



Package Features

Stew-India can, on behalf of their customer, request WhatsApp for an Official Business Verified Account. The application approval is at the discretion of WhatsApp authorities. The approval is based on various criteria and the approval rests solely with WhatsApp. Stew-India will not be held liable in this matter. The user will need to provide a number to be activated under Official Business account. Once this number has been allocated for the Official Business account, it cannot be used as a regular WhatsApp account. This number will not be available once the user stops their Official Business account service.

Basic Information

Message Sending	-	WhatsApp currently does not intend to use their platform for Promotional or Product Information, Loyalty or Cross Selling messages.
Number Associated	-	Users can have more than one number associated with WhatsApp.
Authorization	-	WhatsApp provides a Verified Business Icon so that users know that this is a verified account.
Encryption	-	All messages are end-to-end encrypted with WhatsApp.
Speed	-	A business can send 20 TPS per number per container.
Facebook Business	-	WhatsApp Business Verified account is provided on a Facebook Business Manager ID.
Process	-	Once WhatsApp Business is activated, we can deploy WhatsApp Docker, activate number and send templates for approval.

Opt-In Guidelines

A business needs to obtain consent before pushing messages to its customers.

Opt-In modes could be Website, Mobile App, Email, SMS, Point-of-Sale and should meet the following guidelines...

- I. User Triggered - A user must enter phone number or tick a checkbox on a visual element next to a WhatsApp number & logo.
- II. Clear Messaging - A user should clearly know the type of messaging & content they are signing up for.

Opt-In Methods

- I. During Transaction Flow
- II. User Profile Preferences
- III. "Contact Us" page chat integration
- IV. Mobile App
- V. SMS, Email, Missed call campaign

Content Supported

- I. Max. Length - 1024 characters
- II. Max. File Size - Audio - 16 MB, Doc - 64 MB, Image - 5 MB, Video - 16 MB, Sticker - 100 KB
Files are kept by WhatsApp server only for 14 days. No download possible after that.
- III. Message Validity - 30 days after being sent
- IV. URL & Media files - Will not be auto downloaded till business number is saved or content is pre-approved or Green Tick allocated

Terms & Conditions

- As per WhatsApp current pricing policy, WhatsApp charges for usage on actuals.
- WhatsApp will charge for each template message that is delivered within 30 days after being sent. WhatsApp does not charge for template messages that WhatsApp delivers more than 30 days after they have been sent.
- WhatsApp deems a message to have been delivered when WhatsApp servers process a delivery receipt for the sent message.
- WhatsApp reserves the right to change the list prices, as and when changes take effect the same will be considered for billing from the first day of the month.
- WhatsApp strictly prohibits to bring restricted businesses on its platform. Refer to WhatsApp commerce and Business policy. Current Commerce Policy can be found at <https://www.whatsapp.com/legal/commerce-policy> / Current Business policy can be found at <https://www.whatsapp.com/legal/business-policy/>
- WhatsApp has a strict mandate to obtain customer opt-in before sending any messages on their WhatsApp number. This opt-in can be demanded by WhatsApp to verify customer processes or to verify & close any customer complaints received.
- WhatsApp verifies all business accounts and necessarily pre-approve the flow of communication before on-boarding a business case as per their privacy policies. To know more visit www.whatsapp.com/legal/privacy-policy
- For approval of business case and its conversation flow, the WhatsApp team approval process takes about 15-20 days.
- All commercial rates mentioned above are w.e.f. 01/06/2021.
- We work on a Pre-Paid model and expect complete payment to be made prior to use of services. Payment can be made by Cash, Deposits to our Bank Account. Bank account details are provided below for record. We work on an online sales model. We normally do not visit customer premises.
- Pricing / Credit Balances are subject to changes and can be changed / modified / withdrawn on immediate basis. Kindly plan & purchase the recharge pack before the expiry of the current pack.
- **Kindly purchase after due diligence as no refunds shall be entertained in this regard.**

Do let me know of your decision in reference to the details provided above. It will be our pleasure to serve you.

Best Regards,

Aanchal Sharma

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