

## All DLT SMS Questions & Answers (A to Z guide)

With the advent of New TRAI rules for Bulk SMS industry, there have been a lot of queries and questions regarding the DLT technology, changes in the revised guidelines, new Bulk SMS routes, etc. To help our clients in understanding the latest TRAI updates and ease their burden, we have compiled frequently asked questions related to DLT in Bulk SMS. Here, you will find the answer of almost every question you have in your mind related to DLT SMS.

### **What is the full form of DLT?**

The full form of DLT is Distributed Ledger Technology.

### **What is DLT registration?**

As per the new TRAI rules for Bulk SMS, every company, business or organization has to complete DLT registration to continue sending Bulk SMS to their customers. In order to send Bulk SMS, a business entity has to get registered on a DLT platform.

### **What is Distributed Ledger Technology?**

Distributed Ledger Technology (DLT) is a blockchain based online panel where the record of entities, sender ID and message templates will be maintained in a safe and secure manner. The whole panel entities will be interlinked with each other thereby regulating the fraudulent practices and creating a transparent SMS sending mechanism.

### **What are the latest TRAI guidelines for sending Bulk SMS in India?**

As per the latest TRAI guidelines for sending Bulk SMS in India, every business entity needs to register with the telecom operators on the DLT platform to continue sending Bulk SMS to their customers and clients. Each Principal Entity/Telemarketer will be accountable to Telecom Operators (Access Providers) who will be directly accountable to TRAI. The whole panel entities will be interlinked and interconnected with each other thereby ensuring transparency in the system.

## **If we don't register on the DLT platform, will our SMS delivery be stopped?**

As per the TRAI rules, it is mandatory for a business entity to register on the DLT platform. We have to comply with the TRAI guidelines and therefore we will not be able to process SMS from entities that are not registered on DLT. So, it is advisable to register on the DLT platform as soon as possible to continue sending SMS to your customers.

## **Why DLT registration is required?**

DLT registration is required to regulate the fraudulent activities and bring transparency in the unorganized SMS industry. DLT technology has been introduced in the Bulk SMS industry to safeguard consumer interests and construct a secure, spam-free SMS sending framework.

## **Is DLT registration mandatory?**

Yes, DLT registration is mandatory as per the latest TRAI regulations. Every company/organization has to register on the DLT platform to continue sending SMS to their customers.

## **What has changed in the New Bulk SMS DLT rules?**

As stated by TRAI, New Bulk SMS DLT rules are :

- 1)** As per the revised TRAI guidelines, it is mandatory for both business entity and Bulk SMS Service Provider to register on the DLT platform to continue sending SMS to their clients.
- 2)** Every Sender ID and each message template has to be submitted on the DLT platform. Once it gets approved on the DLT portal then only it can be used for sending Bulk SMS.
- 3)** New Bulk SMS routes have been introduced – Transactional, Promotional and Service (Implicit and Explicit).  
Customers are given complete control to set preferences to receive messages and can give consent or revoke it at any point.
- 4)** Customers can register complaints for receiving unsolicited texts. As stated by TRAI, complaint redressal process will be conducted in a fast manner and immediate action will be taken against the violators.
- 5)** The whole panel entities will be interconnected with each other and each detail entered will be visible to view by other entities. The aim is to maintain 100% traceability and transparency in the Bulk SMS system.

## **What are New Bulk SMS routes in DLT?**

Transactional as Implicit, Promotional as Explicit.

## **What is Transactional SMS route in DLT?**

Transactional route is reserved for Banks for sending OTP SMS. Other bank related messages such as amount withdrawn/deposited, account status, transaction alerts, etc. cannot be transmitted via this route. This route can be used by all Banks including National / Scheduled / Private / Government / MNC. It cannot be used by companies, organizations or institutions.

## **What is an example of Transactional SMS in DLT?**

“745921 is the OTP for online transaction.”

## **What is Service Implicit route in DLT?**

Service Implicit route is for sending SMS related to product and service updates. Informative SMS other than OTP fall into the category of Service Implicit. Examples are payment confirmation messages, purchase status, order delivery details, reminders and other crucial alerts can be sent via Service Implicit route. Promotional SMS cannot be sent via this route.

## **What is an example of Service Implicit route in DLT?**

“Your order has been prepared and will be delivered within 30 minutes.”

## **What is Service Explicit route in DLT?**

Service Explicit route can be used for sending marketing related SMS to the customers after receiving their consent. Promotional SMS sent to DND numbers after receiving customer's permission will come under Service Explicit route.

## **What is an example of Service Explicit route in DLT?**

“This is to inform you that you can avail 15% discount in the policy renewal charges if you make the payment before 15th September.”

## **What is Promotional SMS route in DLT?**

Promotional SMS includes the marketing messages for advertising a product or service. Promotional SMS can be delivered only to the Non DND numbers within 10 AM to 9 PM.

## **What is an example of Promotional SMS route in DLT?**

“Get up to 50% off on shopping of Rs. 2000 and above. Offer valid for a limited time only.”

## **What are the Entities present in the DLT Bulk SMS framework?**

Entities present in the DLT Bulk SMS framework:

- 1) Mobile Subscriber    2) Principal Entity    3) Telemarketer
- 4) Access Provider    5) Regulator

Below mention, all five entities will be interconnected and interlinked with each other to enhance transparency and security in the Bulk SMS framework.

## **Who is a Mobile Subscriber?**

Mobile Subscriber is the end customer who will receive the SMS. In the latest TRAI rules, Mobile Subscriber holds the right to set SMS receiving preferences, give consent, revoke consent and register complaint against unsolicited texts.

## **Who is a Principal Entity?**

Principal Entity is the company/organization who is sending SMS to its clients and customers. It can be an individual, sole proprietor, partnership firm, or any private/public or Government organization who wants to communicate with their clients using Bulk SMS Service.

## **Who is the Telemarketer?**

Telemarketer is a term used for Bulk SMS Service Provider. It is the Bulk SMS Company that provides a platform for sending SMS. Principal Entity purchases SMS from Telemarketer to send Bulk SMS to their clients.

## **Who is the Access Provider?**

Access Providers are the Telecom Operators such as Vodafone, Jio, Airtel, BSNL, Videocon where DLT registration will be done. Access Providers play a major role in the new DLT framework and will assist in the regulation process.

## **Who is the Regulator of the DLT platform?**

Telecom Regulatory Authority of India (TRAI) will govern the DLT operations and establish regulatory compliance to safeguard consumer interests.

## **Does only Entity registration is required on the DLT platform?**

No, Entity registration is just one of the steps. DLT registration will be conducted in phases. Once the Entity registration is completed, next steps are Header and Template registration.

## **Who can register as a Principal Entity?**

Following business entities can register as a Principal Entity

- A) Government Entity
- B) Non-Government Entity
  - Cooperative Society
  - Sole Proprietorship
  - Private Limited Company
  - Public Limited Company
  - Educational Institution
  - Political Party
  - NGO
  - Nationalized Bank
  - Private Bank
  - Life Insurance Company
  - General Insurance Company
  - Partnership Firm
  - Trust/Club/Association
  - Family owned Business



## **What is the process of DLT registration?**

Visit the website of the DLT portal where you want to be registered. Fill all the requested details, upload the required business documents. Once your registration is successfully completed, you can login on your DLT panel and access it.

## **What are the different DLT operators in India?**

Vodafone DLT, Jio DLT, BSNL DLT, Videocon DLT, Airtel DLT

## **What is the DLT registration process in Vodafone?**

Follow this link to know the DLT registration process in Vodafone: Vodafone DLT registration. "<https://www.vilpower.in/signup/>"

## **What is the DLT registration process in Videocon?**

Follow this link to know the DLT registration process in Videocon: Videocon DLT registration. "<https://pingconnect.in/entity/register-with>"

## **What is the DLT registration process in Jio?**

Follow this link to know the DLT registration process in Jio: Jio DLT registration. "<https://trueconnect.jio.com/#/>"

## **What is the fee for DLT registration?**

The fee for DLT registration is Rs. 5900.

## **What are the documents required for DLT registration?**

For registering as a Principal Entity, a business entity needs to upload an Identity Proof, an Address Proof and also submit Business Entity proof documents.

**Identity Proof :** PAN Card

**Address Proof :** Passport/Voter ID/Driving License

**Business Entity Proof :** GST Registration, Certificate of Incorporation, TAN, Trade License, Company PAN Card.

## **What is Letter of Authorization in DLT?**

Letter of Authorization has to be submitted while registering on the DLT platform. It has to be provided on the company letter head where the owner has to provide authority to the individual who is registering on the DLT portal on company's behalf. It is mandatory to submit Letter of Authorization while registering. It can be written in word document and uploaded as a file in Authorization Document Field.

## **How will a Principal Entity be notified about the approval or rejection of the DLT registration request?**

Once the Entity registration request is submitted on the DLT portal, the details provided by the Principal Entity will be verified by the registrar. Upon successful verification, the registrar will approve, register and activate the Principal Entity ID on DLT. If there is any discrepancy such as missing documents, incorrect or incomplete details, Entity registration will be rejected. Notification regarding approval or rejection of the entity registration will be communicated on the registered email ID of the applicant.

## **How long will it take for my Business Entity to get registered on the DLT platform?**

Registration approval might take 3-5 working days. You will receive notification regarding approval or rejection of the DLT Entity on your registered email ID.

## **Does a Principal Entity have to be registered separately on each platform?**

No, Principal Entity does not have to register separately on each DLT platform. However, if a Principal Entity is willing to create account in other DLT operator it can register with the existing Principal Entity ID.

## **If my Entity has been registered on one DLT platform, how can I register it with another platform as well?**

If you are already registered with one DLT portal and want to register with another portal, you need to visit the DLT portal URL, select the signup button, click on the checkbox 'Yes' that denotes you are already registered on a DLT portal. If you are trying to register as a fresh registration (despite being already registered on a separate DLT platform) an error message stating that 'Entity ID already exists' will be displayed on your screen and you need to use your existing Principal Entity ID for completing the registration on the DLT portal.

## **Why is my Entity registration request for DLT rejected?**

Your registration request might be rejected due to the following reasons:

- 1) If the documents submitted are not in a prescribed format.
- 2) If the details provided while registering does not match with the documents submitted on the DLT portal.
- 3) If the provided email ID or other contact details are invalid or incorrect.

## **I have not received Entity ID even after days of registration, what should I do?**

Firstly check if you have received OTP on your registered mobile number and verification email on your registered email address. Make sure you have completed mobile number and email ID verification. Even after days of completing the verification, you have not received your Entity registration status, then you need to contact your DLT operator. Send them an email with your application number, registered email ID, company name, and ask them to provide your application status.

## **How to get Entity ID?**

Once the DLT registration request is successfully completed, the Entity ID will be sent on your registered email address.

## **Will my Entity ID be unique across all DLT portals?**

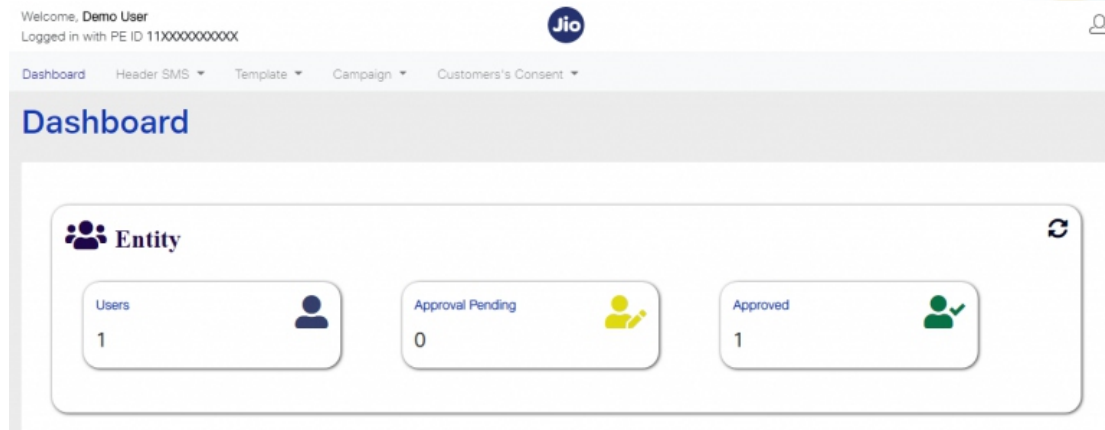
Yes, your Entity ID will be unique for all DLT platforms.



## How to access my DLT panel after successful registration?

Once you have registered on a DLT portal, you can login by entering your username and password. An OTP will be sent on your registered mobile number. Enter the OTP received and click on the Login button to access your DLT panel.

Your dashboard page will appear as shown in the image below



## What is the next step after Entity registration?

The next step is to add Telemarketer in your DLT account.

## What is Telemarketer ID?

Telemarketer ID is the unique registration number assigned to the Telemarketer at the time of registering on the DLT portal. As per the latest TRAI rules, it is mandatory for every Telemarketer to get registered on the DLT portal to continue providing a platform to the clients for sending Bulk SMS.

## What is the difference between Enterprise and Telemarketer?

At the time of registering on a DLT portal, 2 options get displayed – Enterprise and Telemarketer.

**Enterprise :** It is also known as Principal Entity. Enterprise can be a company or an organization that wants to send Bulk SMS to communicate with its customers.

### Example of Enterprise :



**Telemarketer :** It is the Bulk SMS Service Provider from which a business purchases Bulk SMS to send it to their clients.

**Example of Telemarketer :**



**Where do I find Telemarketer ID of MSGATEWAYHUB?**

As you login in your DLT panel, you need to click on the Campaign dropdown menu, and select My Telemarketers. Then, click on Manage Telemarketer tab displayed at the right side of the screen.

**What is the Telemarketer ID of MSGATEWAYHUB?**

Telemarketer ID of MSGATEWAYHUB is 1302157243747322354 and Telemarketer name is MSGATEWAYHUB TECHNOLOGIES PRIVATE LIMITED.

**Are Sender ID and Header same?**

Yes, Header was earlier known as Sender ID.

**What is Header in DLT?**

As per new TRAI regulations, Sender ID is now denoted as Header. Header is a unique combination of six characters representing the brand or company name of the sender.

**What are Header Types?**

Headers are classified mainly into 2 categories – Promotional and Others (Transactional, Service Implicit, Service Explicit)

## What are the rules for creating Header in DLT?

### *TRAI rules for creating Header*

1) For Promotional SMS, header must be of numeric digits. It should be a unique six digit string where first digit must be according to the business category.

Your Header name must begin with the numeric digits as displayed in the table below. Example, if you are a school administrator, your business category would be Education and the first digit of Header should be 3. Similarly, for healthcare sector, Header should start with 4 and so on.

Business Category	Header must start with	Examples
Banking/Insurance/Financial products/Credit cards	1	163849, 154772
Real Estate	2	243563, 287623
Education	3	387659, 384342
Health	4	498723, 498766
Consumer Goods and Automobiles	5	567439, 521987
Communication/Broadcasting/Entertainment/IT	6	678775, 691223
Tourism and Leisure	7	768972, 754327
Food and Beverages	8	829653, 896544
Others	0	035647, 076421

2) For Other category SMS, Header should be of six alphabetic characters. It must be a unique combination of six characters representing your brand or company name.

3) The Header names are case-sensitive. For example, the Header SSMHUB, smshub, Ssmshub are considered 3 different Headers.

### **Can I create Header of any digit or alphabet?**

Header for Promotional SMS should be of six numeric digits only.

Whereas Header for Other (Transactional, Service Explicit, Service Implicit) should be of six alphabetic characters.

Promotional: 6 Numeric Digits only

Other (Transactional, Service Explicit, Service Implicit): 6 Alphabetic Characters only (without number)

### **What is an example of Header for Promotional category SMS?**

476881, 789324, 863412

### **What is an example of Header for Service category SMS?**

DLTdtl, dltdlt, SMSHUB

### **Who can register a Header?**

A Principal Entity registered on a DLT portal can register a Header.

### **I have not registered Header on the DLT platform. Will I be able to send Bulk SMS?**

Messages will be delivered only from the Headers registered on the DLT platform. So, we recommend you to get your Header registered on the DLT platform as soon as possible to avoid any disruption in the message sending process.

### **Does an approved Header on one DLT platform has to be registered across all DLT operators?**

No, if a Principal Entity has registered a Header with any one DLT operator then it is not required to register that Header with other DLT portals.

### **Is there any restriction on the number of Headers registered by a Principal Entity on the DLT platform?**

No, there is no restriction on the number of Headers registered by a Principal Entity but the recommended count is 20 Headers per Principal Entity.

### **What is the validity of an active Header?**

A registered Header has a lifetime validity. However, if it is inactive for more than 90 days, registration will be cancelled and it will be made available for other entities.

### **Which Header names will not be accepted?**

Header names that are not related to your business or brand cannot be created. Name of celebrities, politicians, trademarks, registered companies, government organizations cannot be used as Header name.

### **Will the Header be approved if the Header name is not similar to the registered Entity name?**

In such cases, you need to provide valid documents that prove co-relation between company name and header. If the operator is not satisfied with the documents submitted and finds discrepancy in them, then your Header might not get approved.

### **What is Consent Template in DLT?**

Consent is a permission requested by a Principal Entity (PE) to a customer before sending promotional SMS. As per the new TRAI regulation, it is mandatory to obtain consent from customers before sending Promotional and Service Explicit category SMS. Consent is not required for Service Implicit and Transactional SMS.

### **How to register Consent Template?**

Contact Account Manager to understand the process of Consent Template registration.

### **Can a Consent Template be used after registration?**

No, a Consent Template can only be used once it is approved by the DLT operator.



### **Can a Consent Template be edited once it is registered?**

No, a Consent Template cannot be edited once it is registered. The Principal Entity need to create a new template and submit it for approval.

### **Can I send Promotional SMS without registering Consent Template?**

No, it is mandatory to register Consent Template before sending Promotional SMS.

### **Can I send Service category SMS without registering Consent Template?**

Consent is mandatory for Service Explicit SMS category but it is not required for Service Implicit SMS category.

### **Can a Principal Entity acquire consent from its customers without registering a Consent Template?**

No, it is mandatory for a Principal Entity to register Consent Template on the DLT platform to acquire consent from new subscribers before sending promotional category SMS.

### **What is Content Template in DLT?**

Content Template is the actual message text that has to be submitted and get approved by DLT before sending it to your customers. Content Template is required for every single message that will sent to the customers and is mandatory for all SMS routes (Transactional, Service Implicit, Service Explicit and Promotional).

## What is the difference between Consent Templates and Content Templates?

Following table denotes the difference between Consent Template and Content Template

Features	Consent Template	Content Template
<b>Definition</b>	It is for receiving the customer's permission before sending promotional SMS	It is the message text that has to be submitted on the DLT platform
<b>Routes</b>	It is for Promotional and Service Explicit SMS routes	It is for every SMS route - Transactional, Service Implicit, Service Explicit, Promotional
<b>Actual message text</b>	Consent Template shouldn't contain actual message text. It is just to take permission from customers	Content Template should contain the actual text that will be sent to the customer
<b>Example Text</b>	We would like to send messages regarding marketing offers from our website.	Dear user, {#var#} is your OTP for Login.
<b>Mandatory</b>	Consent Template is mandatory for Promotional and Service Explicit SMS routes	Content Template is mandatory for all SMS routes.

## Is Content Template required for all SMS routes?

Yes, Content Template is mandatory for all SMS routes.

## How to register Content Template in DLT?

Contact to register Content Template in DLT

## What is variable in Content Template?

You can use variable feature in Content Template to denote the values that keeps on changing for different customers. You can add variables for values that are different for every customer and keep the remaining message text same for all customers.

## How to add variables in Content Template?

Variables can be used by the symbol {#var#}. Values such as amount, date, account number, OTP, customer names, transaction ID, etc. have to be replaced with variables.

### Example of using variable for Promotional SMS

**Actual SMS** - Get upto 30% discount on out latest collection. Call at 9999999999 for more details.

**Approve Template As** - Get upto {#var#} discount on out latest collection. Call at {#var#} for more details.

### Example of using variable for Transactional SMS

**Actual SMS** - 25728 is the OTP for transaction of Rs. 1500. Please do not share it with anyone.

**Approve Template As** - {#var#} is the OTP for transaction of Rs. {#var#}. Please do not share it with anyone.

### Example of using variable for Service Implicit SMS

**Actual SMS** - Your order no 1283782 will be delivered on Saturday. Thank you for choosing us.

**Approve Template As** - Your order no {#var#} will be delivered on {#var#}. Thank you for choosing us.

### Example of using variable for Service Explicit SMS

**Actual SMS** - Your free gift voucher 1155 will expire in 2 days.

**Approve Template As** - Your free gift voucher {#var#} will expire in {#var#}.

## **Is there a limit on the number of variables used in a Content Template?**

YES, there is limit on the number of variables used in a content template. from 1st March 2023 TRAI has issued guidelines stating “we will not be approving any content template requests with more than 2 variables, and these 2 variables also will have to be non-continuous.”

## **Is using variables mandatory for all SMS routes?**

Variables are mandatory for Transactional and Service category SMS. It is optional for Promotional SMS category.

## **Can a Content Template be used after registration?**

No, a Content Template can be used only after it has been approved on the DLT platform.

## **Can a Content Template be used with multiple Headers?**

Yes, you can select multiple Headers for a Content Template. Make sure to select the Headers that you want to use with a particular Content Template at the time of registering it on the DLT platform.

## **Can a Content Template be edited once it is registered?**

No, a Content Template cannot be edited once it is registered.

## **Is it mandatory to submit Header and Message Templates on the DLT platform?**

Yes, as per the latest TRAI guidelines, each Header and Message Template (Consent and Content) has to be submitted on the DLT platform before sending Bulk SMS in India.

## **How to map Consent Template with Content Template?**

Difference between Consent and Content Template and the complete process to map Consent Template with Content Template.

## **How to contact TRAI for DLT queries?**

Please follow this article to know the complete contact details of TRAI and all DLT platforms: DLT Support Email Id's.

## **How to add registered DLT details in SMSGATEWAYHUB?**

To add your registered DLT details in SMSGATEWAYHUB, you need to visit <https://www.msgatewayhub.com/dlt-registration> and enter your mobile number registered in SMSGATEWAYHUB. The following screen will be displayed.

Once you enter your registered mobile number, an OTP will be delivered to your number and you have to enter the OTP received and click on Verify.

Once you click on Verify, the following panel will be displayed where you can add your approved Sender ID and Content templates.

Follow step by step process of adding registered DLT details in SMSGATEWAYHUB.



**THANK YOU FOR CHOOSING**



**For More Details  
Please Contact Your Account Manager.**