



# WhatsApp Business API Configuration Guide

Tech Provider Approval + API Setup Complete Process

## Method 1: Tech Provider (Embedded Signup)

Facebook se Tech Provider approval lo, customers one-click se connect karein

## Method 2: Direct API (Manual Setup)

Bina Tech Provider ke, direct Meta credentials se API configure karein

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## PART 1: Tech Provider Method (Embedded Signup)

**Tech Provider banne se aapke customers one-click mein WhatsApp Business API connect kar sakte hain - bina Meta portal jaaye. Ye sabse professional aur easy method hai SaaS product ke liye.**

Tech Provider woh company hoti hai jo Meta (Facebook) se officially approved hoti hai WhatsApp Business API provide karne ke liye. Jab aap Tech Provider ban jaate ho, tab aapke panel mein "Embedded Signup" feature enable hota hai - isse aapke customers sirf ek button click karke apna WhatsApp Business account connect kar lete hain.

### Tech Provider banne ke Benefits:

- Customers ko Meta Developer portal jaane ki zaroorat nahi - sab aapke panel se hoga
- One-click WhatsApp connect - professional experience like official WhatsApp partners
- Automatic WABA (WhatsApp Business Account) creation for your customers
- Phone number verification bhi panel se hi hoga
- Aap customers ke messages ka billing manage kar sakte ho
- Meta Partner badge milta hai - trust factor badhta hai

## Step 1: Meta Business Account Setup

### Step 1 Meta Business Manager mein jaao

URL: <https://business.facebook.com/>

Sabse pehle aapko Meta Business Manager (previously Facebook Business Manager) mein apna business account banana padega ya existing mein login karo. Ye free hai.

Meta Business Manager Login Page - "Continue with Facebook" ya "Create new account"

- business.facebook.com pe jao → "Create Account" ya login karo
- Business name, aapka name, work email dalo
- Business details verify karo (address, phone, website)
- Business Verification complete karo (documents upload: GST certificate, business registration, utility bill)

**IMPORTANT: Business Verification complete hona mandatory hai Tech Provider banne ke liye. Bina verify ke approval nahi milega. Usually 2-5 business days lagta hai.**

### Step 2 Meta Developer Account banao

URL: <https://developers.facebook.com/>

Meta Developer portal pe jao aur developer account activate karo. Agar pehle se hai to login karo.

Meta Business Manager Login Page - "Continue with Facebook" ya "Create new account"

- "Continue with Facebook" click karo → apna Facebook account se login
- Developer agreement accept karo
- Phone number verify karo (OTP aayega)
- Account type select karo: "Business" (not Personal)

### Step 3 New App Create karo (WhatsApp type)

URL: <https://developers.facebook.com/apps/> → Create App

Developer portal mein "My Apps" section mein jao aur new app banao:

- "Create App" button click karo
- App Type: "Business" select karo
- App Name: Apna product name dalo (e.g., "KKHS Media WhatsApp Panel")
- App Contact Email: Business email dalo
- Business Portfolio: Apna verified business select karo
- "Create App" click karo

App ban jaane ke baad:

- Left sidebar mein "WhatsApp" → "Getting Started" click karo
- WhatsApp product apne app mein add ho jayega
- Ek test phone number milega (free test ke liye)

## WhatsApp Business Platform

Business Messaging

WhatsApp Business Platform

Filter

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- Marketing messages
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- Authentication messages
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- Calling
- Groups
- Catalogs
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- Webhooks
- Template fundamentals
- Messaging features
- Account assets
- Analytics
- Ads that click to WhatsApp
- Payments

## WhatsApp Cloud API Get Started

Updated: May 21, 2026

This documentation is for developers building on the WhatsApp Business Platform. If you are a WhatsApp user experiencing issues with your personal account, visit the [WhatsApp Help Center](#) for support.

This guide helps developers quickly get started with the WhatsApp Cloud API. It covers the basic setup steps, including registering as a developer, creating a Meta app, sending your first message, and setting up a test webhook endpoint. You'll also learn how to generate secure access tokens and send both template and non-template messages. Advanced features and further resources are introduced for deeper exploration.

### Download the Sample App

The Jasper's Market sample app contains all of the messages and code used in the Jasper's Market demo. You can use this sample app to learn how to build an application that sends and handles WhatsApp Cloud API data.

[Download the Jasper's Market Sample App](#)

### Prerequisites

- Facebook account or managed Meta account
- Developer registration
  - If not yet registered, visit the [developer registration page](#) and follow the prompts.
- WhatsApp-enabled device for sending and receiving test messages

## Step 1. Create a new Meta app with WhatsApp

1. Open the [Meta App Dashboard](#) to create a new Meta app with the WhatsApp use case.
2. Click **Create App**.
3. Add your app's name and your email.
4. Select the **Connect with customers through WhatsApp** use case and click **Next**.
5. Select an existing business portfolio or create a new one.
6. A list of publishing requirements are listed. You may not have any at this point. Click **Next**.
7. Confirm your details, use case, and business portfolio. Click **Previous** to make changes or **Create app** to complete app creation.

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- [Download the Sample App](#)
- Prerequisites
- Step 1. Create a new Meta app wit...
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- Step 3. Send and receive messages
- Step 4. Set Up the Test Webhook ...
- Step 5. Create a System User and ...
- Step 6. Send a Non-Template Mes...
- Step 7. Finish
- [Learn more](#)

### Step 4 App Review Submit karo (Tech Provider Approval)

URL: [App Dashboard](#) → [App Review](#) → [Permissions and Features](#)

Tech Provider banne ke liye Meta ko App Review submit karna padta hai. Ye process 5-15 business days le sakta hai.

#### Required Permissions request karo:

- whatsapp\_business\_management - WhatsApp Business accounts manage karne ke liye
- whatsapp\_business\_messaging - Messages send/receive karne ke liye
- business\_management - Business assets manage karne ke liye

#### App Review ke liye kya submit karna hai:

- Platform Policy compliance (aapka product Meta policies follow karta hai)
- Business Use Case Description - Clearly likho ki aap WhatsApp API kaise use karoge
- Screencast/Video - Apne panel ka demo video (2-3 min) showing how customers will use it
- Privacy Policy URL - Aapki website pe privacy policy page hona chahiye
- Terms of Service URL - Terms & conditions page
- Data Deletion Callback URL - User data delete karne ka endpoint

**TIP: Video mein dikhao ki customer kaise register karta hai, WhatsApp connect karta hai, message send karta hai. Clear aur professional video banao - ye approval speed badhata hai.**

### Step 5 Approval ke baad: Embedded Signup Configure karo

Jab Meta aapki app approve kar de (email aayega), tab Embedded Signup setup karo:

- Build with us
- Docs
- Blog
- Resources
- Developer centers

[Login](#)

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## WhatsApp Business Platform

- Overview +
- Get started
- Marketing messages +
- Utility messages +
- Authentication messages +
- Service messages +
- Calling +
- Groups +
- Catalogs +
- Partners -

Docs > Overview > Implementation

## Implementation

Updated: May 21, 2026

**Embedded signup v2 will be deprecated on October 15, 2026. Migrate your integration to v4 before that date to avoid disruption. See [Versions](#) for the full upgrade path.**

This document explains how to implement Embedded Signup v4 and capture the data it generates to [onboard business customers](#) onto the WhatsApp Business Platform.

### Before you start

- You must already be a [Solution Partner](#) or [Tech Provider](#).
- If your business customers will be using your app to send and receive messages, you should already know how to use the API to send and receive messages using your own WhatsApp Business Account and business phone numbers. You should also know how to create and manage templates and have a webhooks callback endpoint properly set up to digest webhooks.
- You must be subscribed to the [account update](#) webhook, as this webhook is triggered whenever a customer successfully completes the Embedded Signup flow, and contains their business information that you will need.
- If you are a Solution Partner, you must already have a [line of credit](#).
- The server where you will be hosting Embedded Signup must have a valid SSL certificate.

### Step 1: Add allowed domains

Load your app in the [App Dashboard](#) and navigate to **Facebook Login for Business > Settings > Client OAuth settings**:

Meta Docs - Embedded Signup Implementation Guide: Partners → Embedded Signup section

Client OAuth login

Enables web-based Client OAuth Login. [?]

No Force Web OAuth reauthentication

When on, prompts people to enter their Facebook password in order to log in on the web. [?]

Use Strict Mode for redirect URIs

Enforce HTTPS

Enforce the use of HTTPS for Redirect URIs and the JavaScript SDK. Strongly recommended. [?]

Embedded Browser OAuth Login

Enable webview Redirect URIs for Client OAuth Login. [?]

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**Before you start**

- Step 1: Add allowed domains
- Step 2: Create a Facebook Login f...
- Step 3: Add Embedded Signup to ...
- SDK loading
- SDK initialization
- Session logging message event li...
- Response callback
- Launch method and callback regi...
- Launch button
- Testing
- Onboarding business customers

- App Dashboard → WhatsApp → Embedded Signup section, open karo
- App ID copy karo
- App Secret copy karo (App Settings → Basic → App Secret)
- System User create karo: Business Settings → Users → System Users → Add → Admin role
- System User se token generate karo (whatsapp\_business\_management + whatsapp\_business\_messaging permissions)
- Webhook URL set karo: <https://yourdomain.com/webhook/whatsapp>
- Webhook Verify Token set karo (koi bhi secret string)

**Step 6 Panel mein Embedded Signup Configure karo**

Ab apne admin panel mein jao aur Embedded Signup settings fill karo:

Admin Panel → Configurations → WhatsApp Onboarding

Upar screenshot mein dekho - Manual Onboarding (toggle ON) + Embedded Signup Onboarding section. "Embedded Signup Settings are exist" green badge matlab settings already save hain. Ab "Update" click karo to form dikhega.

Form mein ye 3 fields fill karo (Meta Developer Portal se copy):

- App ID: Meta Developer Portal → App Dashboard → Settings → Basic → App ID copy karo
- App Secret: Same page → App Secret → Show → Copy karo
- Config ID: Meta Developer Portal → WhatsApp → Embedded Signup → Configuration ID

**Save karne ke baad "Embedded Signup Settings are exist" green badge dikhega. Ab aapke vendors "Connect WhatsApp" button dekh sakte hain apne dashboard mein.**

**Customer (Vendor) ke liye kaise kaam karega:**

1. Vendor apne dashboard mein login karega
2. "Connect WhatsApp" ya "Setup WhatsApp" button dikhega
3. Click karega → Facebook login popup aayega
4. Apna Facebook account se login karega WhatsApp Business App
5. Business select karega (ya naya create)
6. WhatsApp Business phone number verify karega (OTP)
7. Done! WhatsApp connected - messages send/receive ready

**Pura process vendor ke liye 2-3 minute ka hai. Koi technical knowledge ki zaroorat nahi!**

## PART 2: Direct API Method (Bina Tech Provider)

Ye method un logon ke liye hai jo Tech Provider nahi banana chahte ya jinka approval pending hai. Isme customer khud Meta se API credentials lekar panel mein paste karta hai. Is method mein har customer (vendor) ko khud apna Meta Developer account banana padega aur apne credentials panel mein dalne padenge. Ye thoda technical hai lekin kaam karta hai.

### Step 1 Customer: Meta Business Account + Developer Account banaye

Customer ko ye steps follow karne padenge:

- business.facebook.com pe jao → Business Account create/login
- developers.facebook.com pe jao → Developer Account activate
- New App create karo → Type: "Business" → WhatsApp add karo
- Business Verification complete karo (documents upload)

### Step 2 Customer: WhatsApp Number Register kare

App mein WhatsApp product add karne ke baad:

- WhatsApp → Getting Started → "Add Phone Number" click karo
- Apna WhatsApp Business number dalo (jo use karna hai messaging ke liye)
- OTP se verify karo (SMS ya call)
- Display Name set karo (business name jo customers ko dikhega)
- Meta review karega display name (1-3 days) → approved hone pe messaging start

### Step 3 Customer: API Credentials Copy kare

Meta Developer Portal se ye credentials copy karo:

- Phone Number ID: WhatsApp → Getting Started mein milega (numeric ID)
- WhatsApp Business Account ID (WABA ID): Same page pe milega
- Permanent Access Token: System User banao → Token generate karo
- (Business Settings → Users → System Users → Add → Generate Token)
- Token permissions: whatsapp\_business\_management, whatsapp\_business\_messaging

**IMPORTANT: Temporary token sirf 24 hours ka hota hai! Production ke liye PERMANENT token (System User se) banao. Temporary token se panel kaam band ho jayega 24 ghante baad.**

### Step 4 Panel mein Manual Credentials dalo

Ab customer apne panel dashboard mein login karega aur WhatsApp setup karega:

- Dashboard → WhatsApp Setup / Connect WhatsApp section
- Manual Setup option choose karo
- Phone Number ID paste karo
- WABA ID paste karo
- Access Token paste karo (permanent wala)
- Save karo → Connection verify hoga → Green status dikhega

**Admin Panel mein Manual Onboarding Enable karna:**



Super Administrator

Search menu...

Dashboard

Users

User Plans

Auto

Manual

Languages

Policies

Blog Posts

Site Settings

Contact Inquiries

## Settings

### WhatsApp Onboarding Setup

#### Manual Onboarding

Enable Manual WhatsApp Onboarding

Save

#### Embedded Signup Onboarding

Requirements and Information [Click to show/hide](#)

Enable Embedded Signup

Please do not use the same app for any other purposes like Manual WhatsApp API Setup etc

Embedded Signup Settings are exist

Update

Go to App

Existing WhatsApp Business App

Admin Panel - Manual Onboarding toggle ON (Enable Manual WhatsApp Onboarding)

Admin (aap) ko sirf ye karna hai:

- Admin Panel → Configurations → WhatsApp Onboarding
- Admin Panel → Configurations → WhatsApp Onboarding → Existing WhatsApp Business App Onboarding (aka Coexistence) using Embedded Signup
- Enable Manual WhatsApp Onboarding toggle ON karo
- Save karo - bas! Ab vendors manual method use kar sakte hain

Please note any connected existing contacts from WhatsApp Business Mobile App will sync, but messages will NOT.

### Step 5 Webhook Setup (Messages Receive karne ke liye)

WhatsApp messages receive karne ke liye webhooks use karne hain. Webhook configure karna MANDATORY hai:

- Meta Developer Portal → App → WhatsApp → Configuration
- Callback URL: <https://yourdomain.com/webhook/whatsapp>
- Verify Token: Same jo panel settings mein dala hai
- "Verify and Save" click karo
- Webhook Fields subscribe karo: messages, message\_templates, messaging\_product

**Webhook set nahi karega to messages SEND ho jayenge lekin RECEIVE nahi honge! Customer ke reply panel mein nahi dikhega.**

## Comparison: Tech Provider vs Manual Method

Feature	Tech Provider (Embedded)	Manual API Method
Setup Time (Customer)	2-3 minutes	30-60 minutes
Technical Knowledge	Not needed (one-click)	Medium (Meta portal navigate)
Business Verification	Admin ka ek baar	Har customer ka separately
Meta App Review	Haan (5-15 days, ek baar)	Nahi required
Customer Experience	Professional (like official)	Technical (DIY)
Phone Number Setup	Auto via popup	Manual (customer khud)
Webhook Setup	Auto-configured	Customer manually karega
Monthly Cost	Free (Meta charges per msg)	Free (same per msg charge)
Best For	SaaS product (multiple users)	Single user / developer
Scalability	Unlimited customers easy	Har customer ka manual work

**Recommendation:** Agar aap SaaS product bech rahe ho (multiple customers), to Tech Provider method BEST hai. One-time setup ke baad har customer ka onboarding 2 minute mein hoga.

## Common Issues & Solutions

### Problem: App Review Rejected

Solution: Video unclear tha ya privacy policy missing thi. Proper demo video banao (screen recording), privacy policy + terms pages add karo website pe, resubmit karo.

### Problem: Webhook Verification Failed

Solution: Verify Token match nahi kar raha. Panel mein aur Meta portal mein SAME token hona chahiye. Spaces check karo.

### Problem: Messages Send ho rahe but Receive nahi

Solution: Webhook properly configure nahi hai ya webhook fields subscribe nahi kiye. Meta portal → App → WhatsApp → Configuration check karo.

### Problem: Token Expired (24h baad kaam band)

Solution: Temporary token use kiya hai. System User se PERMANENT token generate karo. Temporary = testing only.

### Problem: Business Verification Pending

Solution: 2-5 business days lagta hai. Documents clear hone chahiye (GST cert, registration, utility bill). Blurry documents reject hote hain.

### Problem: Phone Number Already Registered

Solution: Wo number already kisi aur WABA mein registered hai. Pehle wahan se delete karo ya naya number use karo.

### Problem: Display Name Rejected

Solution: Meta guidelines follow karo: Business name match karna chahiye documents se. Generic names (like "Marketing") reject hote hain.

### Problem: "Embedded Signup Settings are exist" nahi dikh raha

Solution: App Review pending hai ya Facebook App ID/Secret galat hai. Double-check credentials panel mein.

## Important Links & Resources

<a href="https://business.facebook.com/">Meta Business Manager</a>	<a href="https://business.facebook.com/">https://business.facebook.com/</a>
<a href="https://developers.facebook.com/">Meta Developer Portal</a>	<a href="https://developers.facebook.com/">https://developers.facebook.com/</a>
<a href="https://developers.facebook.com/docs/whatsapp/cloud-api">WhatsApp Cloud API Docs</a>	<a href="https://developers.facebook.com/docs/whatsapp/cloud-api">https://developers.facebook.com/docs/whatsapp/cloud-api</a>
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<a href="https://www.whatsapp.com/legal/business-policy">WhatsApp Business Policy</a>	<a href="https://www.whatsapp.com/legal/business-policy">https://www.whatsapp.com/legal/business-policy</a>
<a href="https://www.facebook.com/business/help/2058515294227817">Meta Business Verification</a>	<a href="https://www.facebook.com/business/help/2058515294227817">https://www.facebook.com/business/help/2058515294227817</a>
<a href="https://developers.facebook.com/docs/marketing-api/system-users">System User Token Guide</a>	<a href="https://developers.facebook.com/docs/marketing-api/system-users">https://developers.facebook.com/docs/marketing-api/system-users</a>
<a href="https://developers.facebook.com/docs/whatsapp/cloud-api/guides/set-up-webhooks">Webhook Setup Guide</a>	<a href="https://developers.facebook.com/docs/whatsapp/cloud-api/guides/set-up-webhooks">https://developers.facebook.com/docs/whatsapp/cloud-api/guides/set-up-webhooks</a>
<a href="https://developers.facebook.com/docs/whatsapp/pricing">WhatsApp Pricing</a>	<a href="https://developers.facebook.com/docs/whatsapp/pricing">https://developers.facebook.com/docs/whatsapp/pricing</a>

## Support & Contact

Installation, configuration, ya WhatsApp API setup mein koi bhi problem ho to directly contact karo:

### KKHS Media - WhatsApp API Support

WhatsApp/Call: +91 7062010000 | Email: [info@kkhsmedia.com](mailto:info@kkhsmedia.com) | Web: [kkhsmedia.com](http://kkhsmedia.com)

Response Time: 2-4 hours (Mon-Sat, 10 AM - 8 PM IST)