

How to Guide

Register a new principal entity on the Videocon DLT platform

Registration Process –

1. Visit the DLT platform (<https://smartping.live/entity/register-with>) and select to sign up as an 'Entity'
2. Register as a new entity by clicking "Click Here"
3. Provide valid business PAN, details of authorized person (mobile no. and email ID), and required documents
4. Verify phone number and email address. Once the verification is done, you will receive a reference number and after the verification of your documents by the operator, you will receive the unique entity ID
5. After receiving Unique Entity ID, register your headers (sender names) in the DLT platform
 - 5.1. Select Header > Add new Header
 - 5.2. Choose Header type – Promotional / Others (Transactional / Service Implicit / Service Explicit).
 - 5.3. Select a category from the drop-down list (applicable only if you want to add promotional type headers)
 - 5.4. Enter the required Header and check availability,
 - 5.5. Submit required document and verify OTP
 - 5.6. Submit for approval
6. Select 'Telemarketer Request' (side nav)> Enter the telemarketer ID "**110200001293**" > Click view details > Tick the check box "I hereby authorize IMI MOBILE PVT. LTD. for onboarding with us on VMIPL DLT Panel as our Telemarketer partner. " > Click Submit request
7. Add content templates in the DLT platform
 - 7.1. Select Template > Add New Template
 - 7.2. Add a Template Name
 - 7.3. Choose Communication type as SMS
 - 7.4. Choose the Template type of communication – Promotional / Service Implicit / Service Explicit / Transactional.
 - For your transactional templates select the 'Service Implicit' category. 'Transactional' category templates are reserved for bank OTPs
 - 7.5. Select Consent Template from the drop-down list (Optional)

- 7.6. Select a Content Category from the drop-down list (Only for Promotional and Service Explicit type)
- 7.7. Add the template content in the 'template content' text box > Get and enter OTP > Click 'Submit'

Please note –

- The approval process to get the Unique Entity ID and register headers typically takes 2-3 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 once your submitted documents are approved.
- The Header selected by you should match the entity name. If the header name is different, please attach a document/image showing the website link, trademark certificate or any other document/image proving the relation between your entity name and your requested header.

Step 1

Smart Enterprise Solutions

Select the type of operation

to login or register account *

As Entity ⓘ

As Telemarketer ⓘ

Next

Step 2

**Smart
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Entity Login

Email

Password

[Forgot Password ?](#)

New DLT Registration? [Click Here](#)

[For more information on Registration Process, view User Manual](#)

For **COVID19** Registration, [Signup](#)

Step 3

Select the location of company *

Already have an account - [Login](#)

[For more information on Registration Process, view User Manual](#)

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New Registration

Enrol Entity (Already Registered with other operator on DLT)

[For more information on Registration Process, view User Manual](#)

Name Of Organization *

Registered Email Id *

Category of Organization *

Company Address

CURRENT REGISTERED Same As Current

Address Line 1 *

1. Non Refundable one time processing fees of Rs.5900 (inclusive of 18% GST) is applicable for new registration.

2. In case of TDS Deduction, please provide your registered TAN.

For Banks Details refer link below the registration form. You can provide the payment details at the note section.

Click OK. The registration is free.

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CUSTOMER ACQUISITION FORM

New Registration

Enrol Entity (Already Registered with other operator on DLT)

For more information on Registration Process, view [User Manual](#)

Name Of Organization *

Enter Organization Name

Entity Type *

--Select Entity Type--

Registered Email Id *

Enter Email

Category of Organization *

--Select Organization--

Please note – The name of Organization entered should match the GST certificate (if applicable).

Company Address

CURRENT

Address Line 1 *

Enter Address

Address Line 2 *

Enter Address

Country *

India IN

State *

--Select State--

City *

--Select City--

PIN Code *

Enter PIN Code

Mobile No. *

+91 Enter Mobile No.

REGISTERED Same As Current

Address Line 1 *

Enter Address

Address Line 2 *

Enter Address

Country *

India IN

State *

--Select State--

City *

--Select City--

PIN Code *

Enter PIN Code

Mobile No. *

+91 Enter Mobile No.

Documents

PAN Number *

EXAMPLE : NAMES1234A

Upload PAN *

Choose File No file chosen

CIN/ GST/ TAN

Enter CIN/GST/TAN number

Upload CIN/ GST/ TAN

Choose File No file chosen

Proof Of Identity

--Select Proof Of Identity--

Choose File No file chosen

Proof Of Address *

--Select Proof Of Address--

Choose File No file chosen

Other Documents

Enter Document Type

Choose File No file chosen

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 Proof of Identity (entity name) –

For Individual –

- Aadhar or Unique Identity number
- Election commission id
- Passport
- Driving License
- Income Tax PAN Number

For Sole Proprietor & Private Ltd.-

- Shops & Establishment Registration Certificate
- GST Reg Document (Please ensure org. name matched the document)
- FSSAI License
- Certificate of Incorporation

3. Accepted Proof of Address

For Individual -

- Aadhaar
- Passport
- Driving License
- Electricity Bill / Telephone Bill (Not Older then 3 month)
- Lease Agreement/Registered Sale





For Sole Proprietor & Private Ltd.-

- Shops & Establishment Registration Certificate
- GST Reg Document (Please ensure org. name matched the document)
- TAN Registration document
- FSSAI License
- Import & Export Registration Document
- Certificate of Incorporation

4. Authorization Document – Download sample format [here](#)

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

Authorized Person Information

Name *  <input type="text" value="Enter Name"/>	Mobile No. * <input type="text" value="+91"/> <input type="text" value="Enter Mobile No."/>
Authorization Document *  <input type="button" value="Choose File"/> No file chosen	Designation *  <input type="text" value="Enter Designation"/>
Email *  <input type="text" value="Enter Email"/>	

Payment Details [click here for bank details](#)

Note* : 1: Non Refundable one time processing fees of Rs.5000 (inclusive of 18% GST) is applicable for new registration.
2: In case of TDS Deduction, please provide your registered TAN.

I Agree With The Terms And Conditions. *
[View Terms and Conditions](#)

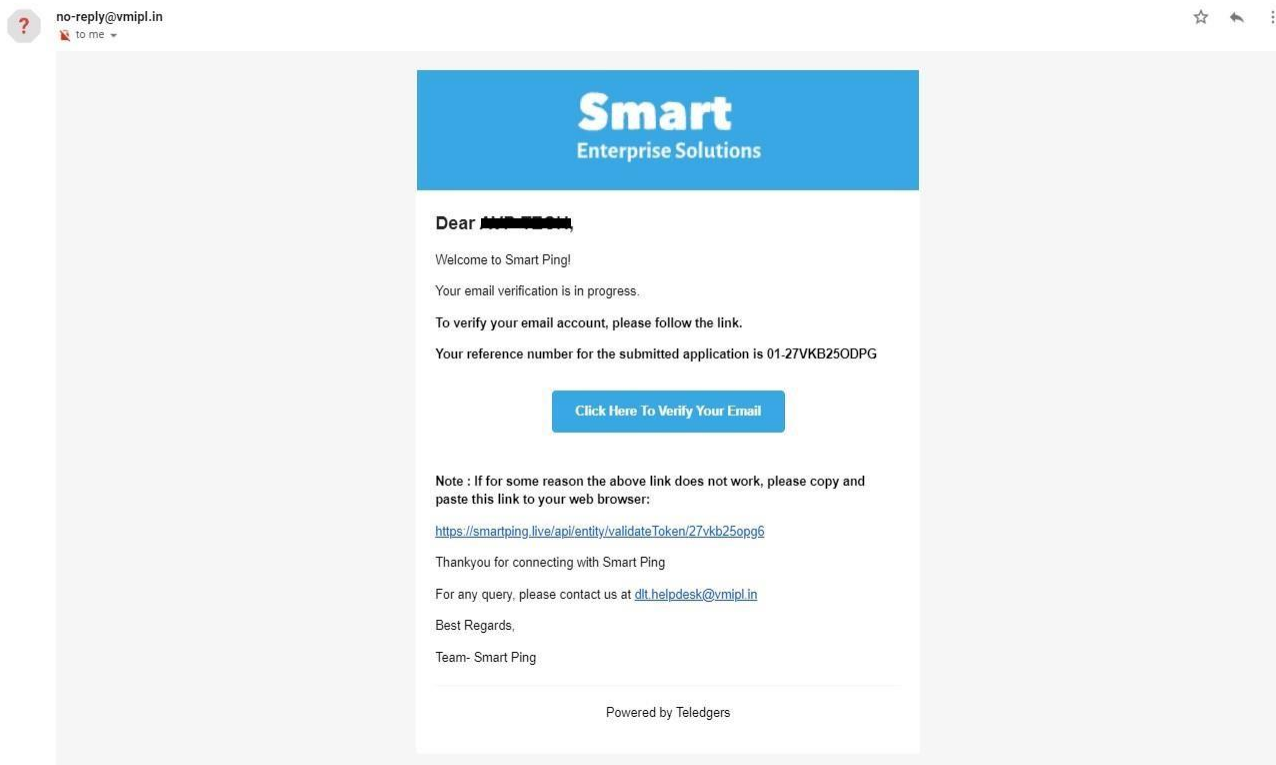
[Already have an account - Login](#)

Leave the payment details field blank. There is no registration fee for you.

Step 4

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

If you don't see an email from Videocon, please search for the subject name "Your Entity Registration Application" from "no-reply@vimpl.com" and click on 'Click Here To Verify Your Email'.



Step 5

Please register your headers on the Videocon DLT platform using the below process.

- 5.1 Select Header > Add new Header
- 5.2 Choose Header type – Promotional / Others (Transactional / Service Implicit / Service Explicit).
- 5.3 Select a category from the drop-down list (applicable only if you want to add promotional type headers)
- 5.4 Enter the required Header and check availability,
- 5.5 Submit required document and verify OTP
- 5.6 Submit for approval

Note - The Header selected by you should match the entity name. If the header name is different, please attach a document/image showing the website link, trademark certificate or any other document/image proving the relation between your entity name and your requested header.

Step 5.1

Dashboard

Telemarketer Request

Telemarketer

Header

Header Manager

Calling Line Identity

CLI Manager

Consent Template

Template

DIT Manager

Reports

Profile

Header

Claimed Header Request

Headers

Surrendered/ Withdrawn/ Rejected

New Header

Search

Search by Header Name, Ref. No., Header Id & TM Id

Header Type: All

Status: All

Show Records: 25

Sl. No.	Telemarketer Id	Header Name	Header Type	Date & Time of Application	Date & Time of Status Updated	Status
1	NA		Others	11/06/2020, 11:44	11/06/2020, 12:38	Active

Previous 1 Next

Step 5.2

Dashboard

Telemarketer Request

Telemarketer

Header

Header Manager

Calling Line Identity

CLI Manager

Consent Template

Template

DIT Manager

Reports

Profile

New Header

Single

Bulk

Header Type *

Category *

Header Name *

Check Availability

Note:

- P - Promotional - Messages which are purely promotional in nature send to all the prospects in the database by an Entity basis on there preferences. Ex : All kind of Promotional messages.
- O - Others - Includes Transactional, Service Implicit and Service Explicit messages.
 - Transactional - Essential messages related to transaction. Ex: OTP
 - Service Implicit - Service messages that are ought to be sent basis on the business relation with the customer. Ex : Service Alert Messages
 - Service Explicit - Service messages that are send by the Entity which are promotional in nature but send with prior consent. Ex : New offers for the Entity)

Step 5.3

Dashboard

Telemarketer Request

Telemarketer

Header

Header Manager

Calling Line Identity

CLI Manager

Consent Template

Template

DIT Manager

Reports

Profile

New Header

Single

Bulk

Header Type *

Category *

Header Name *

Check Availability

Note:

- P - Promotional - Messages which are purely promotional in nature send to all the prospects in the database by an Entity basis on there preferences. Ex : All kind of Promotional messages.
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 - Transactional - Essential messages related to transaction. Ex: OTP
 - Service Implicit - Service messages that are ought to be sent basis on the business relation with the customer. Ex : Service Alert Messages
 - Service Explicit - Service messages that are send by the Entity which are promotional in nature but send with prior consent. Ex : New offers for the Entity)

Step 5.4

The screenshot shows the 'New Header' form with the following fields and values:

- Header Type: Single
- Header Type dropdown: Other
- Category: Health
- Header Name: about
- Check Availability button

Note:

- P – Promotional - Messages which are purely promotional in nature send to all the prospects in the database by an Entity basis on these preferences. Ex: All kind of Promotional messages
- O – Others - Includes: Transactional, Service Implicit and Service Explicit messages.
(Transactional) - Essential messages related to transaction. Ex: OTP
Service Implicit - Service messages that are ought to be sent basis on the business relation with the customer. Ex: Service Alert Messages
Service Explicit - Service messages that are send by the Entity which are promotional in nature but send with prior consent. Ex: New offers for the Entity

Step 5.5

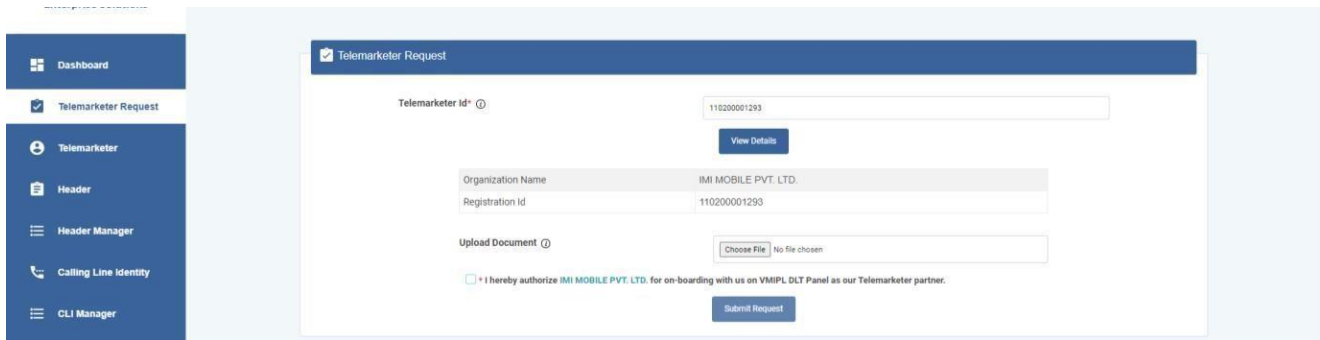
The screenshot shows the 'New Header' form with a 'Register Header' modal open. The modal contains the following fields and buttons:

- Upload Document: Choose File (No file chosen)
- OTP: Enter OTP (Get OTP)
- Submit button

Step 6

The screenshot shows the 'Telemarketer Request' form with the following fields and buttons:

- Telemarketer id: Enter Telemarketer id
- View Details button

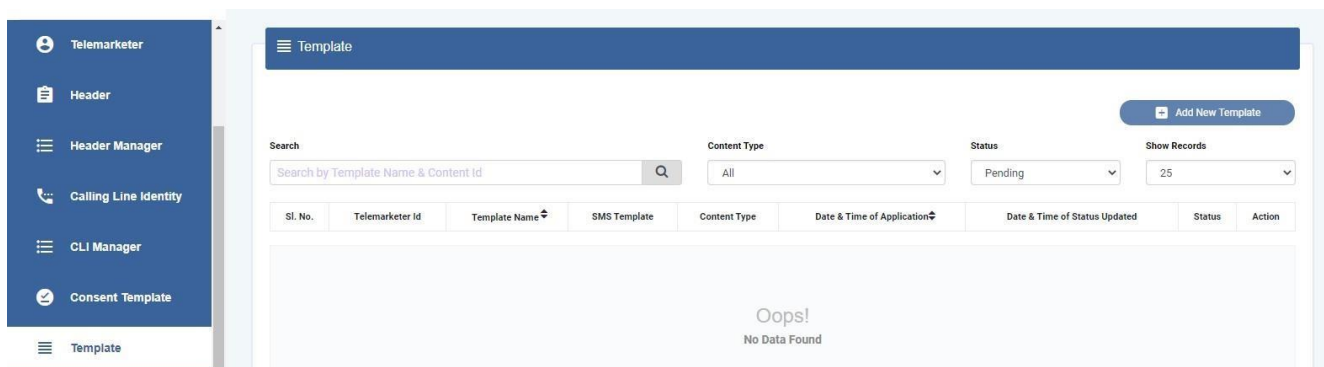


Step 7

Add content templates in the DLT platform

- 7.1. Select Template > Add New Template
- 7.2. Add a Template Name
- 7.3. Choose Communication type as SMS
- 7.4. Choose the Template type of communication – Promotional / Service Implicit / Service Explicit / Transactional.
 - For your transactional templates select the 'Service Implicit' category. 'Transactional' category templates are reserved for bank OTPs
- 7.5. Select Consent Template from the drop-down list (Optional)
- 7.6. Select a Content Category from the drop-down list (Only for Promotional and Service Explicit type)
- 7.7. Add the template content in the 'template content' text box > Get and enter OTP > Click 'Submit'

Step 7.1



Step 7.3

Add Template ← Back

Single

Template Name*

Communication Type* (dropdown open, showing SMS)

Content Type*

Consent Template ID Consent template not registered? Register New

Content Category

Template Type*

Step 7.4

Add Template ← Back

Single

Template Name*

Communication Type*

Content Type* (dropdown open, showing Transactional)

Consent Template ID

Content Category

Template Type*

Step 7.5

Add Template ← Back

Single

Template Name*

Communication Type*

Content Type*

Consent Template ID Consent template not registered? Register New

Content Category (dropdown open, showing Banking/Insurance/Financial products/ credit cards)

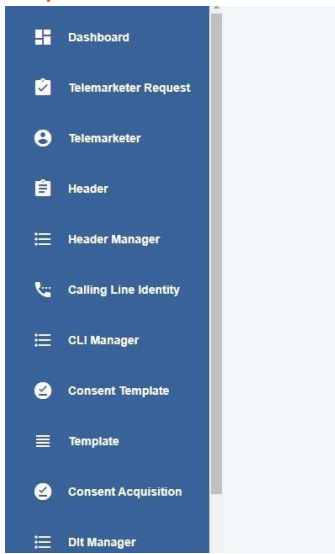
Template Type*

Copy/Paste Message Create New Message (Type)

Message:

5 | 123 | 5 | ↔ | 5 | Abc123 | [Icons] | Add New Line

Step 7.7



Consent Template ID Consent template not registered? [Register New](#)

Content Category

Template Type *

Copy/Paste Message Create New Message (Type)

Message: Total Count:

5 123 5 ↔ 5 Abc123 [Add New Line](#)

OTP * Get OTP

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 types 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

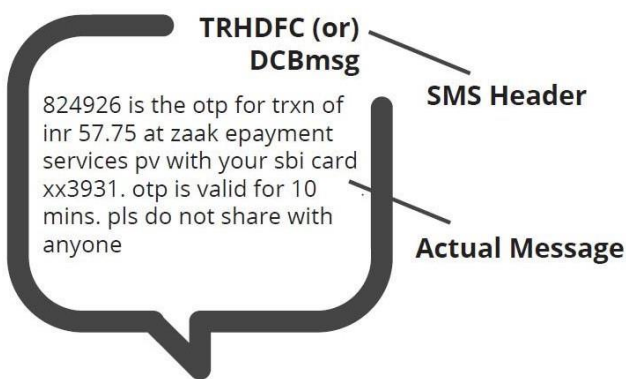
Transactional

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 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.

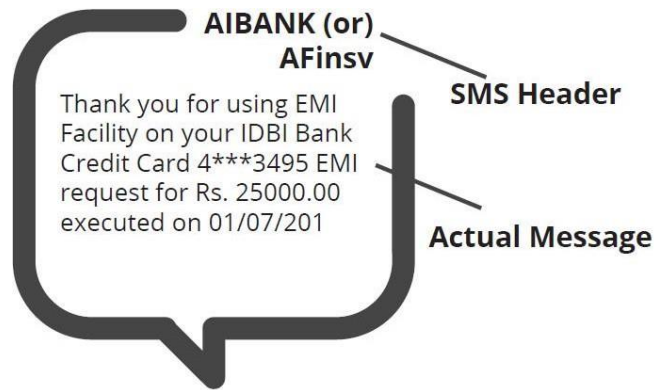
Service Implicit

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

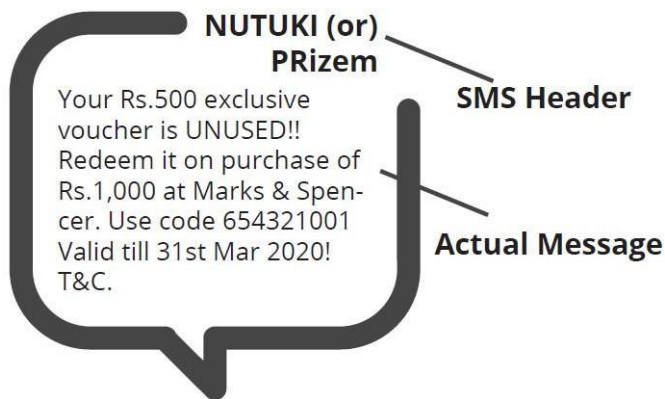
These are the messages which require explicit consent from the customer, that has been verified directly from the recipient in a robust and verifiable manner and recorded by the consent registrar. It includes any service message which doesn't fall under the service-implicit category.

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



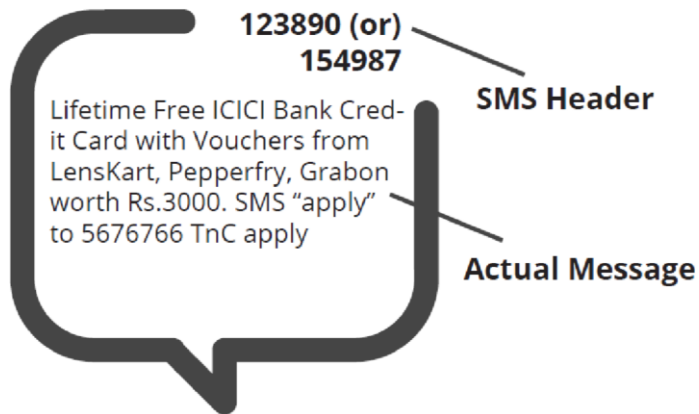
Actual Message	Required Template Format
Your Rs.500 exclusive voucher is UNUSED!! Redeem it on purchase of Rs.1,000 at Marks & Spencer. Use code 654321001 Valid till 31st Mar 2020! T&C.	Your Rs.{#var#} exclusive voucher is UNUSED!! Redeem it on purchase of Rs.{#var#} at Marks & Spencer. Use code {#var#} 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/lphr8tFE	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, you can reach out to the Videocon DLT support team at dlt.helpdesk@vmipl.in.



VISIT

<https://www.bulksmslink.in/>



MAIL US

info@bulksmslink.in



CALL US

+919867231230