

# How to Guide

## Register a new header (sender name) on the DLT platforms

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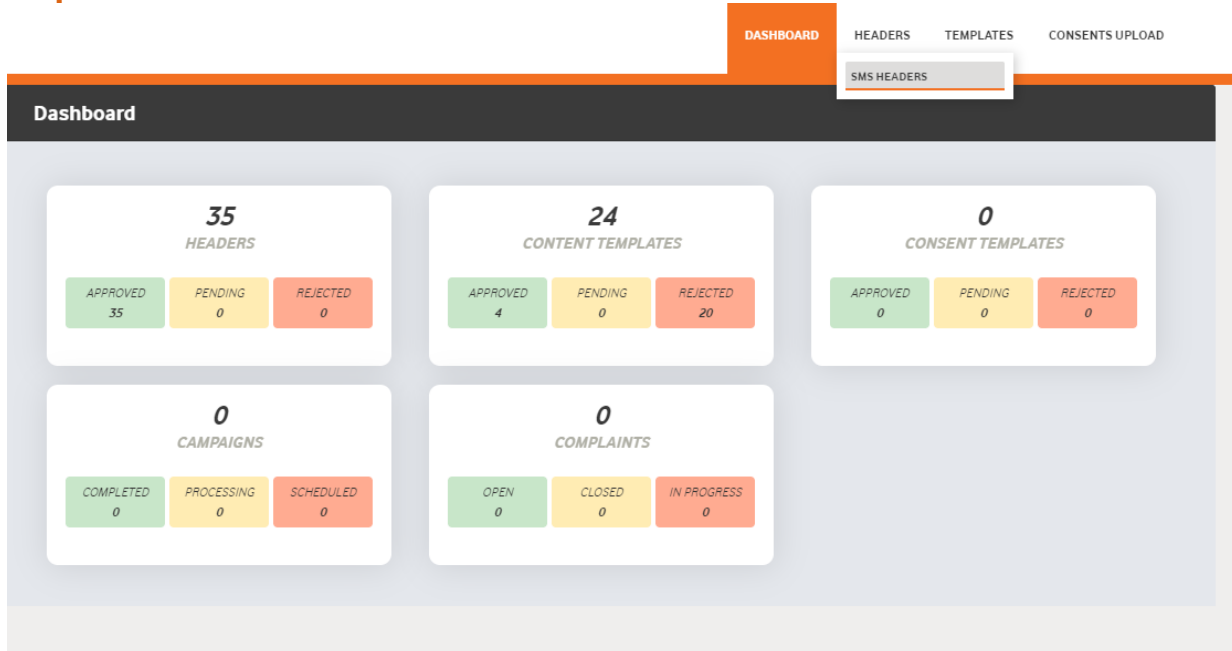
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# Header Registration Process for VILPOWER and BSNL DLT

1. Open Headers > SMS Headers > Add
2. Choose template type – Promotional / Others (Transactional / Service Implicit / Service Explicit). Know more [here](#)
3. Select a category from the drop-down list (applicable only if you want to add promotional type headers)
4. Enter the required Header and search for availability
5. Justify the chosen header name in 100 characters
6. Submit for approval

Note - 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



## Step 2

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

### Type

Promotional  Other

[Know more about SMS Types](#)

Select Category

Find your Header



Bulk Header >>

### Explanation for Sender ID \*

Max Characters:100

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 3

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

### Type

Promotional  Other

[Know more about SMS Types](#)

Select Category

Education

Health

Consumer goods and automobiles

Communication/Broadcasting/Entertainment/IT

Tourism and Leisure

Food and Beverages

Max Characters:100

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 >

# For Promotional Headers

## Step 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

Bulk Header >>

Your Header is available!

586777 ₹0

Explanation for Sender ID \*

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

## Step 5

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

Bulk Header >>

Your Header is available!

596777 ₹0

Explanation for Sender ID \*

Promo sender ID, for monthly offers and discounts  
Contact no - 9XXXXXXXXXX

Header (Sender ID) registration:

Every header gets a unique Header ID

Messages are classified into:

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

### Step 4

DASHBOARD HEADERS TEMPLATES CONSENTS UPLOAD

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

Type [Know more about SMS Types](#)

Promotional  Other

TXLOCL

Bulk Header >>

Explanation for Sender ID \*

Max Characters:100

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

### Step 5

DASHBOARD HEADERS TEMPLATES CONSENTS UPLOAD

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

Type [Know more about SMS Types](#)

Promotional  Other

Find your Header

Bulk Header >>

Your Header is available!

TXLOCL ₹0

Explanation for Sender ID \*

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

Header (Sender ID) registration:

Every header gets a unique Header ID

Messages are classified into:

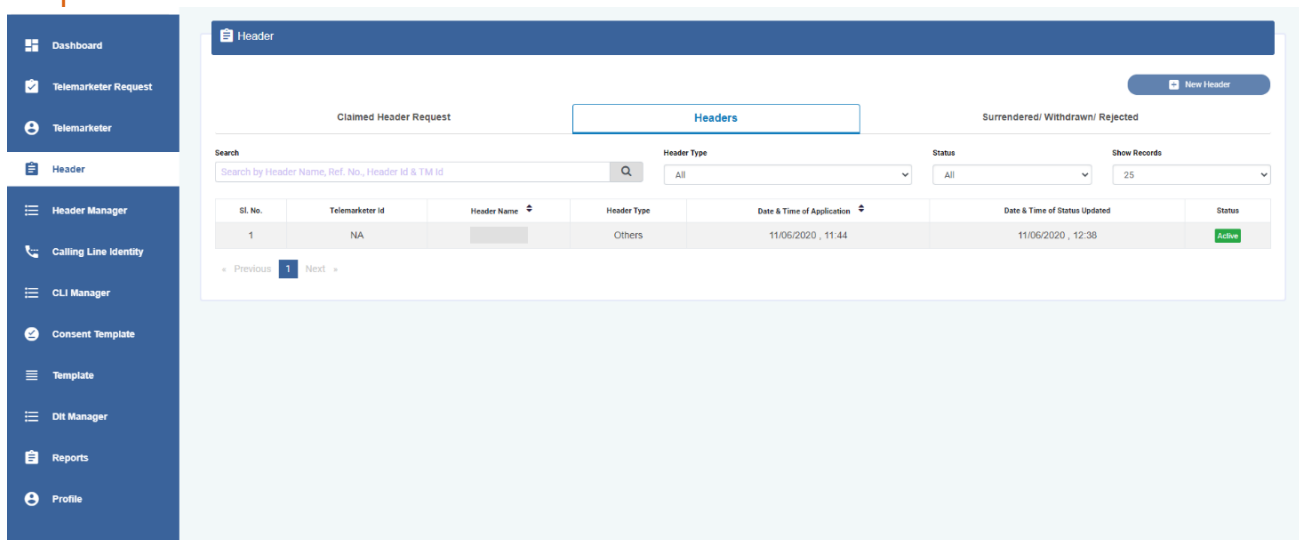
1. Promotional
2. Other
  - I. Transactional
  - II. Service Explicit
  - III. Service Implicit

# Header Registration Process for Videocon DLT

1. Select Header > Add new Header
2. Choose Header type – Promotional / Others (Transactional / Service Implicit / Service Explicit). Know more [here](#)
3. Select a category from the drop-down list (applicable only if you want to add promotional type headers)
4. Enter the required Header and check availability,
5. Submit required document and verify OTP
6. Submit for approval

Note - The Header selected by you should match the entity name. If the header name is different, please attach a document/image showing the website link, trademark certificate or any other document/image proving the relation between your entity name and your requested header.

## Step 1



The screenshot displays the 'Header Manager' interface. On the left is a navigation sidebar with options: Dashboard, Telemarketer Request, Telemarketer, Header, Header Manager, Calling Line Identity, CLI Manager, Consent Template, Template, Dit Manager, Reports, and Profile. The main content area is titled 'Header' and contains a 'Claimed Header Request' section with a 'New Header' button. Below this is a search bar and filters for 'Header Type' (set to 'All') and 'Status' (set to 'All'). A table shows one record with the following data:

| Sl. No. | Telemarketer Id | Header Name | Header Type | Date & Time of Application | Date & Time of Status Updated | Status |
|---------|-----------------|-------------|-------------|----------------------------|-------------------------------|--------|
| 1       | NA              |             | Others      | 11/06/2020 , 11:44         | 11/06/2020 , 12:38            | Active |

Navigation controls at the bottom of the table include 'Previous', '1', and 'Next'.

## Step 2

**New Header** ← Back

Single Bulk

Header Type \*   
Select header type  
Promotional  
Other

Category \*

Header Name \*

**Note:**

- **P – Promotional** - Messages which are purely promotional in nature send to all the prospects in the database by an Entity basis on there preferences. Ex : All kind of Promotional messages.
- **O – Others** - Includes **Transactional, Service Implicit and Service Explicit** messages.  
(**Transactional** - Essential messages related to transaction. Ex: OTP  
**Service Implicit** - Service messages that are ought to be sent basis on the business relation with the customer. Ex : Service Alert Messages  
**Service Explicit** - Service messages that are send by the Entity which are promotional in nature but send with prior consent. Ex : New offers for the Entity )

## Step 3

**New Hoador** ← Back

Single Bulk

Header Type \*   
Select header type

Category \*   
-Select 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

Header Name \*

**Note:**

- **P – Promotional** - Messages which are purely promotio Promotional messages.
- **O – Others** - Includes **Transactional, Service Implicit and Service Explicit** messages.  
(**Transactional** - Essential messages related to transaction. Ex: OTP  
**Service Implicit** - Service messages that are ought to be sent basis on the business relation with the customer. Ex : Service Alert Messages  
**Service Explicit** - Service messages that are send by the Entity which are promotional in nature but send with prior consent. Ex : New offers for the Entity )

## Step 4

**New Header** ← Back

Single Bulk

Header Type \*   
Other

Category   
Health

Header Name \*

**Note:**

- **P – Promotional** - Messages which are purely promotional in nature send to all the prospects in the database by an Entity basis on there preferences. Ex : All kind of Promotional messages.
- **O – Others** - Includes **Transactional, Service Implicit and Service Explicit** messages.  
(**Transactional** - Essential messages related to transaction. Ex: OTP  
**Service Implicit** - Service messages that are ought to be sent basis on the business relation with the customer. Ex : Service Alert Messages  
**Service Explicit** - Service messages that are send by the Entity which are promotional in nature but send with prior consent. Ex : New offers for the Entity )

## Step 5

The screenshot shows the 'New Header' form in a web application. The form has two tabs: 'Single' (selected) and 'Bulk'. Fields include 'Header Type' (set to 'Other'), 'Category' (set to 'Health'), and 'Header Name'. A 'Notes' section contains a bulleted list. A modal window titled 'Register Header' is overlaid on the form, containing an 'Upload Document' field (set to 'No file chosen'), an 'OTP' field (set to 'Enter OTP'), and a 'Submit' button. A 'Get OTP' link is also present. The background form is dimmed.

## Step 6

The screenshot shows the 'Telemarketer Request' form. The top navigation bar includes 'Smart Enterprise Solutions' and a 'Logout' button. The form has a 'Telemarketer Request' header and a 'Telemarketer Id' field with the placeholder text 'Enter Telemarketer Id'. A 'View Details' button is located below the field.

The screenshot shows the 'Telemarketer Request' form with the 'Telemarketer Id' field filled with '110200001293'. Below this, a 'View Details' button is visible. The form displays the following details: 'Organization Name' is 'IMI MOBILE PVT. LTD.' and 'Registration Id' is '110200001293'. There is an 'Upload Document' field (set to 'No file chosen'). At the bottom, there is a checkbox with the text: '\* I hereby authorize IMI MOBILE PVT. LTD. for on-boarding with us on VMPL DLT Panel as our Telemarketer partner.' and a 'Submit Request' button.



# Header Registration Process for Jio DLT

1. Select Header SMS > Header SMS Registration
2. Choose Header type – Promotional / Others (Transactional / Service Implicit / Service Explicit).  
Know more [here](#)
3. Select a category from the drop-down list (applicable only if you want to add promotional type headers)
4. Enter the required Header and click submit

## Step 5.1

The dashboard shows two main sections: Entity and Header SMS. Each section has three cards: Users, Approval Pending, and Approved. Entity: Users (1), Approval Pending (0), Approved (1). Header SMS: Headers (1), Approval Pending (0), Approved (0).

## Step 5.2

The form shows the Header Type dropdown menu open with options: Promotional (selected), and Others (Transactional, Service Explicit, Service Implicit). There is a Submit button and a Cancel button.

## Step 5.3

The form shows the Category dropdown menu open with options: Banking / Insurance / Financial products / credit cards, Real Estate, Education, Health, Consumer Goods and Automobiles, Communication / Broadcasting / Entertainment / IT, Tourism and Leisure, Food and Beverages, and Others. There is a Cancel button.

## Step 5.4

### Promotional

#### Header SMS Registration

Note: If your Header is already registered with any other TSP's, you need not register it again with JIO.

Header Type \*  
Promotional

Category \*  
Consumer Goods and Automobiles

Create Header \*  
546348

Header should contain only 8 digits

### Others

#### Header SMS Registration

Note: If your Header is already registered with any other TSP's, you need not register it again with JIO.

Header Type \*  
Others (Transactional, Service Explicit, Service Implicit)

Category \*  
Category

Create Header \*  
KLMNOP

Header should be Alphanumeric with 3-8 characters Not starting with a number

# 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.

**Transactional:** Message which contains One Time Password (OTP) and requires to complete a banking transaction initiated by the bank customer. This is applicable to all banks including national/ scheduled/ private/ Govt. and MNC banks. Ex: TRHDFC, DCBmsg, MkotaK

**Service Implicit:** Messages arising out of 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.

- Confirmation messages of a net banking or a credit/debit transaction.
- Product purchase confirmation.
- delivery status of a parcel.
- OTP required for e-commerce website, app login, social media apps, KYC, etc.
- Messages from schools regarding attendance/transport.
- Messages from hospitals/clinics regarding appointment/discharge reports.
- Govt./TRAI/DoT mandated messages, advisories, messages from state Govt., LEAs, local authorities, traffic advisories, election commission, disaster management advisories.
- Service messages from car workshops, gadget service centres.
- Day-end/ month-end settlement alerts to securities/demat account holders.

Ex: ABCDE, AFioma, uniFco

**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.

Ex: NUTUKI, PRizem, semRTA

OTHER – Govt.

Only Govt. entities can register these Headers that can be used for sending Transactional, Service Implicit and Service Explicit messages.

**Header Examples (3 to 9 numeric and should start with 1):** 1444, 19898, 15555, 19090909, etc.



## Need more help?

If you need any further help during the registration process,

- For BSNL DLT - Please refer <https://www.ucc-bsnl.co.in/faq> or [https://www.ucc-bsnl.co.in/spoc\\_support/](https://www.ucc-bsnl.co.in/spoc_support/)
- For Vodafone Idea Ltd DLT - Please refer <https://vilpower.in/faq> or contact [support@vilpower.in](mailto:support@vilpower.in) or +91-9619500900.
- For Videocon DLT - Please contact [dlt.helpdesk@vmipl.in](mailto:dlt.helpdesk@vmipl.in)



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