

SMSTGatewayHub

Developer Documentation

RCS Messaging API Reference

Template messages and personalised
many-to-many RCS campaigns

Online docs: www.smsgatewayhub.com/free-sms-gateway-developer-api

Swagger: www.smsgatewayhub.com/swagger/ui/index

Support: info@smsgatewayhub.com · Sales 1800 102 1822

Getting started

Create a free account at www.msgatewayhub.com/register, log in to the panel and copy your credentials. Keep keys and tokens on your server only; never put them in apps or browser code.

API	Base URL / host	Authentication
RCS Messaging	https://www.msgatewayhub.com/api/v1/Rcs/sendmessage	Authorization header: your RCS API key

1. Send RCS message

Send an approved RCS template from your verified RCS agent.

POST	https://www.msgatewayhub.com/api/v1/Rcs/sendmessage
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Header	Value
Authorization	YOUR_RCS_API_KEY
Content-Type	application/json

Parameter	Type	Required	Description
botid	string	Yes	RCS Agent / Bot ID (RCS → My Agent in the panel). The agent must be active.
templatename	string	Yes	Name of an approved RCS template.
destination	array	Yes	Recipient numbers with country code, e.g. ["919999999999"].
var	object	Yes*	Template variables as key/value pairs. *Required when the template has variables.
callbackdata	string	No	Your reference value to track the request or campaign.

How to get the Bot ID

1. Log in to the SMSGatewayHub panel.
2. Open the **RCS** section.
3. Go to **My Agent**.
4. Find the RCS agent you want to send from.
5. Copy its **Agent ID / Bot ID** into **botid**.

cURL

```
curl -X POST "https://www.msgatewayhub.com/api/v1/Rcs/sendmessage" \  
-H "Authorization: YOUR_RCS_API_KEY" \  
-H "Content-Type: application/json" \  
-d '{  
  "botid": "YOUR_BOT_ID",  
  "templatename": "order_update",  
  "destination": [ "919999999999" ],  
  "callbackdata": "ref_1001"  
'
```

PHP

```
<?php
$payload = <<<'JSON'
{
  "botid": "YOUR_BOT_ID",
  "templatename": "order_update",
  "destination": ["919999999999"],
  "callbackdata": "ref_1001"
}
JSON;

$ch = curl_init('https://www.msggatewayhub.com/api/v1/Rcs/sendmessage');
curl_setopt_array($ch, [
    CURLOPT_POST => true,
    CURLOPT_POSTFIELDS => $payload,
    CURLOPT_HTTPHEADER => ['Authorization: YOUR_RCS_API_KEY', 'Content-Type: application/json'],
    CURLOPT_RETURNTRANSFER => true,
    CURLOPT_TIMEOUT => 30,
]);
$response = curl_exec($ch);
curl_close($ch);
print_r(json_decode($response, true));
```

Python

```
import requests

payload = {
    "botid": "YOUR_BOT_ID",
    "templatename": "order_update",
    "destination": ["919999999999"],
    "callbackdata": "ref_1001"
}

r = requests.post("https://www.msggatewayhub.com/api/v1/Rcs/sendmessage",
                  headers={"Authorization": "YOUR_RCS_API_KEY", "Content-Type": "application/json"},
                  json=payload, timeout=30)
print(r.status_code, r.json())
```

Node.js

```
const res = await fetch("https://www.msggatewayhub.com/api/v1/Rcs/sendmessage", {
  method: "POST",
  headers: { "Authorization": "YOUR_RCS_API_KEY", "Content-Type": "application/json" },
  body: JSON.stringify({
    "botid": "YOUR_BOT_ID",
    "templatename": "order_update",
    "destination": ["919999999999"],
    "callbackdata": "ref_1001"
  })
});
console.log(res.status, await res.json());
```

2. Personalised many-to-many (var)

Keys in var must match the template variable names.

Body

```
{
  "botid": "YOUR_BOT_ID",
  "templatename": "genericfestival",
  "destination": ["919999999999", "919888888888"],
  "var": {
    "FestivalName": "Diwali",
    "Name": "Priya",
    "BusinessName": "ABC Store",
    "Offer": "50% OFF",
    "Date": "15 Oct"
  },
  "callbackdata": "ref_1002"
}
```

3. Response

Success

```
{
  "success": true,
  "messageId": ["24a051ba-96eb-4050-b098-6b2c90d5d5a7"],
  "campaignId": 359,
  "routeId": 1,
  "total": 1,
  "queued": 1,
  "invalid": 0,
  "status": "Sent",
  "sendTime": "YYYY-MM-DDTHH:MM:SS.sssZ",
  "message": "Campaign Sent successfully"
}
```

Field	Type	Description
success	boolean	Whether the request was processed.
messageId	array	Message IDs generated for the submitted recipients.
campaignId	integer	Campaign ID generated for the request.
routeId	integer	Route used for delivery.
total	integer	Total recipient numbers submitted.
queued	integer	Messages successfully queued.
invalid	integer	Invalid recipient numbers.
status	string	Submission status.
sendTime	string	Submission timestamp (ISO 8601, UTC).
message	string	Processing message.

Error example

```
{ "success": false, "error": "Authorization header is required", "message": "Authorization header is required" }
```

Notes

- Send numbers with the country code; for India use 91 followed by the 10-digit number.
- Variable names in **var** must exactly match the variables configured in the template.
- Use **messageId** for message-level tracking and **campaignId** for the request.

- Use `callbackdata` as your own reference ID to reconcile requests.