TRAI DLT Registration Playbook



#### Purpose

The purpose of this Playbook is to curate all the resources in order to help Account Executives and Customers understand the TRAI DLT Registration Process for faster on-boarding and expediting the Marketing Sends with SMS.

#### **Disclaimers**

- 1. This document is for guidance purpose only, curated with the help of the Marketing Cloud Partner Social Beat
- 2. Salesforce and Social Beat should not be and cannot be held liable for the information provided in the document. This document may contain forward-looking statements that involve risks, uncertainties, and assumptions. This document should be used only as a reference material.
- 3. While all possible areas of the registration process have been covered, some customers may have different experience with the registration process, that they must directly work with the operator they are registering with.

#### **Authoring Credits**

Marketing Cloud Partner – Social Beat

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### What is the DLT Process

The new regulation being implemented by **Telecom Regulatory Authority of India (TRAI)** requires all domestic entities to register their **entities, headers and templates.** Any enterprise who fails to pre-register Distributed Ledger Technology (DLT), will become non-compliant and will not be able to send A2P SMS/Voice to the end recipient via domestic routes. International Enterprises are not affected by this change.



Some Highlights to be considered:-

1. From 1st June,2020 onwards, traffic of only DLT registered headers (sender id's) would be allowed by the Telecom operators.

2. As per TRAI's regulations, as time bands (21 hrs – 10 hrs) will be default OFF irrespective of customers registered for DND or not chosen any time band.

#### TRAI Mandate on the DLT Process

TRAI Regulations on DLT: <u>trai-new-regulation.pdf</u>

#### DLT Registration Process

Section 1: End to End Registration Process Screenshot

Sample Registration Screenshots of the entire End to End Process with notes/guidance

Process document that outlines the End to End Process : <u>TRAI Document SB.pdf</u>

#### **Content Consent Template Guidelines:** <u>Guidelines Document</u>

Section 2: Registration Entity - Enterprise Vs Telemarketer

Scope of registration differences for **Enterprise (Principal Entity) Vs Telemarketer** across any one of the Operators (Voda, Airtel, BSNL, MTNL, Videocon etc.). Customers struggle choosing between the two, so this section will provide guidance on this aspect.

As per the regulation, it is mandatory for every entity to register on DLT platform for transmission of commercial communication.

At the time of registering on the DLT platform, you will find 2 options to choose from – **Enterprise** and **Telemarketer** as shown in the image below.

A secured commerci	DLT platform to manage your al communications	
		Register with VILPOWER
<u>me</u>	Enterprise	Select your area of Operation
Ē	A commercial business individual, or company: dealing with products or services, who would the to communicate with their easterners through Ster voice.	
		As Enterprise more info.»
_ = = 0	) Telemarketer	
Q	Telemarketer Aggregator: An Individual or a company who collects SNS/valce traffic from enterprises, put PD NOT have direct connection with	O As Telemarketer more into >
	telecom operator. Telemarketer Delivery: As individual or a company who collects SMS/voice	
	traffic from enterprises, and has <b>direct connection</b> with telecom operator.	CANCEL
		Already have account ? Login Here
Please con te choose a	taet ear Support Team before the sign up process, in case you are confused is Enterprise or Tetemarketer.	
Phone +51	-9619 500 900 Ensit support@vilipower.in	

**Enterprise**: An Enterprise is an Individual or Company who wants to communicate with its customers using Bulk SMS Service. It is an Individual/Entity who want to send SMS to its customers and clients regarding the products and services. Enterprise is also known by the name of Principal Entity.



**Telemarketer**: Telemarketer is the Bulk SMS Service Provider Company from which a business purchases Bulk SMS Service to send SMS to its clients and customers. In other words, telemarketer sends SMS on behalf of the Enterprise (Principal Entity).

#### Which option to choose at the time of registering on the DLT platform?

If you are an Individual/Business owner and want to use Bulk SMS Service for sending SMS to your customers, then select **Enterprise** option at the time of registering.

If you are a Bulk SMS Service Provider engaged in the business of providing Bulk SMS Service, then select the **Telemarketer** option at the time of registering.

#### Classification of Principal Entity are:

- 1. Individual
- 2. Sole Proprietor
- 3. Partnership Firm
- 4. Private/ Public/ Govt. Limited Company
- 5. Limited Liability Partnership
- 6. Trust, Association, Security & Club (TASC)
- 7. Govt. Entity

#### Functions of a Principal Entity:

- 1. Register with Operator's DLT platform by submitting business documents.
- 2. Select a Registered Telemarketer (RTM) and choose to give permission to perform functions on its behalf. If you don't have am RTM, skip this step.
- 3. Acquire consents from consumers (mobile subscribers) through SMS, Web or Mobile App and upload them on DLT platform.
- 4. Register all it Headers and Templates on the platform through its login
- 5. Use the selected RTM to send communication (SMS and Voice)

The Principal Entity ID will be unique across all telecom Access providers in India

#### A Principal Entity (PE) can register using the following steps:

- 1. Visit DLT platform (Hyperlink) and select to sign up as an Enterprise.
- 2. Provide valid business PAN, details of authorized person (mobile no. & email ID), business proofs and upload the documents and then pay the registration fee.
- 3. Entity registrar will validate and verify details provided by the Principal Entity within 72 working hours.
- 4. On successful registration, the entity registrar will approve, register and activate the Entity ID on DLT.
- 5. The registrar function will inform successful renewal or any discrepancy, i.e. missing document or incorrect details with the applicant on the registered e-mail and mobile number in the defined TAT (72 hours).
- 6. Post PE ID activation, each Principal Entity can login to the portal and carry out its functions as per business requirement.

7. In case the Entity fails to submit requested documents or address queries raised by Registrar within 15 working days, the account will be deleted. In such a scenario, Entity has to create a new account from the beginning.

#### Mandatory documents are as follows:

- 1. Govt. registered entity Letter of Intent/ Agreement issued by the Govt. of India or State Govt.
- 2. SEBI registered entity Certificate of registration issued by SEBI as well as Entity validation on SEBI portal
- 3. POI of authorized person.
- 4. LOA addressed to TM.

The validity of a Principal Entity (PE) registration is 1 Year. PE can renew post expiry based on terms and conditions prevailing at that time. A grace period of 30 days will be given.

#### **Classifications of a Telemarketer:**

Telemarketer is a

- 1. Individual, or
- 2. legal entity engaged in transmission or delivery of commercial communications or aggregation.

A registered telemarketer (RTM) refers to any telemarketer who is registered with any one Access provider(s)/ DLT platforms in accordance with the requisite procedures stated in the regulation."

#### Functions of a Telemarketer:

"To facilitate commercial communication, a registered telemarketer (RTM) is eligible to perform following functions:

i. Register on DLT platform as telemarketer for Aggregator function (TM-AF) and telemarketer for Delivery function (TM – DF)

ii. Register on behalf of principal entity and manage their account to carry out following activities:

a. Register and manage headers (Sender ID) for message and/ or Caller Line Identity (CLI) for voice communication

b. Register and manage consent/content templates

iii. Initiate scrubbing of commercial communication by providing relevant details iv.TM-DF with telecom resource connectivity to Access provider can initiate delivery of commercial communication to the scrubbed target list

v. Maintain data repository of all commercial communication sent by RTM for future reference and traceability"

### Section 3: Sample Header ID, Consent and Content Templates

Sample Header ID, Consent and Content Templates for both Promo and Trans

### Section 3.1: Samples for Promotional

#### Section 3.1.1: Header Templates

**For Promotional messages**, it needs to be a 6 digit numeric sender id. The Header should start with the number that matches the category (as per DND Preferences) and should be unique.

A company can use an alphanumeric identifier in the format XY-RZZZZ, wherein:

- X stands for code allotted to Access provider
- Y stands for the service area
- R is any digit from 0 to 7
- ZZZZZ indicates 5 digit unique identification code allotted to the company by the Access Provider

1- Banking/Insurance/Financial products/ credit cards : e.g 110011

- 2- Real Estate: e.g. 220022
- 3- Education: e.g. 330033
- 4- Health e.g. 440044
- 5- Consumer goods and automobiles e.g. 550055
- 6- Communication/Broadcasting / Entertainment/IT e.g. 660066
- 7- Tourism and Leisure e.g. 770077
- 8- Food and Beverages e.g. 880088

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.

#### Section 3.1.2: Consent Templates

- 1. I CONSENT to The Practice Contacting Me by Text Message For The Purpose of Loan Information and related Reminders.
- 2. Please Reply Yes To Receive Updates from <Firm Name>.Reply HELP for help.STOP to Cancel
- 3. I agree to <Firm Name> Communicating With SMS Text Message. Reply HELP for help.STOP to Cancel.
- 4. I Agree to the Disclaimer, Privacy Policy and Hereby Authorize <Firm Name> To Call/SMS. This Will Override Any Registration By Me For DNC.NDNC
- 5. I Agree And Hereby Authorize <Firm Name> To Call or SMS. This Consent Will Override Any Registration By Me For DNC.NDNC.

#### Section 3.1.3: Content Templates

**Sample 1:** Walk-in for Jobs at leading IT Companies. 90 Days training @ CompanyName on Full Stack Java Programming. Call 18003000

**Sample 2:** Introducing, the Great Car. Book now and get festive & exchange benefits up to Rs.50,000\*. T&C apply. Call 18002665

**Sample 3:** Greetings From ABC University! Admission Open for Engineering/Agriculture/Health Science & Management Course For Enquiry Call : 8260077

**Sample 4:** Welcome XX, Your admission has been confirmed for the FY B.Tech. Please visit the nearest center and submit your documents.

www.xxxxxx.com

### Section 3.2: Samples for Transactional

#### Section 3.2.1: Header Templates

For Transactional SMS, the sender ID is in the format XY-ZZZZZ having nine alphanumeric characters. You can choose the last six alphabetic characters that represent your brand name.

- First alpha character being code of Access provider
- The second alpha character being the code of service area
- The third alphanumeric character will be a dash (-)
- The last six alpha characters will be the identifier of the company or organization sending transactional SMS

#### Don'ts:

- Do not choose commonly used English words or phrases like "COFFEE" or "SMSFORU"
- Do not use other company names or brands like "AIRTEL" or "LENOVO"
- Do not violate someone else's trademark
- You cannot use numbers mixed with characters. For example: Avoid "BUY431".

Dos:

- It must be 6 characters long (mandated by TRAI. Don't ask us why)
- It is always capitalized
- It must be reflective of your brand name and/or trademark.
- It must tie in well with the content in the SMS.

#### Section 3.2.2: Consent Templates

**For eg.** Template Name: Student Admission

Brand Name: Mumbai University or ABC Corp

Scope of Consent: Notify the students about their admission for respective year. or notify the customer about a new launch.

#### Section 3.2.3: Content Templates

**Sample 1:** Thank you for registering for <Reason>. Your Online pre Application ID is...... Please take a note of online pre Application ID for future references.

**Sample 2**: Dear <Customer> This is to confirm that <Model> with Chassis No. <> has been allotted to you. Vehicle will be available for delivery tentatively by <Date>.

**Sample 3**: Dear <CUSTOMER>, Your <CAR MODEL NAME>'s (VEHICLE NO) service is due on <DD-MON>. Thanks. <NEAREST WORKSHOP> <LOCALITY>. Ph. <99xxxxxx>

- Service Implicit: Any messages, arising out of the customer's actions or his relationship with the Sender, that is not promotional, and is not in the interest of the customer to block such communications. These messages may or may not be triggered by a subscriber-initiated transaction and will not be blocked for subscribers who have otherwise blocked service messages also.

- **Service Explicit:** Any service message which doesn't fall under the category of service message (Implicit) will be sent only against service explicit, digitally verified/verifiable consent that has been taken from the subscriber by the respective enterprise.

#### Section 4: Q&A

	А	В	С	D
1	#	Issue	Description	Best Action
2	1	Local Business -	1. Customer in unsure	Please refer this
		Enterprise Versus	whether they should	document section 2
		Telemarketeer	register as an Enterprise	

#### QnA, highlighting top issues and resolutions so far

			or a Telemarketeer 2. If the partner	
			registers on behalf of	
			customer, which option	
			should the select	
3	2	Consent Template not	Customer needs sample	Collate sample of
		available	of consent template	Consent Templates
				that have been
				approved for other
	-			customers
4	3	Header gets rejected		Work with
				Operator via
_				Support Case
5	4	SMS Content Template		Collate sample of
		gets rejected		Content Templates
				that have been
				approved for other
6	F	Delaws in TAT from		Work with
0	Э	Codos Toom		WOLK WILL Operator via
		coues realli		Support Caso
7	6	Pagistar Mahila Cadas	Pagistar Mabila Cadas in	Pogistor will all
<i>'</i>	0	while DLT is in progress	SFMC even when	opertors
		while DET is in progress	Customer has registered	operiors
			with one Operator	
8	7	Temporary Codes	Can the customers be	Can be done via
	-		given exception	INTL codes
			International Codes?	
9	8	Clarity on TRAI	Can the group company	Have submitted the
		registration between	levergae the TRAI	sender ids (promo
		Parent & group	registarion of teh parent	& trans) basis
		compaby	company & proceed	confirmation of
			with the sender id	TRAI registration
			registration at our /	by parent company
			Salesforce's end as the	<ul> <li>revert pending</li> </ul>
			group company doesn't	from Mobile
			have it's own legal docs	Support
10			like PAN etc	
10	9	Lustomers getting suck	No Clarity on what	Inputs taken from
		with Templated	snould be the consent	implementation
			be submitted by	to customer
			oustomor	to customer
11	10	Customer Consont	Customers don't have a	Reply pending to
11	10		formal mechanism to	customer & thev

			take consent and I am not sure where do I ask this. We are sending an OTP on the mobile number at the time of lead fill. Would that count as a consent?	are trying to figure themselves
12	11	Very specifc queries come during portal registration across different operators	differnt issues at different steps	Comess up on adhoc basis

# DLT Registration with Jio

• Open the link - https://trueconnect.jio.com/#/. The below show page would appear.

$\leftarrow$	$\rightarrow$	C	trueconnect.jio.com/#/		☆	٢	U	٥	-	۳ 🧧	0	1
				Jio								^
				Welcome To JIO's Managed Commercial Communication DLT Platform								
				Principal Entity TeleMarketer								
				Contact Us Terms & Conditions								
				Convright @ 2020 Reliance . lig Infocomm I to All rights reserved								-

• Click on Principle Entity and then select New Registration as shown below:



Contact LIs Terms & Conditions

In the page shown below, if you have NOT registered with any other operator, select No and proceed
 ∀ C ■ trueconnect\_jio.com/#/entity-registration:role=PE
 ★ C ■ trueconnect\_jio.com/#/entity-registration:role=PE

Principal Entity Registration	
Are you already registered as a Principal Entity? () Yes () No	
Contact Us Terms & Conditions	

• In the page that appears, as shown below, fill in the details and upload the documents requested.

Authorized Contact Person *							
Organization Name *		Organization Category *				*	
PAN/TAN *		KYC Document Type *				•	
KYC Document Number *							
Upload KYC *	Browse						
(The file size should be less than 5 MB. The allowed file formats are ;jpg,jpeg,png,pdf)							
Upload PAN/TAN *	Browse						
(The file size should be less than 5 MB. The allowed file formats are :jpg,jpeg,png,pdf)							
Email ID *		Create Password *				Ø	
(This email will be your username for login)							
Confirm Password *	8	Mobile No. *					
		(OTP will be sent on this number)					
Organization Address *							
	Cancel	Submit					

• Once done, click submit and you should receive an acknowledgement as shown below if all the details are correctly entered.

	 AM	·\$*	•••	S	-	- ·
Entity Registration       ×         Welcom       Image: Comparison of the second						
Contact Us Terms & Conditions						
Copyright © 2020 Reliance Jio Infocomm Ltd. All rights reserved.						

• Two emails will be received post this, one for the acknowledgement of the registration competition and another one is for successful confirmation of registration. In case there are any concerns with the documentation, then an email with rejection details will be shared, at which point, re-registration is required.

## Jio's Header/SenderID Registration Process

Every Company needs to register header with access providers as per the procedure below:

- 1. Login to Trueconnect.jio.com using Principal Entity login credentials
- 2. Go to SMS headers-> Header SMS Registration

← → C • trueconnect.jio.com/#/header/principal-header-summary	<b>6</b> 7	\$
Welcome, Logged In with PE ID		
Dashboard Header SMS • Template • Campaign • Customers's Consent •		
Header SMS Registration Header SMS Details S		

3. Fill the required details such as header type and category. Create the required Header and click on Submit.

🔶 🧼 C 🍈 trueconnect.jlo.com/#/header/principal-header-registration	• •	9	• •		• •	•	9 I
Veicome, Logged in with PE ID							9
Dashboard Header SMS * Template * Campaign * Customers's Consent *							
Header SMS Registration							
Note: If your Header is already registered with any other TS®'s, you need not register it again with JIO.							
Promotional Others (fransactional, Service Explicit, Service Implicit)							
Cancel Submit							
1. Promotional Headers : Should be numeric (6 digits only), should start with the number that matches with the category.							
2. Other than Promotional : Only alphabetical headers of 6 characters.							

#### 4. Submit the request for approval.

← → C (a) trueconnect.jio.com/#/header/principal-header-registration	er (c) 😐 🙂 🖉 🖬 🖉 🛙
Welcome, Gautham Shakti R Logged in with PE ID 1201159306673286170	۵.
Dashboard Header SMS * Template * Campaign * Customers's Consent *	
Header SMS Registration	n with JBO.
Header Type is required	Banking / Insurance / Financial products / credit cards Real Estate Education Health
NOTE: Please refer the below validations for registering your Header- 1. Promotional Headers : Should be numeric (6 digits only), should start with the number that matches with the 2. Other than Promotional : Only alphabetical headers of 6 characters.	Consumer Goods and Automobiles Communication / Broadcasting / Entertainment / IT Toutism and Leisure Food and Beverages Others

- 5. JIO's Registrar will validate and verify details provided by the Principal Entity.
- 6. After validating the details the Registrar will approve, register the header on the DLT Platform

← → C intraconnectijo.com	n/#/header/principal-header sum	mary			e \$	9 U S B 9 A 9 E
Welcome,			Jio			<u>e</u>
Dashboard Header SMS *	Template = Campaign	Customers's Consent				
Header SMS D	etails					
Pending Approval Reje	cled Registered	Registered with AI TSP				
Date From	Date To	Apply Clea	er All			
Search						
Header	Header Type +	Category 🕈	Approved Date &	Status	Reason	Release/ Surrender Header
-	Others	Communication / Broadca	02-09-2020	Active		74
	Others	Communication / Broadca	05-08-2020	Active		ħ.

7. The Registrar will then communicate successful registration or any discrepancy to the Principal Entity on the registered e-mail and mobile number.

### Jio's Consent Template Registration Process

- 1. Login to Jio's Portal as a Principal Entity using your user credentials
- 2. Click on "Customer's Consent" tab present on the homepage and select "Bulk upload" option from drop-down list

Nooard Header SMS = Tem	plate * Campaign *	Customers's Consent. =			
ashboard		Buik Ubload Summary			
Entity					:
Users 1	•	Approval Pending O	 Approved 1	*	

3. To view the file format in which the consent file should be uploaded, please follow the instructions below:

Welcome, Payalli Logged In with PE ID 1201158332345284503	010	<u>e</u> , .
Sarsaal raaba 205 * Targana * Canpage * C	Cuttomen's Consent *	
Consent Upload		
Uphas Pie Note	Scores Name To Sample The Developed	
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<ol> <li>define Lipicading make sure Consent, Tempola, 33 to not in exponential form</li> <li>The accepted Date formul in the file to 2D-MM VVVVI Records with Consen accepted).</li> </ol>	m(5.2011)Ex180 or view records will get fields). If Angustifier data Setting 6 months and SAIre date will not be	
5. Once the consent the is upstaded, you can see the details of your upstaded	d consent in the consent summary fails.	
Contact	Us   FAGs   Terms & Conditions   List of PE and meaders on DLT	
1	Gooyright @ 2020 Reliance Jio Erfocumm Ltd. All rights reserved.	

- The allowed File Format is .CSV and should not be more than 2Mb (Approximately 45000 records).
- The "Consent Template\_ID" field in the consent file to be uploaded should be Converted to text format before uploading.
- Steps to convert to text format:
- Enter Consent Template Id
- Add an apostrophe before the Id('1208xxxxxxxx') and click Enter.
- Before Uploading make sure Consent\_Template\_Id is not in exponential form(1.20816E+18) or else records will get failed.
- The accepted Date format in the file is DD-MM-YYYY (Records with Consent Acquisition date before 6 months and future date will not be accepted).
- Once the consent file is uploaded, you can view the details of your uploaded consent in the consent summary tab.
- 4. To upload you file, click on browse option.
- 5. Once the file is selected, click on upload option.

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Upload File	Doctore Department of the De-	weight
File : Conserv-text file carl X		
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<ol> <li>The accepted Date former in the term DD MM mmm, Records a screepled.</li> </ol>		
The assumed Date former in the te DD-MM TYTY, Records a accepted,     To conserve the is uplicated, you can see the details of you	ny upbasied consent in the consent euromy tab.	
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6. On successful upload a success message will be displayed on the screen.



### Jio's Content Template Registration Process

Please refer to the general guidelines published for creating SMS templates at <a href="https://docs.zoho.com/file/mck0t962519cd2b6e4e9f95993e9fec0890b7">https://docs.zoho.com/file/mck0t962519cd2b6e4e9f95993e9fec0890b7</a>

To register a Content Template, a Principal Entity please follow the below steps:

- 1. Login to TrueConnect.jio.com as a Principal Entity
- 2. Go to template -> content template registration

Welcome.	Jio	۵
Dashboard Header SMS • Template • Campaign • Custor	mers's Consent 👻	
Content Templa Content Template Registration		
Content Template Details		

3. Define template type – Promotional/Transactional/Service

C	n g 🗰 🖬 🖉 🔿 🗙
dia with PE ID	
tosed Header SMS * Template * Campaign * Customers's Consent *	
ontent Template Registration	
Type of Communication	
Peortsoon Service Exploit Service Internet Tanaaction Category *	
Content Template name 1	
Choose Header " =	
Township Constant	
Template Content	

4. Select category of content and a registered header. The registered header should be available for selection basis category of content only – numeric for promo and alpha for Others Also keep in scope that in the end state we should allow the same header for all category types.

🔄 -> C 🌘 trueconnect.jlo.com/#/template/principal-template-registration	er 🖞	 a 🤪 I
Velcome,		8
Dashboard Header SMS * Template * Campaign * Customers's Consent *		
Content Template Registration		
Type of Communication *	-	
Template Content		
For Variable value use (#var#) Cumently only English language templates are supported.		

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Terrolate Tupe 1	Cattegory *		
Temptete Tute la la requirez field	Banking / Insurance / Financial products / credit cards Day Extense		
Content Template name *	Education		
	Consumer Goods and Automobiles		
Choose Header 1	Communication / Broadcasting / Entertainment / IT     Tourism and Leisure		
	Food and Beverages Others		
Templata Content	C		
For Variable value use (#var#). Currently only English tenguage template	n en suportes		
	Submit		
	2000		
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C • trucconnect.jla.com/#/template/principal template re 	getration  Customers's Consent   On	• 🗴 🔹	8 € • >
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- 5. Submit template for approval
- 6. JIO's Registrar will validate and verify details provided by the Principal Entity
- 7. On successful registration, the Registrar will approve and register content template ID on DLT platform
- 8. The registrar will communicate successful registration or any discrepancy in case of incorrect details with the applicant on the registered e-mail and mobile number.

## DLT Registration with Videocon

## DLT Registration with PingConnect (Videocon)

Registration with PingConnect (Videocon) -

• Open the link - https://pingconnect.in/entity/register-with . The below show page would appear.

← → C		☆ 🔅	U C	۰	. *	🧔 i
Click to go forward, hold to see history						
	CENNECT					
	Enterprise Solutions					
	Select the type of operation					
	to login or register account *					
	As Entity ()					
	Next					

• Please select as shown below:

$\leftrightarrow$ $\rightarrow$ C $\hat{\mathbf{e}}$ pingconnect.in/entity/login		ŕ	r 🔅	U (		•	*	:
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	Enterprise Solutions							I
	Entity Login							I
	Email							I
	Password							I
	Forgot Password ?							
	Login							ľ
	For more information on Registration Process, view User Manual							
	For support contact dlt.helpdesk@infotelconnect.com							
https://pingconnect.in/entity/reg-as								-

• If you are an Indian/Overseas Company Select the relevant option and proceed as per below:

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	Salast the location of company t	
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	Next	
	For more information on Registration Process, view User Manual	

• If you are using this website to register for the first time then at this point, please select "New Entity". In you have already registered using another website already, then select "Enrol Entity".

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	Enterprise Solutions									
	CUSTOMER ACQUISITION FORM									
	New Registration     Enrol Entity (Already Registered with other operator on DLT)									
	For more information on Registration Process, view User Manual									

• Regardless of the option chosen, please fill in the details as shown and proceed.

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	New Registration     Enrol Entity (Already Registered with other operator on DLT) ①								
	For more information on Registration Process, view User Manual								
	Entity Id *								
	11 170								
	View Details Date Of Registration *								
	Thu Jun 25 2020 17:35:33 GMT+0530 (India Standard Time)								
	Name Of Organization * Entity Type *								
	CHA Private Ltd V								
									-

- In case of new registration, in case prompted for amount to pay, please enter 00 and proceed.
- A pop up as shown below will still appear. Don't worry about it. The process is free of cost. Please click okay and proceed.

$\leftrightarrow$ $\rightarrow$	C	í	pingconnect.in/entity/signup/Indian		\$ ۲	۵	0	<b>e</b>	•	•	*	:
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• Once all the details are updated and the form is submitted, and OTP will be first sent to verify the mobile number you have registered with. Once this is complete, you would receive an acknowledgement as below:

← → C 🔒 pingconnect.in/entity/signup/lr	ndian		4	٢	U 0	6	•	*	3	
	Authorized Person Information									-
	Name * ①	Mobile No. * (Verified)								
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	Authorization Document * 🕢	Designation * 🕢								
	Choose File CERTIFICATRATION.PDF	Proprietor								
	En We have sent an email verification company email id jectory your email id jectory our email id by clicking on the able to find verification email is spam folder.	tion link on your registered sail.com. Please verify e provided link. If you are not n your inbox, please check								

• Below is a sample of the email received post completion of the registration process to the registered email ID:



• Within 24 to 48hrs, the account will be activated.

## Videocon's Header/SenderID Registration Process

All customers are required to register senderIDs/Headers with the operators for smooth delivery of messages

1. First, you'll need to log into the portal: https://pingconnect.in/

2. Once logged in, click Header on left navigation bar to see the detailed view of all the Headers. Select New header to add a new one.

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	CSNNECT Enterprise Solutions								Welcon	ne, MANUAL ENTITY 10	O Logout
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- 3. Click Single to create a New Single Header and select the other fields
- 4. Click on Header Type to choose the type of header from the list.

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≣	Header Manager	Note:	,/			
€;;	Calling Line Identity	• P - Promo preference • O - Others (Transactic	tional - Messages which are purely promotional in mess. Ex: All kind of Promotional messages. Is Includes Transactional, Service Implicit and Servicional Constructional Context and Construction. Ex: 2017. Service International Construction Construction Construction. Ex: 2017. Service International Construction Construction Construction. Ex: 2017. Service International Construction Constr	iture send to all the prospects in the database by an Entity basis • Explicit messages. • OTP:	I on there	
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5. Select the Category that best fits your business for which the header will be used for.

(	NNECT				1	Velcome, MANUAL ENTITY 10
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٠	Header	Category ① Header Name	* ©	-Select Category-	ne	
=	Header Manager	Note:				
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0	Consent Template					
=	Template					
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<b>i</b>	Dit Manager					
ß	Reports					Copyright@2019 Connect Enterpri

- 6. Provide a name for the header.
- 7. Click on check status to see the availability of the applied for Header/SenderID
- 8. Select the relevant document for the applied header and request for OTP. Once the OTP is verified, click on Submit

CONNECT Enterprise Solutions			Welcome, MANUAL ENTITY 10	Ú I
Dashboard	New Header		« Back	
Telemarketer Request	Single	Bulk		
	Header Type * 🕥	Other	٠	
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Header	Header Name * 🕥	Enter your other header name		6
Header Manager		Check Availability		
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Reports			Copyright@2019 Connect Enterprise	Solutions,
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- 9. On submission the header will show up as Pending. This will be reviewed by the Registrar Team and an update will be provided via email or call in case there is any documents missing or discrepancies for the header submitted.
- 10. Once the header is approved, the status will change from Pending to Approved.

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## Videocon's Consent Template Registration Process

#### Consent Template Registration

Consent Template is created to acquire prior consent from the customer to send commercial communication which are related to Service or Promotion of Product/Services of an Business Entity.

1. Click on the Consent Template on the sidebar to view the details of Consent Templates or to create a New Consent Template.

2. Click on the Add New Consent Template button to create a new Consent Template.

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- 3. To create a New Consent Template, first type a relevant Consent Template Name as per the Entity business requirement.
- 4. In the Brand Name column, the data will be auto filled, and the company name will appear.
- 5. To create content for the consent template, type the content required in the Message box.
- 6. Once the content is created. Click on the GET OTP link, a One Time Password (OTP) will be sent to your registered mobile number. Authenticate the process by typing that OTP in the OTP column.

- Welcome, MANUAL ENTITY 10 CSNNECT Enterprise Solutions С θ Telemarketer Singl Ê Heade Consent Template Name\* () Enter Template Nam Brand Name \* 🕢 ----Header Manager MANUAL ENTITY 19 d eate New Message 😋 Calling Line Identity Message: E CLI Manager ٥ Consent Template е Enter the message Template OTP\* () 0 Consent Acquisitio Enter OTP f 😑 Dit Manage Reports g Profile
- 7. Press Submit button to send the request to the Operator for approval.

# Videocon's Content Template Registration Process

Please refer to the general guidelines published for creating SMS templates at <u>https://docs.zoho.com/file/mck0t962519cd2b6e4e9f95993e9fec0890b7</u> Templates are created for Commercial Communication and as per TRAI guidelines all the Principle Entities needs to register their Templates before sending Commercial Communication.

1. In the Entity portal on the side bar click on the Templates option to view the page.

2. In the Template page click on Add New Template button to create new Templates.

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Consent Template	No Data Found	
Template		
Consent Acquisition		
Dit Manager		
Reports		
Profile	Copyright (2019 Connext Tomptine Solutions, Row	vered by Blockwate

- 3. Fill an appropriate Template name basis on the business requirement in the Template Name column
- 4. In the Communication Type column select the type of communication from the following:
  - o SMS
  - o Call
- 5. In the Content Type select any of the following options:
  - Transactional
  - Promotional
  - Service Explicit

#### • Service Implicit

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- 6. In the Consent Template ID column select the relevant Consent Template registered on DLT from the drop-down list. Consent Template ID is not mandatory for Transactional and Service Implicit commercial communications.
- 7. In case the Consent template is not created at the time of Template creation then choose the given link to create and register the same.
- 8. In the Content Category column select any of the Category from the drop-down list as given which is appropriate for the Template to be created.
- 9. In the Template Type column, it will either be TEXT or UNICODE and it will be auto fetched basis on the selection of language for the content. Please note, any language other than English will be taken as Unicode In the Content creation section, there are two options available: Copy/Paste Message Create New Message (Type)

Select any of the option basis on the requirement of content creation.



- 10. In the Copy/Paste Message option, copy any message and create the required content for the Template.
- 11. In the Create New Message option, type the required content.
- 12. In the Create New Message Box type the required content and to add variables there are options available on the panel.
- 13. Messages in languages other than English can be created, such templates type will be treated as Unicode. Language can be selected from the drop down list.



- 14. Press the Get OTP link to receive the One Time Password on your registered mobile and email id. Once received, type the same in OTP column to authenticate the process.
- 15. Press Submit button to confirm and send the request for approval by the Operator.

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# DLT Registration with Airtel

Registration with Airtel



Click on Principle Entity and then select New Registration as shown below:

A secured commercia	Are you sure, You war	In to register as Enterprise? As Enterprise A commercial business (individual or company) dealing with products or services, who would like to communicate with their customers through SMS or voice.	×
		Colorce. 4007 Already have an account ? Logis Here	

• In the page shown below, if you have NOT registered with any other operator, select "No" and proceed. If already registered with other operators, please select "Yes" and enter the entity ID

← → C ( a ditconne	<b>sct.airtel.in</b> /registrar/validatepar/			a) 🖲 🖬 🖷 🖕 🖬 🔹 象 🎯 🗉
	🀬 airtel			
	Register with AIF Check your Enterprise re	RTEL DLT gistration Validity		
	Have you registered + • Yes O No Enter your Entity ID CANCEL	vith any other Mobile Operator DUT Network?		
	About Aided		Ebarb Artel Limited also known as Ariel is an In-	POWERING BY
	Business	www.utroc.com	dian global telecommunications services compa ny based in Delbi. India	📧 tanla
	FAQs		Registered Office:	
	Contact Us Brand Find a store Privacy Policy		Bharli Aitel Limited Bharli Crescent, 1, Nelson Mandela Road Vasant Kurg, Phase II, N ew Dehi – 110 070, India.	
	Important Alerts			
	Check Coverage			

- In the page that appears, as shown below, fill in the details and upload the documents requested.
- Once done, click submit and you should receive an acknowledgement as shown below if all the details are correctly entered.

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Enter One Time	• One Time Password Passeord (OTP) has been sent to your mobile , please enter the same	e here to signup	×	
VE	er -	Resend 01	P	
Confirm passwe	and the second se			
CANCEL	CONTINUE			
About Ainel Business Partner FAQs Content to	www.anfal.in www.bhart.com	Sthart Airtel Limited also known as Airtel is an In Sian global telecommercications services compa ny tazed in Dethi, India. Registered Office:	rowyma er 🖬 tania	

• One email will be received post this for the successful completion of the registration



## Airtel's Header/SenderID Registration Process

Every principal entity need to register header with access providers as per the procedure below:

- 1. Login to the <u>Airtel DLT Portal</u> using Telemarketer/Principal Entity login credentials
- 2. Select SMS Headers and then select "Add Header" in header page
- 3. Fill the requisite details such as content category, sender ID / header and provide details of sender
- 4. Submit the request for approval and make payment through available payment modes
- 5. Header registrar will validate and verify details provided by the telemarketer/Principal Entity within 60 minutes
- 6. On successful registration, the registrar will approve and register the requested sender ID in the DLT Platform
- 7. The Registrar Team will also communicate unsuccessful registration or any discrepancy i.e. missing document or incorrect details with the applicant via the registered e-mail and mobile number within 72 hours from the time of registration.

Note:

Special characters such as @, \$, %, &, etc. and blank space (" ") are not allowed.

### Airtel's Consent Template Registration Process

Please refer to the general guidelines published for creating SMS templates

at https://docs.zoho.com/file/mck0t962519cd2b6e4e9f95993e9fec0890b7

It is required to register consent template on DLT platform to acquire consent from new subscribers prior to transmission of commercial communication.

To register a consent template, a principal entity or telemarketer need to follow below mentioned steps:

- 1. Login to the Airtel DLT Portal using Telemarketer/Principal Entity login credentials
- 2. Go to Consent template and select "Add new template"
- 3. Fill in the template label, content of message and purpose of consent
- 4. You will also need to provide details to revoke the consent and click on submit.
- 5. Consent template registrar will validate and verify details provided by you within 60 minutes
- 6. On successful registration, the consent template registrar will approve and register consent template ID on DLT platform
- 7. The Registrar Team will communicate successful registration and any unsuccessful submissions in case of incorrect details with the applicant on the registered e-mail and mobile number within 72 hours of registration.

### Airtel's Content Template Registration Process

It is required to register content template on DLT platform to acquire consent from new subscribers prior to transmission of commercial communication.

To register a consent template, a principal entity or telemarketer need to follow below mentioned steps:

- 1. Login to the Airtel DLT Portal using Telemarketer/Principal Entity login credentials
- 2. Go to Content template and select "Add new template"

- 3. Define template type Promotional/Transactional/Service
- 4. Select category of content and a registered header
- 5. Provide content for fixed part and demarcate variable content in the template using insert variable button
- 6. Submit template for verification
- 7. Content template registrar will validate and verify details provided by you within 60 minutes
- 8. On successful registration, the Content template registrar will approve and register consent template ID on DLT platform
- 9. The Registrar Team will communicate successful registration and any unsuccessful submissions in case of incorrect details with the applicant on the registered e-mail and mobile number within 72 hours of registration.

Section 5: Appendix - References & Resources to All Operators

Key Links to various operators that all our customers can refer to

Vodafone: https://www.vilpower.in/faq/ Airtel: https://www.airtel.in/business/commercial-communication/help BSNL: https://www.ucc-bsnl.co.in/faq/ MTNL: https://www.ucc-mtnl.in/faq/ Videocon: https://pingconnect.in/User Manual.pdf