How to Guide

Register a new principal entity on the VILPOWER & BSNL DLT platform

Registration Process –

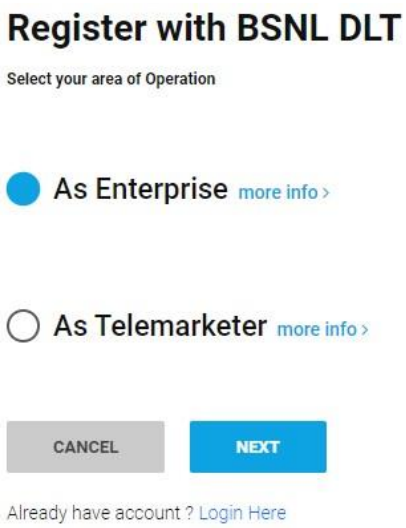
1. Visit the DLT platform and select to sign up as an 'Enterprise'
2. Provide valid business PAN, details of authorized person (mobile no. and email ID)
3. Verify phone number and email address
4. Fill the form and attach the required documents
5. Add Telemarketer - Type "IMI Mobile" or "IMI Mobile Pvt. Ltd." In the "Select your Telemarketer" text box > Wait for the drop-down to appear > Select IMI Mobile Pvt. Ltd. from the drop-down > Add "**110200001293**" in the Enter your Telemarketer ID textbox > Click Verify
6. Pay the registration fees (Rs. 5900/- for VILPOWER and 3540/- for BSNL) and submit. You will then receive a temporary ID and after the verification of your documents by the operator, you will receive the unique entity ID
7. After getting your Unique ID, register your headers in the DLT platform
   7.1. Open Headers > SMS Headers > Add
   7.2. Choose template type – Promotional / Others (Transactional / Service Implicit / Service Explicit).
   7.3. Select a category from the drop-down list (applicable only if you want to add promotional type headers)
   7.4. Enter the required Header and search for availability
   7.5. Justify the chosen header name in 100 characters
   7.6. Submit for approval
8. Add Telemarketer – Select Telemarketer from the dashboard > Click on Add > Type "IMI Mobile" or "IMI Mobile Pvt. Ltd." In the "Select your Telemarketer" text box > Wait for the drop-down to appear > Select IMI Mobile Pvt. Ltd. from the drop-down > Add "**110200001293**" in the Enter your Telemarketer ID textbox > Click Add

9. Submit a service agreement & authorized signatory document
    - Get the Agreement copy from our sales team > Fill the agreement > Print on bond paper (100/- bond paper for VILPOWER or 50/- bond paper for BSNL) > Get it signed by the Authorized Signatory of your organization > Send a soft copy or 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.
10. Register your content templates
    10.1. Select Template > Content Template > Add
    10.2. Choose the Template type - Promotional / Service Implicit / Service Explicit / Transactional.
        - For your transactional templates select the 'Service Implicit' category. 'Transactional' category templates are reserved for bank OTPs only.
    10.3. Select a Category from the drop-down list (Only for Promotional/Service Explicit Category)
    10.4. Search and select a Header 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.
    10.5. Select Consent Template from the drop-down list (Optional)
    10.6. Add a Template Name and select the template message type – Text/Unicode
    10.7. Add the template content in the 'template content' text box and click 'Save'

Please note –

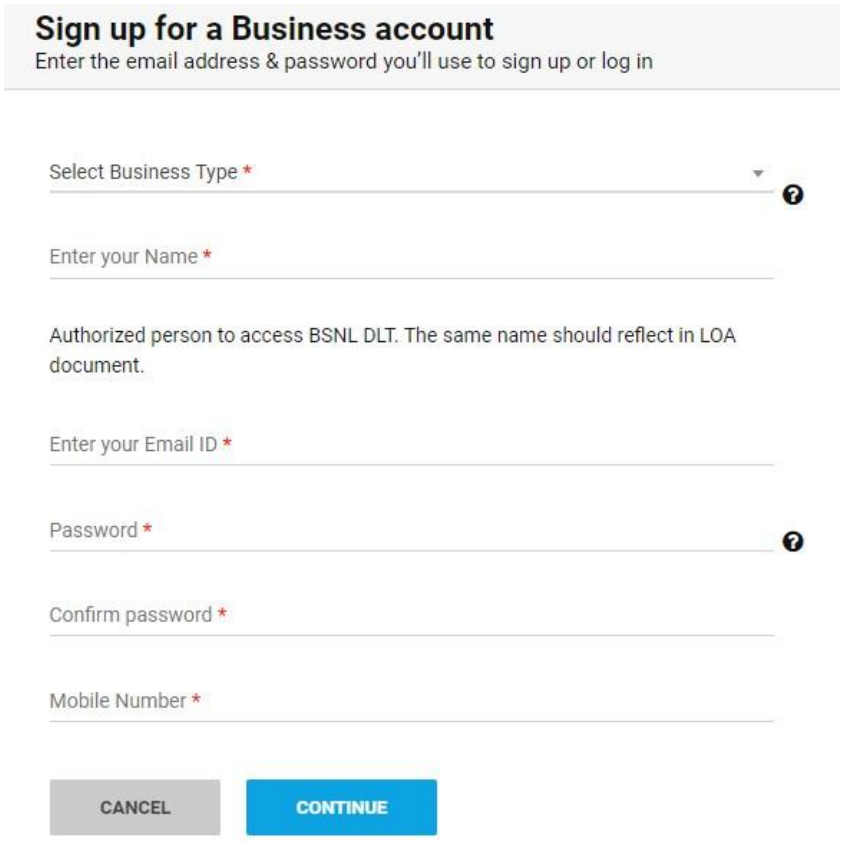
- The approval process to get the Unique Entity ID and register headers typically takes 23 days
- If your documents are rejected, the DLT support team will reach out to you via email for any further information. You will get your Unique ID only after your submitted documents are approved.
- The Header 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



Step 2

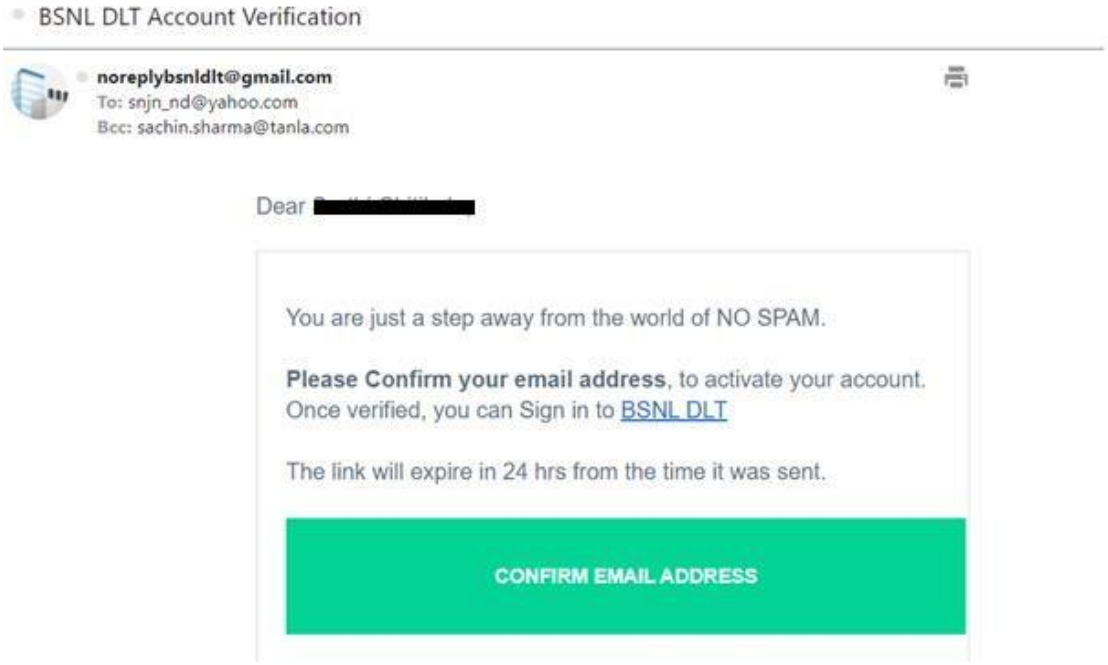
Please fill up all the details. The mobile number and email address entered here will be the login credentials.



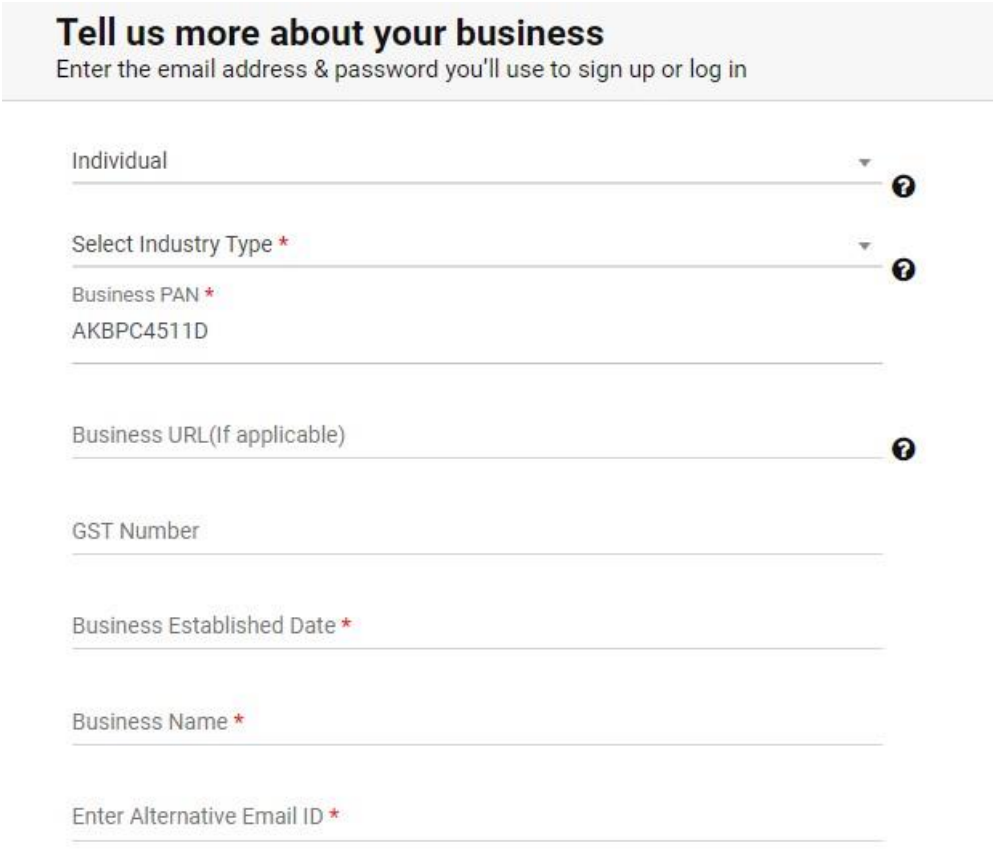
Step 3

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

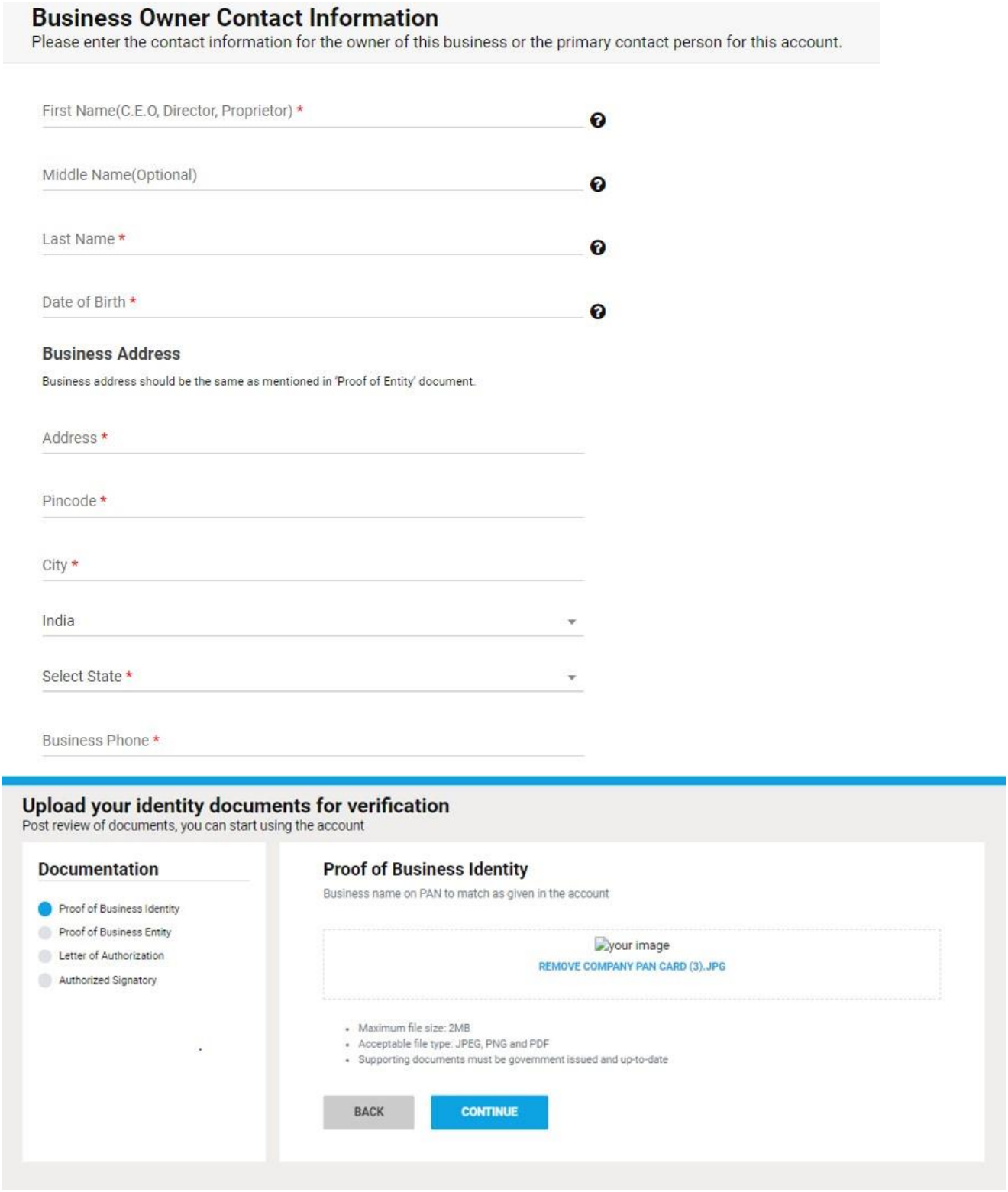
If you don't see an email from VILPOWER or BSNL, please search for the subject name "BSNL DLT Account verification" or "VILPOWER Account Verification".



Step 4



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



Documents Required

1. Accepted Proof of Identity - Business PAN. (If individual or sole proprietor, you can add you individual PAN number)

2. Accepted Proof of Entity –
   For Individual –
   - Aadhar Card
   - Passport
   - Driving License

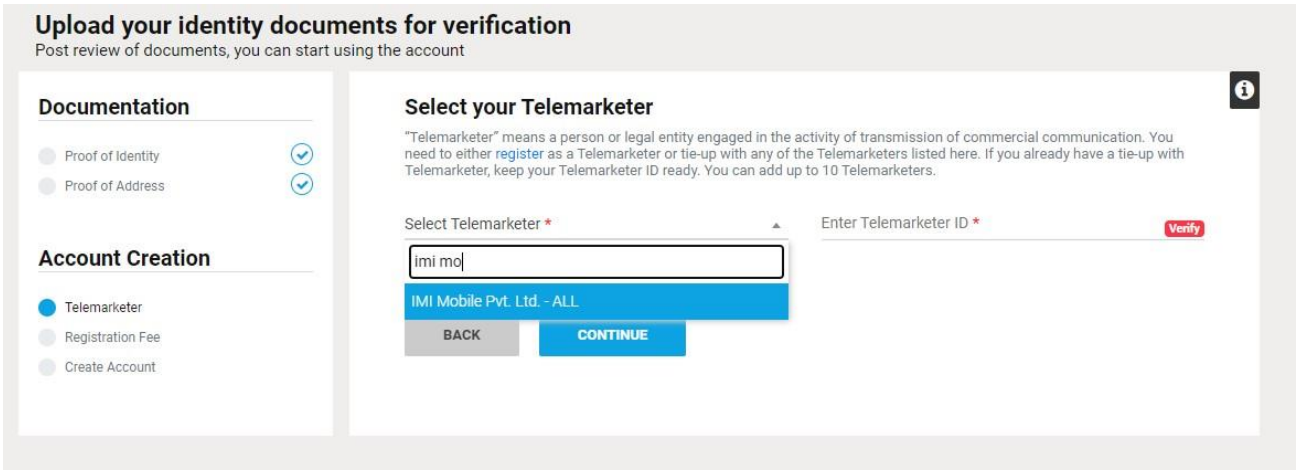
   For Others –
   - Shops & Establishment Registration Certificate
   - GST Reg Document
   - TAN Registration document
   - FSSAI License
   - Import & Export Registration Document
   - Certificate of Incorporation

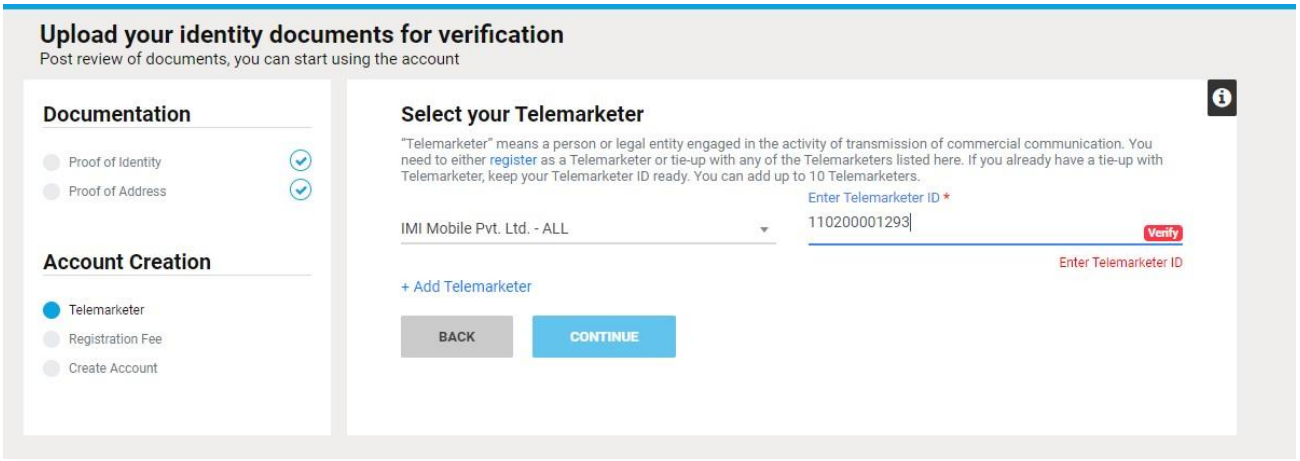
3. Letter of Authorization – Download Sample here

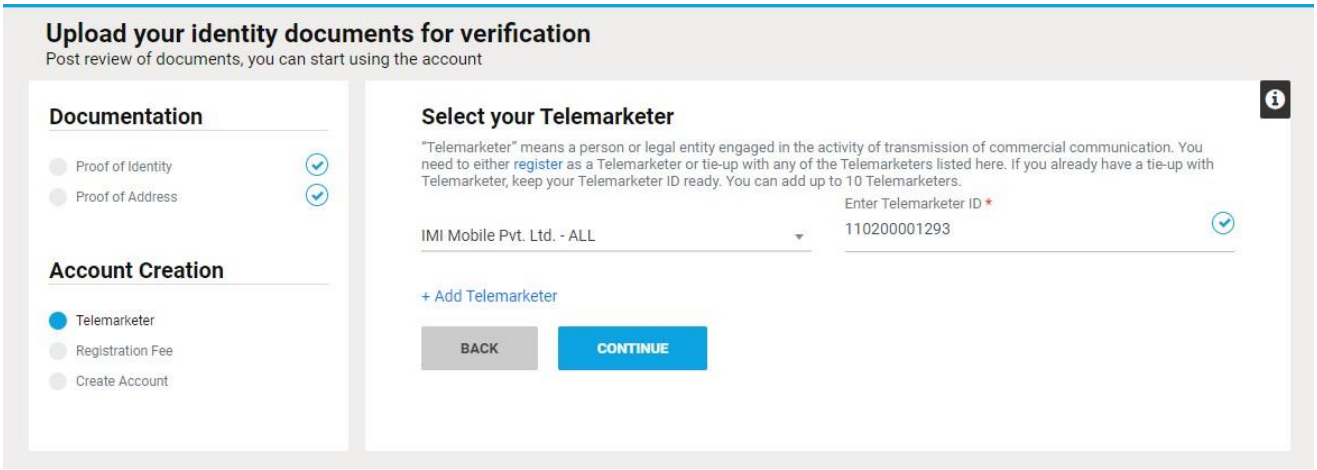
4. Accepted Authorized Signatory
   - GST Document which includes the name of Authorizing Signatory
   - Ministry of Corporate Affairs Document
   - Board Resolution mentioning the name of Authorizing Signatory signing LOA on letter head
   - MOU/MOA

Step 5

Add Telemarketer - Type "**IMI Mobile**" or "**IMI Mobile Pvt. Ltd**." In the 'select your telemarketer" text box > Wait for the drop-down to appear > Select IMI Mobile Pvt. Ltd. from the drop-down > Add "**110200001293**" in the Enter your Telemarketer ID textbox > Click Verify







Step 7

Please register your headers on the VILPOWER or BSNL DLT platforms using the below process.

7.1 Open Headers > SMS Headers > Add new Headers

7.2 Choose header type – Promotional / Others (Transactional / Service Implicit / Service Explicit).

7.3 Select a category from the drop-down list (applicable only if you want to add promotional type headers)

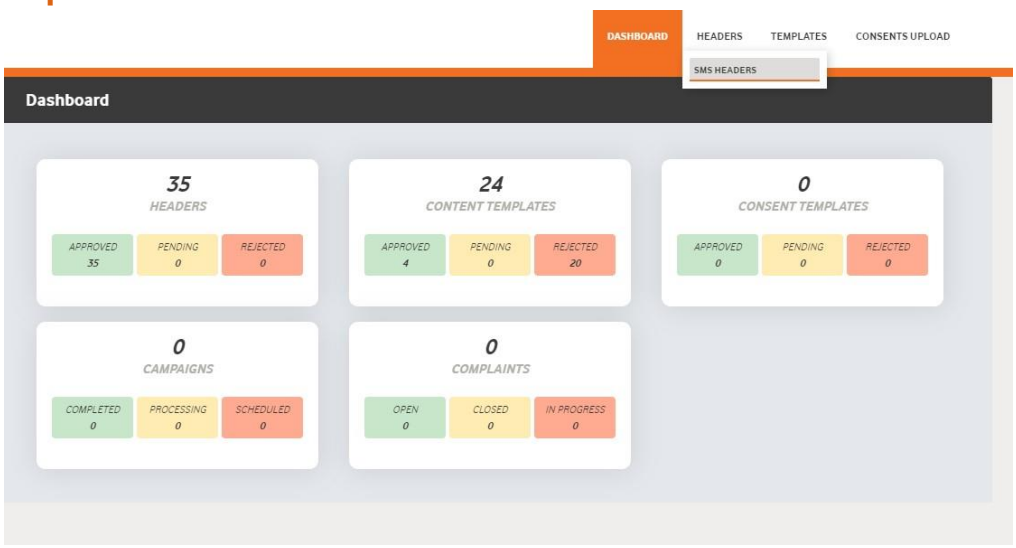
7.4 Enter the required Header and search for availability

7.5 Justify the chosen header name in 100 characters

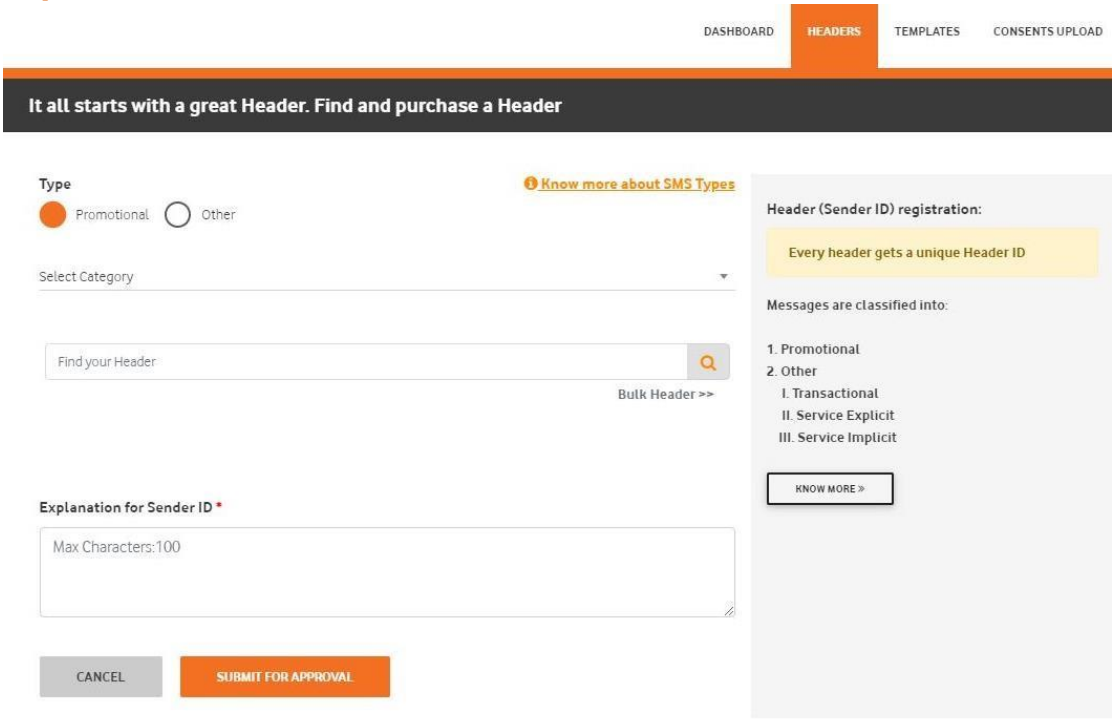
7.6 Submit for approval

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

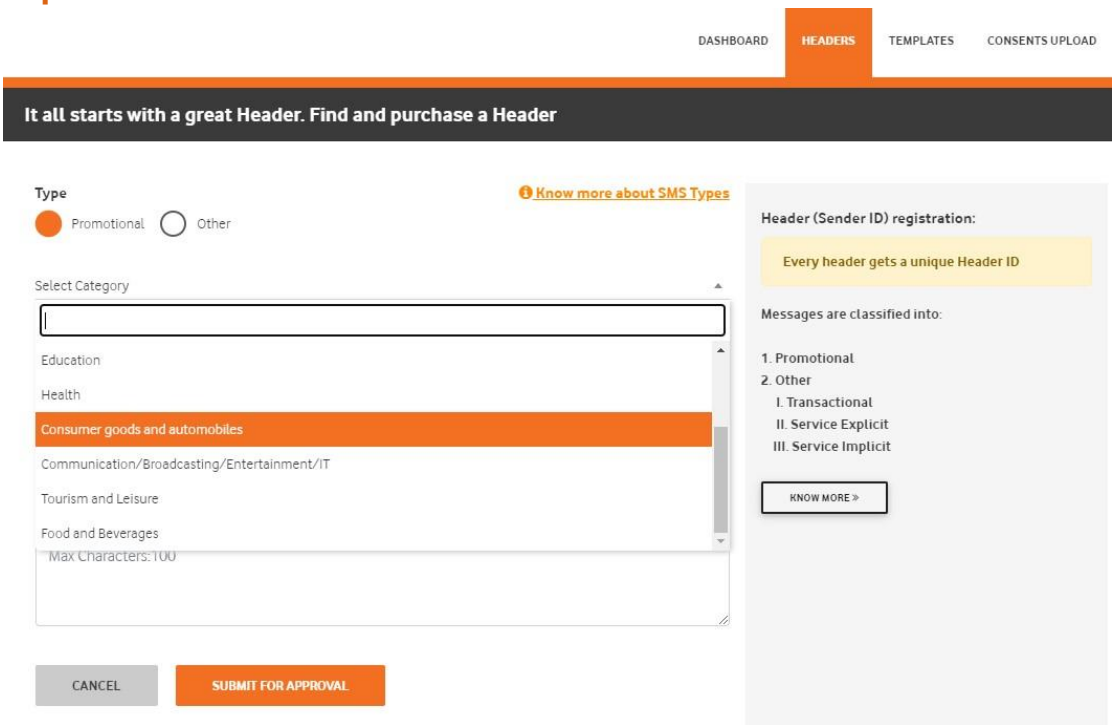
Step 7.1



Step 7.2

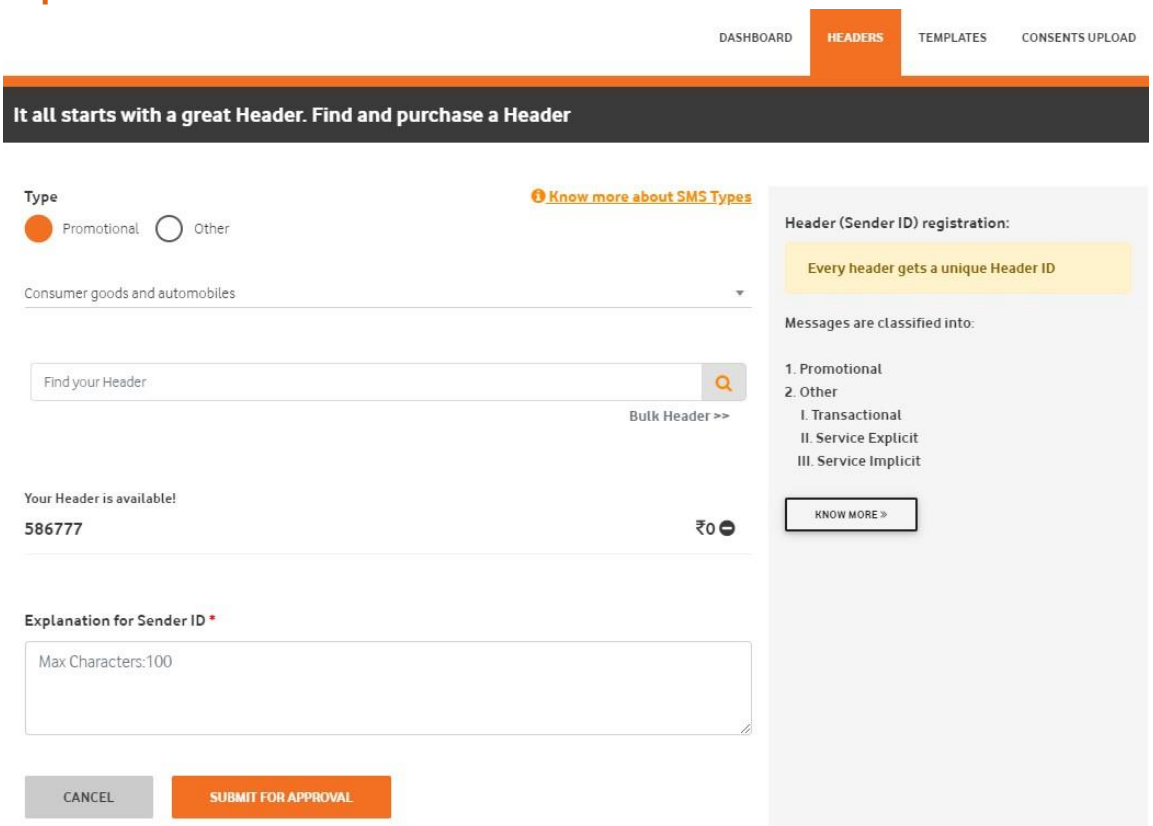


Step 7.3

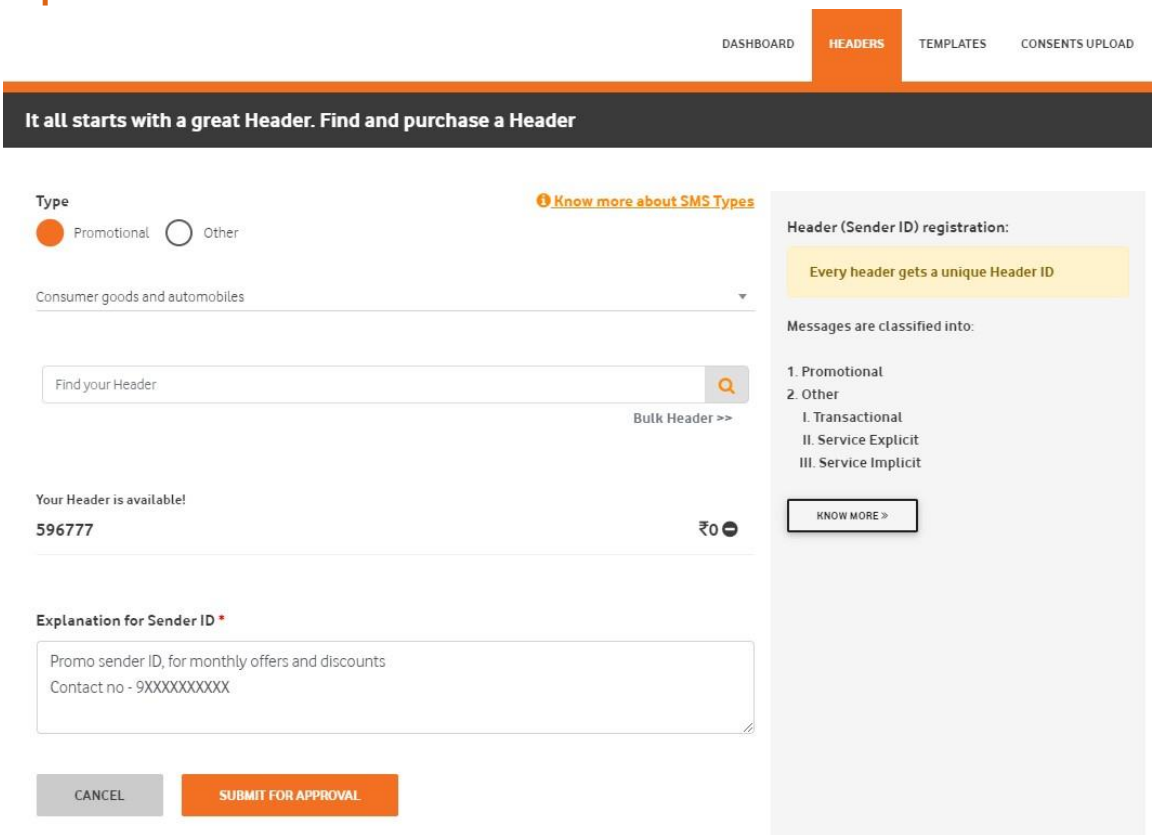


For Promotional Headers

Step 7.4

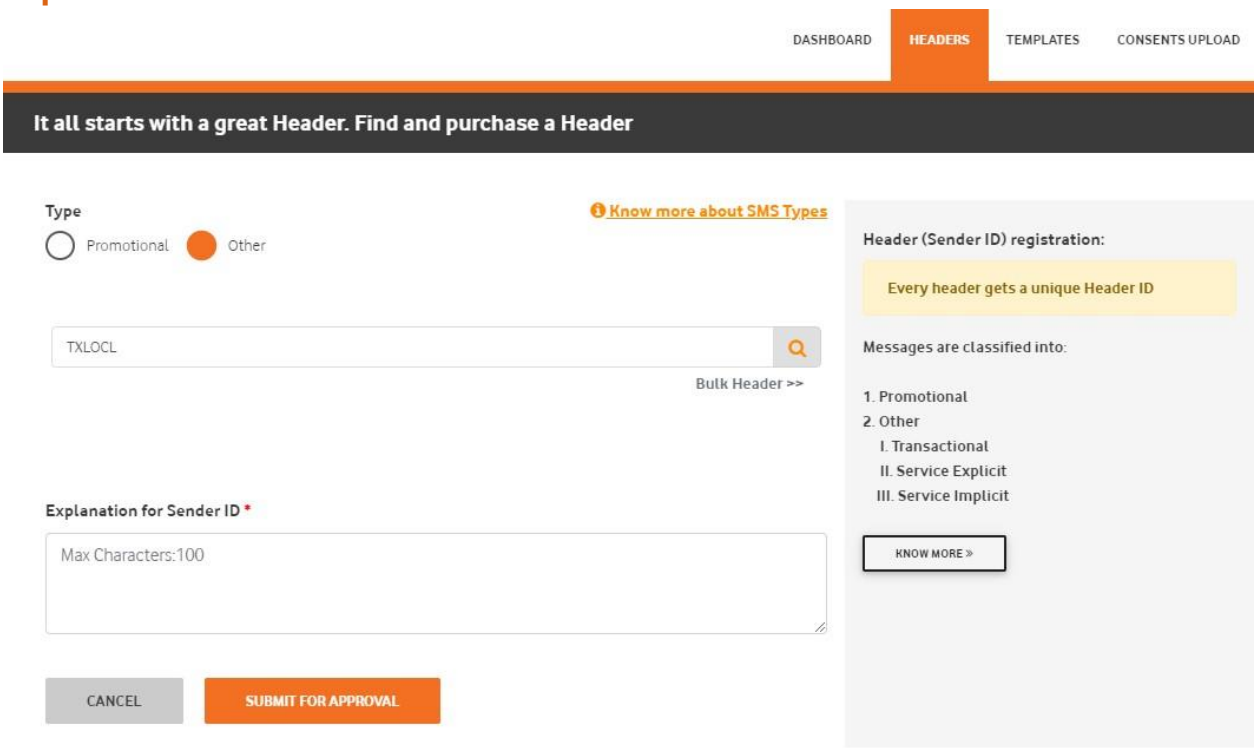


Step 7.5

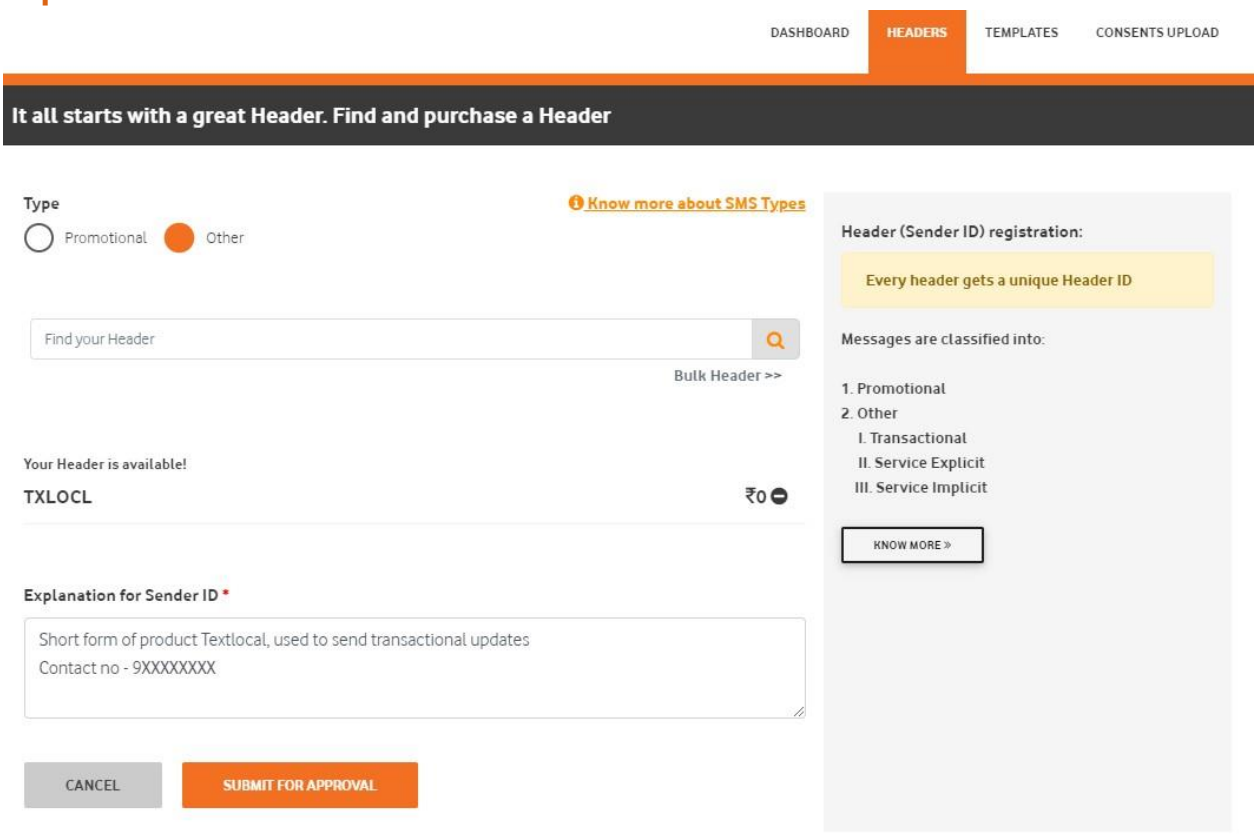


For Other headers

Step 7.4

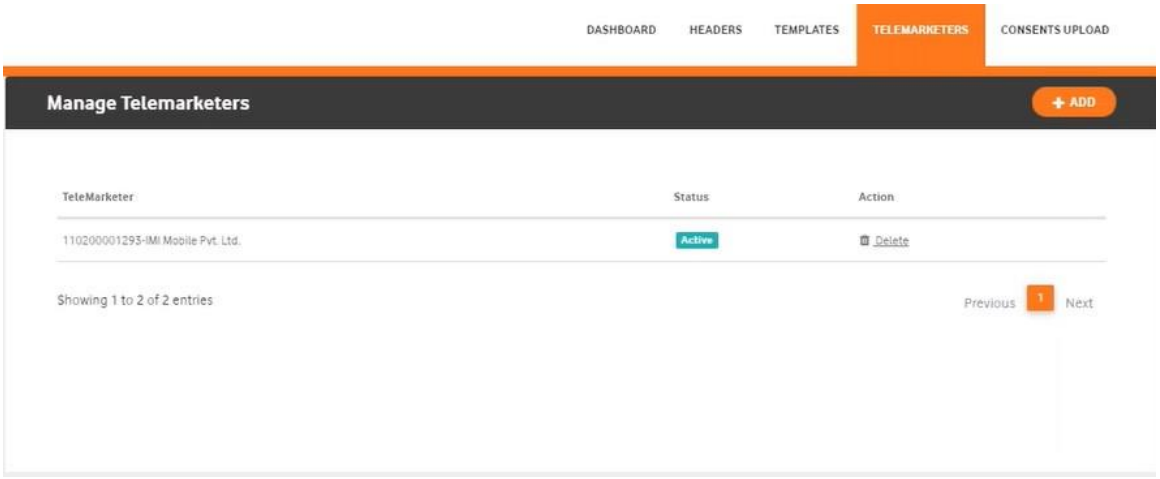


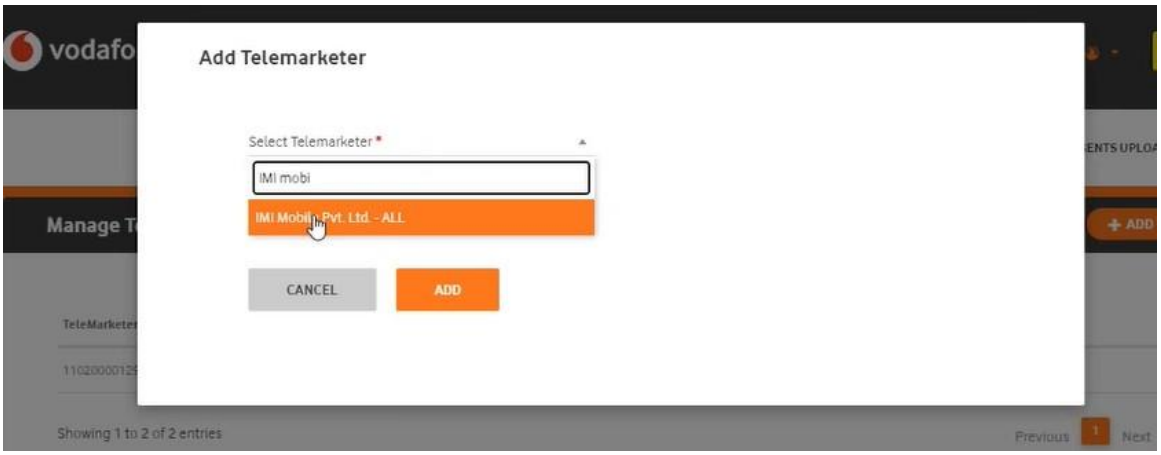
Step 7.5

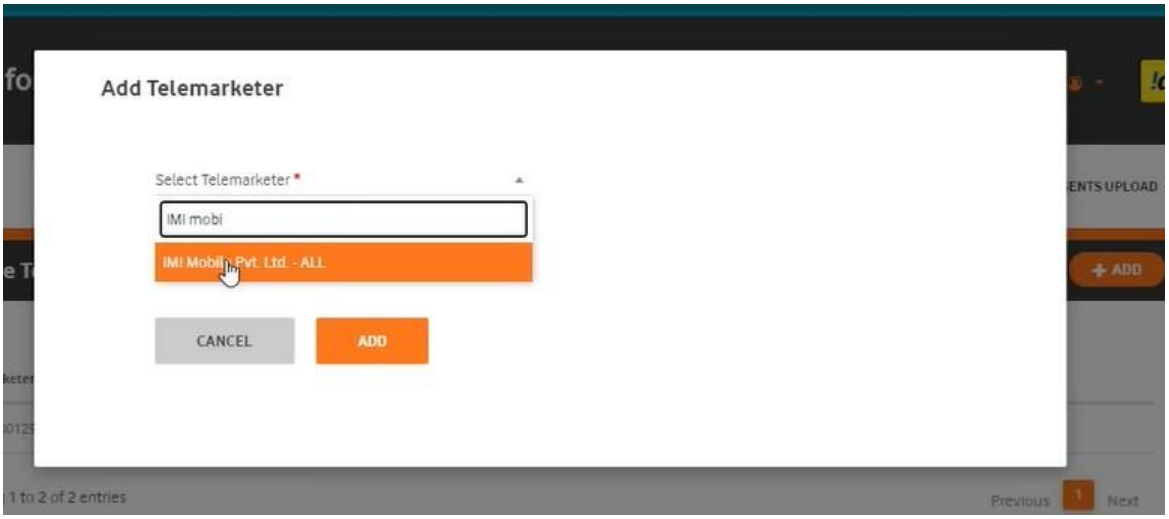


Step 8

Select Telemarketer from the dashboard > Click on Add > Type "**IMI Mobile**" or "**IMI Mobile Pvt. Ltd.**" In the "Select your Telemarketer" text box > Wait for the drop-down to appear > Select IMI Mobile Pvt. Ltd. from the drop-down > Add "**110200001293**" in the Enter your Telemarketer ID textbox > Click Add







Step 10

Register your content templates

10.1. Select Template > Content Template > Add

10.2. Choose the Template type - Promotional / Service Implicit / Service Explicit / Transactional.

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

10.3. Select a Category from the drop-down list (Only for Promotional/Service Explicit Category)

10.4. Search and select a Header all Headers that you would want to use with this template

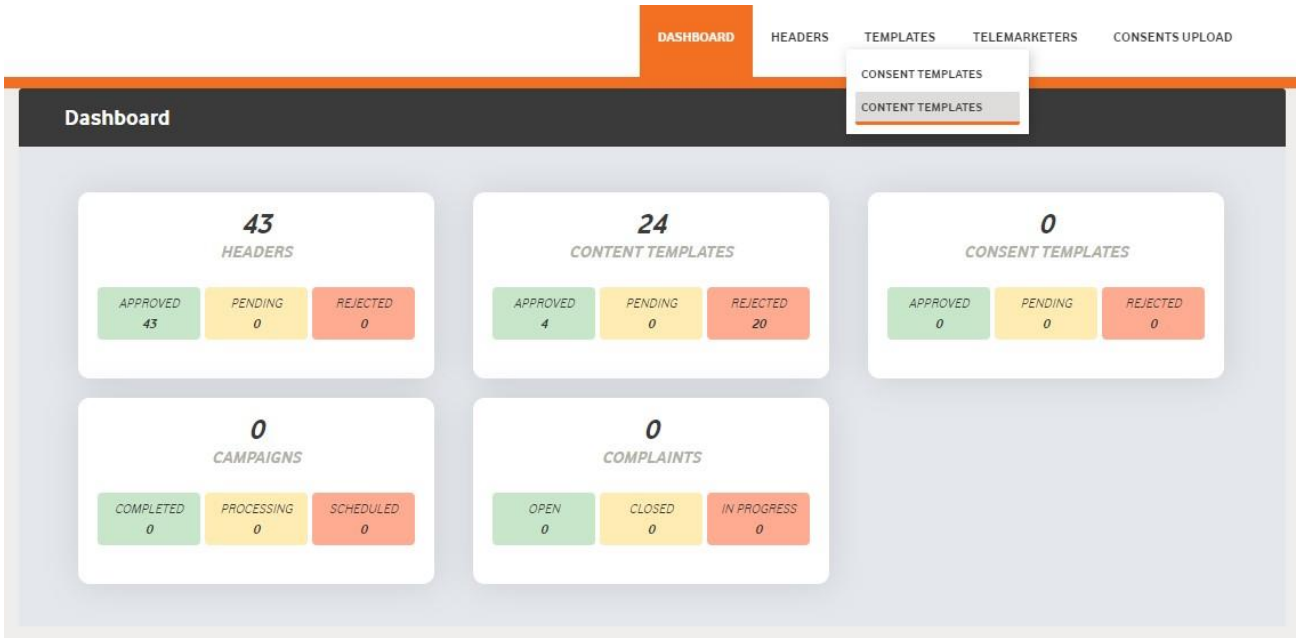
- You can select multiple headers for a template. Ensure all the headers that are required for the template are selected during creation.

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

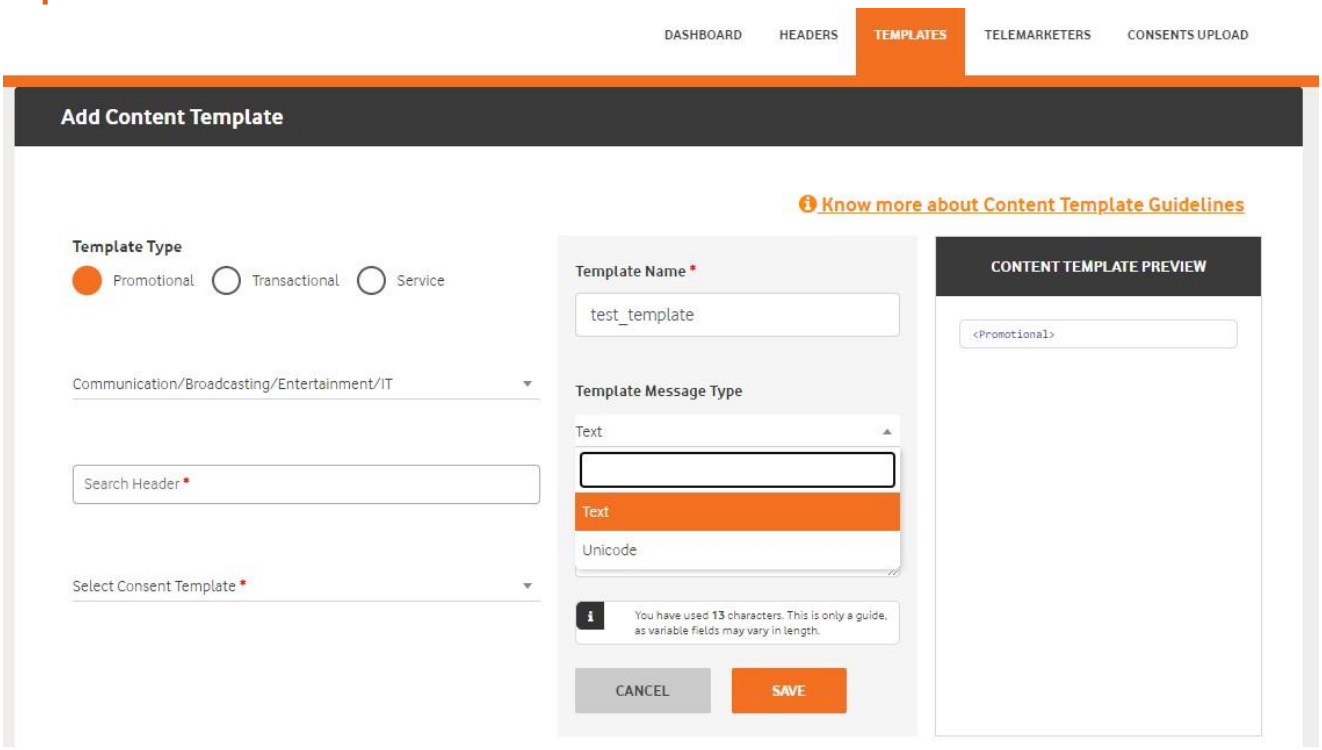
10.6. Add a Template Name and select the template message type – Text/Unicode

Add the template content in the 'template content' text box and click 'Save'

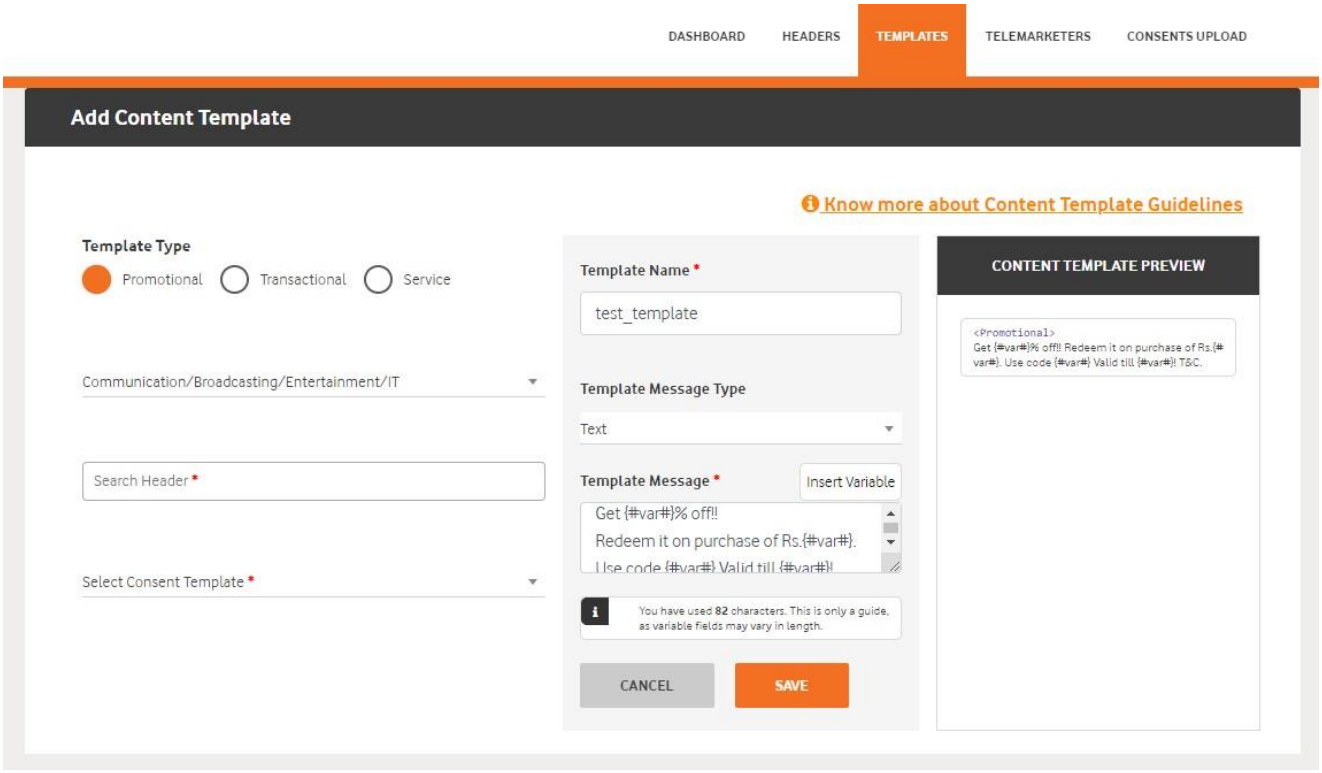
Step 10.1



Step 10.2



Step 10.7



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

Content Template Types

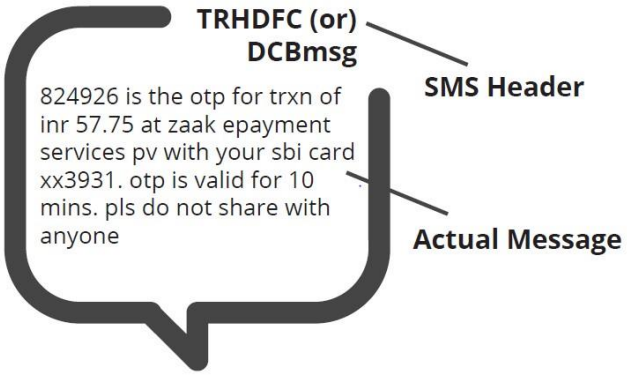
Transactional

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 trxn 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 trxn 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.

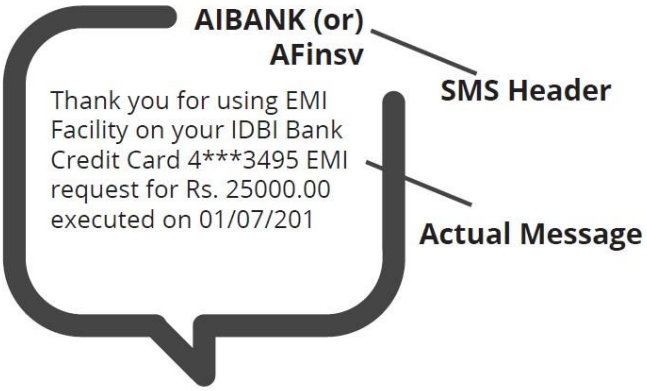
Service Implicit

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 recognize this transaction, please reach out to http://fkrt.it/q0rbconnnn immediately.	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 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

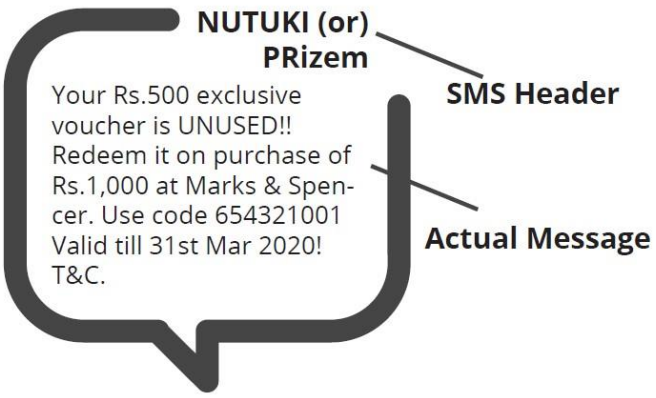
These are the messages which require explicit consent from the customer, that has been verified directly from the recipient in a robust and verifiable manner and recorded by the consent registrar.
It includes any service message which doesn't fall under the service-implicit category.

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



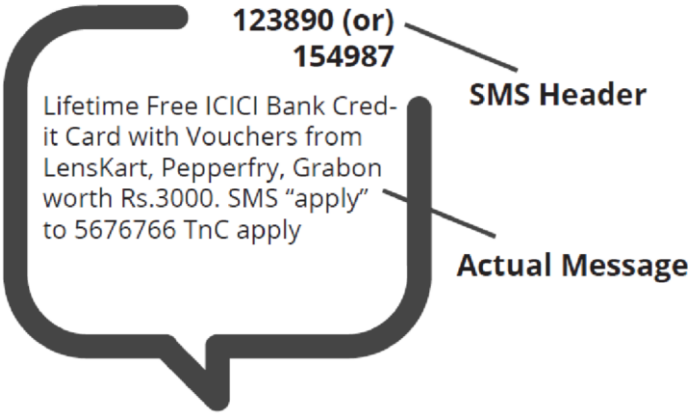
Actual Message	Required Template Format
Your Rs.500 exclusive voucher is UNUSED!! Redeem it on purchase of Rs.1,000 at Marks & Spencer. Use code 654321001 Valid till 31st Mar 2020! T&C.	Your Rs.{#var#} exclusive voucher is UNUSED!! Redeem it on purchase of Rs.{#var#} at Marks & Spencer. Use code {#var#} 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/Iphr8tFE	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#}

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.uccbsnl.co.in/spoc_support

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