11th May 2020
Bangalore

From
BASE2 Media Works,
Bangalore, India.

To
Shankar,
Bangalore, India.

Dear Sir,

I hereby quote the price for WhatsApp Business account setup and Integration. Please go through the quotation below and feel free to clarify doubts (if any). Hope to build long term relationship with you.

Thank You,

Yours Truly
Prabhu SNM

www.base2.in

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Leads Management Platform Using WhatsApp

The technical specifications mentioned below are as per the requirement:

WhatsApp Opt-In Requirements

- WhatsApp requires that your application implement explicit user opt-ins to deliver messages over WhatsApp.
- You may gather this opt-in via a web page or mobile app (for example during your signup flow, in account settings, via SMS, etc.)
- Sending users messages without an opt-in may result in users blocking your business and suspension of your WhatsApp business account.

Limitations of Usage of WhatsApp Business API Platform:

- An assistant can only send 10 messages to a single user in 24 hours, or until the user responds back.
- Also, there is a limit of 1,00,000 messages an assistant can send in total in 30 days.

Sending Notifications:

Note: It takes 2 - 3 Months to Roll out this feature from now, Requires WhatsApp approval on Message Templates.

WhatsApp requires that business initiated Notifications sent by your application be templated and pre-registered, with the exception of messages sent as a reply to a user initiated message

- First Push Message from API can only be a Notification Message. i.e. Pre-Approved Message Template can only be sent & no other content can be sent .
- The template uses numbered placeholders `{{x}}` for each variable in the message. Each variable can be replaced with text that contains letters, digits, special characters, or spaces. Newlines (`\n`) are not permitted in the variable values. A WhatsApp Message template can only contain text, emojis or WhatsApp-specific formatting. Media is not supported by WhatsApp template messages.
- For example, the message: Hi Krishna ! Thanks for placing an order with us. We'll let you know once your order has been processed and delivered. Your order number is O12235234
- can be templatized as: Hi {{1}}! Thanks for placing an order with us. We'll let you know once your order has been processed and delivered. Your order number is {{2}}

Conversational Messaging on WhatsApp:

➢ To have a 2-way conversation with a user, you need to receive messages from them.
➢ Users can send you a message in response to a templated notification or directly (see Discovery section below).
➢ WhatsApp Session a WhatsApp session begins with a user-initiated message to your app.
➢ Sessions are valid for 24 hours after the most recently received message, during which time you can communicate with them using free form messages.
➢ In order to send a message outside the 24-hour Session window, you must use a pre-approved template (see Sending Notifications section above).

Discovery:

You can have customers initiate a conversation with you on WhatsApp via URL schemes, embedded in web / mobile apps.
If the user has WhatsApp IOS, Android or desktop installed, clicking the deep link will open a conversation with you inside the app.
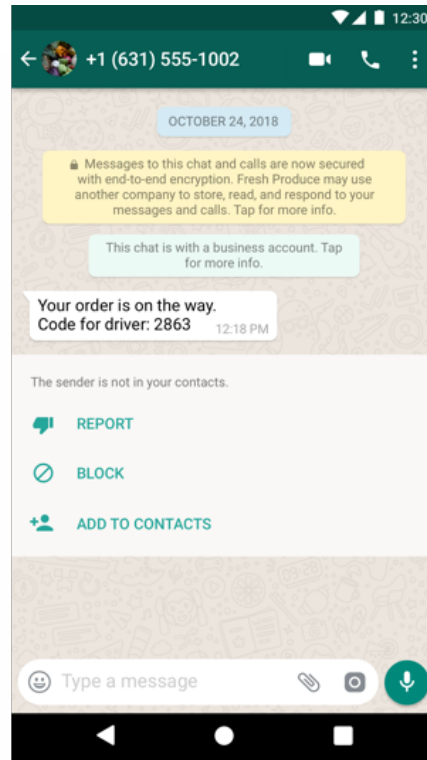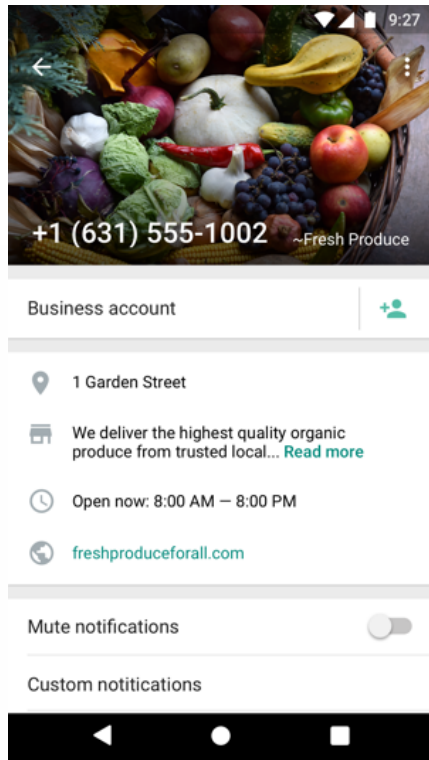
Deep link format: whatsapp://send?phone=<Your WA NUMBER>&text=Hello!

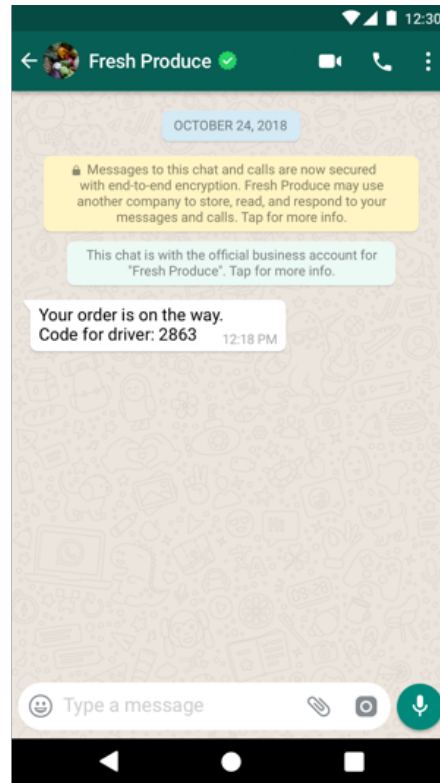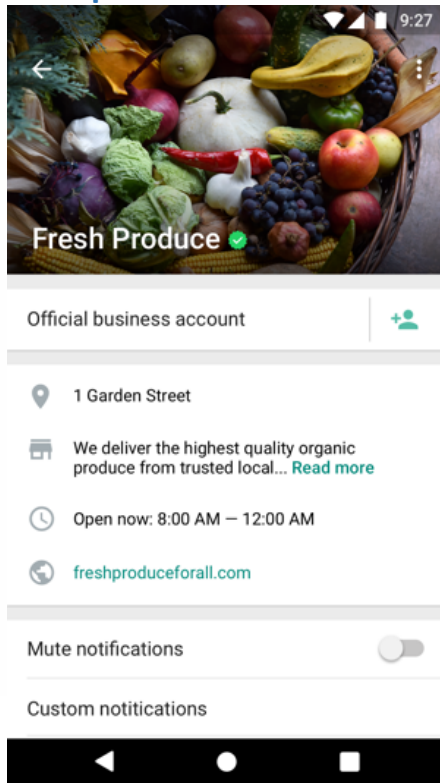## WhatsApp Verified Accounts: There are two types of WhatsApp Business Accounts.

Name	Description
Business Account	Any account that is using the WhatsApp Business API is by default a Business Account.
Official Business Account	WhatsApp has verified that an authentic brand owns this account. An Official Business Account has a green checkmark badge in its profile and next to the header in the chat thread. The name of the business is visible even if the user hasn't added the business to their address book. Note: Very few businesses will be an Official Business Account. Being verified on Facebook or Instagram will not help your business be an Official Business Account.

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Example for Business Account:

Example for Official Business Account :

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How Your Business Appears to Users Depending on your WhatsApp Account type, users will see different things.

However, if a user has already saved the business number in their address book, the name from the address book will always be displayed. The phone number will still be visible in the contacts view. Please be prepared for users who may try to call this number and have a plan for how to handle these incoming calls. Business Account If it is a Business Account, the Verified Name will only be shown, in smaller text, in the contacts view; all other views will show the phone number.

You can help customers learn more about your company by filling out your business info, including business website, address, and hours.

Official Business Account

- If the WhatsApp Account is an Official Business Account, the Verified Name will be visible in the chat list, chat screens, chat groups, and contacts view instead of the phone number.
- There will be a green checkmark beside the displayed name in the contacts view.

Benefits of Official Business Account WhatsApp:

Official Business Account offers customers the following benefits:

- Verified Account badge - will show at the conversation header, making sure users recognize the business as Verified Business.
- Named Conversations - incoming notifications will show the business name, rather than a phone number, leading to higher engagement and conversion rate, as the business is easily recognized, compared to messages sent from a phone number.
- Mark the business as a known sender on a user device.

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Known senders benefit from:

- Suppress the automatic suggestion for SPAM report/block showing in the conversation screen.
- Enable embedded links from known senders are clickable.

WhatsApp Rate Limiting:

Once you complete the WhatsApp approval and onboarding process, your WhatsApp phone number will be enabled for WhatsApp.

For these approved and enabled customers, WhatsApp has imposed rate limiting when ramping up your WhatsApp messaging application.
Due to these rate limits, WhatsApp recommends customers intending to message with more than 1,000 unique users gradually roll out their WhatsApp launch over the course of a week. WhatsApp Rate Limits.

Here are WhatsApp's rate limit tiers:

- ➢ Tier 1 Limited to 1,000 unique message recipients per day
- ➢ Tier 2 Limited to 10,000 unique message recipients per day
- ➢ Tier 3 Limited to 100,000 unique message recipients per day

Every new WhatsApp-enabled number is initialized at Tier 1. WhatsApp monitors message volume, and will automatically move customers between tiers based on the total number of unique recipients across the past 7 days.

If within the past 7 days, a WhatsApp-enabled phone number has communicated with 2x the unique recipients of the per-day limit, that number will be automatically moved to the next tier on the next day. I

If you exceed the daily limit for your tier, your messages will be undelivered with error 63018.

Notice: BASE 2 is unable to manually move or request that customers be moved between rate limit tiers.
In addition, WhatsApp will not start a number on a higher tier or manually increase the limit at this time.

Tier Examples -

Example 1: A phone number approved by WhatsApp begins at Tier 1.

On day 1, the number sends to 1,000 unique recipients.
On day 2, the number sends to the 1,000 unique recipients again.

At the end of day 2, the number would be upgraded to Tier 2 based on having sent to 2,000 unique To numbers within the past 2 days.

Example 2: A phone number approved by WhatsApp begins at Tier 1.

On day 1, the number sends to 50 unique recipients.
On day 2, the number sends to 100 unique recipients.
On the 3rd day, the number sends to 200 unique recipients.

During days 4-7, the number sends messages to 400 unique recipients each day.

At the end of day 7, the number would be upgraded to Tier 2 based on having sent to 2,000 unique To numbers within the past 7 days.

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Lead Conversion Ratio : **Assumed Lead Conversion Rate Figure**

30% – Average Conversion Rate on WhatsApp Medium.

Proven Higher Conversion Rate compared to SMS, Email, Cold Calling & other mediums.
Also drives higher engagement with potential leads.

ROI : Assumed Return on your investment Figures

Rs.20-35L* - Average Annual Spend on WhatsApp Channel

Rs.7-12 Crores* - Business Generation. Spend will be of average 3% of total business generated.

We have broken down the requirement to major 2 phases.

- Phase 1 - Two-way interactive messaging with chatbot integrated.
- Phase 2 - Building additional use-cases on top of existing chatbot

Phase 1 :

Milestone Deliverable # 1: Lead Qualification through Questions .Non-contactable Leads,
Reach-out Message for Call back with Message back WhatsApp Deeplink.

- Type: One-way Message from WA Business Number to User.
- Content of Message: Text | Image | PDF | Video
- Timeline to Develop, Test, Deploy: 1 Week

Milestone Deliverable # 2 : Automated Chatbot Integration with YOUR E-Commerce Software API
Integration Plus(+) Message back WhatsApp Deeplink.

- ➤ Chatbot Integration for inbound WhatsApp messages
- ➤ Two-way interactive messaging with chatbot integrated.

- Type: Two-way Message from Brigade Group Number to User ,vice versa 24x7 Chat bot
  .
- Content of Message: Text | Image | PDF | Video
- Timeline to Develop, Test, Deploy: 2 Weeks

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Sample Use cases :

- Lead Qualification to schedule a call or call immediately .
- Pre-sales team updates the "Last call Attempts Status" as "non-contactable".
- We send a WA message to that lead, telling that we tried reaching them but could not connect and give them 2 options.

  ➢ Schedule a Call Back at their preferred time
     o Response should be sent to Your E-COMMERCE Software to create a task.
     o A notification should be triggered to respective pre-sales agent.
  ➢ Chat with our pre-sales agent
     o Chat link will open in the WA of respective pre-sales agent.

Dependencies: Your E-COMMERCE SOFTWAREAPIs should be ready to consume based on business logic expectations. (Needs to be coordinated with Your E-COMMERCE Software Team)

- Your E-COMMERCE Software Pipeline Integration API (only Read & Write Your E-COMMERCE Software Data)
- API Algorithm: Filters with customer status, custom context messages based on rules)
- In-house API (Data Storage, Algorithm for Custom Content, 3rd Party API integration for pushing messages via WhatsApp Gateway)
- Import to Dashboard for Messaging
- Generate Reports to Email & Show in Dashboards.

Infrastructure:

- Server Cost to host the APIs & store Data: As applicable in AWS.
- SIM Card Numbers (At least 1Sim): To be given by Brigade Group Team on demand, if numbers are blocked by WhatsApp. Also Brigade Group numbers to be verified as Business Numbers from WhatsApp.
- Min.1 dedicated Android Phone / Device to configure analytics for campaigns.

Execution of WhatsApp Messages: Frequency based on Business Demand (Daily or weekly or monthly).

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Deliverables :

- API Connector to Your E-COMMERCE Software for Data Retrieval (Automation)
- Web Dashboard - Analytics, Reports (Download Excel Sheet)
- Messages Push (Approved Template Messages Notifications for Leads Contact) Execution on Demand.

Phase 2 :

- Additional Use-cases for Chatbot Integration for inbound WhatsApp messages on Websites / Landing pages .
- Transactional & Promotional Messages for Opted in Customers via Opt-in Link / Webpage WhatsApp button.
- 2 Way communication, All Data captured from user feedback.
- Track Analytics via Dashboard with customer - response matrix
- Average Timeline for standard use-cases : 2 -6 Weeks per Use Case based on complexity .
- Cost Per Use Case: Based on complexity of Use-Case . Hourly Billing is applicable.
- Per hour Cost: TBD

we will discuss this once phase 1 is completed.

Commercials :

Upfront Setup Cost for Development + Integration + Pay as you GO only for Messages sent !

Development : One Time Setup Cost for 2 Use Cases.	Includes Design of Chat Bot , Development FOR 2 Use Cases. Basic NLP Training & AI Integration , Data Extraction to APIs.	Rs.2,15,000/- + Taxes (2 Use- Cases)
	YOUR E-COMMERCE Software 2 WAY APIs Integration , Dashboard, WhatsApp Gateway Integration , DATA PIPELINE , Android Device App Development - Notification Listener , Hardware Configuration , Database Storage of Keys ,Training , First Campaign Setup & Support)	Rs.1,95,000/- + Taxes (2 Use- Cases)
	Official WhatsApp On-boarding Documentation & Process , Setup Official Account , Compliance, Message Templates Approval Process .	Rs.1,05,000/- + Taxes
Transactional : Price per WhatsApp Message *Notification Price is different from Message Pricing , It may vary over the course of time based on WhatsApp rules	Type : Text | Image | Video | PDF	1 Text Message / 1 Notification : Rs.1/- + Taxes (Both Inbound and outbound messages count) 1 Image / PDF : Rs.2/- + Taxes 1 Video : Rs.3/- + Taxes
Maintenance & Support	Campaign Configuration + Adding New Projects + Execution + Reporting + Chat Data + Analytics + Support for 1 Use Case per month	Rs.25,000/- + Taxes
Subscription Cost	Platform Usage , Message Analytics , Reports , Gateway subscription , FREE First 10,000 Messages (Not Notifications) per Month	Rs.35,000/- + Taxes

Payment Methods:

Maintenance, Support and Subscription Cost will be charged on Monthly basis via Credit card.

One Time Payment:
Client shall pay Base2 Media Works 50% upon advance invoice receipt, 50% after UAT & pilot run completion. Project is scheduled to be completed in 8 – 12 weeks from initiation payment date.

Client shall draw a cheque in favor of company Base2 Media Works or transfer NEFT or RTGS to the below mentioned Bank details.

GST No : 33AAQFB4644P1ZX

Name : Base2 Media Works
Bank : BANK OF INDIA
A/c No: 802720110000599
IFSC Code :- BKID0008027
Branch :- Kolathur.

Technical Department Work Details

- Working Hours: 10:30 AM to 07:30 PM IST
- Working Days: Monday to Friday.
- Turnaround Time: Min 8 Hours for response & issues will be fixed ASAP.
- Saturdays, Sundays & All Indian Public holidays are excluded

Reach us @

Contact Number: +91 96 32 34 54 54
WhatsApp: +91 97 90 94 94 00
Website: www.base2.in

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