

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

TRAI DLT Registration Playbook

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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.



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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: [tra-new-regulation.pdf](#)

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 : [TRAI Document SB.pdf](#)

Content Consent Template Guidelines: [Guidelines Document](#)

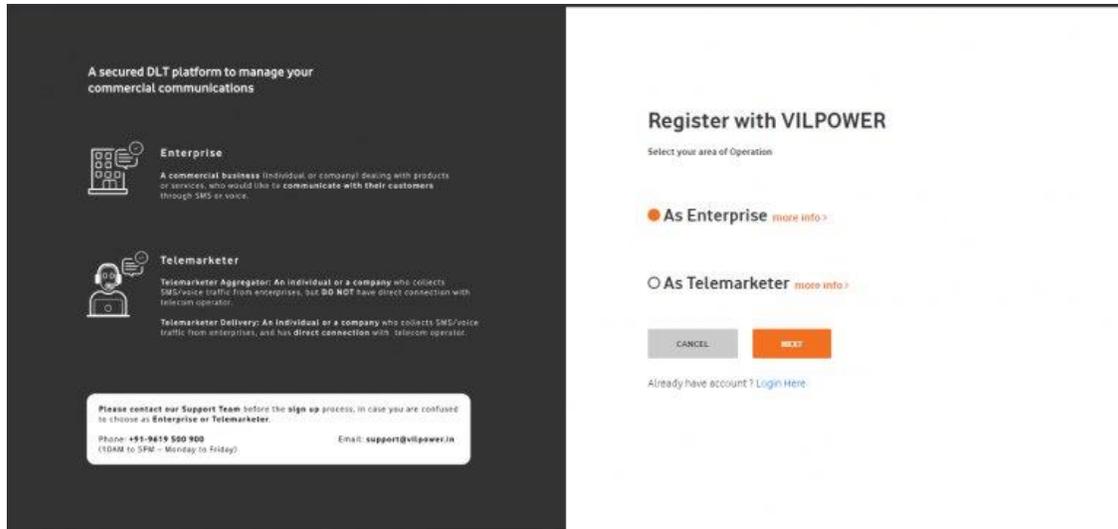
Section 2: Registration Entity - Enterprise Vs Telemarketer

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.

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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 an 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 its 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.

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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-RZZZZZ, 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.xxxxxxx.com

Section 3.2: Samples for Transactional

Section 3.2.1: Header Templates

For Transactional SMS, the sender ID is in the format XY-ZZZZZZ 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.

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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. <99xxxxxxx>

- **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

QnA, highlighting top issues and resolutions so far

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

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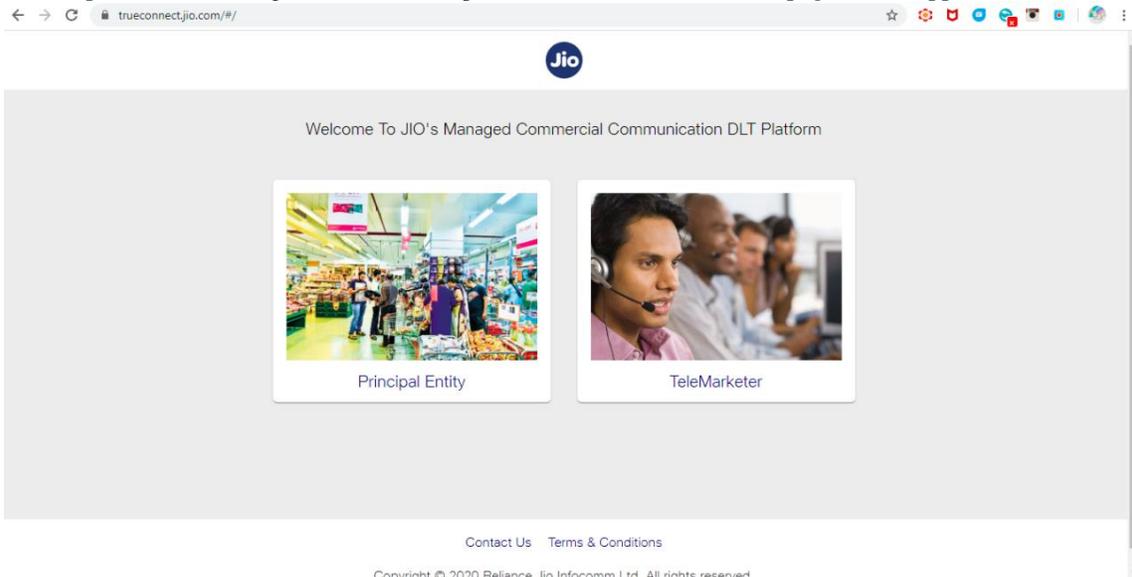
			or a Telemarketer 2. If the partner registers on behalf of customer, which option should the select	
3	2	Consent Template not available	Customer needs sample of consent template	Collate sample of Consent Templates that have been approved for other customers
4	3	Header gets rejected		Work with Operator via Support Case
5	4	SMS Content Template gets rejected		Collate sample of Content Templates that have been approved for other customers
6	5	Delays in TAT from Codes Team		Work with Operator via Support Case
7	6	Register Mobile Codes while DLT is in progress	Register Mobile Codes in SFMC even when Customer has registered with one Operator	Register will all operators
8	7	Temporary Codes	Can the customers be given exception International Codes?	Can be done via INTL codes
9	8	Clarity on TRAI registration between Parent & group company	Can the group company leverage the TRAI registration of the parent company & proceed with the sender id registration at our / Salesforce's end as the group company doesn't have its own legal docs like PAN etc	Have submitted the sender ids (promo & trans) basis confirmation of TRAI registration by parent company - revert pending from Mobile Support
10	9	Customers getting stuck with Templated	No Clarity on what should be the consent template which needs to be submitted by customer	Inputs taken from implementation partner & provided to customer
11	10	Customer Consent	Customers don't have a formal mechanism to	Reply pending to customer & they

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			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 specific queries come during portal registration across different operators	differnt issues at different steps	Comess up on adhoc basis

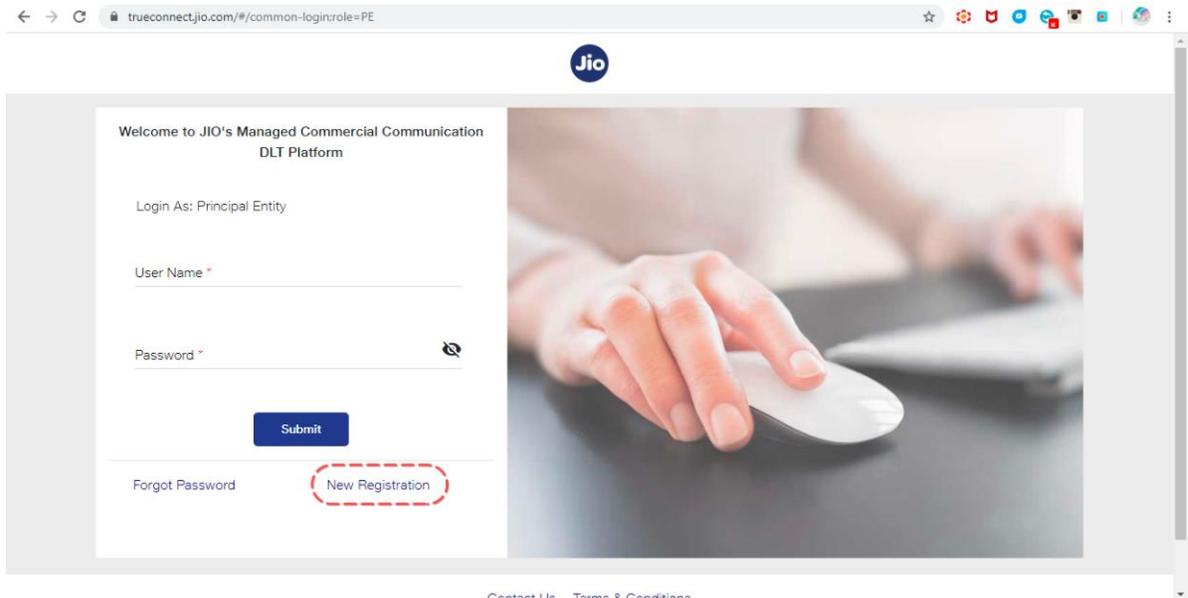
DLT Registration with Jio

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

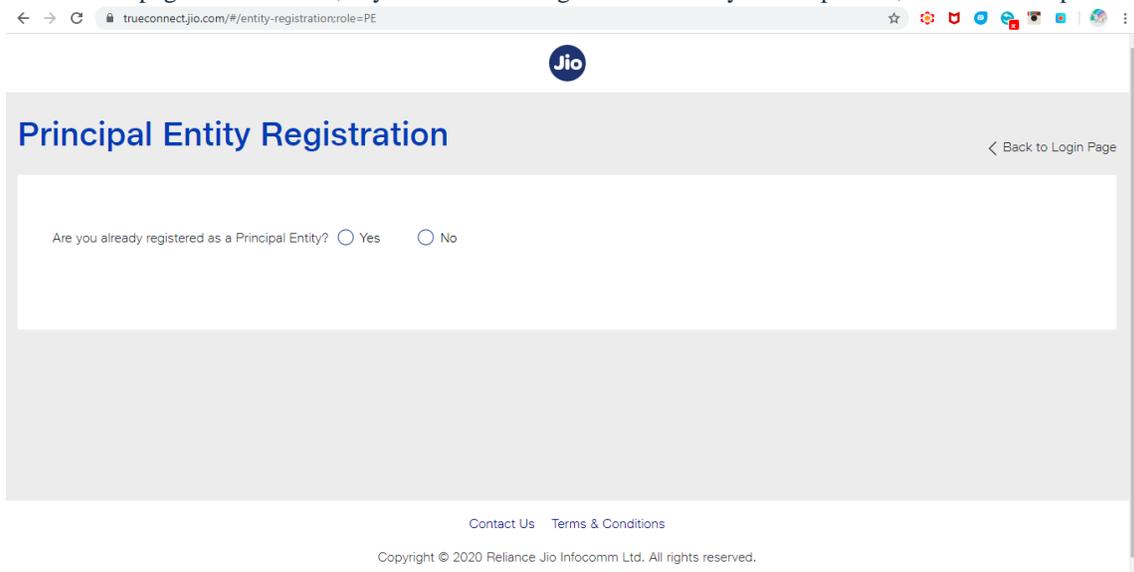


- Click on Principle Entity and then select New Registration as shown below:

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- In the page shown below, if you have NOT registered with any other operator, select No and proceed



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

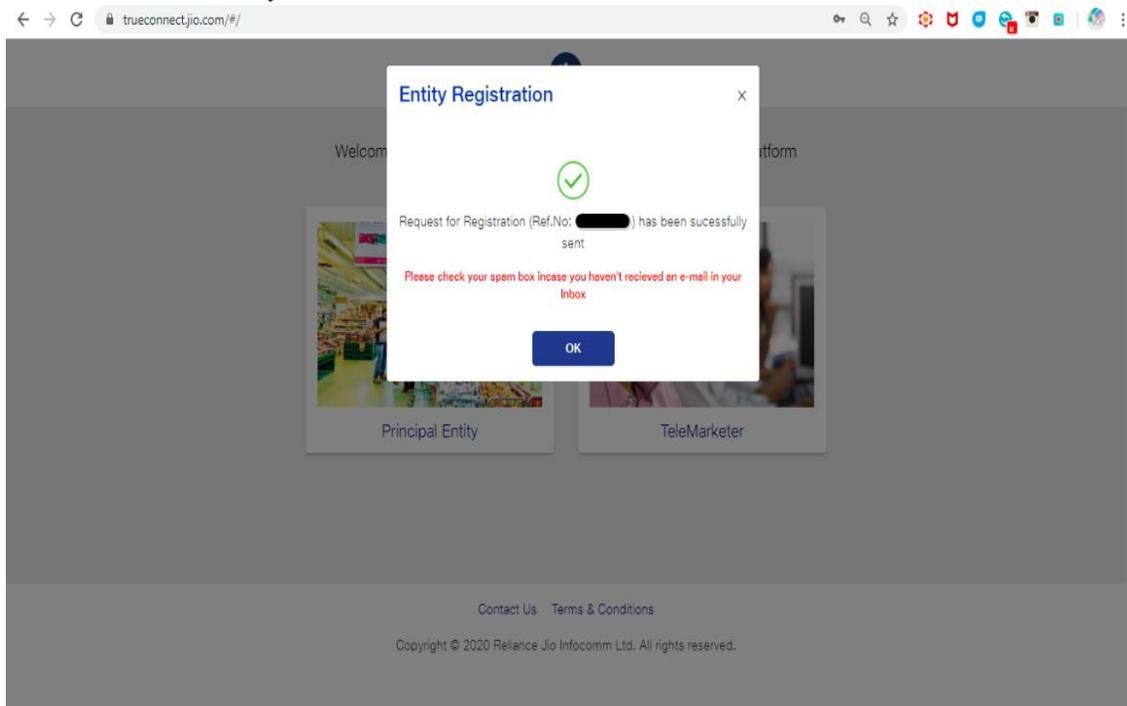
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The screenshot shows a web browser window with the URL `trueconnect.jio.com/#/entity-registration?role=PE`. The form contains the following fields and options:

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

At the bottom of the form are "Cancel" and "Submit" buttons.

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



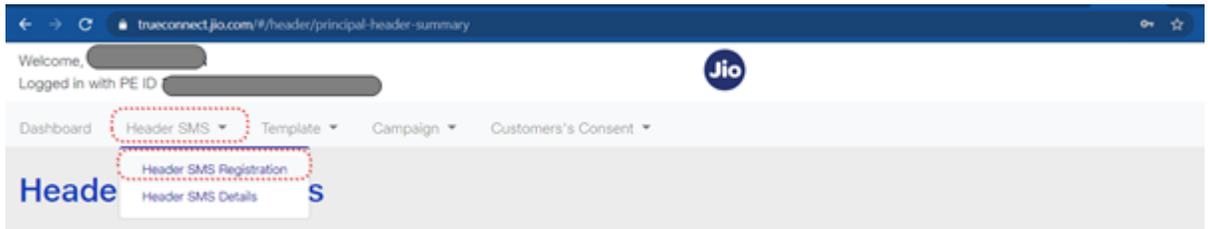
- Two emails will be received post this, one for the acknowledgement of the registration competition and another one is for successful confirmation of registration. In case there are any concerns with the documentation, then an email with rejection details will be shared, at which point, re-registration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

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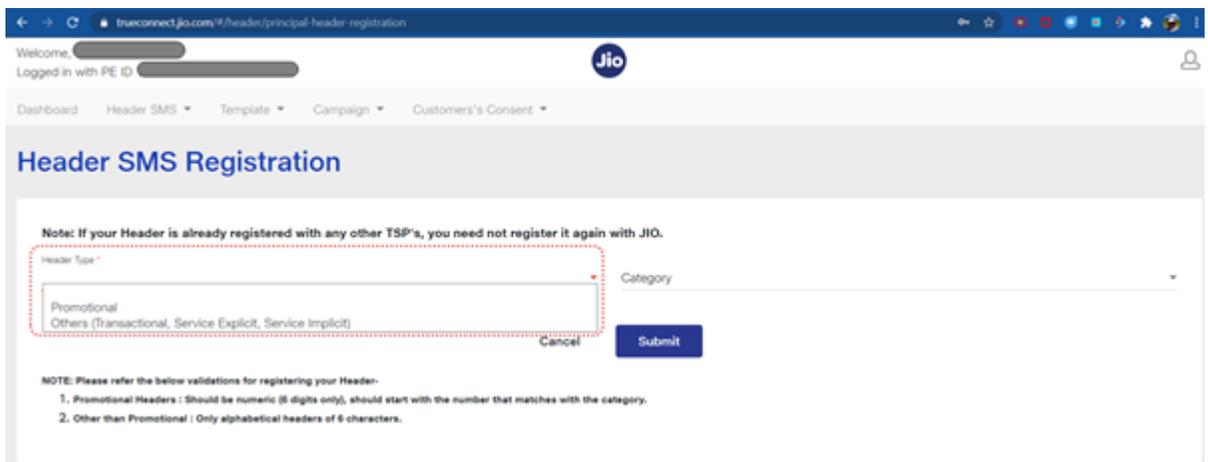
Jio's Header/SenderID Registration Process

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

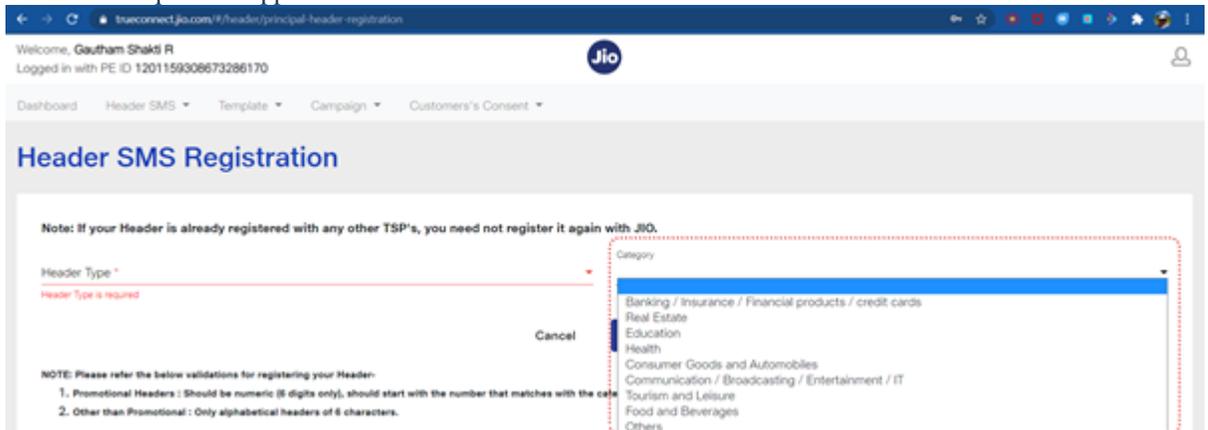
1. Login to Trueconnect.jio.com using Principal Entity login credentials
2. Go to SMS headers-> Header SMS Registration



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

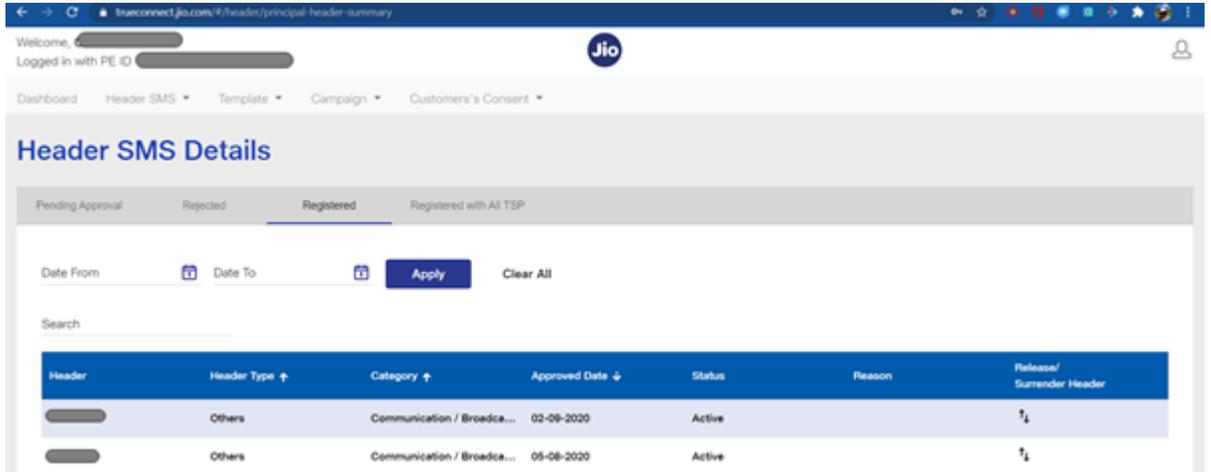


4. Submit the request for approval.



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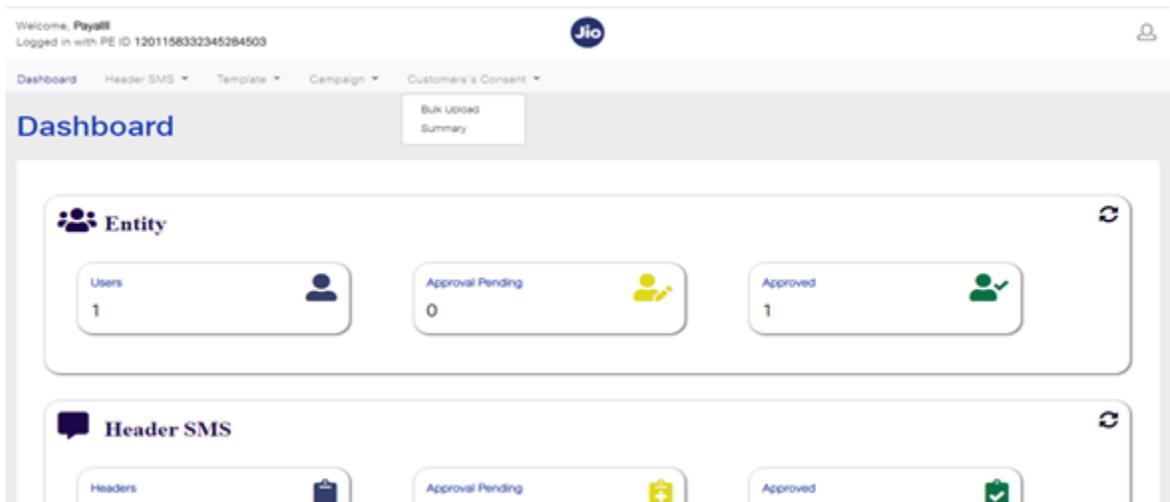
5. JIO's Registrar will validate and verify details provided by the Principal Entity.
6. After validating the details the Registrar will approve, register the header on the DLT Platform



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

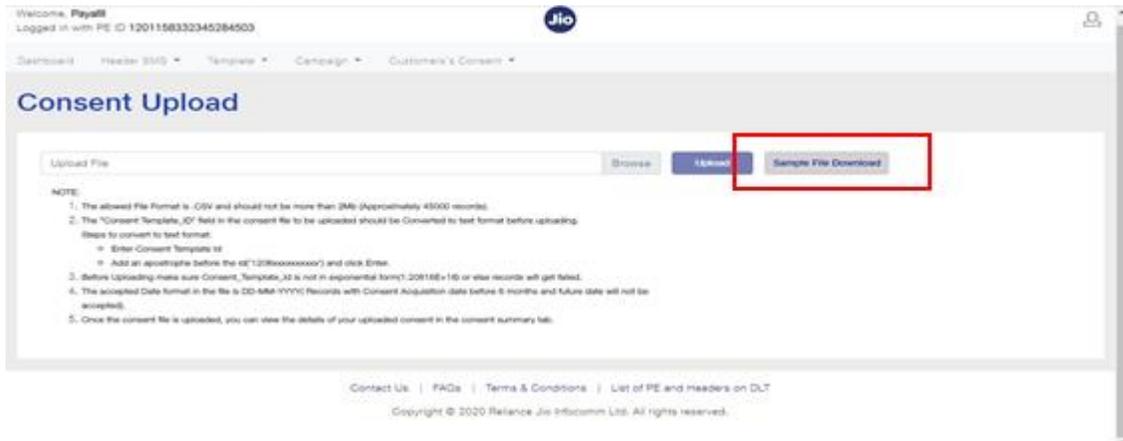
Jio's Consent Template Registration Process

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

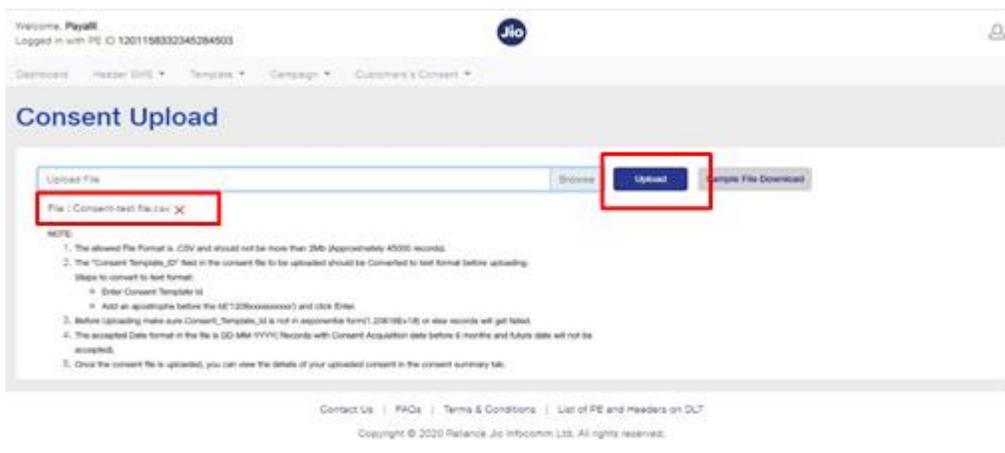


3. To view the file format in which the consent file should be uploaded, please follow the instructions below:

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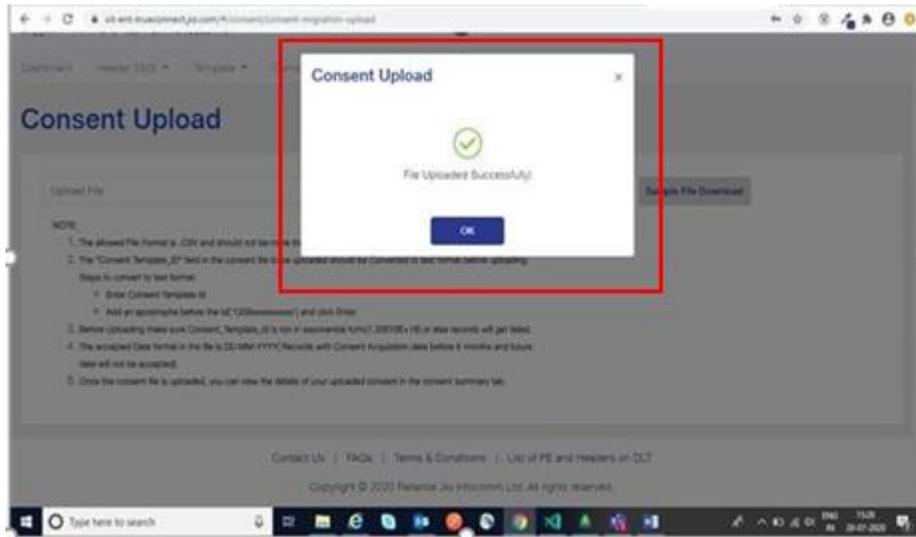


- The allowed File Format is .CSV and should not be more than 2Mb (Approximately 45000 records).
 - The “Consent Template_ID” field in the consent file to be uploaded should be Converted to text format before uploading.
 - Steps to convert to text format:
 - Enter Consent Template Id
 - Add an apostrophe 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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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 <https://docs.zoho.com/file/mck0t962519cd2b6e4e9f95993e9fec0890b7>

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



3. Define template type – Promotional/Transactional/Service

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Content Template Registration

Type of Communication *

Promotion
Service - Explicit
Service Interest
Transaction

Category *

Content Template name *

Choose Header *

Template Content

For Variable value use {#var#}. Currently only English language templates are supported.

Submit

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.

Content Template Registration

Type of Communication *

Type of Communication is required

SMS
Voice

Category *

Choose Header *

Template Content

For Variable value use {#var#}. Currently only English language templates are supported.

Submit

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Welcome, [Redacted]
Logged in with PE ID [Redacted]

Dashboard Header SMS Template Campaign Customers's Consent

Content Template Registration

Type of Communication *
Type of Communication is required

Template Type *
Template Type is a required field

Content Template name *

Choose Header *

Template Content

Category *

- Banking / Insurance / Financial products / credit cards
- Real Estate
- Education
- Health
- Consumer Goods and Automobiles
- Communication / Broadcasting / Entertainment / IT
- Tourism and Leisure
- Food and Beverages
- Others

For Variable value use {var}. Currently only English language templates are supported.

Submit

Welcome, [Redacted]
Logged in with PE ID [Redacted]

Dashboard Header SMS Template Campaign Customers's Consent

Content Template Registration

Type of Communication *
Transaction

Template Type *
SMS

Category *
Others

Content Template name *
XXXXXXXXXX

Choose Header *

Template Content

Submit

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The screenshot shows the 'Content Template Registration' page on the Jio portal. The user is logged in with a PE ID. The form includes the following fields:

- Type of Communication: Transaction
- Template Type: SMS
- Category: Others
- Content Template name: XXXXXXXXXX
- Two empty checkboxes for additional options.
- A 'Submit' button.

A red dashed box highlights the two checkboxes. A note at the bottom states: 'For Variable value use {Fvar#}. Currently only English language templates are supported.'

The screenshot shows the same 'Content Template Registration' page, but with the 'Choose Header' field set to 'CHAPNE' and the main content area filled with an example message:

```
Hello {Fvar#},  
This is an example of a template that can be submitted.  
Thanks,  
Team XXXXX
```

The 'Submit' button is visible at the bottom. A red dashed box highlights the content area. The same note about variable values is present at the bottom.

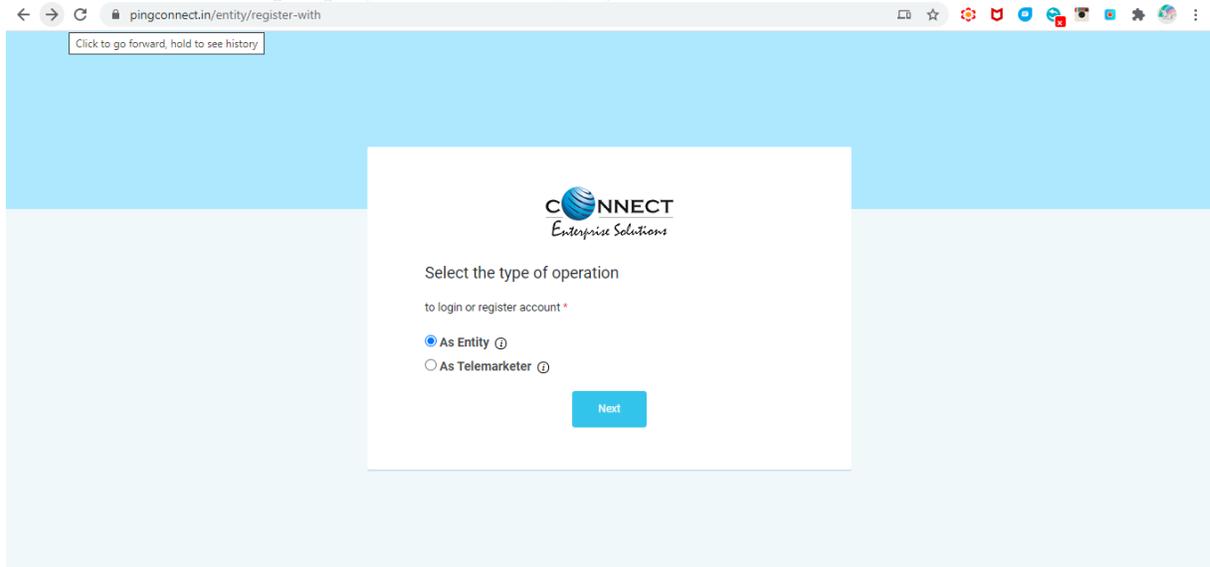
5. Submit template for approval
6. JIO's Registrar will validate and verify details provided by the Principal Entity
7. On successful registration, the Registrar will approve and register content template ID on DLT platform
8. The registrar will communicate successful registration or any discrepancy in case of incorrect details with the applicant on the registered e-mail and mobile number.

DLT Registration with Videocon

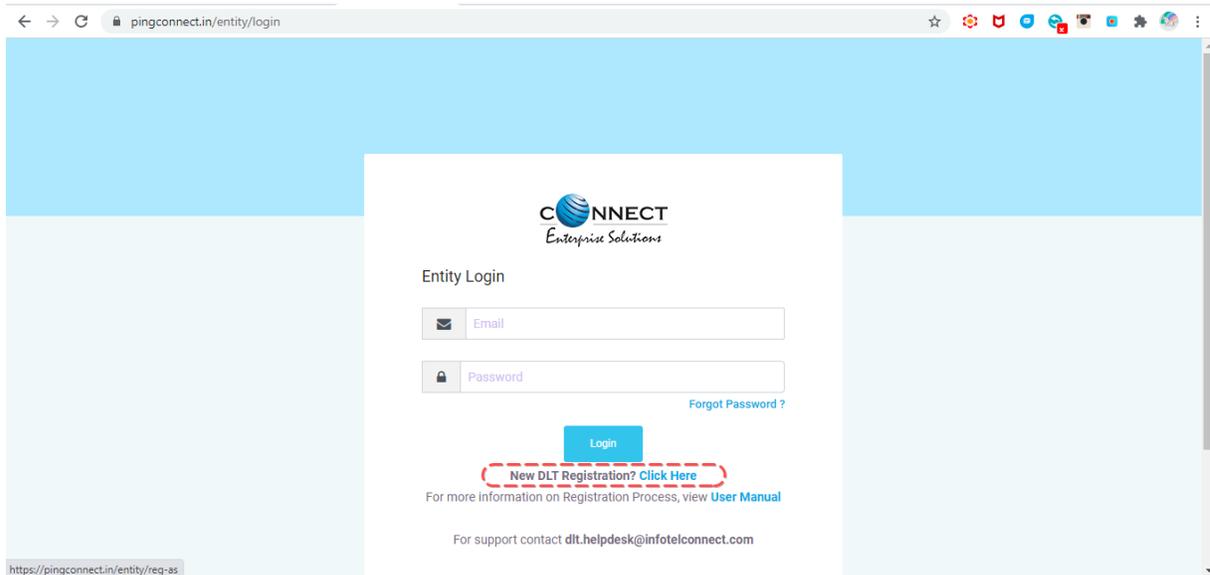
DLT Registration with PingConnect (Videocon)

Registration with PingConnect (Videocon) -

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

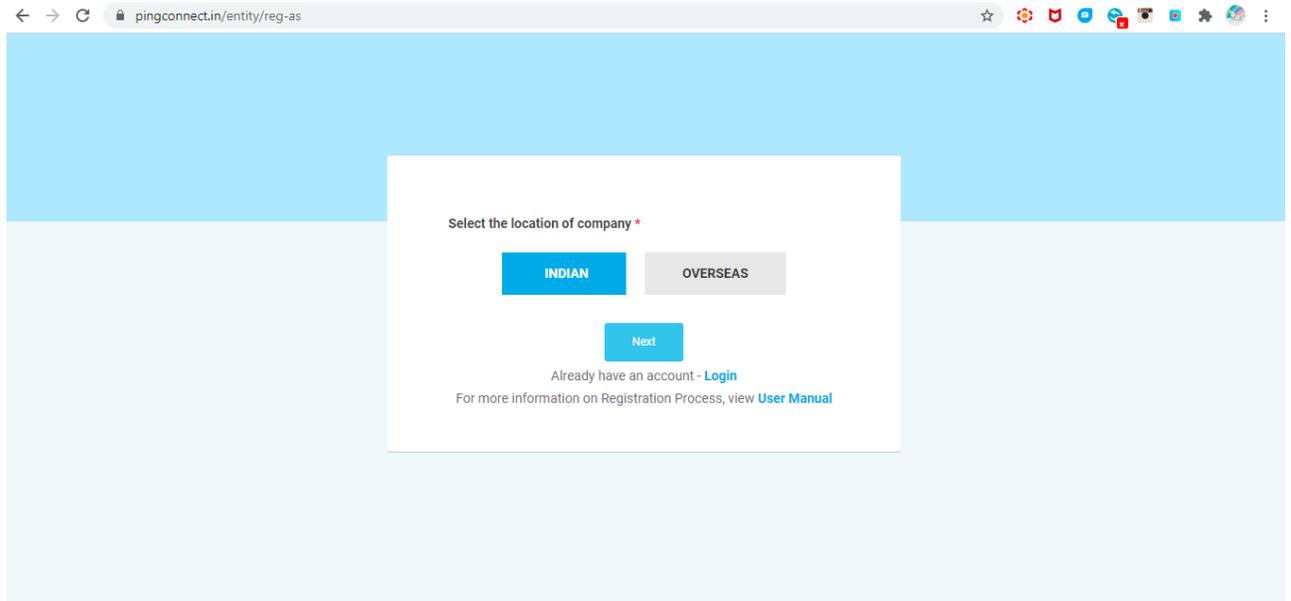


- Please select as shown below:

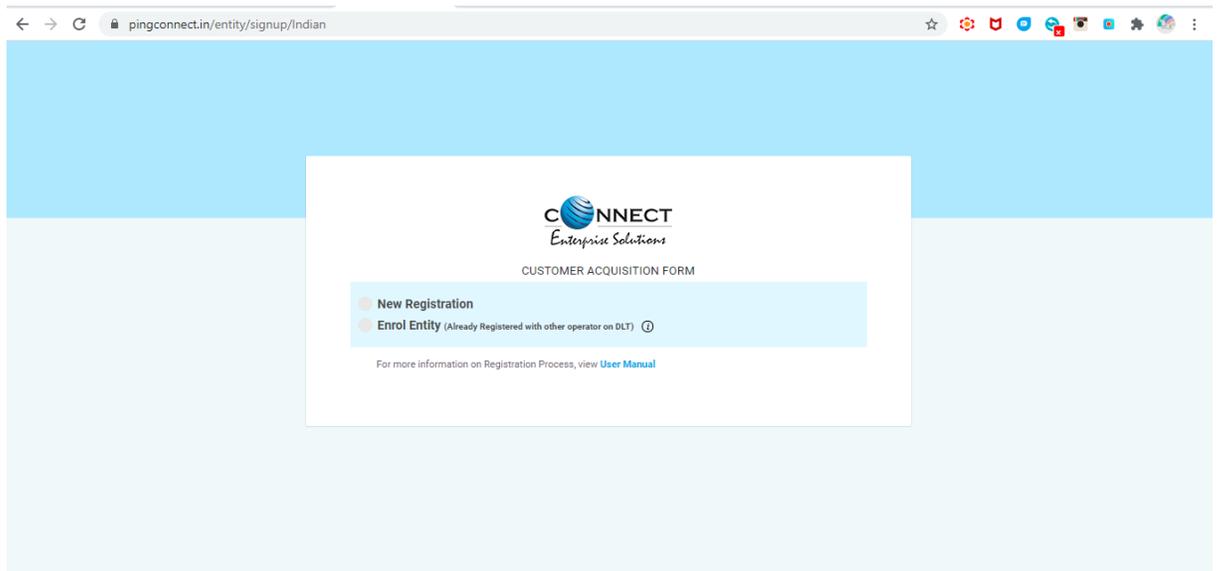


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- If you are an Indian/Overseas Company Select the relevant option and proceed as per below:



- 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”.



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

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pingconnect.in/entity/signup/Indian

CONNECT
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](#)

Entity Id *
1[REDACTED]170

View Details

Date Of Registration *
Thu Jun 25 2020 17:35:33 GMT+0530 (India Standard Time)

Name Of Organization * Entity Type *
CH[REDACTED]IVATE LIM Private Ltd

- 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.

pingconnect.in/entity/signup/Indian

CONNECT
Enterprise Solutions

CUSTOMER ACQUISITION FORM

1. Non Refundable one time processing fees of Rs.5900 (inclusive of 18% GST) is applicable for new registration.

2. In case of TDS Deduction, please provide your registered TAN.

For Banks Details refer link below the registration form. You can provide the payment details at the note section.

Ok

Enter Email --Select Organization--

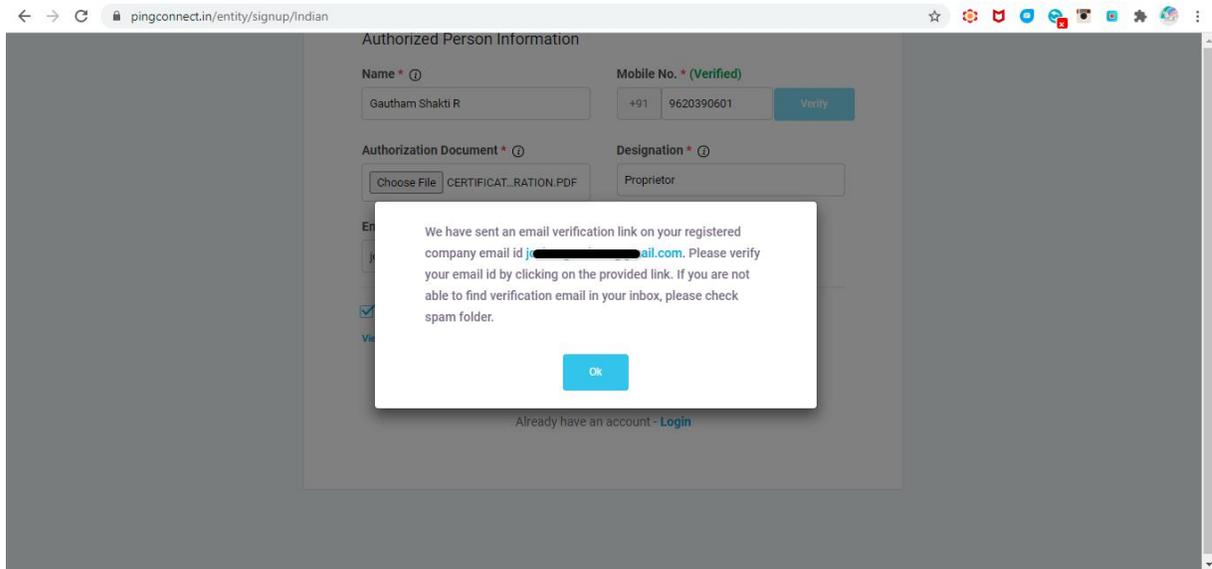
Company Address

CURRENT REGISTERED Same As Current

Address Line 1 * Address Line 1 *

- 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:

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



Dear C[REDACTED] PRIVATE LIMITED,

Welcome to Ping Connect!

Your email verification is in progress.

To verify your email account, please follow the link.

Your reference number for the submitted application is 01-[REDACTED]

[Click here to verify your email](#)

Note : If for some reason the above link does not work, please copy and paste this link to your web browser:

<https://pingconnect.in/api/entity/validateToken/a58kbvw8k7o>

Thankyou for connecting with Ping Connect

For any query, please contact us at dlt.helpdesk@infotelconnect.com

Best Regards,

Team- Ping Connect

Follow the link to verify the email.

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

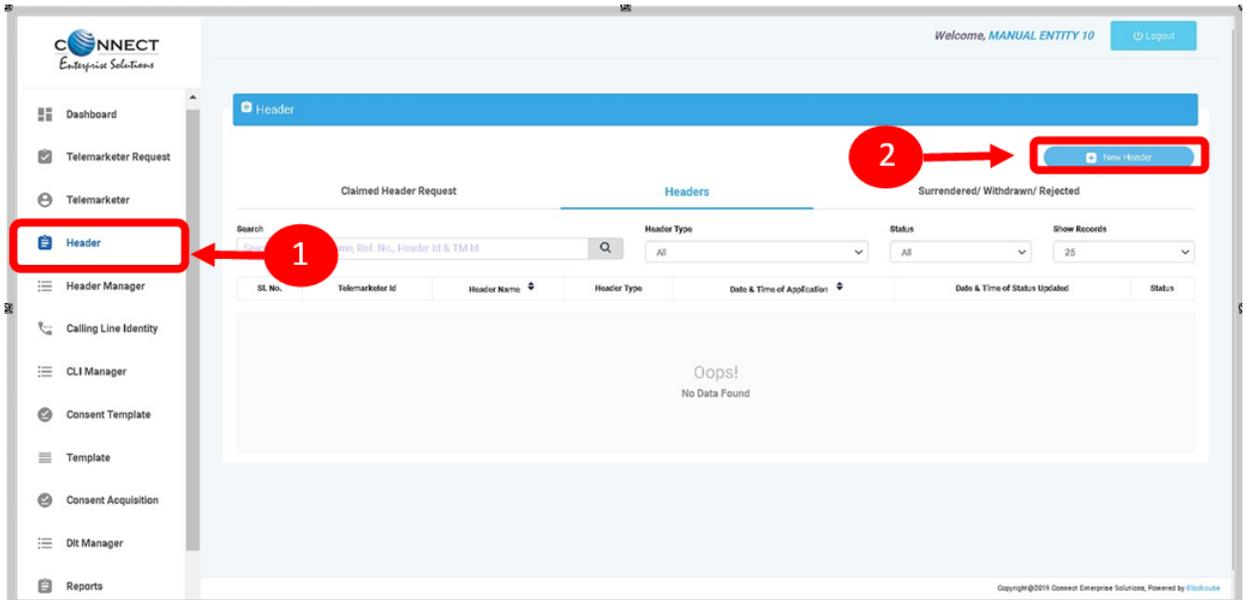
Videocon's Header/SenderID Registration Process

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

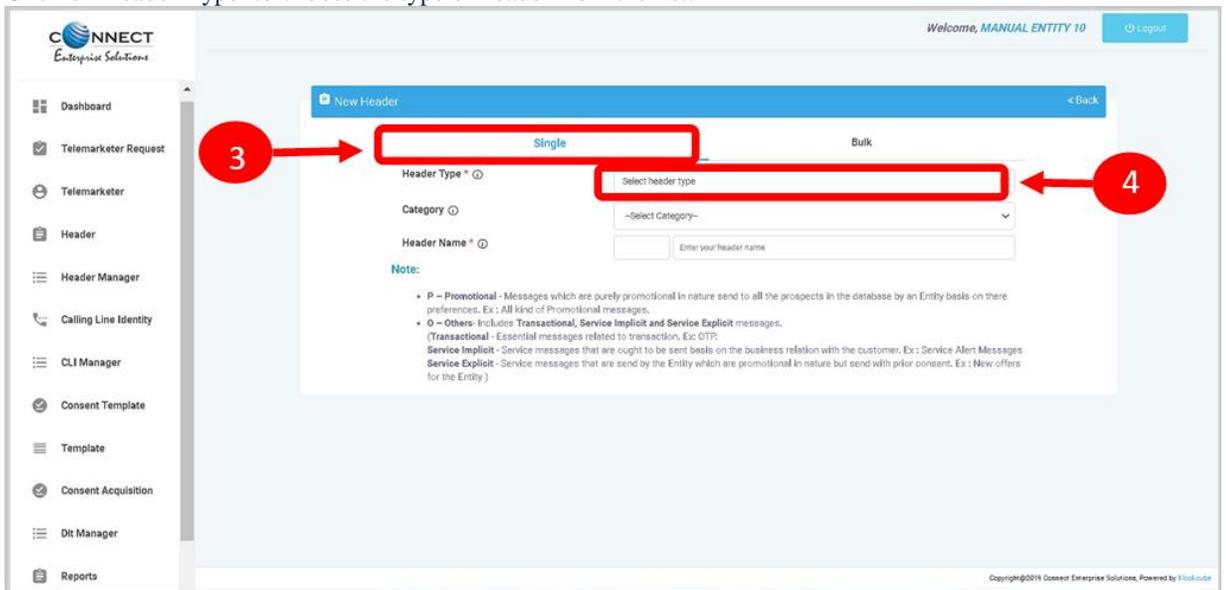
1. First, you'll need to log into the portal: <https://pingconnect.in/>

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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.

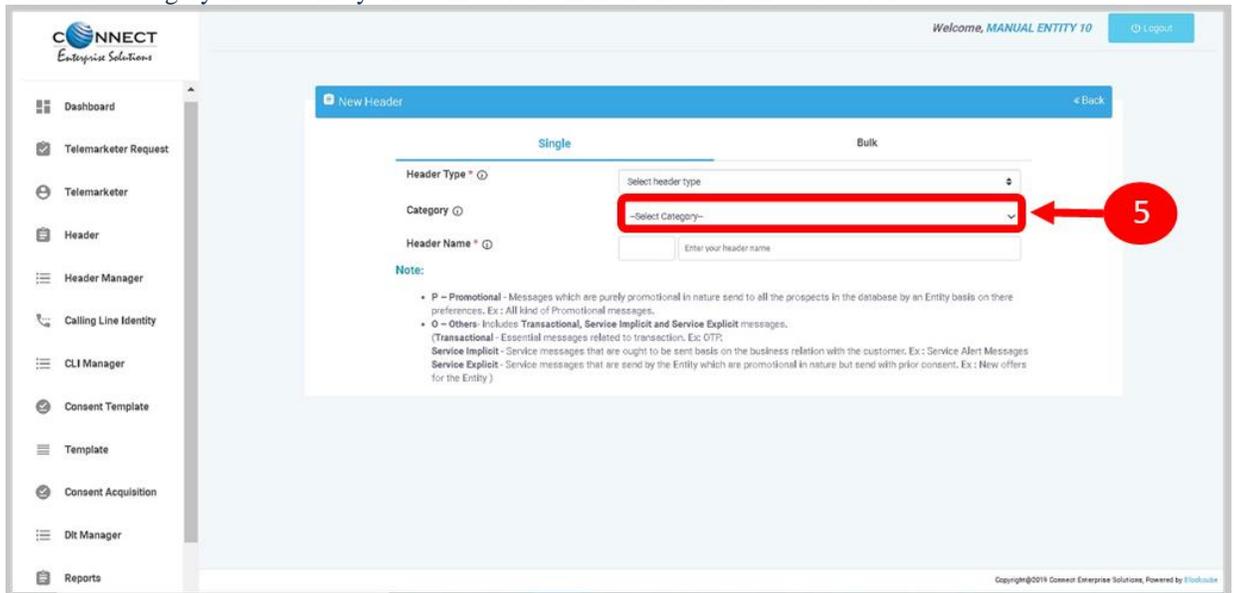


3. Click Single to create a New Single Header and select the other fields
4. Click on Header Type to choose the type of header from the list.

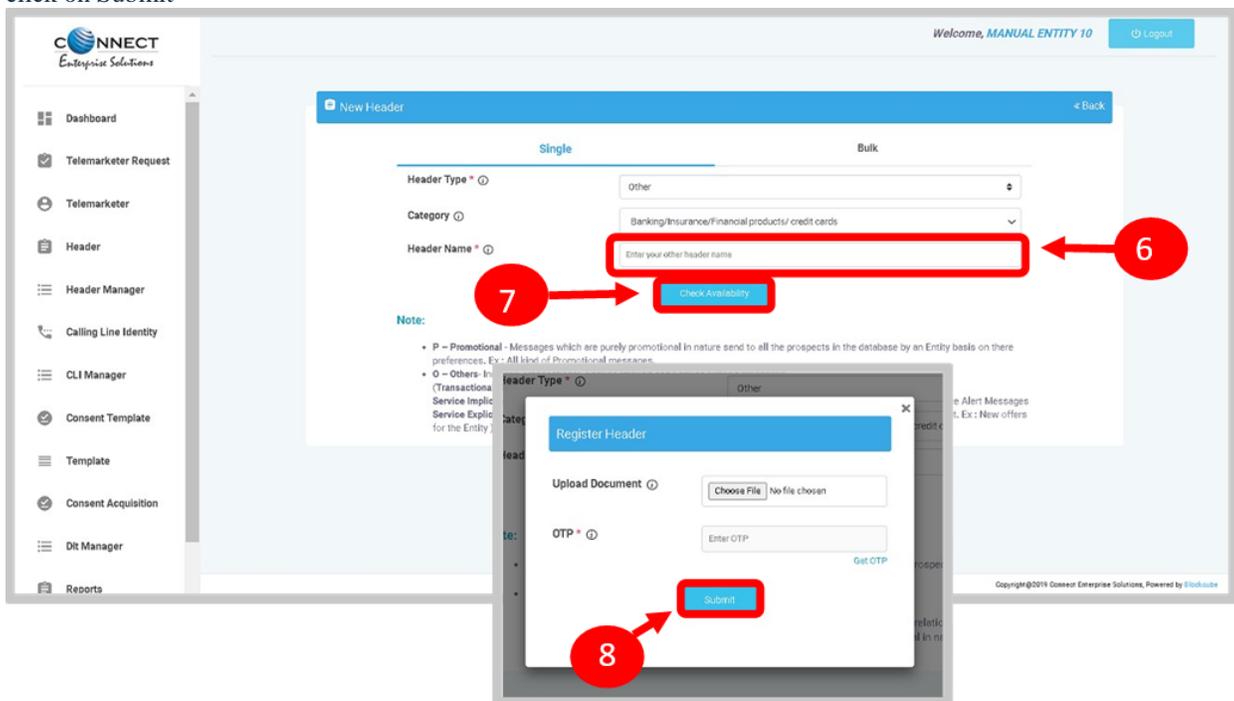


TRAI DLT Registration Playbook

5. Select the Category that best fits your business for which the header will be used for.

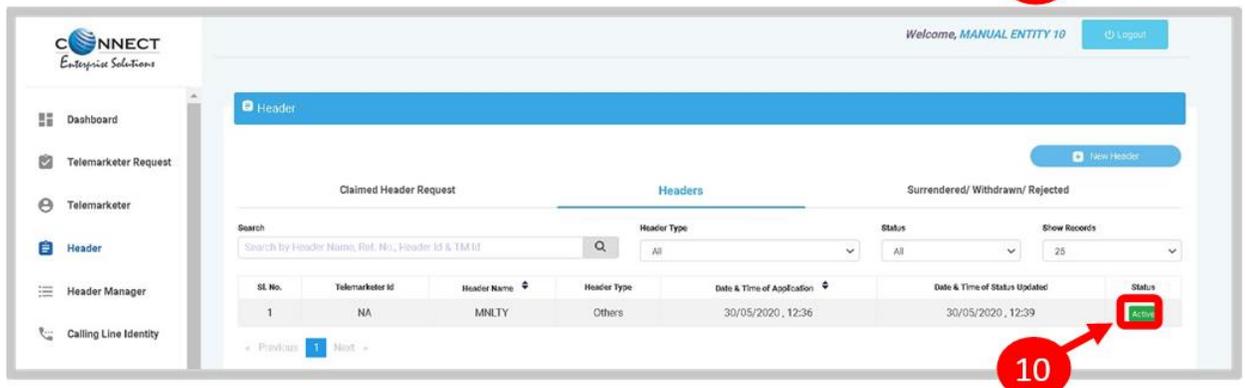
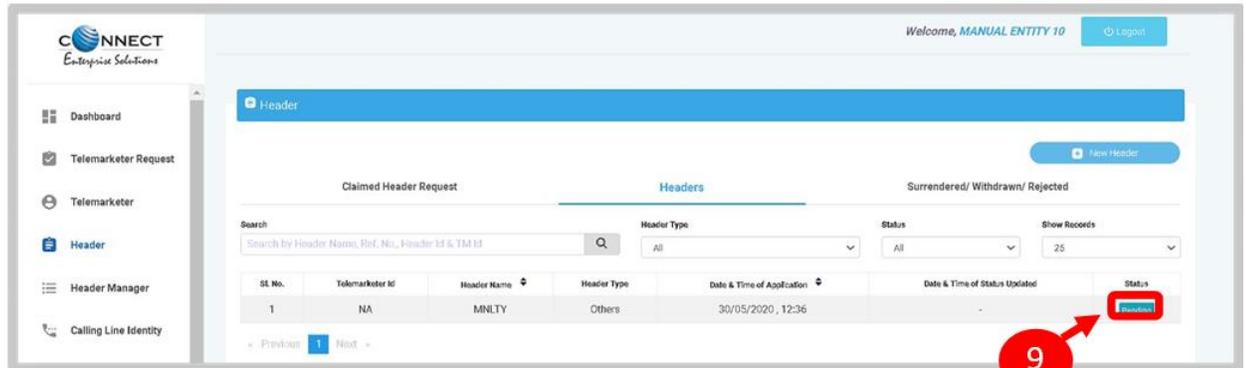


6. Provide a name for the header.
7. Click on check status to see the availability of the applied for Header/SenderID
8. Select the relevant document for the applied header and request for OTP. Once the OTP is verified, click on Submit



TRAI DLT Registration Playbook

- 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.
- Once the header is approved, the status will change from Pending to Approved.



Videocon's Consent Template Registration Process

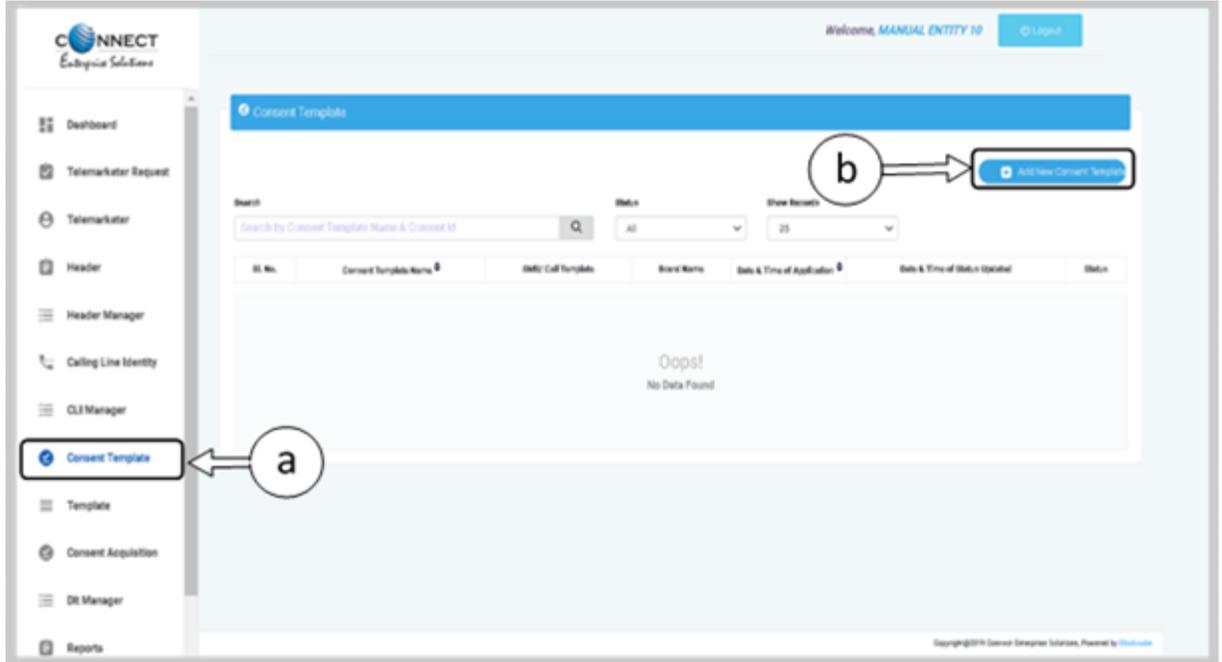
Consent Template Registration

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.

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

TRAI DLT Registration Playbook

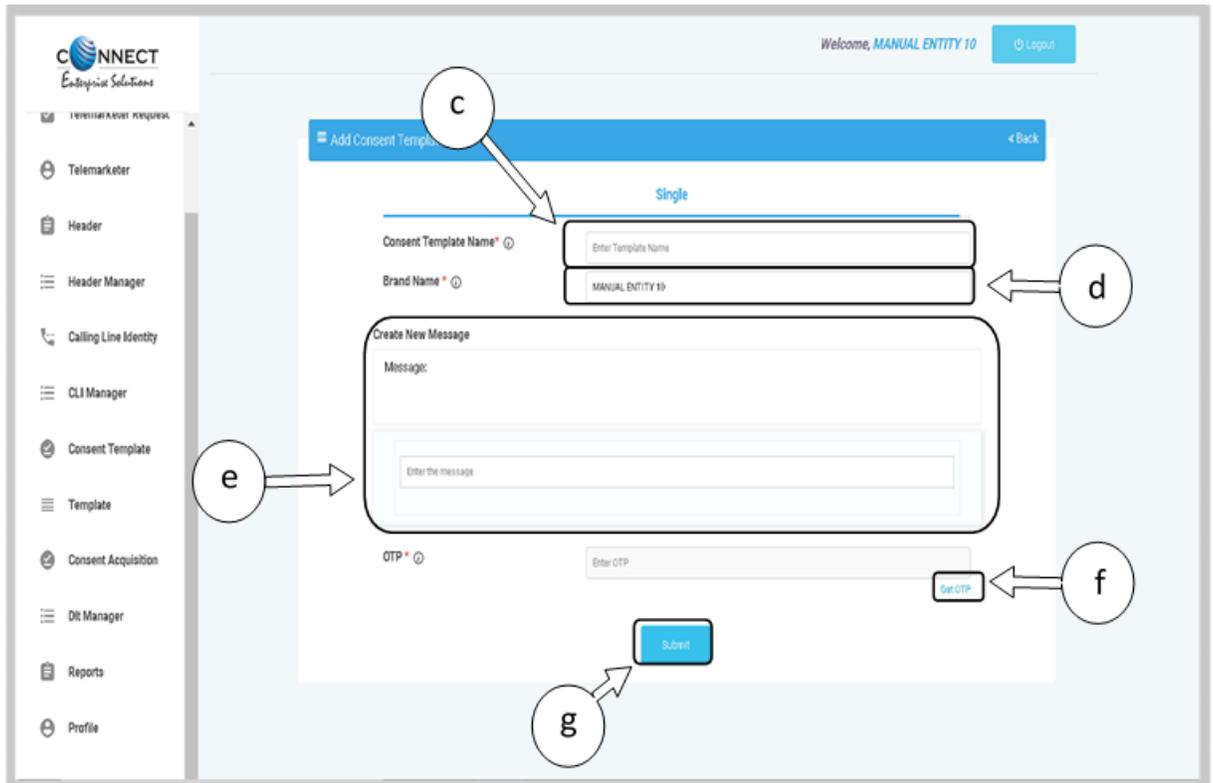
2. Click on the Add New Consent Template button to create a new Consent Template.



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.

TRAI DLT Registration Playbook

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

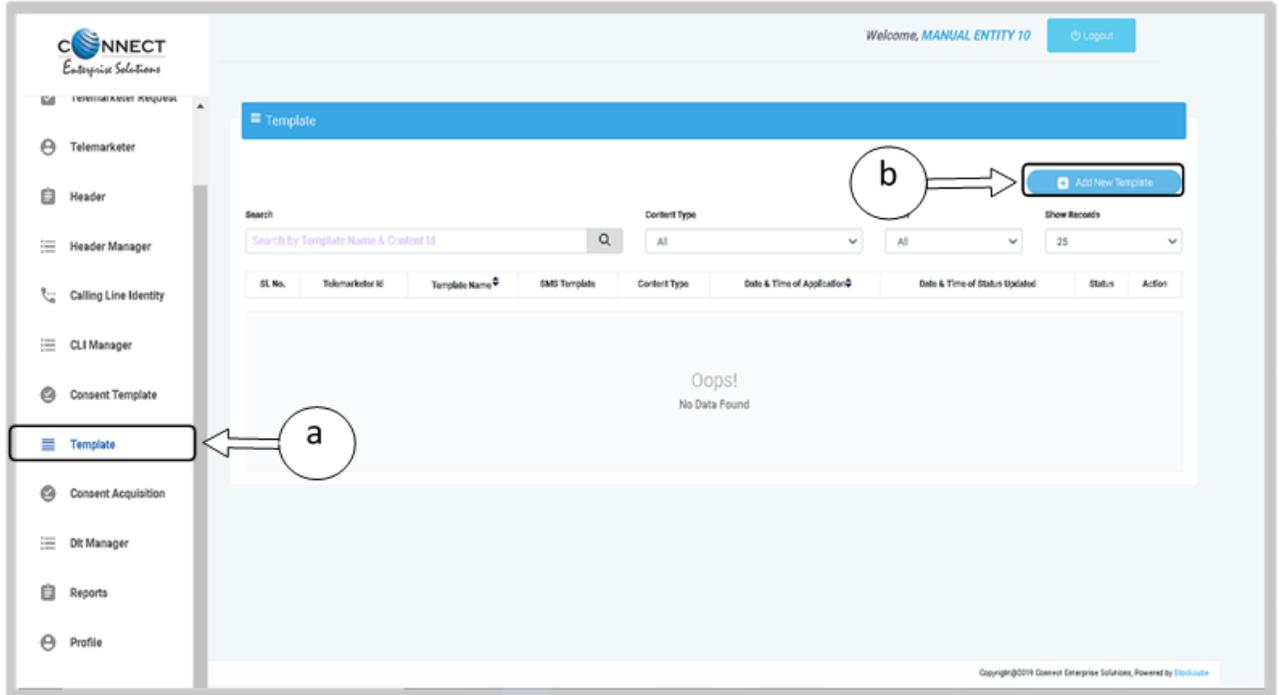
at <https://docs.zoho.com/file/mck0t962519cd2b6e4e9f95993e9fec0890b7>

Templates are created for Commercial Communication and as per TRAI guidelines all the Principle Entities need 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.

TRAI DLT Registration Playbook

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



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:
 - SMS
 - Call
5. In the Content Type select any of the following options:
 - Transactional
 - Promotional
 - Service Explicit

TRAI DLT Registration Playbook

- Service Implicit

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.

TRAI DLT Registration Playbook

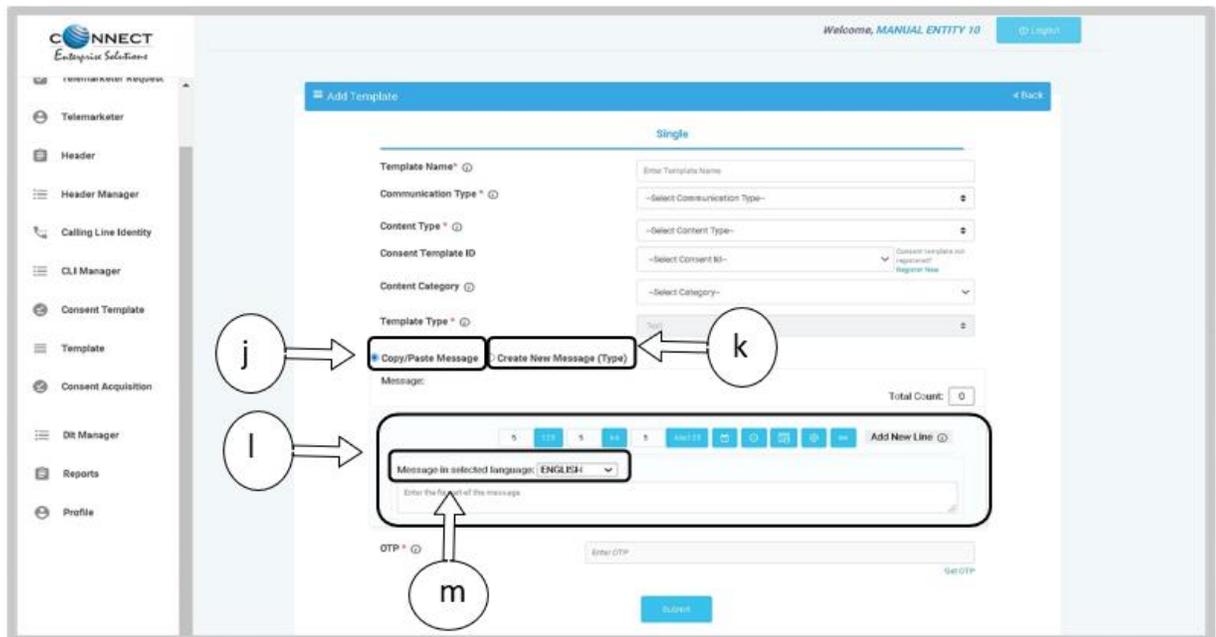
The screenshot shows the 'Add Template' form in the CONNECT Enterprise Solutions interface. The form is titled 'Single' and includes the following fields and options:

- Template Name * (Text input)
- Communication Type * (Dropdown menu)
- Content Type * (Dropdown menu)
- Consent Template * (Dropdown menu, labeled 'f')
- Content Category * (Dropdown menu, labeled 'g')
- Template Type * (Dropdown menu, labeled 'h')
- Copy/Paste Message (Selected) / Create New Message (Type) (Radio buttons, labeled 'i')
- Message: (Text area)
- OTP * (Text input)

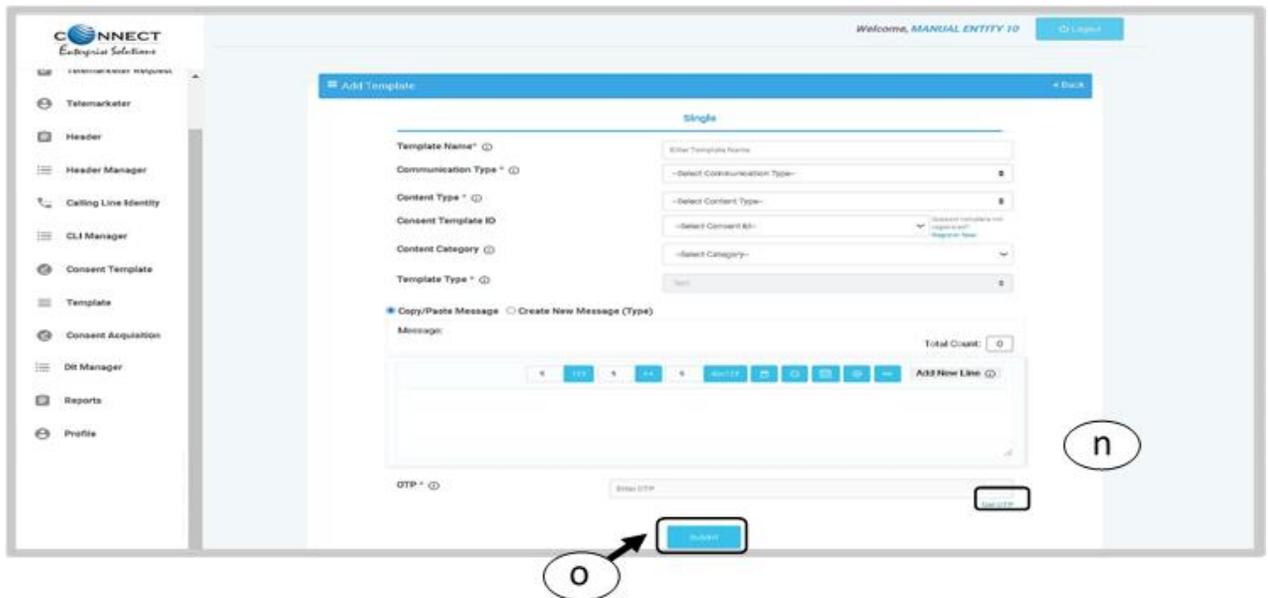
The 'Copy/Paste Message' option is highlighted with a blue bar. A 'Submit' button is located at the bottom of the form.

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.

TRAI DLT Registration Playbook



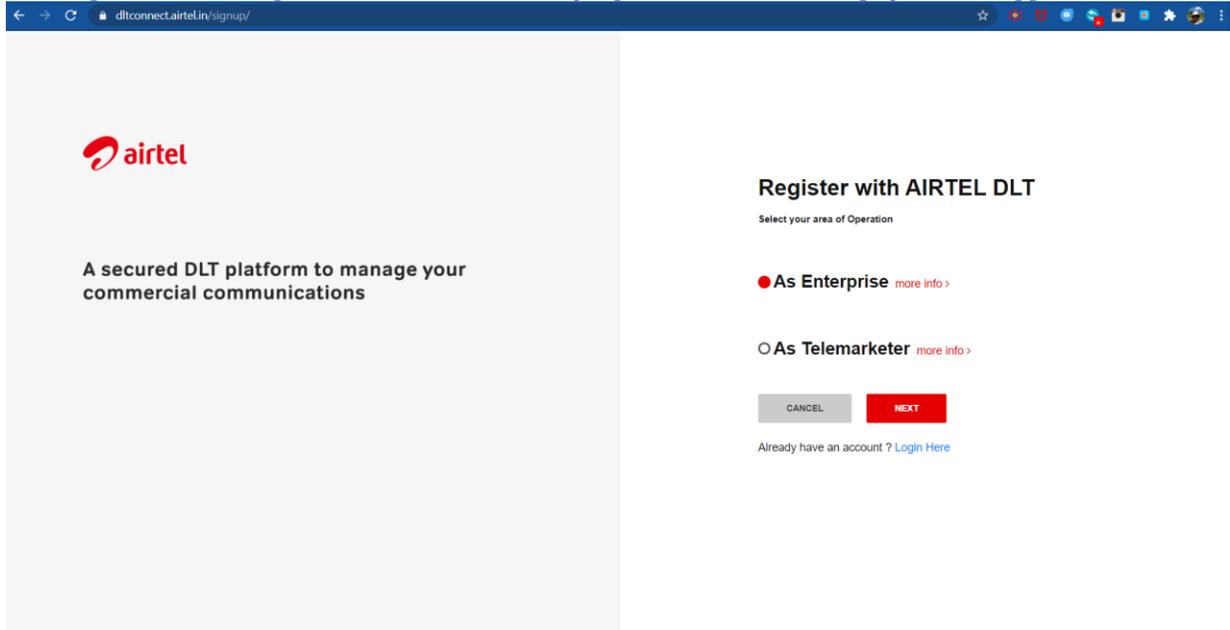
14. Press the Get OTP link to receive the One Time Password on your registered mobile and email id. Once received, type the same in OTP column to authenticate the process.
15. Press Submit button to confirm and send the request for approval by the Operator.



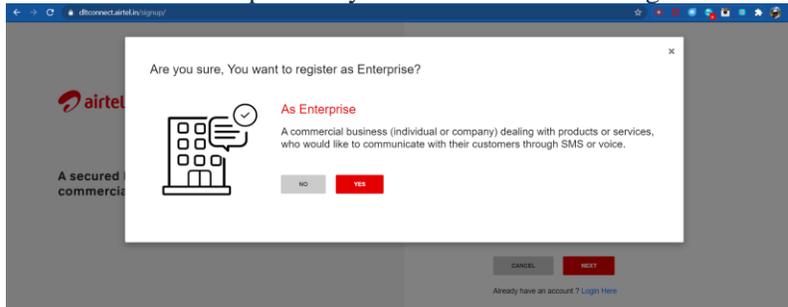
DLT Registration with Airtel

Registration with Airtel

- Open the link <https://dltconnect.airtel.in/signup/> . The below show page would appear.

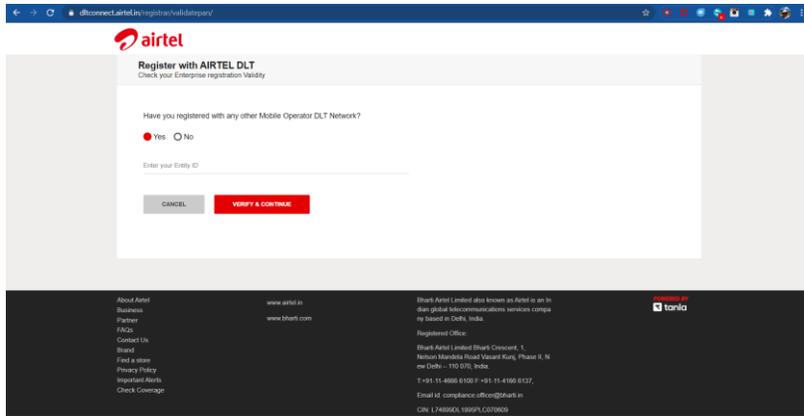


- Click on Principle Entity and then select New Registration as shown below:



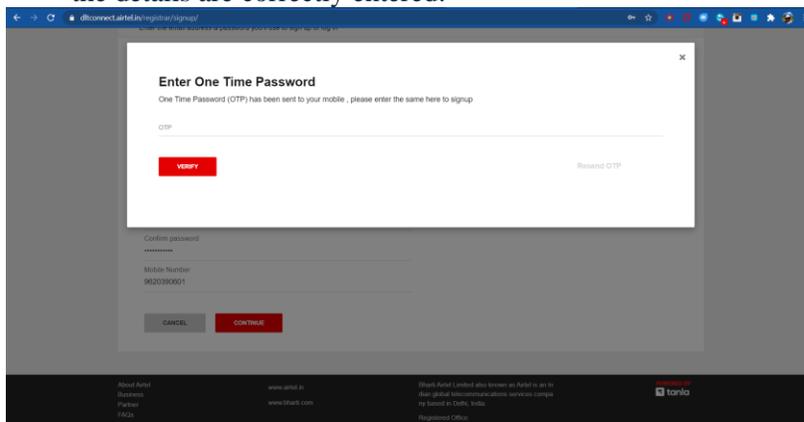
- In the page shown below, if you have NOT registered with any other operator, select “No” and proceed. If already registered with other operators, please select “Yes” and enter the entity ID

TRAI DLT Registration Playbook

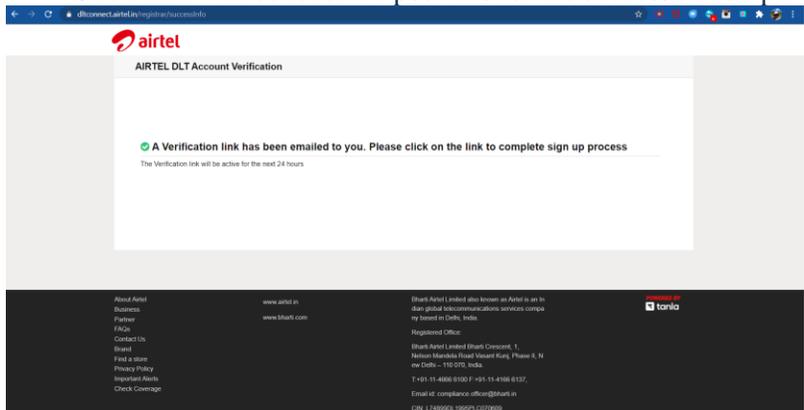


- In the page that appears, as shown below, fill in the details and upload the documents requested.

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



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



Airtel's Header/SenderID Registration Process

TRAI DLT Registration Playbook

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

1. Login to the [Airtel DLT Portal](#) 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"

TRAI DLT Registration Playbook

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>