

How to Guide

Content and Consent Template Registration Process for VILPOWER & BSNL DLT

Content Template Process

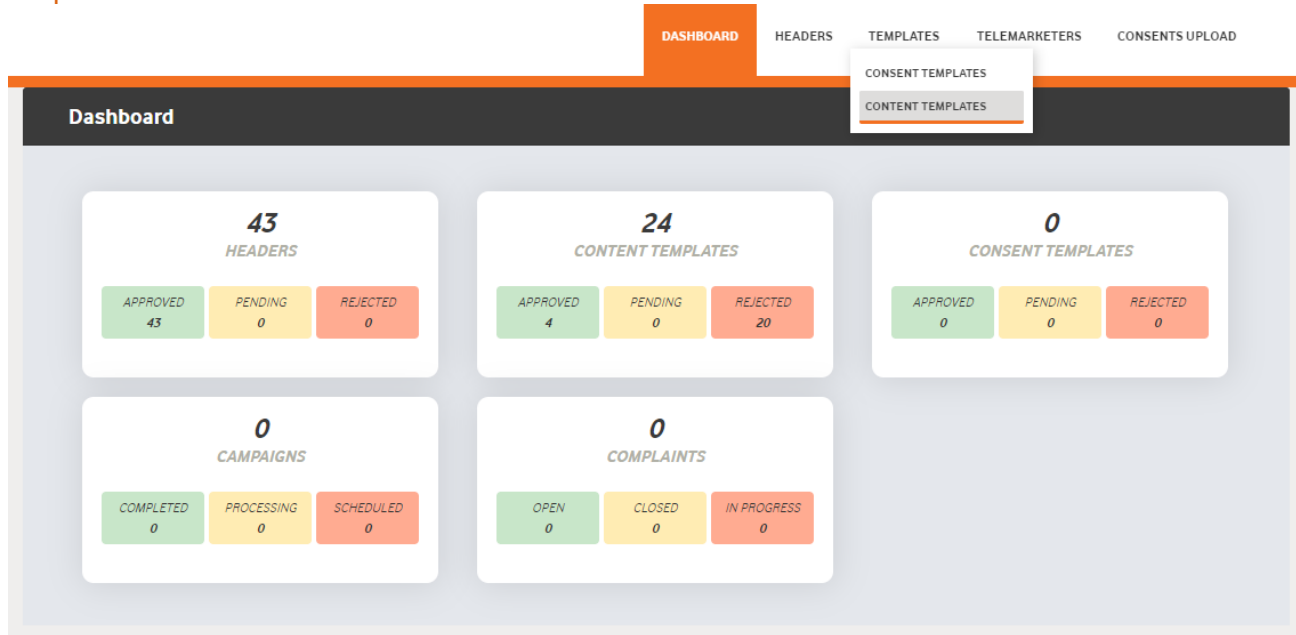
1. Select Template > Content Template > Add
2. Choose the Template type - Promotional / Service Implicit / Service Explicit / Transactional.
[Know more here](#)
 - For your transactional templates select the 'Service Implicit' category. 'Transactional' category templates are reserved for bank OTPs only.
3. Select a Category from the drop-down list (Only for Promotional Category)
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.
5. Select Consent Template from the drop-down list (Optional)
6. Select your Brand Name from the drop-down list
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.

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 characters
- 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 - *****)"
- **According to new guidelines shared by operators, all content templates must include your brand name/complete business name/trademark in the message footer.** See how to add your brand name/entity name in the examples below. The brand names are highlighted.

Scenario	Entity Name	Sample DLT templates
Entities notably called with abbreviations and unique	Entity Name: State Bank of India Brand: <ul style="list-style-type: none"> State Bank of India SBI 	<ul style="list-style-type: none"> OTP for online purchase of Rs. {#var#} at {#var#} thru State Bank Debit Card {#var#} is {#var#}. Do not share this with anyone – SBI OTP for online purchase of Rs. {#var#} at {#var#} thru State Bank Debit Card {#var#} is {#var#}. Do not share this with anyone – State Bank of India
Entities whose abbreviations represent 2 different names, must use complete entity name at the footer.	Entity name with same abbreviations: <ul style="list-style-type: none"> National Payments Corporation of India (NPCI) Nuclear Power Corporation of India LTD (NPCI) 	<ul style="list-style-type: none"> Amt. of {#var#} for {#var#} ({#var#}) will be credited to your A/C of {#var#} - National Payments Corporation of India Amt. of {#var#} for {#var#} ({#var#}) has been generated with the due date of {#var#} – Nuclear Power Corporation of India
Entities whose registered name is different from their registered trademark name can use their trademark name.	Entity Name: Bundl Technologies Private Ltd Brand: Swiggy Entity Name: Atria Convergence Technologies Ltd Brand: ACT Fibernet	<ul style="list-style-type: none"> Dear Customer, ₹{#var#} has been deducted from your Swiggy Money balance at {#var#}. Updated Swiggy Money balance is ₹{#var#} – Swiggy Dear Customer, thank you for choosing ACT. Our engineer will visit in the next {#var#} hours. – ACT Fibernet
Entities having multiples brands operated under its registered name, should use their complete brand name.	Entity Name: Aditya Birla Fashion and Retail Limited Brands: <ul style="list-style-type: none"> Pantaloons American Eagle Louis Philippe 	<ul style="list-style-type: none"> Congratulations! \n Your shopping has unlocked a gift voucher of Rs. {#var#} on Rs. {#var#} spend. Valid till 15th Dec. TC. Use Code: {#var#} – Pantaloons As we turn 2 in India, visit the American Eagle store and get a {#var#} OFF, exclusively for you! Limited period offer. *T&C apply– American Eagle Congratulations! \n Your shopping has unlocked a gift voucher of Rs.{#var#} redeemable at {#var#} on Rs.{#var#} spend. Valid till {#var#}. TC. Use Code: {#var#} – Louis Philippe

Step 1



Step 2

The 'Add Content Template' form includes the following fields and options:

- Template Type:** Promotional, Transactional, Service
- Consent Type:** Implicit, Explicit
- Header:** Search Header *
- Message Text Type:** Text
- Consent Template:** Select Consent Template
- Brand Name:** Select Brand
- Template Type *:** Pre-Approved, Custom
- Template Name *:**
- Template Message *:**

Buttons:

Character count: Characters Used: 9

Step 3

Template Type
 Promotional Transactional Service

Consent Type
 Implicit Explicit

Header
Search Header *

Message Text Type
Text

Consent Template
Select Consent Template

Brand Name *
Select Brand

Template Type *
 Pre-Approved Custom

Get Pre-Approved Templates →

Template Name *
Welcome sms to reader on registration

Template Message *
Dear Reader, Congratulations! You can now access (#var#) Special Edition. Click here to read the eMagazine- (#var#)(#var#)

Characters Used: 111

[Preview Message](#)

You have used 111 characters. This is only a guide, as variable fields may vary in length. Space consumed for 1 variable is 30 char and avoid double space.

Consent Template Process

- 1.1. Select Template > Consent Templates > Add
- 1.2. Add a Template Name and your Brand Name
- 1.3. Add 'Scope of Consent'

Examples of Scope of Consent:

Would Like to Send Communication Regarding All Marketing Offers and Events to Our Registered Customers

"ABC Solutions" needs Your Consent in Order to Serve You Better. We May Send You Messages About Your Account Information, Activity and Our Best Offers

We will send you updates, transactions, recommendations of our services or products being a registered customer with us

[Brand Name]: Dear Customer, thanks for visiting The Design Studio in Andheri (W) today. We would love to stay in touch with you about our new launches and promotions. To continue receiving exciting offers from us on call/SMS, please submit your consent.

Dear Mr. XYZXYZ, we are pleased on your sign up with [Brand Name] today. To receive exciting promotions and offers on SMS/call, please submit your consent.

[Brand Name] : Dear Mr. ABCABC, thank you for submitting your property-related requirement on our website today. We will keep you informed on new listings suited to you. Please give your consent for receiving these listings through call/SMS.

Add Consent Template

[Know more about Consent Template Guidelines](#)

Template Name *

Maximum 30 Characters

Brand Name *

Maximum 50 Characters

Scope of Consent *

Maximum 150 characters

CANCEL

SAVE

CONSENT TEMPLATE PREVIEW

Template Name:

Brand Name:

Scope of Consent:

ACCEPT

Content Template Types

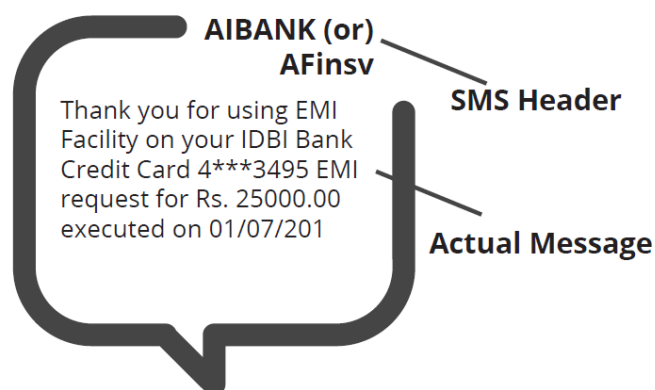
Service Implicit

Any message arising out of a customer's action or their existing relationship with the enterprise, that is not promotional, will be considered as Service-Implicit message.

What can it be used for?

- Confirmation messages of net-banking or credit/debit card transactions.
- Product purchase confirmation, delivery status, etc. from e-comm websites.
- Customer making payments through payment wallet over an e-commerce website/mobile app and an OTP is sent to complete the transaction.
- OTP's required for e-comm website, app login's, social media apps, authentication/verification links, securities trading, Demat account operations, KYC, e-wallet registration, etc.
- Messages from TSP/ISP.
- Periodic balance info, bill generation, bill dispatch, due date reminders, recharge confirmation (DTH, cable, prepaid electricity recharge, etc), delivery notifications, and any other periodic upgrades.
- Messages from retail stores related to the bill, warranty.
- Messages from schools-attendance/transport alerts.
- Messages from hospitals/clinics/pharmacies/radiologists/pathologists about registration, appointment, discharge, reports.
- Confirmatory messages from app-based services.
- Govt/DOT/TRAI mandated messages.
- Service updates from car workshops, repair shops, gadgets service centers.
- Directory services like Justdial, yellow pages.
- Day-end/month-end settlement alerts to securities/Demat account holders

Example



Actual Message	Required Template Format
Thank you for using EMI Facility on your IDBI Bank Credit Card 4***3495. EMI request for Rs. 25000.00 executed on 01/07/2019	Thank you for using EMI Facility on your IDBI Bank Credit Card {#var#}. EMI request for {#var#} executed on {#var#}
Transaction alert: 49.0 was used from your flipkart gift card 6000172013334850 for order od117666705985700000 on flipkart. Balance remaining in the card: 0.0. If you don't	Transaction alert: {#var#} was used from your {#var#} gift card {#var#} for order {#var#} on flipkart. Balance remaining in the card: {#var#}. If you don't recognize this transaction, please

recognize this transaction, please reach out to http://fkrt.it/q0rbconnnn immediately.	reach out to {#var#} immediately.
Kindly note that the free look period for your insurance cancellation is 15 days from date of receipt of insurance policy. Regards, Bajaj Finance Ltd.	Kindly note that the free look period for your insurance cancellation is {#var#} from date of receipt of insurance policy. Regards, Bajaj Finance Ltd.
Dear Kishore, OTP is 2568 for order id #101794788 at daily orders phone case maker mobile app, kindly enter it to confirm your order. thank you!	Dear {#var#}, OTP is {#var#} for order id {#var#} at daily orders phone case maker mobile app, kindly enter it to confirm your order. thank you!

Service Explicit

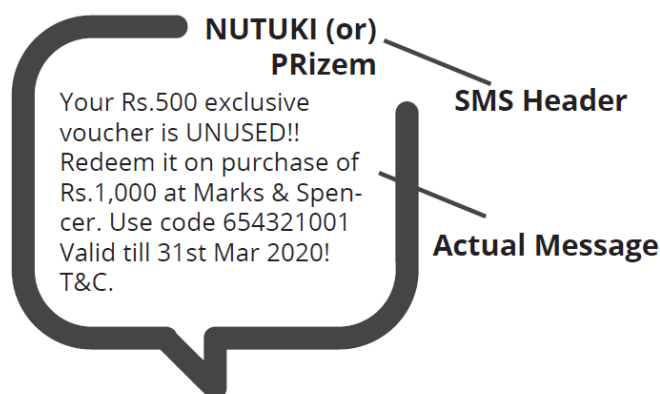
These are the messages which require explicit consent from the customer, that has been verified directly from the recipient in a robust and verifiable manner and recorded by the consent registrar. It includes any service message which doesn't fall under the service-implicit category.

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



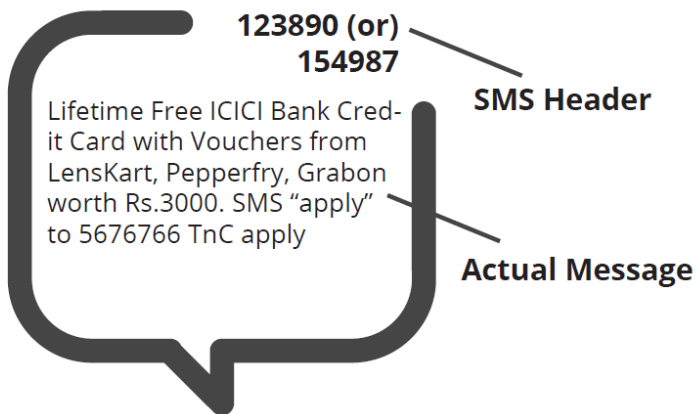
Actual Message	Required Template Format
Your Rs.500 exclusive voucher is UNUSED!! Redeem it on purchase of Rs.1,000 at Marks & Spencer. Use code 654321001 Valid till 31st Mar 2020! T&C.	Your Rs.{#var#} exclusive voucher is UNUSED!! Redeem it on purchase of Rs.{#var#} at Marks & Spencer. Use code {#var#} 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#}

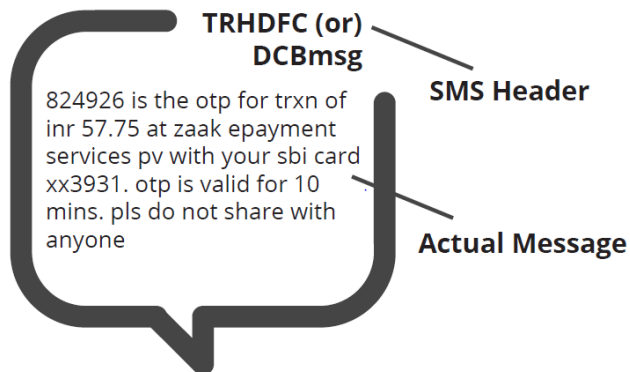
Transactional (Only for Bank OTPs)

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.

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.



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