How to Guide

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

Contents

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
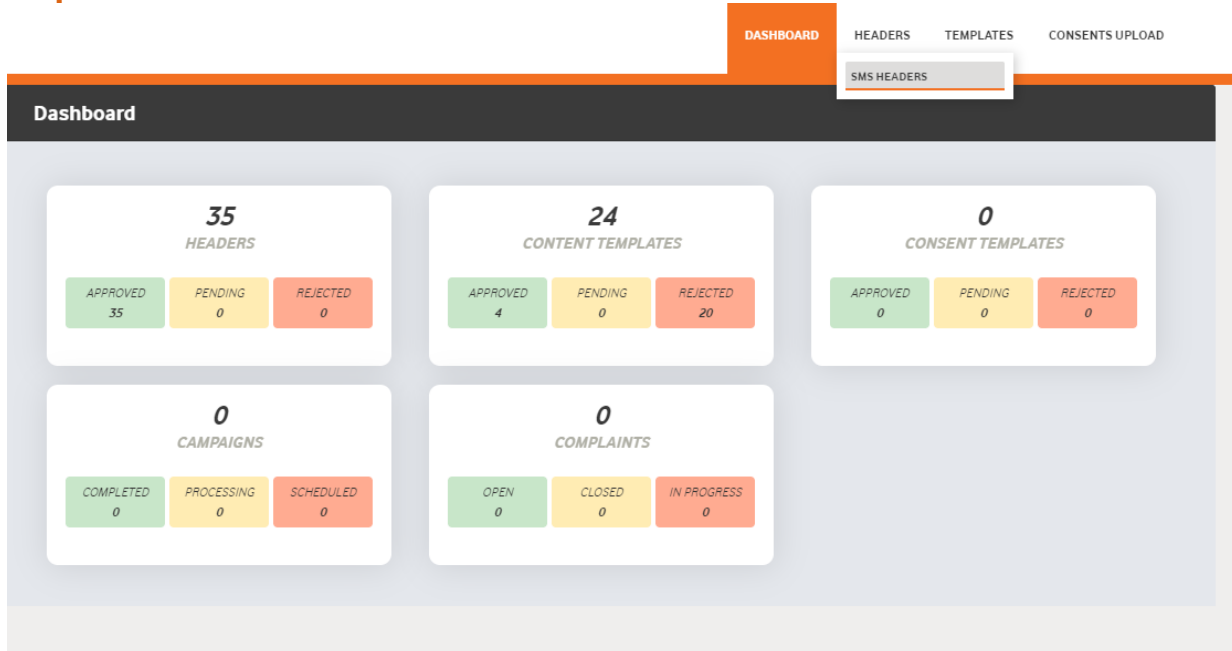
Step 2

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

Type

( ) Promotional   ( ) Other

ℹ️ **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

ℹ️ **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**

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Every header gets a unique Header ID

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1. Promotional
2. Other
   I. Transactional
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   III. Service Implicit

KNOW MORE »

For Promotional Headers

Step 4

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

Type
(●) Promotional   (○) Other

ⓘ **Know more about SMS Types**

Consumer goods and automobiles ▾

Find your Header 🔍

Bulk Header >>

Your Header is available!

586777

₹0 ⊖

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 5

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

Type
(●) Promotional   (○) Other

ⓘ **Know more about SMS Types**

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 - 9XXXXXXXXX

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 Other headers

Step 4

DASHBOARD **HEADERS** TEMPLATES CONSENTS UPLOAD

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

Type

⭕ Promotional 🔘 Other

ⓘ **Know more about SMS Types**

TXLOCL 🔍

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 5

DASHBOARD **HEADERS** TEMPLATES CONSENTS UPLOAD

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

Type

⭕ Promotional 🔘 Other

ⓘ **Know more about SMS Types**

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 - 9XXXXXXXX

CANCEL **SUBMIT FOR APPROVAL**

Header (Sender ID) registration:

Every header gets a unique Header ID

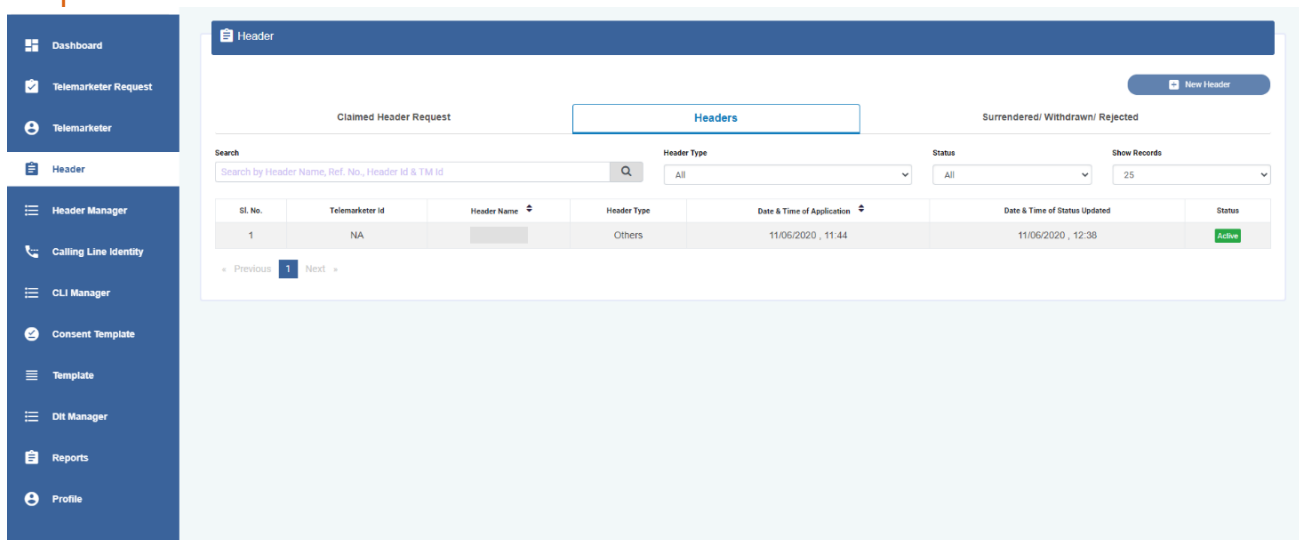Messages are classified into:

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

KNOW MORE »

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

Step 2

New Header   « Back

Single	Bulk

Header Type * ⓘ

Select header type ▼
- Select header type
- Promotional
- Other

Category * ⓘ

Header Name * ⓘ   Enter your header name

Check Availability

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 Header   « Back

Single	Bulk

Header Type * ⓘ

Select header type ▼

Category * ⓘ

--Select 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 promot... 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 * ⓘ   abcde

Check Availability

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

Step 6

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

Step 5.2

Step 5.3

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 6 digits

Cancel | Submit

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

Create Header *
KLMNOP

Header should be Alphanumeric with 3-9 characters Not starting with a number

Cancel | Submit

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/
- For Vodafone Idea Ltd DLT - Please refer https://vilpower.in/faq or contact support@vilpower.in or +91-9619500900.
- For Videocon DLT - Please contact dlt.helpdesk@vmipl.in

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