

## Introduction

This guide provides specifications of the Gupshup Messaging API for WhatsApp Business for the purpose of sending and receiving messages on WhatsApp via a simple REST API through HTTP/HTTPS modes. This guide is intended for the developers and IT personnel of enterprises who plan to integrate their systems with the Gupshup Messaging API.

## About WhatsApp Business

Today, more than 1.5 billion people in over 180 countries use WhatsApp to stay in touch with friends and family—anytime and anywhere. Businesses all over the world have already been using WhatsApp informally to communicate with customers, whether about product enquiries or transactional updates. WhatsApp Business is a new way for businesses to better manage such conversations with their customers and reach new customers who will also value the fast, convenient, and private messaging experience.

This guide will help businesses get started on building an official brand presence on WhatsApp and creating engaging conversational messaging experiences using the Gupshup Messaging API.

## Business Account Approval

Every business seeking to get access to the WhatsApp Business API must apply to WhatsApp for approval. As an authorized service provider for WhatsApp Business, Gupshup will facilitate the approval process on behalf of the business. To apply for a WhatsApp Business Account (WABA), you must fill up the Early Access Request form and share.

Final approval decision completely lies with WhatsApp. You will typically get a decision on WABA application status within 4-7 working days.

## Business Phone Number

Your business will be identified by a phone number on WhatsApp, known as the Business Phone number. This number will be registered in your WhatsApp Business account (WABA) and customers will be able to interact with your business on WhatsApp on this registered number.

- This number should not have been previously registered on WhatsApp or on the WhatsApp Business app.
- If you are already using a number on WhatsApp for your business and wish to use the same number, then you must first deregister the number on WhatsApp by deleting that account.
- This number can be a mobile number (SIM or virtual) or a landline phone number, which has SMS and/or Voice calling facility enabled. During the “Verify Number” step in “Go-live” process, WhatsApp will send a One-Time Password (OTP) for two factor authentication via SMS or Voice.
- This number cannot be a number that is behind an IVR since then the OTP verification process will not be possible.
- Once the number is verified here, please do not register the number on WhatsApp or the WhatsApp Business app on a mobile phone. This will result in the number being de-registered from the WhatsApp Business API service provided by Gupshup.