

STEP BY STEP GUIDE ABOUT REGISTRATION PROCESS AT OPERATORS DLT PORTAL TO SEND ENTERPRISE MESSAGES

The aim of this document is to simplify the new DLT process in regard with Entity, Header & SMS Template registration. Kindly read this document carefully as it contains all the required information in detail & in precise manner to help you to get your **Entity, Header & SMS Templates** registered at DLT platform.

As per TRAI (Telecom Regulatory Authority of India) & Operators new guidelines, to send enterprise messages whether Transactional or Promotional, one has to first register their Entity, Header & Templates at Operators DLT platform. Once all set, you are ready to use our SMS service to send messages to your customers by adding the same (Header/Templates) to your 24x7SMS account.

I - ENTITY (COMPANY/ENTERPRISE/OTHERS) REGISTRATION:

First step is Entity registration hence kindly visit any one of the operators DLT link provided below &

>> Sign up as an Enterprise by providing details like PAN, GST, Company Name, Address etc.,

>> Upload required documents and make the payment for registration fees, if any.

>> Once the entity is approved you will get an unique *Entity ID*.

Airtel: <https://www.airtel.in/business/commercial-communication/home>

Vodafone: <https://www.vilpower.in/> (Telemarketer ID: IGlobe Solutions Pvt. Ltd - AF **110200001399**)

Videocon: <https://smartping.live/entity/register-with> (Telemarketer ID: **1702159021750093104**)

Tata Tele: <https://telemarketer.tatateleservices.com:8082/#/entity-registration;role=PE> (Telemarketer ID: **1702159021750093104**)

JIO: <https://trueconnect.jio.com/#/entity-registration;role=PE> (Telemarketer ID: **1702159021750093104**)

BSNL: <https://www.ucc-bsnl.co.in/>

Note:

One needs to be registered at any of one portal and it will sync automatically by itself across all other portals.

Below are the required documents for registration:

- PAN/ GST / TAN
- Letter of Authorization
- Registration Fees if any.

II- HEADER (SENDER ID) REGISTRATION:

Once your Entity is registered at any one of the Operators DLT Platform, kindly get your header registered by following the self explanatory steps available at the operators DLT portal:

Note for Transactional Headers on the portal:

Headers should be **6-alpha characters only** e.g. IGlobe & Headers are Case Sensitive.

Note for Promotional Headers on the portal:

The Header should start with the number that matches with the category (as per DND Preferences).

1. Banking/Insurance/Financial products/ credit cards
2. Real Estate
3. Education
4. Health
5. Consumer goods and automobiles
6. Communication/Broadcasting/Entertainment/IT
7. Tourism and Leisure
8. Food and Beverages

If an enterprise registers itself under the category 'Tourism', they can register their headers as 712390, 790234, 791919. A health based company should register its headers as 412300, 490909, etc.

III - TEMPLATE (SMS CONTENT) REGISTRATION:

General guidelines regarding SMS Template rules at all Operators DLT Platform:

- Use of only one (1) space is allowed between words in the content of a template
- For the Variable field in a template either use *Insert Variable option* or type **{#var#}** please type as it is, as it's case sensitive
- Each variable can take upto 20 characters
- Special characters are allowed for Variable field in a template
- Customized values like name, amount, date, OTP, URL, customer names etc. needs to be replaced with variables while using the templates for sending messages
- *For Transactional/Service category SMS templates* - Variable fields are mandatory & up to 4 variables are allowed
- *For Promotional category SMS templates* - static content or up to 2 variables are allowed

Steps to upload Transactional/Service Implicit templates for approval at all Operators DLT Platform:

Login to the operator's DLT portal with your credentials & go to **TEMPLATE Section**

- >> select the Template Type (*i.e. Transactional or Service Implicit*)
- >> select Headers (Sender ID) with which you want to link the Template to
- >> provide Template Name (*use a unique name for each template for your reference*)
- >> select Template message type (*Text or Unicode*)
- >> provide the template content with static values & variable fields
- >> save the template to send to approval to DLT Registrar

Steps to upload Promotional/Service Explicit templates for approval at all Operators DLT Platform:

Login to the operator's DLT portal with your credentials & go to **CONSENT TEMPLATE Section**

- >> provide the details, upload consent template & save for approval and wait. Once it's approved by DLT Registrar then go to **TEMPLATE Section**
- >> select the Template Type (*i.e. Promotional or Service Explicit*)
- >> select Headers (Sender ID) with which you want to link the Template to
- >> select the approved Consent Template with which you want to link particular message content
- >> provide Template Name (*use a unique name for each template for your reference*)
- >> select Template message type (*Text or Unicode*)
- >> provide the template content with static values & variable fields, if any
- >> save the template to send to approval to DLT Registrar

TYPES OF SERVICES UNDER OPERATORS DLT PLATFORM:

Under DLT, all the Indian Enterprise Messages have been categorized in four services i.e.

1. Transactional (only for banks OTP)
2. Service Implicit (for other OTP & OTT including banks)
3. Service Explicit (for updates other than OTT like optin service)
4. Promotional (for sending marketing messages)

1. TRANSACTIONAL:

Any message which contains OTP and requires completing a banking transaction initiated by a bank customer will only be considered as transactional. This is applicable to all banks (national/scheduled/private/govt & even MNC's)

such as:

- OTP message required for completing a net-banking transaction.
- OTP message required for completing credit/debit card transaction at a merchant location.

Example of Templates:

Actual message	Required template format
840923 is OTP for your premium payment for amount Rs.12, 000. OTP valid for 30 minutes.	{#var#} is OTP for your premium payment for amount {#var#}. OTP valid for 30 minutes.
102384 is your OTP for Brand Name in Net Banking. OTP valid for 30 minutes. Do not share this OTP with anyone.	{#var#} is your OTP for Brand Name in Net Banking. OTP valid for 30 minutes. Do not share this OTP with anyone.

2. SERVICE IMPLICIT:

Any message arising out of a customer's action or his existing relationship with the enterprise that is not promotional will be considered as a Service-Implicit message.

such as:

- OTP required for app/web login, social media apps, authentication/verification links etc.
- Customers making payments through Payment Wallet over E-Commerce website/mobile app and an OTP is sent to complete the transaction.
- Confirmation messages of a Net-banking and credit/debit card transactions
- Product purchase confirmation, delivery status etc. from e-com websites.
- Product delivery notifications, updates and periodic upgrades
- Periodic balance info, bill generation, bill dispatch, due date reminders, recharge confirmation (DTH, cable, prepaid electricity recharge, etc)
- Messages from retail stores related to bill, warranty
- Messages from schools-attendance/transport alerts

- Messages from hospitals/clinics/pharmacies/radiologists/pathologists about registration, appointment, discharge, reports
- Confirmatory messages from app-based services.
- Service updates from car workshops, repair shops, gadgets service centers
- Day-end/month-end settlement alerts to securities/demat account holders
- Govt/DOT/TRAI mandated messages. Messages from TSP/ISP.
- Directory services like Justdial, yellow pages.

Example of Templates:

Actual message	Required template format
Thank you for using EMI Facility on your Credit Card 4***3080 EMI request for Rs. 3008.00 executed on 03/05/2019	Thank you for using EMI Facility on your Credit Card {#var#} EMI request for {#var#} executed on {#var#}
Your new bill for Brand name - account 56XXX88 for Rs 5203.00 could not get scheduled because the autopay limit is less than the bill amount.	Your new bill for Brand name- account {#var#} for Rs {#var#} could not get scheduled because the autopay limit is less than the bill amount.
890345 is your app name account verification code.	{#var#} is your app name account verification code.

3. SERVICE EXPLICIT:

These are the messages which require explicit consent from the customer that have been verified directly from the recipient in a robust and verifiable manner and recorded by the consent registrar. Any service message which doesn't fall under service-implicit category.

Note: Additionally, customer consent template needs to be linked to content templates in service explicit category.

such as:

- Messages to the existing customers recommending or promoting their other products or services.

Example of Templates:

Actual message	Required template format
Your Rs.500 exclusive voucher is UNUSED!! Redeem it on purchase of Rs.1, 000 at Brand Name. Use code XXXXXX Valid till 31st July 2020! T&C.	Your Rs. {#var#} exclusive voucher is UNUSED!! Redeem it on purchase of Rs. {#var#} at Brand Name. Use code {#var#} Valid till {#var#} ! T&C.
Brand Name Personal Loan needs Minimal Documentation. Fulfil your financial needs in one click www.#####.### T&C	Brand Name Personal Loan needs Minimal Documentation. Fulfil your financial needs in one click {#var#} T&C

4. PROMOTIONAL:

Any message with an intention to promote or sell a product, goods or service. Service content mixed with promotional content is also treated as promotional. These messages will be sent to customers after performing the preference and consent scrubbing function.

Note: Additionally, customer consent template needs to be linked to content templates

Example of Templates:

Actual message	Required template format
Lifetime Free Brand Name Credit Card with Vouchers from LensKart, Pepperfry, Grabon worth Rs.2500. SMS "apply" to 567678 TnC apply	Lifetime Free Brand Name Credit Card with Vouchers from LensKart, Pepperfry, Grabon worth Rs.{#var#}. SMS "{#var#}" to 567678. TnC apply
Hurray! Brand Name Sale is on 20th - 25th July 2020. Visit #LINK# and enjoy your special brand items at discounted rates	Hurray! Brand Name Sale is on 20th - 25th July 2020. Visit {#var#} and enjoy your special brand items at discounted rates

Consent Template: Standard message that is sent to end users of the enterprise for their consent to receive communications from respective enterprises.

While creating consent template, following details needs to be given:

- **Template Name:** Name as per your choice
- **Brand Name:** Product/Trade name
- **Scope of consent:** Content you want to send to end users (We would like to send communication regarding all marketing offers and events to our registered customers. {opt-out procedure can also be given})

Few Examples:

- Would Like to Send Communication Regarding All Marketing Offers and Events to Our Registered Customers
- "ABC Solutions" needs Your Consent in Order To Serve You Better. We May Send You Messages about Your Account Information, Activity and Our Best Offers
- We will send you updates, transactions, recommendations of our services or products being a registered customer with us.
- Dear Customer, To receive messages regarding updates, products and Services from XYZ Ltd, please click on the link: XXXXXXXX
- Dear Subscribed Member, DGSsupport will send you messages regarding your subscription with us