

## How-To Guide

### Register a new principal entity on the Jio DLT platform

Follow these steps to get your business registered smoothly on the VILPOWER and BSNL DLT platforms.

#### Step-by-step Registration Process:

1. Visit the DLT platform at <https://trueconnect.jio.com> and click on 'Register'.
2. Select to sign up as a 'Principal Entity'.
3. Provide valid business PAN, details of authorized person (mobile number and email ID), and required documents.
4. Verify your email address. Once verified, you will receive a reference number.
5. After the operator verifies your documents, you will receive the Entity ID/Registration ID.
6. After receiving the Entity ID/Registration ID, register your headers (sender names) on the DLT platform-
  - 6.1. Select **Header SMS > Header SMS Registration**.
  - 6.2. Choose the Header type – **Promotional / Others** (Transactional / Service Implicit / Service Explicit). [Know more](#)
  - 6.3. Select a category from the drop-down list (applicable only if you are adding **Promotional** type headers).
  - 6.4. Enter the required Header and click **Submit**.
7. Add content templates in the DLT platform
  - 7.1 Navigate to Template > Content Template Registration
  - 7.2 Choose the template type as SMS
  - 7.3 Select a Category from the drop-down list
  - 7.4 Choose the Template type of communication – Promotional / Transactional / Service Inferred / Service Explicit. [Know more](#)

#### Please note –

- 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 once your submitted documents are approved.
- The Header selected by you should match the entity name.

## Step 1:



## Step 2

A screenshot of the 'Principal Entity Registration' form. The form has a title 'Principal Entity Registration' and a 'Back to Home Page' link. There are two radio buttons: 'Principal Entity' (selected and circled in red) and 'TeleMarketer'. Below the radio buttons is a question: 'Are you already registered as a Principal Entity?' with 'Yes' and 'No' radio buttons, where 'No' is selected.

## Step 3

A screenshot of the 'Organization Overview' form. The form includes fields for 'Organization Name', 'Organization Category', 'Organization Type', 'PAN/TAN', and 'Upload PAN/TAN'. There is a toggle for 'Do you want to use GST as KYC verification?' which is turned on. Below this is a 'GST Number' field with a 'Verify' button and an 'Upload GST' field with a 'Browse' button. A 'Next' button is at the bottom left.

## Documents Required

1. **Business PAN Number** (If you do not have a business PAN, you can use individual PAN number that is being used for your business)

### 2. Accepted KYC Documents

#### For Non-Government –

- TAN
- Trade License
- Shops & Establishment Registration Certificate
- GST Reg. Document (Please ensure org. name matched the document)
- Certificate of Incorporation
- Other document like brand certificate or government approved any document

## For Government –

- TAN
- Email from official email ID of Govt. Authority
- Letter on official letterhead from Govt. Authority
- GST Reg. Document (Please ensure org. name matched the document)

3. Authorization letter for Non-Government Entities

4. Proof of Authority of Signatory:

- Memorandum of Association
- Board Resolution document
- AGM MoM
- Registration Certificate with name of the Competent Signatory
- Partnership Deed

Please note – Please limit the file size for an image to 100 KB or less and for a PDF to 2 MB or less.

### Step 4:

After clicking submit, verify your email address (received in email address filed in the authorization person information section) by clicking on the verification link sent to your email address.

### Step 5

Header Registration on the Jio DLT Platform

5.1. Select **Header SMS > Header SMS Registration**

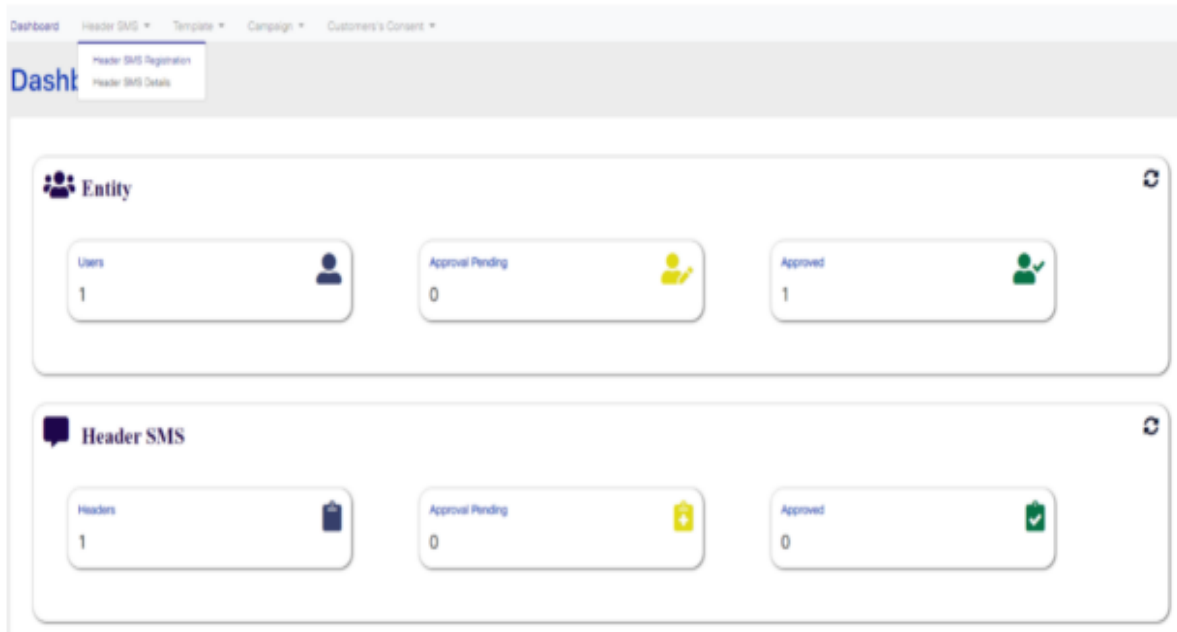
5.2. Choose the **Header type** – Promotional / Others (Transactional / Service Implicit / Service Explicit) [know more](#)

5.3. Select a **category** from the drop-down list (only if adding a Promotional header)

5.4. Enter the required **Header name** and Click **Submit**

*Note: The Header name should match your registered entity name.*

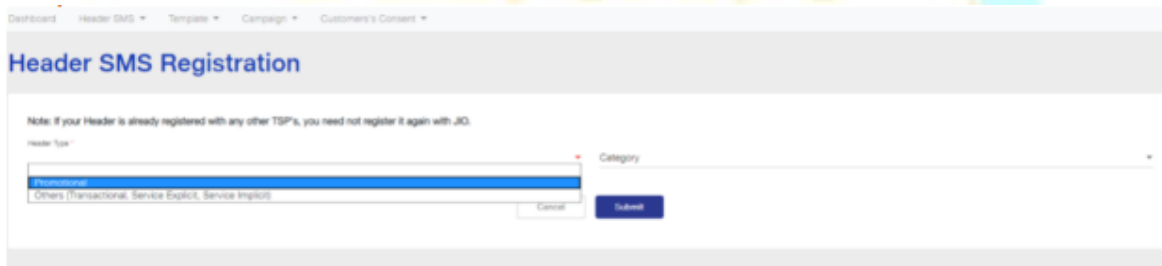
## Step 5.1



The dashboard displays two main sections: Entity and Header SMS. Each section has three status boxes: Users/Headers, Approval Pending, and Approved.

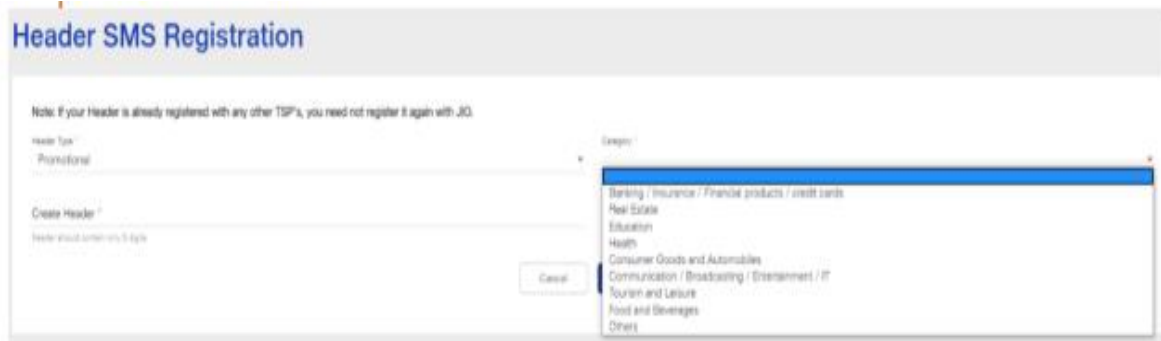
Entity	Header SMS
Users: 1	Headers: 1
Approval Pending: 0	Approval Pending: 0
Approved: 1	Approved: 0

## Step 5.2



The form shows the registration process for a Header SMS. The 'Header Type' dropdown is set to 'Promotional' and the 'Category' dropdown is set to 'Others (Transactional, Service Explicit, Service Implicit)'. There are 'Cancel' and 'Submit' buttons.

## Step 5.3



The form shows the registration process for a Header SMS. The 'Header Type' dropdown is set to 'Promotional'. The 'Create Header' section has a note: 'Header should contain only 5 bytes'. The 'Category' dropdown is open, showing a list of categories including Banking / Insurance / Finance products / credit cards, Real Estate, Education, Health, Consumer Goods and Automobiles, Communication / Broadcasting / Entertainment / IT, Tourism and Leisure, Food and Beverages, and Others.

## 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: 540340  
Header should contain only 0-9 digit

### 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:

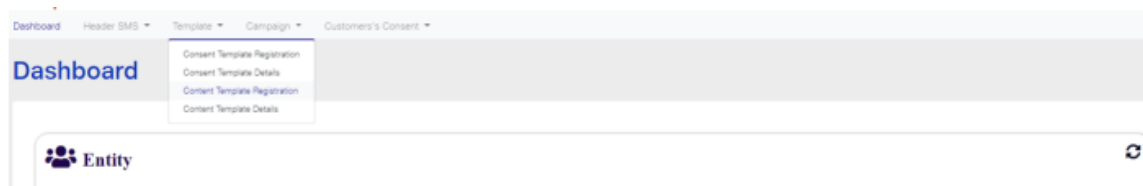
Create Header: KLMNOP  
Header should be alphanumeric with 3-8 characters not starting with a number

## Step 6

Add content templates in the DLT platform:

- 6.1 Choose template type as SMS.
- 6.2 Select Template > Content Template Registration
- 6.3 Select a category from the drop-down list.
- 6.4 Choose the template type of communication – Promotional / Transactional / Service Inferred / Service Explicit. [Know more](#)
  - For transactional templates, select the 'Service Inferred' category. Transactional category templates are reserved for bank OTPs only.
- 6.5 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.
- 6.6 Add the template content in the 'template content' text box and click Submit.

## Step 6.1



### Step 6.2

**Content Template Registration**

Template Type \*  
SMS  
Voice

Category \*  
Choose Header \*

Content Template name \*

### Step 6.3

**Content Template Registration**

Template Type \*  
SMS

Type of Communication \*  
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

Content Template name \*

Note: PE name/trade name should be mentioned in the Content mandatorily.

Template Content

For Variable value use (#{var#}), Character limit for the variable shall be between 0-30 characters.

### Step 6.4

**Content Template Registration**

Template Type \*  
SMS

Category \*  
Communication / Broadcasting / Entertainment / IT

Type of Communication \*  
Select a Value  
Promotion  
Service - Explicit  
Service Inferred

Choose Header \*

Note: PE name/trade name should be mentioned in the Content mandatorily.

Template Content

For Variable value use (#{var#}), Character limit for the variable shall be between 0-30 characters.

Submit

### Step 6.5

**Content Template Registration**

Template Type \*  
SMS

Category \*  
Communication / Broadcasting / Entertainment / IT

Type of Communication \*  
Service Inferred

Choose Header \*  
Header is a required field

Content Template name \*

Note: PE name/trade name should be mentioned in the Content mandatorily.

Template Content

For Variable value use (#{var#}), Character limit for the variable shall be between 0-30 characters.

Submit

# Types of Headers (Sender Names)

## 1. Promotional Headers

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). 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

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 types of messages. All these headers are case sensitive.

**Header Examples (6-alpha): ARIHNT, AGSIPL, ARHNTM, AGSDLT etc.**

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

**Ex: TRHDFC, DCBBNK, MKOTEK etc.**

### Service Implicit:

Messages arising out of customer's actions or his relationship with the Senders which are 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.

- ❖ Product purchase confirmation.
- ❖ Confirmation messages of a net banking or a credit/debit transaction.
- ❖ 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, and disaster management advisories.
- ❖ Service messages from car workshops, gadget service centres.
- ❖ Day-end/ month-end settlement alerts to securities/demat account holders.

**Ex: ASGIPL, ARIHNT, AGSMMSG etc.**

**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: ASGIPL, ARIHNT, AGSMMSG etc.**

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



## 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.

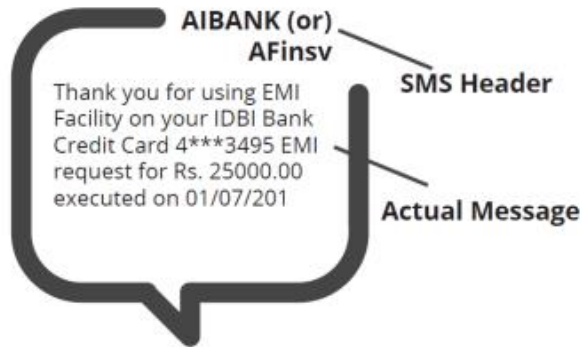
### What can it be used for?

Confirmation messages of net-banking or credit/debit card transactions.

- Product purchase confirmation, delivery status, etc. from e-com 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-com 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 centres.
- Directory services like Just dial 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 <a href="http://fkrt.it/q0rbconnnn">http://fkrt.it/q0rbconnnn</a> 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:**

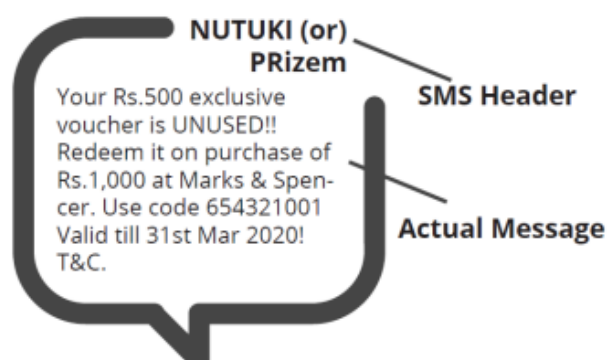
These are the messages which require explicit consent from the customer that has been verified directly from the recipient in a robust and verifiable manner and recorded by the consent registrar. It includes any service message which doesn't fall under the service-implicit category.

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:



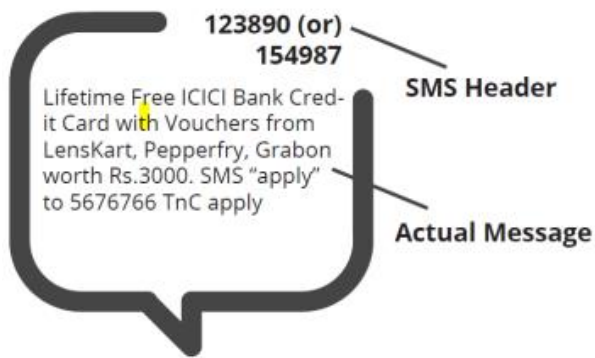
Actual Message	Required Template Format
Your Rs.500 exclusive voucher is UNUSED!! Redeem it on purchase of Rs.1,000 at Marks & Spencer. Use code 654321001 Valid till 31st Mar 2020! T&C.	Your Rs.{#var#} exclusive voucher is UNUSED!! Redeem it on purchase of Rs.{#var#} at Marks & Spencer. Use code {#var#} 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 <a href="http://m.BajFin.in/lphr8tFE">http://m.BajFin.in/lphr8tFE</a>	Bajaj Finserv Personal Loan needs Minimal Documentation. Fulfil your financial needs in one click {#var#}.

### Promotional

Any kind of message with an intention to promote or sell a product, goods, or service falls under promotional sms category. 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:

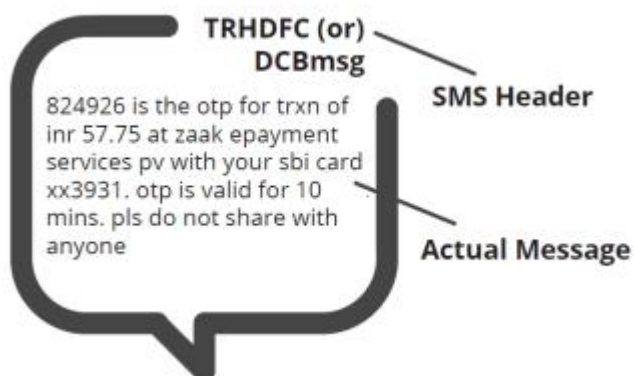


Actual Message	Required Template Format
Lifetime Free ICICI Bank Credit Card with Vouchers from LensKart, Pepperfry, Grabon worth Rs.3000. SMS "apply" to 5676766 TnC apply	Lifetime Free ICICI Bank Credit Card with Vouchers from LensKart, Pepperfry, Grabon worth Rs.{#var#}. SMS "{#var#}" to 5676766. TnC 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. <a href="http://px2.in/pAD4TIs">http://px2.in/pAD4TIs</a>	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 - <a href="https://abc.com">https://abc.com</a>	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?**



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 i.e. {#var#} should 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 use between 2 words, before word or after word.
- All special characters (found on keyboard) are allowed, except < and > symbols.
- Variable format is {#var#} which is case sensitive
- Variable can be inserted by clicking the radio button (insert variable) above text box
- Trans/Service category messages should have variable mandatorily.
- Promo category can have complete fixed content or with variable part
- There is no limitation in no. of variable 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. needs to be replaced with variables.
- In case trying to upload same template, portal would show an error as "Template Message already registered (Template Name - \*\*\*\*)"

**Need more help?** If you need any further help during the registration process, you

can reach out to the Jio DLT support team at [jio.ISOMCCSupport@ril.com](mailto:jio.ISOMCCSupport@ril.com)



**CALL US** 0141-2942622

**EMAIL US** [helpdesk@arihantglobal.net](mailto:helpdesk@arihantglobal.net)

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