

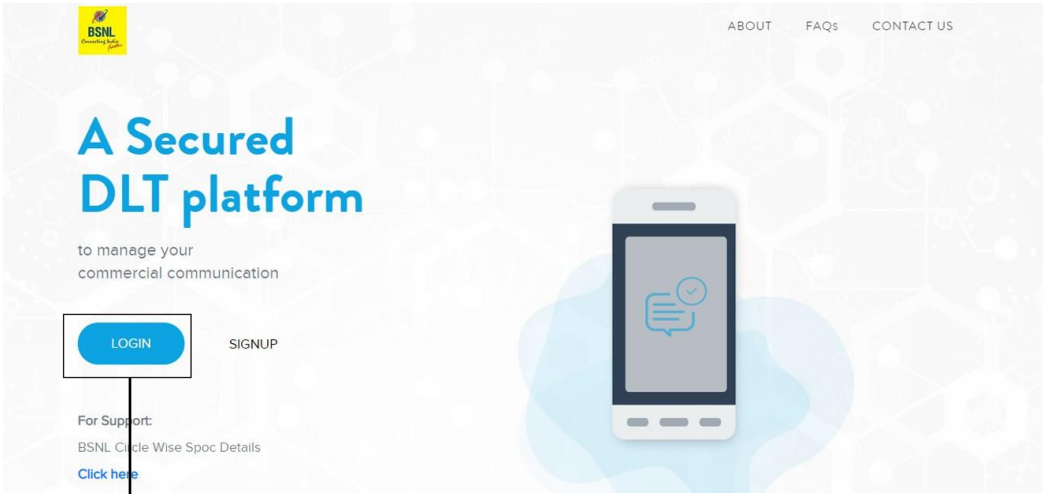
Entity

Header Registration

User Manual

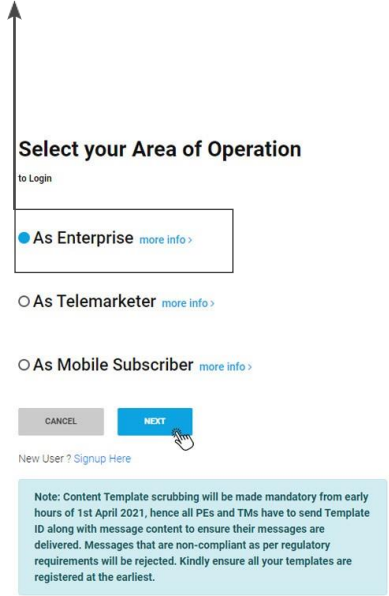
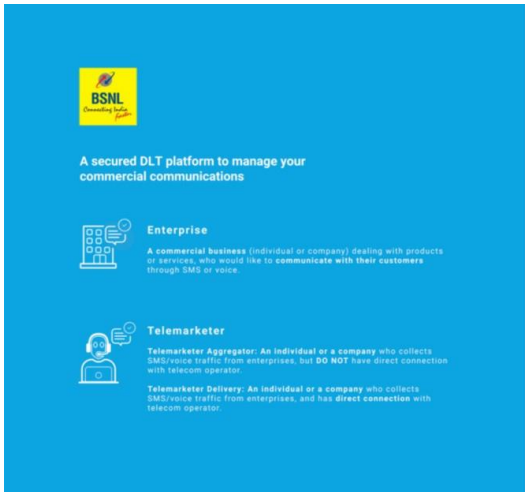


It would be perfect if you perused the manual before starting your Journey as a enterprise to accomplish distinct duties in the implementation.



1. Click on Login.

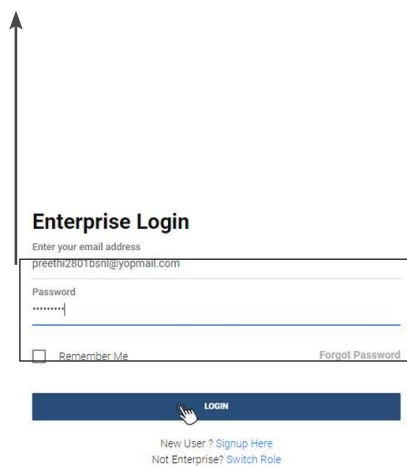
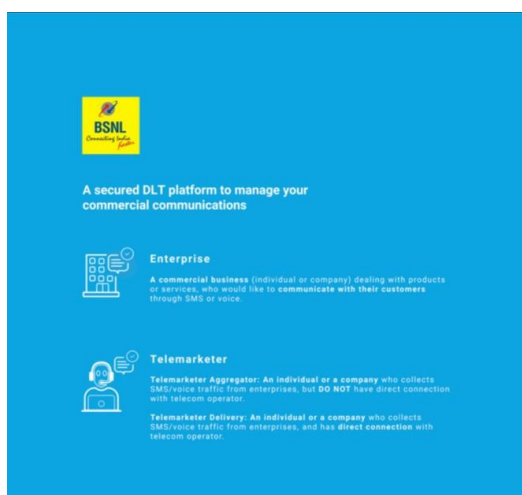
2. Select the area of operation as enterprise & click on next.



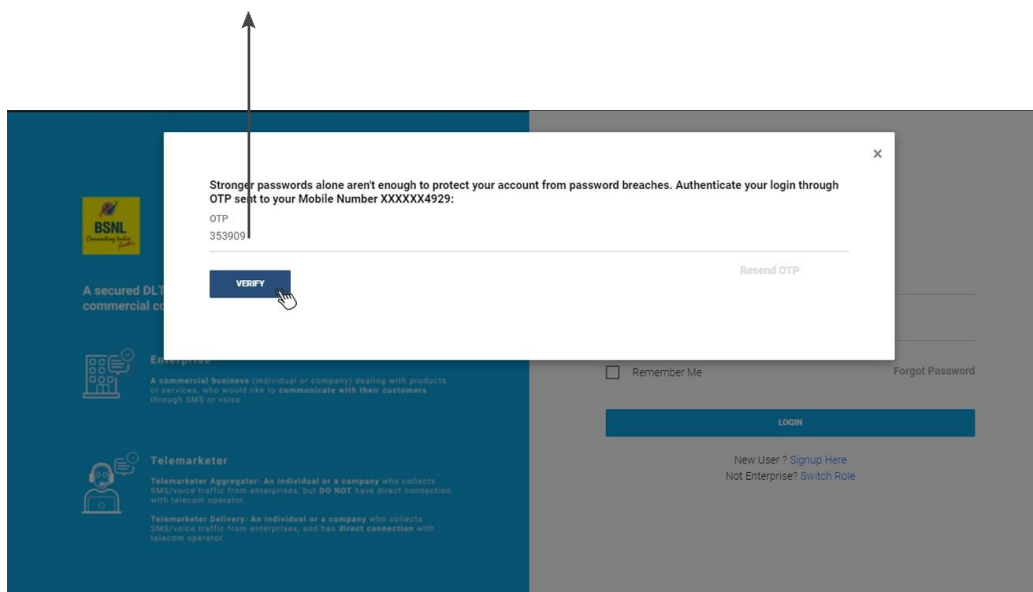
3. Enter your email id and password to login.

Email id: adbcd@gmail.com

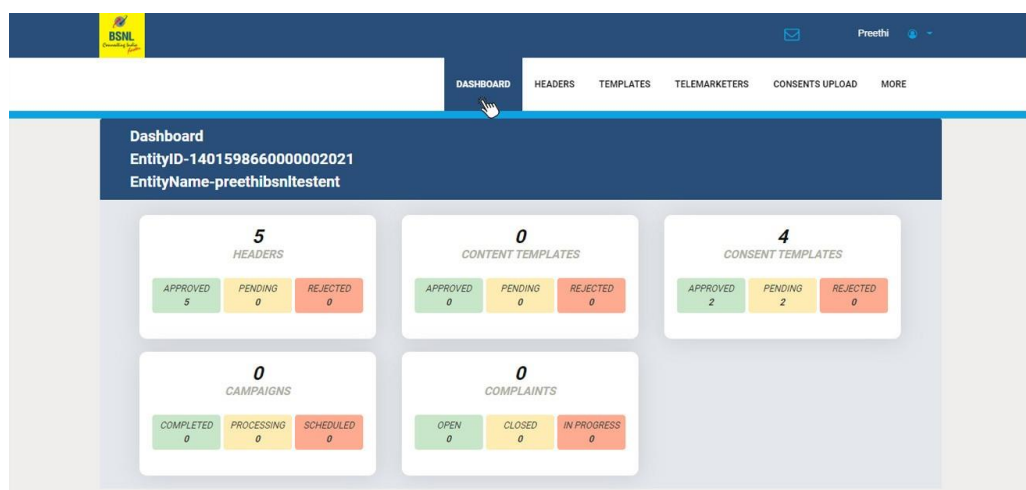
Password: Xxxxxx@123xxx



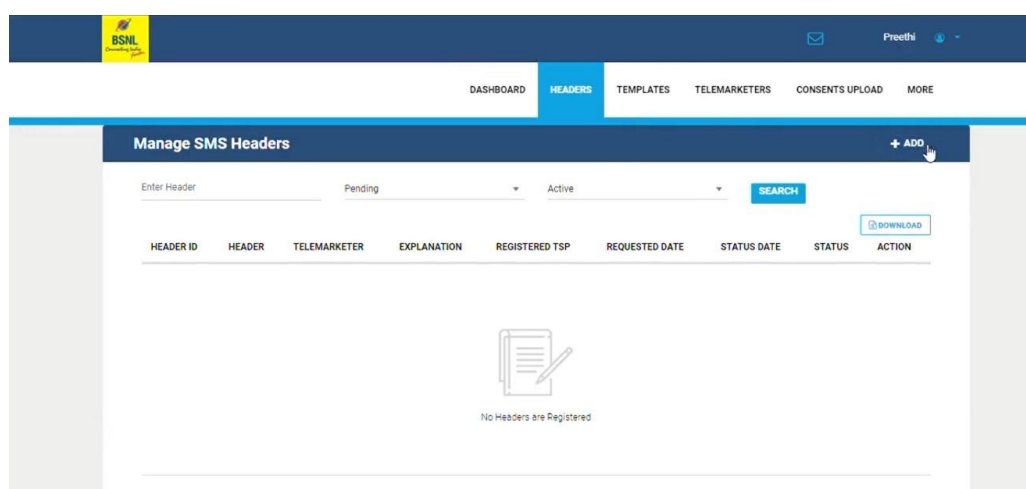
4. Authenticate the login through OTP generated to the registered mobile number.



5. View the Dashboard to see all the registered headers, templates etc.

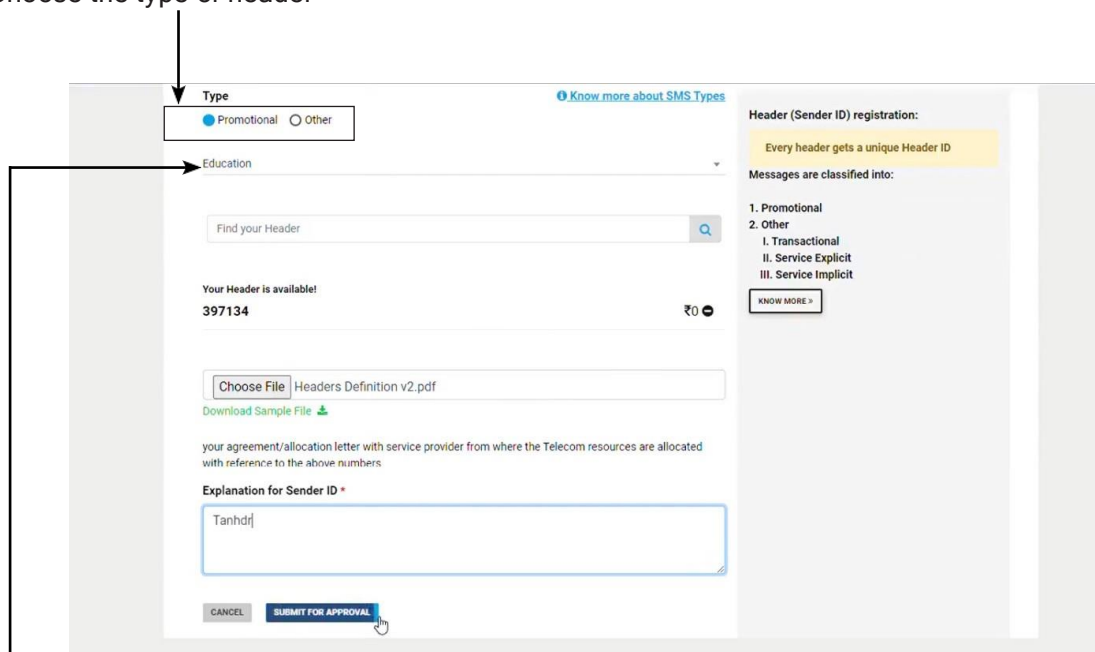


6. Click on SMS Header and then click Add Header in the header page.



7. Fill up the required details including Content Category, Sender ID/ Header and provide correct details of the sender.

a. Choose the type of header



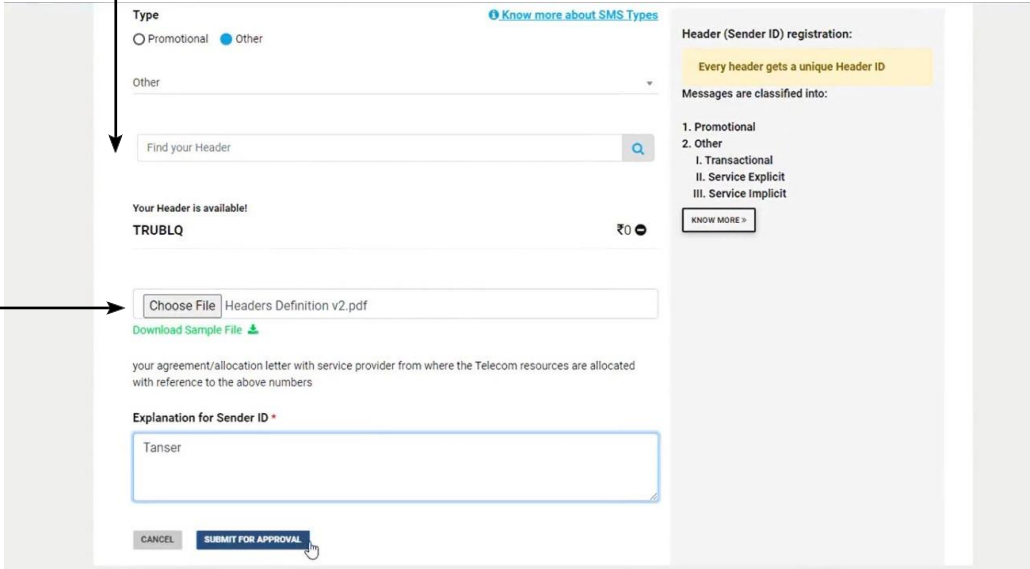
The screenshot shows a web form for registering a Sender ID. At the top, there's a 'Type' section with radio buttons for 'Promotional' (selected) and 'Other'. Below it is a dropdown menu for 'Education'. A search bar labeled 'Find your Header' contains the text '397134'. A message states 'Your Header is available! 397134'. There's a file upload section with a 'Choose File' button and a file named 'Headers Definition v2.pdf'. Below that, there's a note about providing an agreement/allocation letter. An 'Explanation for Sender ID' field contains the text 'Tanhdfj'. At the bottom, there are 'CANCEL' and 'SUBMIT FOR APPROVAL' buttons. On the right side, there's a 'Header (Sender ID) registration:' section with a yellow box stating 'Every header gets a unique Header ID' and a list of message classifications: '1. Promotional', '2. Other', 'I. Transactional', 'II. Service Explicit', and 'III. Service Implicit'. A 'KNOW MORE >' button is also present.

b. Select the category from the dropdown depending on the type of header.

- a) Banking/Insurance/Financial products/ credit cards.
- b) Real Estate.
- c) Education
- d) Health
- e) Consumer goods and automobiles
- f) Communication/Broadcasting / Entertainment/IT
- g) Tourism and Leisure
- h) Food and Beverages
- i) Others - Category that doesn't appear in 1-8

8. Create Header: Header name According to the category.

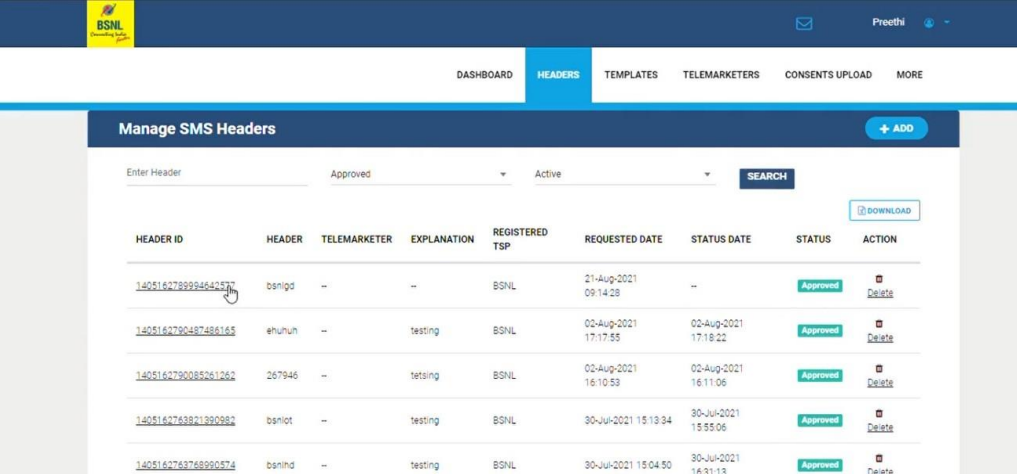
Note: For header type “promotional” the header should contain numeric characters
For all other (Service implicit & service Explicit) header types, the header can contain 6 alphabets



9. Choose an attachment to justify the header (Like Trademark certificate, Website page etc) also give a explanation for the sender Id .

10. After entering all the required fields, Click on Submit button

- The submitted heard will show as pending
- Registrar will validate the header along with the document attached and explanation mention to justify the header.
- Post the validation if required more justification they will reject the header mentioning what document is required
- if approved you can change the status and see all the approved headers



HEADER ID	HEADER	TELEMARKETER	EXPLANATION	REGISTERED TSP	REQUESTED DATE	STATUS DATE	STATUS	ACTION
1405162789994642577	bsnlgo	--	--	BSNL	21-Aug-2021 09:14:28	--	Approved	Delete
1405162790487486165	ehuhuh	--	testing	BSNL	02-Aug-2021 17:17:55	02-Aug-2021 17:19:22	Approved	Delete
1405162790085261262	267946	--	testing	BSNL	02-Aug-2021 16:10:53	02-Aug-2021 16:11:06	Approved	Delete
1405162763821390382	bsnlot	--	testing	BSNL	30-Jul-2021 15:13:34	30-Jul-2021 15:55:06	Approved	Delete
1405162763768990574	bsnlhd	--	testing	BSNL	30-Jul-2021 15:04:50	30-Jul-2021 16:31:13	Approved	Delete

This for your reference.

PROMOTIONAL

Headers that can be used for sending Promotional messages fall under PROMOTIONAL type. “Promotional messages” means commercial communication message for which the sender has not taken any explicit consent from the intended Recipient to send such messages. “Promotional voice call” means commercial communication voice call for which the Sender has not taken any explicit consent from the Recipient to make such voice calls to him

Header (6 numeric): 565690, 787878, 987123, 555555, etc.

Promotional Headers should start with the number that matches with the category (as per DND Preferences).

- Banking/Insurance/Financial products/ credit cards/Central/State Government Departments. Ex: 123890,154987
- Real Estate. Ex: 234567, 264789
- Education Ex: 397134, 321456
- Health Ex: 467931, 444654
- Consumer goods and automobiles Ex: 582974, 564123
- Communication/Broadcasting / Entertainment/IT Ex: 631469, 693147
- Tourism and Leisure Ex: 789456, 714369
- Food and Beverages Ex: 896321, 816934
- Others - Category that doesn't appear in 1-8 Ex: 012389, 098654

OTHER

Headers that can be used for sending Transactional, Service message fall under OTHER type. Same Header can be used against above two type of messages. All These Headers are Case Sensitive and should be registered in Capital letters.

Header (6-alpha): TRUBLQ, KLMNOP, DLTDLT, etc

“Transactional message” means a message triggered by a transaction performed by the Subscriber, who is also the Sender’s customer, provided such a message is sent within thirty minutes of the transaction being performed and is directly related to it. Provided that the transaction may be a banking transaction, delivery of OTP, purchase of goods or services, etc.

Ex: TRHDFC,.

“Service message or Service Call” means a message sent to a recipient or voice call made to recipient either with his consent or using a template registered for the purpose, the primary purpose of which is-

- i. to facilitate, complete, or confirm a commercial transaction that the recipient has previously consented to enter into with the sender; or
- ii. to provide warranty information, product recall information, safety or security information with respect to a commercial product or service used or purchased by the recipient;

to provide–

- a) notification concerning a change in the terms or features of; or
- b) notification of a change in the recipient’s standing or status with respect to; or
- c) at regular periodic intervals, account balance information or other type of account statement with respect to, a subscription, membership, account, loan, or comparable ongoing; or
- d) commercial relationship involving the ongoing purchase or use by the recipient of products or services offered by the sender; or
- e) information directly related to an employment relationship or related benefit plan in which the Recipient is currently involved, participating, or enrolled; or
- f) information relating to delivery of goods or services, including product updates or upgrades, that the recipient is entitled to receive under the terms of a transaction that the recipient has previously consented to enter into with the sender;

Ex: ABCDE, BSNLDL



OTHER - Govt.

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

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



Thank you