Eligibility & Prerequisites

aeternitychat

1. Onboarding Prerequisites

Before starting the technical integration, businesses must ensure they have the following:

- **Meta Business Account:** A Meta Business Suite account with **Full Control** access.
- **Legal Entity Status:** Only registered businesses can apply (Individuals/Sole Proprietorships without registration may face rejection).
- **Active Website:** A functional, HTTPS-compliant website that accurately represents the business.
- **Fresh Phone Number:** A number that is **not** currently linked to a personal or business WhatsApp App. If it is, the account must be deleted before migration.
- **Compliance:** The business must adhere to the WhatsApp Business Messaging Policy.

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2. Payment & Billing Setup

The business pays Meta directly for conversation charges.

- **Payment Method:** A valid **Credit Card** (linked to the Meta Business Account).
- **Pricing Model:** You are charged per **delivered** message based on categories:
  - **Marketing:** High-intent outreach.
  - **Utility:** Updates, transactions, or specific customer requests.
  - **Authentication:** OTPs/Security codes.

Please refer to this Meta Pricing documentation for how pricing works with Meta

Below is the Meta Rate Card (for **India**) form 1st January 2026

Market / Country	Marketing (₹)	Utility (₹)	Authentication (₹)	Auth-Intl (₹)
India 🇮🇳	0.8631	0.1150	0.1150	2.3000

Note: The rates above are charged directly by Meta. **AeternityChat** adds a platform processing fee of **₹0.06** per message on top of these rates.

Free Tiers:

- **24-Hour Window:** No charge for service/utility messages sent in response to a customer message within 24 hours.
- **72-Hour Free Window:** Conversations initiated from "Click to WhatsApp" ads are free for 3 days.

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3. Meta Business Verification

This is a one-time process to prove the business is a legal entity. It is often required to unlock higher messaging limits.

- **Required Documents:** Official government-issued documents (GST Certificate, Articles of Incorporation, or Business License) that clearly show the **Legal Name** and **Address**.
- **Process:** Submit details via the **Security Centre** in Meta Business Suite.
- **Timeline:** Usually takes **up to 14 working days**.
- **Verification Method:** Confirmation via Business Email, Phone/SMS, or Domain Verification.

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4. Green Tick (Official Business Account)

The "Blue Checkmark" (Green Tick) is reserved for notable, authentic brands.

- **Eligibility:**
  - Must have completed **Business Verification**.
  - **2-Step Verification** must be enabled on the WhatsApp number.
  - The business must have been active on the API for at least **30 days**.
- **The Notability Factor:** This is the most critical requirement. Meta looks for **3–5 PR articles** from reputable news outlets (e.g., *Economic Times, India Today, Reuters*).
  - *Note: Paid/Promotional content and social media profiles do not count toward notability.*
- **Rejection:** If denied, the business can re-apply after **30 days**. Even without the tick, all API features remain fully functional.