

courier the signed agreement to –

Plot 770, Road No. 44, Jubilee Hills, Hyderabad, TS – 500033

- In addition to the service agreement, an authorized signatory document is needed. You can share the same via soft copy or courier the hard copy.

11. Register your content templates

11.1. Select Template > Content Template > Add

11.2. Choose the Template type - Promotional / Service Implicit / Service Explicit / Transactional. [Know more here](#)

- For your transactional templates select the 'Service Implicit' category. 'Transactional' category templates are reserved for bank OTPs only.

11.3. Select a Category from the drop-down list (Only for Promotional Category)

11.4. Search and select all Headers that you would want to use with this template

- You can select **multiple headers** for a template. Ensure all the headers that are required for the template are selected during creation.

11.5. Select Consent Template from the drop-down list (Optional)

11.6. Select your Brand Name from the drop-down list

11.7. Select a pre-approved template or add a custom template

- If you select custom - Add a Template Name and template content in the 'template content' text box
- If you select pre-approved – Edit the template name and content to preferred content.

Please note –

- The approval process to get the Entity ID/Registration ID and register headers typically takes 2-3 days
- If your documents are rejected, the DLT support team will reach out to you via email for any further information. You will get your Unique ID only after your submitted documents are approved.
- The Header selected by you should match the entity name. If the header name is different, please justify the same (in max 100 chars.) by adding website link, trademark license page link and your mobile number in the description box. The mobile number will help the DLT support team to contact you in case of any queries

Step 1

Register with BSNL DLT

Select your area of Operation

As Enterprise [more info >](#)

As Telemarketer [more info >](#)

CANCEL

NEXT

Already have account ? [Login Here](#)

Step 2

Please fill up all the details. The mobile number and email address entered here will be the login credentials.

Sign up for a Business account

Enter the email address & password you'll use to sign up or log in

Select Business Type *



Enter your Name *

Authorized person to access BSNL DLT. The same name should reflect in LOA document.

Enter your Email ID *

Password *



Confirm password *

Mobile Number *

CANCEL

CONTINUE

Step 3

After clicking submit, verify your mobile number by entering the OTP and email by clicking on the verification link sent to your email address.

If you don't see an email from VILPOWER or BSNL, please search for the subject name "BSNL DLT Account verification" or "VILPOWER Account Verification".



noreplybsnldlt@gmail.com

To:
Bcc:



Dear [REDACTED]

You are just a step away from the world of NO SPAM.

Please Confirm your email address, to activate your account.
Once verified, you can Sign in to [BSNL DLT](#)

The link will expire in 24 hrs from the time it was sent.

CONFIRM EMAIL ADDRESS

Step 4

Tell us more about your business

Enter the email address & password you'll use to sign up or log in

Individual

Select Industry Type *

Business PAN *

Business URL(If applicable)

GST Number

Business Established Date *

Business Name *

Enter Alternative Email ID *

Please note – The Business Name should match the GST certificate (if applicable).

Step 7.3

It all starts with a great Header. Find and purchase a Header

Type [Know more about SMS Types](#)

Promotional Other

Select Category

- Education
- Health
- Consumer goods and automobiles**
- Communication/Broadcasting/Entertainment/IT
- Tourism and Leisure
- Food and Beverages
- Max Characters:100

Header (Sender ID) registration:

Every header gets a unique Header ID

Messages are classified into:

- Promotional
- Other
 - Transactional
 - Service Explicit
 - Service Implicit

For Promotional Headers

Step 7.4

It all starts with a great Header. Find and purchase a Header

Type [Know more about SMS Types](#)

Promotional Other

Consumer goods and automobiles

Find your Header

Your Header is available!

586777 ₹0

Explanation for Sender ID *

Max Characters:100

It all starts with a great Header. Find and purchase a Header

Type

Promotional Other

[Know more about SMS Types](#)



Bulk Header >>

Your Header is available!

TXLOCL



Explanation for Sender ID *

Short form of product Textlocal, used to send transactional updates
Contact no - 9XXXXXXX

CANCEL

SUBMIT FOR APPROVAL

Header (Sender ID) registration:

Every header gets a unique Header ID

Messages are classified into:

1. Promotional
2. Other
 - I. Transactional
 - II. Service Explicit
 - III. Service Implicit

KNOW MORE >

Step 9

Select Telemarketer from the dashboard > Click on Add > Type **"IMI Mobile"** or **"IMImobile Cloud Communications (India) Private Limited"** In the "Select your Telemarketer" text box > Wait for the drop-down to appear > Select IMImobile Cloud Communications (India) Private Limited from the drop-down > Add **"110200001293"** in the Enter your Telemarketer ID textbox > Click Add

Step 11

Register your content templates

- 11.1. Select Template > Content Template > Add
- 11.2. Choose the Template type - Promotional / Service Implicit / Service Explicit / Transactional. [Know more here](#)
 - For your transactional templates select the 'Service Implicit' category. 'Transactional' category templates are reserved for bank OTPs only.
- 11.3. Select a Category from the drop-down list (Only for Promotional Category)
- 11.4. Search and select all Headers that you would want to use with this template
 - You can select **multiple headers** for a template. Ensure all the headers that are required for the template are selected during creation.
- 11.5. Select Consent Template from the drop-down list (Optional)
- 11.6. Select your Brand Name from the drop-down list
- 11.7. Select a pre-approved template or add a custom template

Types of Headers (Sender Names)

1. Promotional

Headers that can be used for sending Promotional messages fall under PROMOTIONAL type. Promotional message means commercial communication that can be sent to a mobile subscriber whose preferences are not set (not on DND). Or, any commercial communication that an enterprise can send to an intended recipient after taking consent to send such messages.

Header Examples (6 numeric): 565690, 787878, 987123, 555555, etc.

Promotional Headers should start with the number that matches with the category (as per DND Preferences).

1. Banking/Insurance/Financial products/ credit cards.

Ex: 123890, 154987

2. Real Estate

Ex: 234567, 264789

3. Education

Ex: 397134, 321456

4. Health

Ex: 467931, 444654

5. Consumer goods and automobiles

Ex: 582974, 564123

6. Communication/Broadcasting / Entertainment/IT

Ex: 631469, 693147

7. Tourism and Leisure

Ex: 789456, 714369

8. Food and Beverages

Ex: 896321, 816934

0 (Zero) Others – Category that doesn't appear in 1-8

Ex: 012389, 098654

2. Others

Headers that can be used for sending Transactional, Service Implicit and Service Explicit message fall under **OTHER type**. Same Header can be used against all three type of messages. **All these headers are case sensitive.**

Header Examples (6-alpha): TRUBLQ, TRUblq, TRubLQ, trublq, KLMNOP, DLTdlt, etc.

Service Explicit

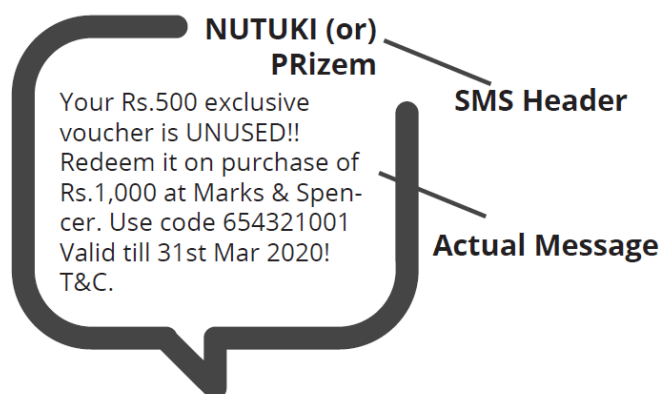
These are the messages which require explicit consent from the customer, that has been verified directly from the recipient in a robust and verifiable manner and recorded by the consent registrar. It includes any service message which doesn't fall under the service-implicit category.

Note: The customer consent template needs to be linked to content templates (Optional currently)

What can it be used for?

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

Example



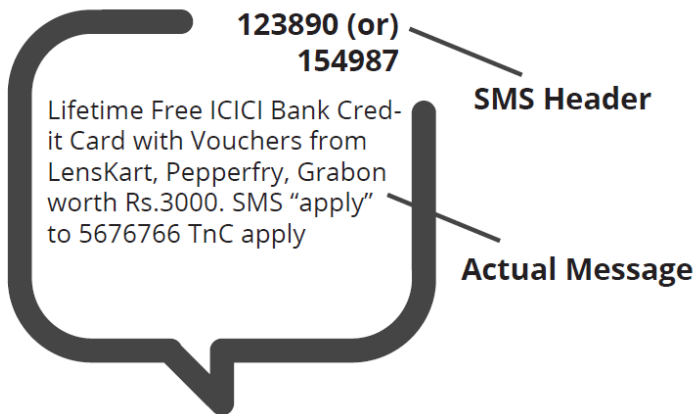
Actual Message	Required Template Format
Your Rs.500 exclusive voucher is UNUSED!! Redeem it on purchase of Rs.1,000 at Marks & Spencer. Use code 654321001 Valid till 31st Mar 2020! T&C.	Your Rs.{#var#} exclusive voucher is UNUSED!! Redeem it on purchase of Rs.{#var#} at Marks & Spencer. Use code {#var#} Valid till {#var#}! T&C.
Hi, In order to best serve you and others, could you click on mosl.co/ywq8FBjpAn to share your meeting experience with Motilal Oswal RM Raju Saha on 22nd	Hi, In order to best serve you and others, could you click on {#var#} to share your meeting experience with {#var#}
Bajaj Finserv Personal Loan needs Minimal Documentation. Fulfil your financial needs in one click http://m.BajFin.in/lphr8tFE	Bajaj Finserv Personal Loan needs Minimal Documentation. Fulfil your financial needs in one click {#var#}.

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: The customer consent template needs to be linked to content templates (Optional Currently)

Example



Actual Message	Required Template Format
Lifetime Free ICICI Bank Credit Card with Vouchers from LensKart, Pepperfry, Grabon worth Rs.3000. SMS "apply" to 5676766 TnC apply	Lifetime Free ICICI Bank Credit Card with Vouchers from LensKart, Pepperfry, Grabon worth Rs.{#var#}. SMS "{#var#}" to 5676766. TnC apply
Pay JUST Rs 640* pm & get Rs 83,333 for 120 months or payout of Rs 1,00,00,000 With LIC*(Life Insurance Cover) For Your Family. http://px2.in/pAD4TIs	Pay JUST Rs {#var#} pm & get Rs {#var#} for {#var#} months or payout of Rs {#var#} With LIC (Life Insurance Cover) For Your Family. {#var#}
YOU can win Rs 20,000 in Fantasy cricket use code 542321. Install Qureka Pro app now to WIN Click - https://abc.com	YOU can win Rs {#var#} in Fantasy cricket use code {#var#}. Install Qureka Pro app now to WIN Click - {#var#}

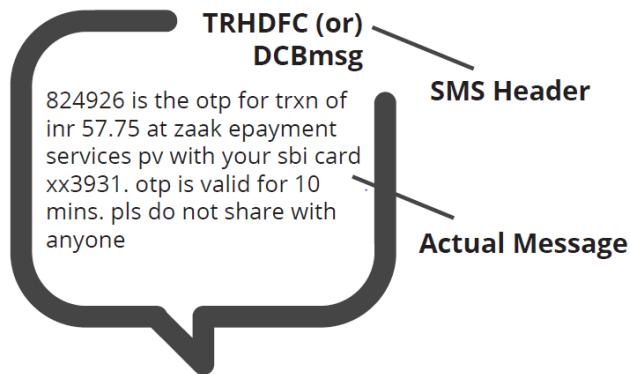
Transactional (Bank OTPs only)

Any message which contains OTP and requires a banking transaction initiated by a bank to customer will only be considered as transactional. This applies to all banks like national, scheduled, private, govt, and even MNC's.

What can it be used for?

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

Example



Actual Message	Required Template Format
824926 is the otp for txn of INR 57.75 at zaak epayment services pv with your SBI card xx3931. OTP is valid for 10 mins. Pls do not share with anyone	{#var#} is the otp for txn of INR {#var#} at {#var#} with your SBI card {#var#}. OTP is valid for {#var#}. Pls do not share with anyone
032456 is your OTP for fund transfer for amount Rs.3,000 to Ravi. OTP valid for 8 minutes. Do not share this OTP with anyone.	{#var#} is your OTP for fund transfer for amount {#var#} to {#var#}. OTP valid for 8 minutes. Do not share this OTP with anyone.
428684 is OTP for your eComm Txn for amount Rs.15,000. OTP valid for 8 minutes. Do not share this OTP with anyone.	{#var#} is OTP for your eComm Txn for amount {#var#}. OTP valid for 8 minutes. Do not share this OTP with anyone
369147 is OTP for your premium payment for amount Rs.34,000. OTP valid for 8 minutes. Do not share this OTP with anyone.	{#var#} is OTP for your premium payment for amount {#var#}. OTP valid for 8 minutes. Do not share this OTP with anyone.
852456 is your OTP for BillDesk Payment in NetBanking. OTP valid for 8 minutes.	{#var#} is your OTP for BillDesk Payment in NetBanking. OTP valid for 8 minutes.

Do's for Content Template

- Use promotional category for communications intended to be sent from numerical sender id only.
- Transactional category to be used by banking enterprises only & for OTP messages during fund transfer; online payment; merchant transaction only.
- Choose a relevant/recognizable name for templates
- Use the message type as "TEXT" for all general messages & "Unicode" for regional messages.
- Variable {#var#} insertion to be required against values like the date; amount; a/c no; OTP; names; etc...

Don'ts for Content Template

- Header selection against irrelevant templates.
- Selecting the "Transactional" category by non-banking enterprises.
- Invalid variable format in templates.
- Using double spaces in templates (this can be pre-checked by verifying the template on notepad++ before template submission).
- Templates with less than 6 char or variable insertion alone as a template.
- Do not use external fonts or characters other than those that appear on the keyboard.

Content Template Validations

- 2 or more spaces are not supposed to be used between 2 words, before a word or after a word.
- All special characters (found on the keyboard) are allowed, except < and > symbols.
- The variable format is {#var#} which is case sensitive
- Variable can be inserted by clicking the radio button (insert variable) above the text box
- Trans/Service category messages should have variable mandatorily.
- Promo category can have complete fixed content or with a variable part
- There is no limitation in no. of variables per message but each variable length can't exceed 30 chars
- Values like amount, date, a/c no, merchant names, OTP, codes, URL, customer names, card type, etc. need to be replaced with variables.
- If the template you're trying to register is already registered with the portal, it would show the error - "Template Message already registered (Template Name - ****)"



Need more help?

If you need any further help during the registration process,

- For Vodafone Idea Ltd DLT - Please refer <https://vilpower.in/faq> or contact support@vilpower.in or +91-9619500900.
- For BSNL DLT - Please refer <https://www.ucc-bsnl.co.in/faq> or https://www.ucc-bsnl.co.in/spoc_support



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