. Select your WhatsApp Integration App → **WhatsApp** → **Configuration**. Under Phone numbers, click **Manage phone numbers**.

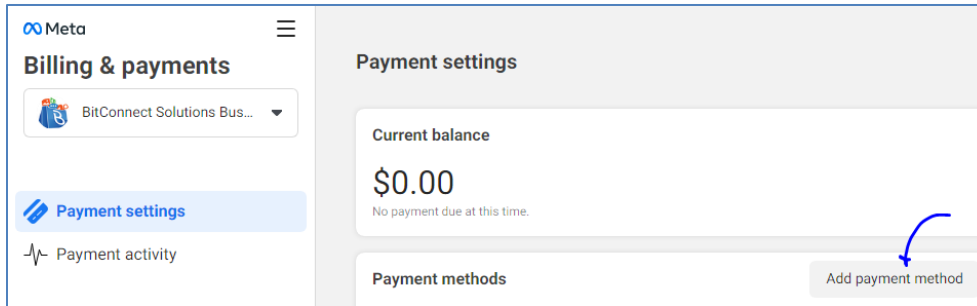


3dots (...) → Manage Account Settings



This leads you to your Business Manager account. **Payment Settings** → **Add Payment Method** to add your credit card.

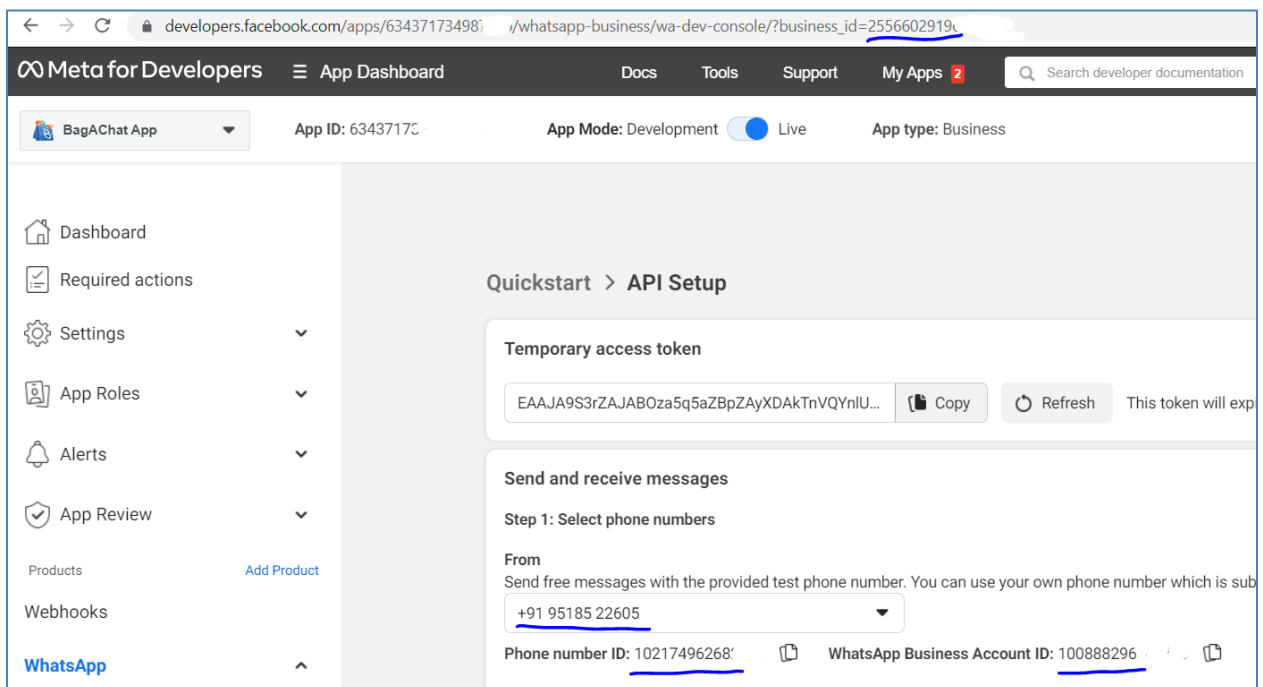




Credit card billing via Visa or Mastercard is the only available payment method. There are six currencies available for payment: USD, AUD, EUR, GBP, IDR, INR.

## 6) Create BagAChat account and Connect WhatsApp Number:

- On <https://developers.facebook.com> , go to **WhatsApp**→**API Setup**.
- **Select the Phone Number** to be registered with WhatsApp API
- Copy the following fields ((These will be needed for BagAChat account creation):  
**Permanent Access Token** (Generated in step #4 above),  
**Phone Number Id**, **WhatsApp Business Account Id**  
**Facebook Business Id** : copy the **business\_id** value from the URL of the page  
[https://developers.facebook.com/apps/app\\_id/whatsapp-business/wa-dev-console/?business\\_id=XXXXXXXXXX](https://developers.facebook.com/apps/app_id/whatsapp-business/wa-dev-console/?business_id=XXXXXXXXXX)



Go to BagAChat portal: <https://link.bagachat.com/registerWAEntAPI.bg>

Populate the below fields:

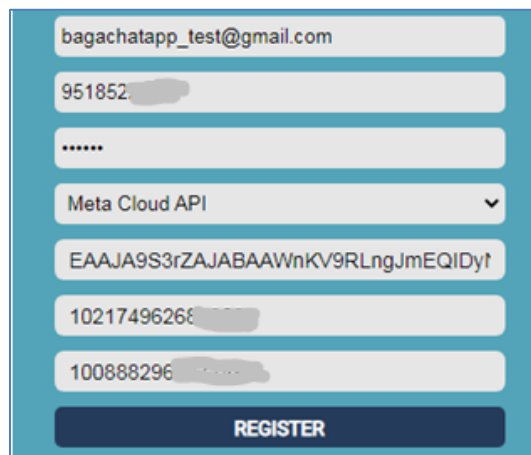
- **Email id** – Email id to login to BagAChat portal and get system alerts
- **Phone number** - to be registered with WhatsApp API ((**in international format**) e.g. for India 919552323145
- **Permanent Access Token** (Generated in step #4 above)
- **Phone Number Id**
- **WhatsApp Business Account Id**
- **Facebook Business Id**



The screenshot shows a registration form titled "Create Account For Whatsapp Enterprise API". The form has a teal background and contains the following fields from top to bottom: an email address field with "bagachatapp@gmail.com", a phone number field, a dropdown menu for "Meta Cloud API", an "Access Token" field, a "Phone Number Id" field, a "Whatsapp Business Account Id" field, and a "Facebook Business Id" field. At the bottom of the form is a dark blue button labeled "REGISTER".

Click on **Register** button. This creates your BagAChat account and connects it to your WhatsApp Account.

**Sample Form Data:**

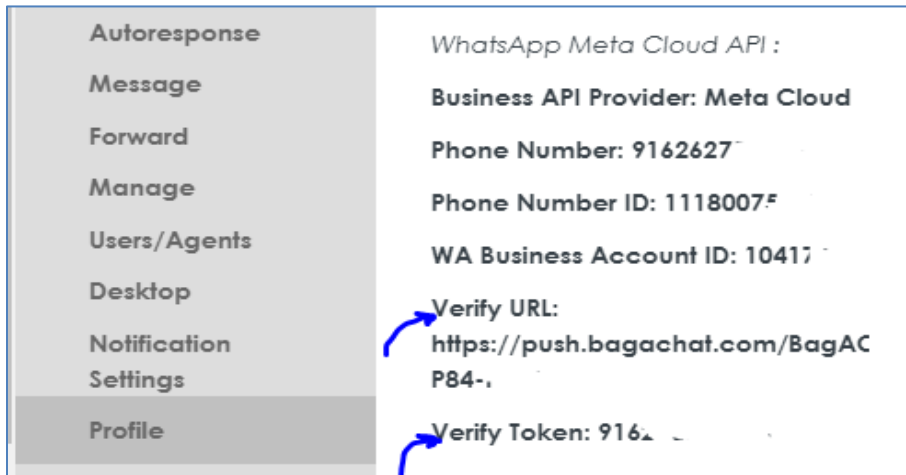


The screenshot shows the same registration form as above, but with sample data entered. The fields contain: "bagachatapp\_test@gmail.com", "951852" followed by a greyed-out area, "\*\*\*\*\*", "Meta Cloud API" (dropdown), "EAAJA9S3rZAJABAAWnKV9RLngJmEQIDyt", "10217496268" followed by a greyed-out area, and "100888296" followed by a greyed-out area. The "REGISTER" button is at the bottom.

To login to BagAChat portal <https://link.bagachat.com/> the temporary password is sent to your registered email id (it can be changed later using 'Forgot password' on the login page)

On successful registration, **All the Meta Whatsapp API details are visible in Settings→Profile→WhatsApp Meta Cloud API**

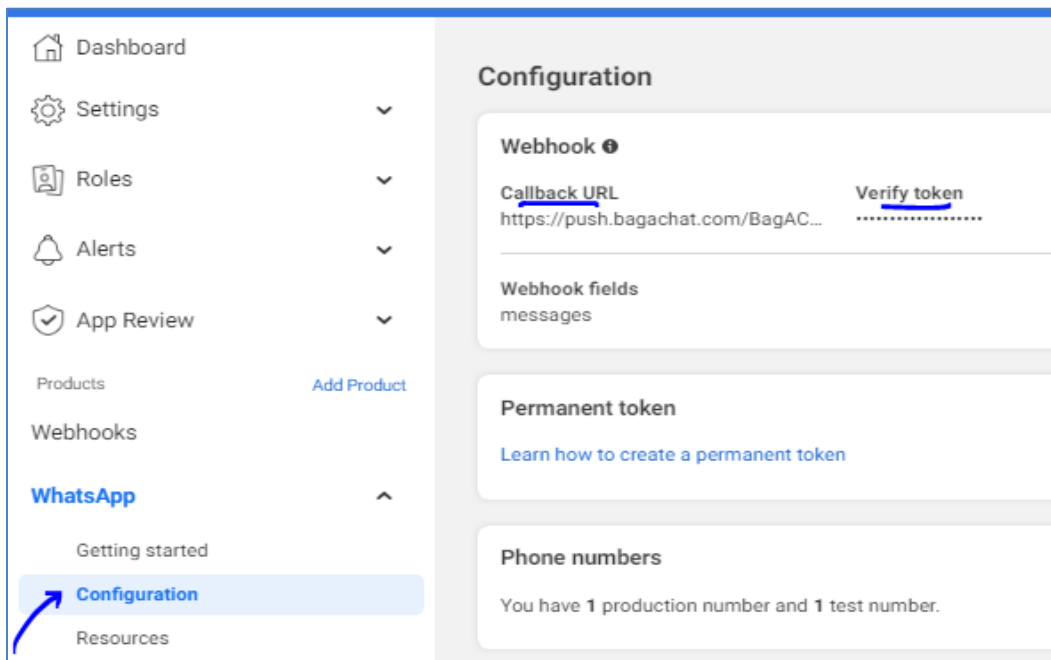
Copy the **Verify URL & Verify Token** values.



Go to <https://developers.facebook.com/> page. **WhatsApp→Configuration →Webhook** section.

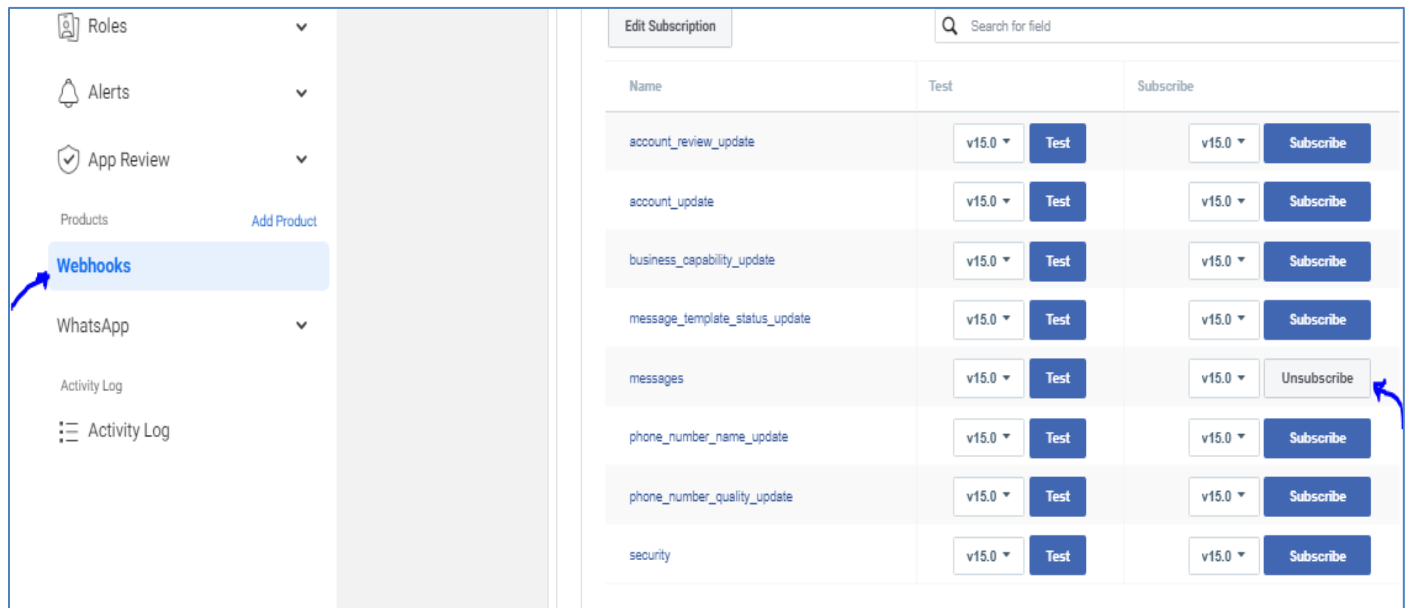
Copy the **Verify URL** value in **Callback URL** field.

Copy the **Verify Token** in **Verify Token** field.





Go to **Webhooks** → **Messages** row → Click on **Subscribe**



The screenshot shows the WhatsApp integration dashboard. On the left, a sidebar menu includes 'Roles', 'Alerts', 'App Review', 'Products', 'Webhooks' (highlighted with a blue arrow), 'WhatsApp', 'Activity Log', and 'Activity Log'. The main content area is titled 'Edit Subscription' and features a search bar. Below is a table with columns for 'Name', 'Test', and 'Subscribe'. The table lists various events with their respective version numbers and buttons for 'Test' and 'Subscribe'.

Name	Test	Subscribe
account_review_update	v15.0 <input type="button" value="Test"/>	v15.0 <input type="button" value="Subscribe"/>
account_update	v15.0 <input type="button" value="Test"/>	v15.0 <input type="button" value="Subscribe"/>
business_capability_update	v15.0 <input type="button" value="Test"/>	v15.0 <input type="button" value="Subscribe"/>
message_template_status_update	v15.0 <input type="button" value="Test"/>	v15.0 <input type="button" value="Subscribe"/>
messages	v15.0 <input type="button" value="Test"/>	v15.0 <input type="button" value="Unsubscribe"/>
phone_number_name_update	v15.0 <input type="button" value="Test"/>	v15.0 <input type="button" value="Subscribe"/>
phone_number_quality_update	v15.0 <input type="button" value="Test"/>	v15.0 <input type="button" value="Subscribe"/>
security	v15.0 <input type="button" value="Test"/>	v15.0 <input type="button" value="Subscribe"/>

## Testing:

Send some messages to the registered Whatsapp number.

It should be visible in <https://link.bagachat.com/> Inbox page.

Send reply to those messages from <https://link.bagachat.com/>. It should reach the contact.

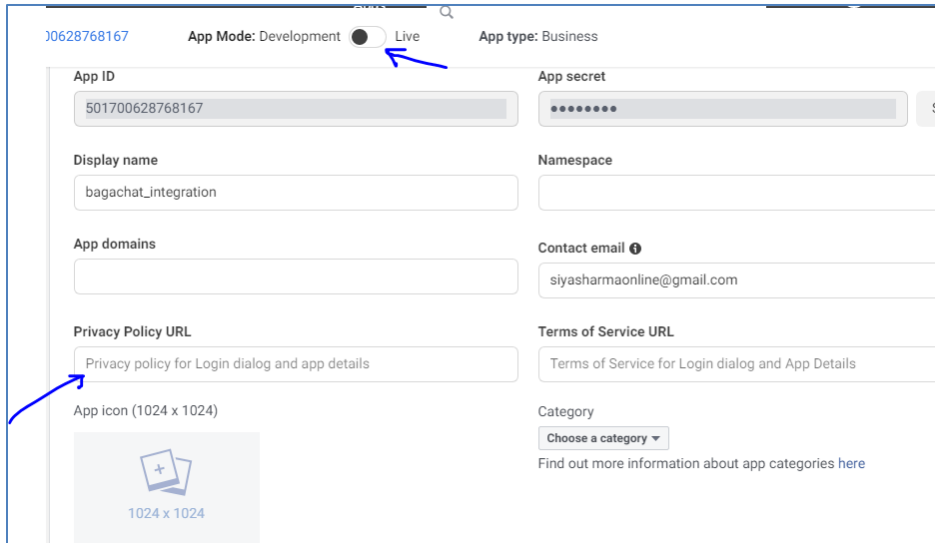
## Make the App Live

**Important:** Once, the testing is done, you need to make this Whatsapp integration live.

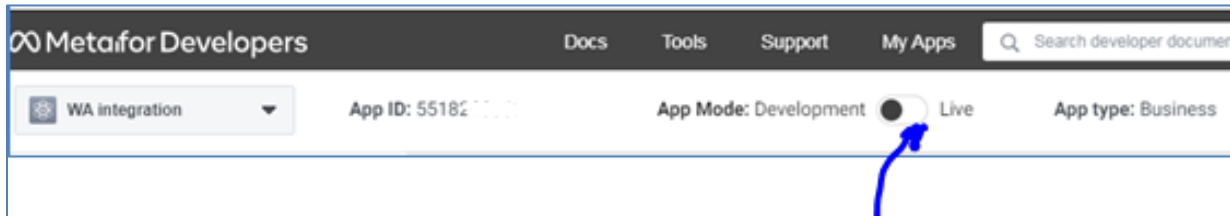
By default it's in development mode for testing purpose.

Go to <https://developers.facebook.com/apps> and your app dashboard.

- Update the '**Privacy Policy URL**' field with the URL of privacy policy page on your website. If its not there, you need to create one using sites like: <https://www.freeprivacypolicy.com> )  
Also, its URL length should not be very big.



Change the Radio button to **Live**

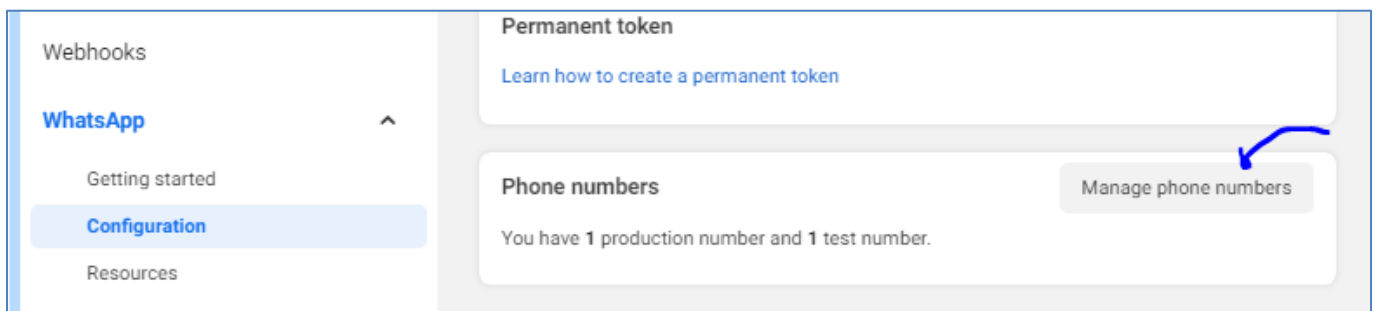


## 7) Create 'Message Templates' for Business Initiated Messages:

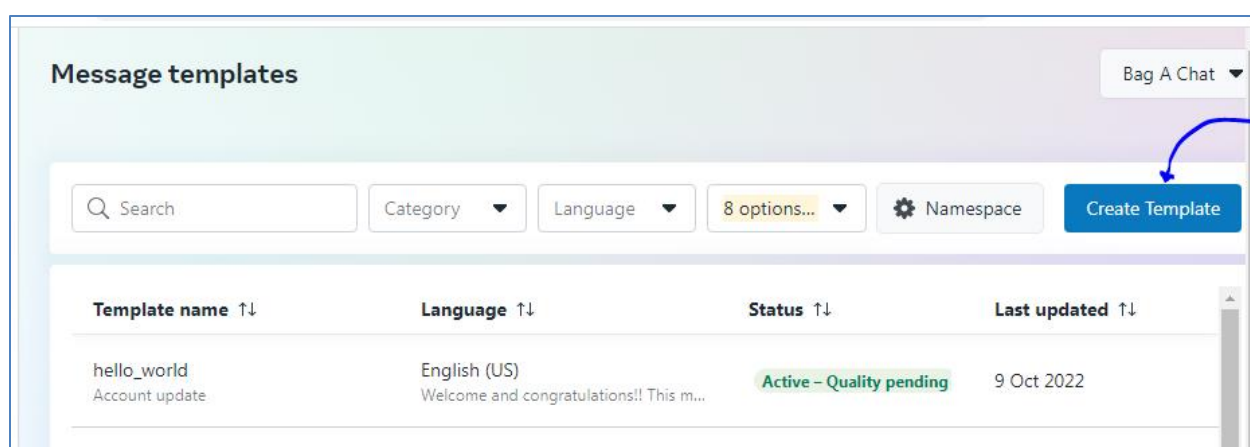
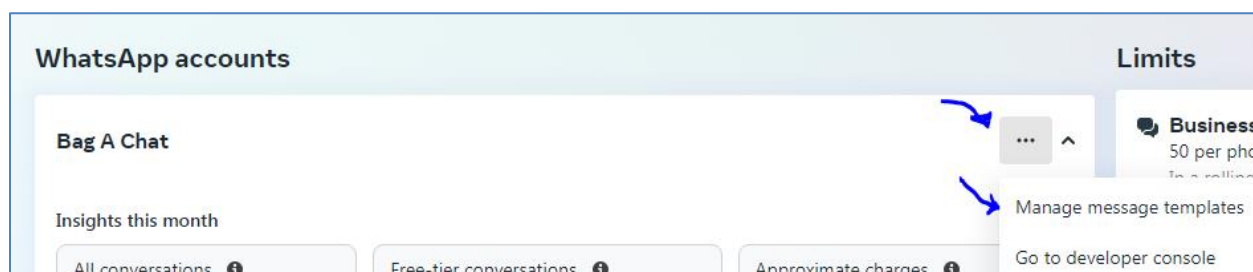
Business initiated conversations need the message templates to be approved by Facebook first. Without FB approval, business initiated outgoing messages can't be sent.

Video for Steps: [https://youtu.be/OosqFtg1\\_q0](https://youtu.be/OosqFtg1_q0)

Go to <https://developers.facebook.com/apps/> page. Select your App → **WhatsApp** → **Configuration** → **Manage Phone Numbers**



Click on 3 dots button (...) → **Manage Message templates** → **Create Template**



For how to created Message templates, refer to

<https://business.facebook.com/business/help/2055875911147364?id=2129163877102343>

<https://developers.facebook.com/docs/whatsapp/message-templates/guidelines/>

**Note:** Select the language for Template message as **English (US)**

Once the template is is added, then click on **Submit**.

**Refer to BagAChat API document to send Template messages via your application.**

Incoming messages are unlimited, but there are limits for outgoing messages. See [Messaging Limits](#) for more information on messaging tiers.

## C) Green Tick Application:

### 1. Things to Note:

Once the Facebook account and the WhatsApp Account are verified, you are eligible to apply for **Green Tick** to your WhatsApp Number.

Please check eligibility and follow steps on <https://developers.facebook.com/docs/whatsapp/overview/business-accounts#official-business-account> to apply for Green tick.

Please note that **Green tick is not guaranteed**. While reviewing your application for **Green Tick**, Facebook team also checks some factors like your **business reputation, type of business, Active presence & followers on Facebook etc.**. Hence,

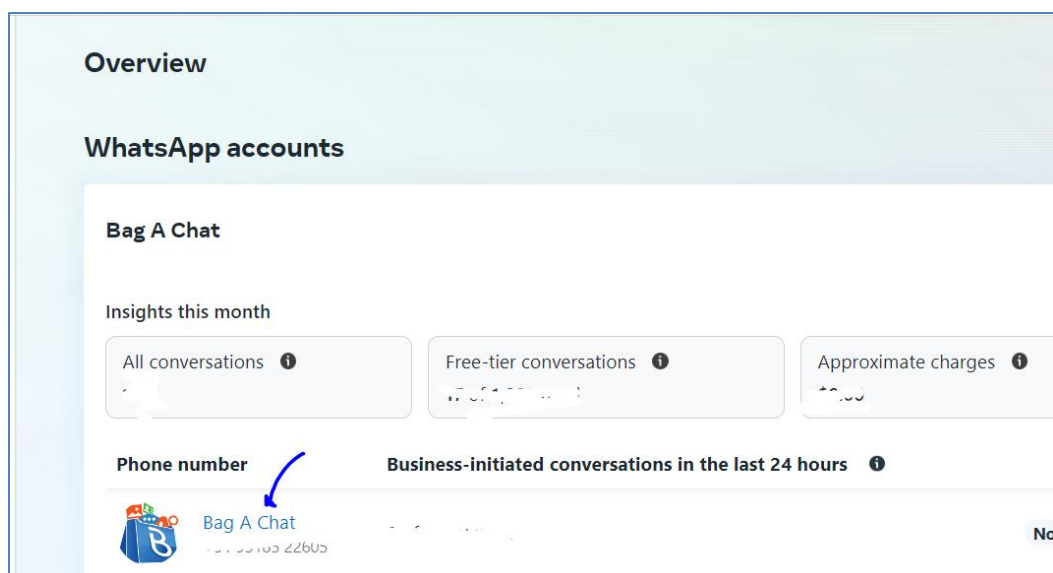
Please ensure the below on your website and Facebook account:

- A clear reference to the company's legal name
- A @website.com kind of business domain email id
- A privacy policy URL (or generate it using sites like: <https://www.freeprivacypolicy.com/> )

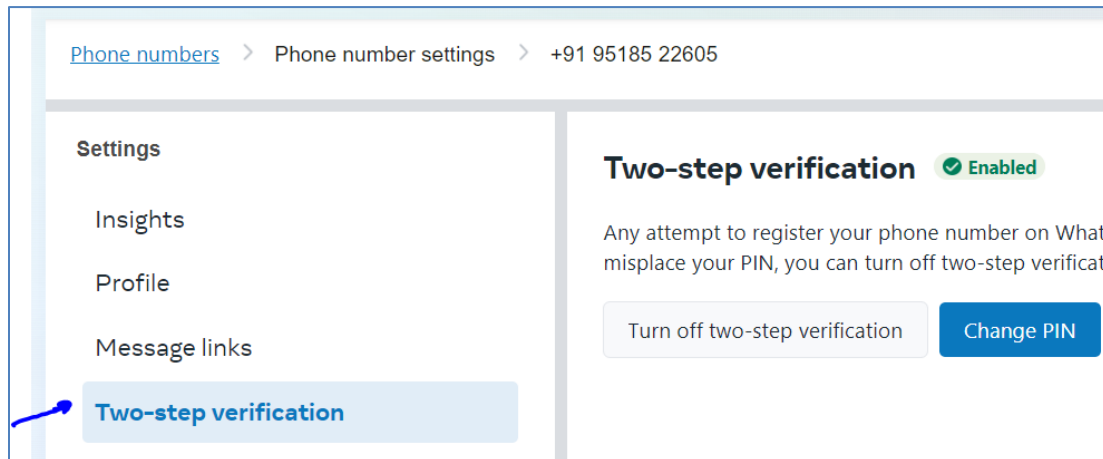
However, without Green tick also, you are allowed to use WhatsApp exactly the same capacity and volumes as for the Green tick account. Functionally, there is no difference.

### 2. Steps:

Go to <https://business.facebook.com/wa/manage/home> . Click on the WhatsApp account link for your verified number.



Go to Two-Step Verification and Enable it.



Go to **Profile** → Add Profile photo and other relevant mandatory details on the page.  
This information will be visible to your WhatsApp contacts as your Profile.

Click **SUBMIT** in the **Official business account** section

