Header Sender IDs

**\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\***

* **T – Transactional** - Essential messages related to a transaction. E.g., OTPs
* **P – Promotional** - Purely promotional Messages; sent to all the prospects in the database by an entity based on their preferences. E.g., All kinds of promotional messages
* **SI – Service Implicit** - Service messages that ought to be sent based on the business relationship with the customer. E.g., Service alert messages
* **SE – Service Explicit** - Service messages sent by an entity that are promotional in nature but sent only with prior consent. E.g., New offers for the entity

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# Promotional Message

A Promotional message refers to the 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 (6-digits):** 565690, 787878, 987123, 555555, etc.

**Sample SMS template1:** Happiness Sale on 21 & 22 Dec. Get up to 71% OFF on over 100 brands. Register & get EXTRA Rs. 100/- OFF. Give missed call to 808XXXX234. TnC  
**Sample SMS template2:** 24 Hr Kitchen Furniture SALE up to 35% OFF, till 22 Dec, T&C  
**Sample SMS template3:** Get MY DIET by <NAME OF CONSULTANT> & lose up-to 10Kg. No exercise. No machine. First free consultation Click <URL>. To revoke consent, send SMS as REVOKE HEADER to 1909

# Transactional Message

A Transactional message refers to a message which contains a One Time Password (OTP) that is required to complete a banking transaction initiated by the bank customer. This is applicable to all banks, including national/ scheduled/ private/ Govt. and MNC banks.

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

**Sample SMS template1:** 763892 is the OTP for trxn of INR 9876.90 at ABCD App with your card XX0000. OTP is valid for 10 mins. Pls do not share it with anyone.  
**Sample SMS template2:** 763892 is OTP for txn of INR 373.32 at ABCD on XYZ Bank Credit Card XX0000. OTPs are SECRET. DO NOT disclose it to anyone. Bank NEVER asks for OTP.

# Service Implicit Message

A Service Implicit message refers to a message arising out of the customer's actions or his relationship with the sender that is not promotional and is not in the customer's interest to block such communications. These messages may or may not be triggered by subscriber-initiated transactions and will not be blocked for subscribers who have otherwise blocked service messages.

* Confirmation messages of net banking or credit/debit transactions
* Product purchase confirmation, delivery status of a parcel
* OTP required for e-commerce website, app login, social media apps, KYC, etc.
* Messages from the home operator
* 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 centers
* Day-end/ month-end settlement alerts to securities/Demat account holders.

**Header (6-alpha):** ABCDE, AFIOMA, UNFOCO, etc.

**Sample SMS template1:** Hello! Your A/C no. <XXXXX> has been debited by Rs. <XXXX> The A/C balance is Rs. <XXXX> on <DD/MM/YY> The A/C balance is Rs. <XXXX> Info: <TYPE>/<PURPOSE>/< Rs.  of template OR REFERENCE NUMBERs   
**Sample SMS template2:** Dear Customer, as per your request, contact details have been updated against your fixed deposit account.  
**Sample SMS template3:** Dear Customer, your order has been picked up by the delivery boy and is on his way. Your delicious pizza is reaching early!

# Service Explicit Message

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.

**Header (6-alpha):** NUTUKI, PRIZEM, ZSERTA, etc.

**Sample SMS template1:** Dear Customer, Congratulations on your Home Anniversary! Now avail a Top-up up to Rs 50 lacs\* with ROI @9.20%\* on your Home Loan. Call Toll Free 1800XXXXX00 \*T&C   
**Sample SMS template2:** Dear , based on your relationship, we are approving a per-approved Home Loan up to Rs. 1 crore. Click here https://www.domain.com/ . Regards, QT Housing. T&C.

# Header approval guidelines:

* "Transactional" Header types to be allowed only for banks (SBI, ICICI Bank, etc.)
* Rest all enterprises should either choose Service-Implicit or Service-Explicit.
* The header should be relevant to the enterprise name. If an enterprise has a trade name or a product with a different name, that can be allowed accordingly post validation.
* If the header is different & the enterprise has provided valid justification for the same, the header can be allowed provided the header doesn't resemble other brands or enterprise names.
* Generic/reserved headers like AIRTEL, MUMBAI, ALERTS, OFFERS, SYSTEM, etc., should not be allowed.
* Number headers (promotional): 1st char (1 to 8 preference category) should match the category the enterprise falls under.
* Small enterprises can be allowed up to 2 promo headers. Large enterprises like (SBI bank, Flipkart, MakeMyTrip, etc.) can be allowed up to 6 (or a few more, depending on their justification) - as per Vodafone's guidelines.
* The requested category & industry type in the header request should match the category & industry type the enterprise is registered with.

## Here are the preference categories.

| 1 | Banking/Insurance/Financial products/credit cards |
| --- | --- |
| 2 | Real Estate |
| 3 | Education |
| 4 | Health |
| 5 | Consumer goods and automobiles |
| 6 | Communication/Broadcasting/Entertainment/IT |
| 7 | Tourism and Leisure |
| 8 | Food and Beverages |

| **CategoryName** | **IndustryName** |
| --- | --- |
| Banking/Insurance/Financial products/credit cards | Banking |
| Banking/Insurance/Financial products/credit cards | Insurance |
| Banking/Insurance/Financial products/credit cards | Financial Products |
| Banking/Insurance/Financial products/credit cards | Credit Cards |
| Banking/Insurance/Financial products/credit cards | Recruitment |
| Banking/Insurance/Financial products/credit cards | Ecommerce |
| Banking/Insurance/Financial products/credit cards | Others |
| Real Estate | Real Estate |
| Real Estate | Recruitment |
| Real Estate | Ecommerce |
| Real Estate | Others |
| Education | Education |
| Education | NGOs & Community Groups |
| Education | Recruitment |
| Education | Ecommerce |
| Education | Others |
| Health | Health & Beauty |
| Health | NGOs & Community Groups |
| Health | Recruitment |
| Health | Ecommerce |
| Health | Others |
| Consumer goods and automobiles | FMCG |
| Consumer goods and automobiles | Automobiles |
| Consumer goods and automobiles | Retail |
| Consumer goods and automobiles | Ecommerce |
| Consumer goods and automobiles | Logistics |
| Consumer goods and automobiles | Manufacturing |
| Consumer goods and automobiles | Recruitment |
| Consumer goods and automobiles | Others |
| Communication/Broadcasting/Entertainment/IT | Advertising & Marketing Agencies |
| Communication/Broadcasting/Entertainment/IT | Communications |
| Communication/Broadcasting/Entertainment/IT | IT & Telecom |
| Communication/Broadcasting/Entertainment/IT | Media & Entertainment |
| Communication/Broadcasting/Entertainment/IT | Events & Exhibitions |
| Communication/Broadcasting/Entertainment/IT | Web & Software Development |
| Communication/Broadcasting/Entertainment/IT | Technology |
| Communication/Broadcasting/Entertainment/IT | Government & Public Utilities |
| Communication/Broadcasting/Entertainment/IT | Recruitment |
| Communication/Broadcasting/Entertainment/IT | Ecommerce |
| Communication/Broadcasting/Entertainment/IT | Others |
| Tourism and Leisure | Travel & Tourism |
| Tourism and Leisure | Recruitment |
| Tourism and Leisure | Ecommerce |
| Tourism and Leisure | Others |
| Food and Beverages | Restaurants & Takeaways |
| Food and Beverages | Recruitment |
| Food and Beverages | Ecommerce |
| Food and Beverages | Others |
| Banking/Insurance/Financial products/credit cards | Stock/Commodities/Derivatives |

# \*\*\*\*\*\*\*\*\*Mail from Sachin on 11 Mar\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*

We have uploaded the below modules on [www.ucc-mtnl.in](http://www.ucc-mtnl.in), based on new chain codes. Kindly share this with your extended teams.

## Consent Template

1. Template Name
2. Brand Name
3. Scope of Consent

## SMS Header

1. PROMO & OTHER – Only 2 types of headers going forward. Earlier ones have been changed from the backend as per the new chain code rules.
2. PROMO – No change in Promo Headers – 6 digit Header – Starting number of the header should be same as per DND Preferences – BFSI entities should register their headers starting with 1. Education entities should register their headers starting with 3. So on and so forth. In case an entity is not able to find a relevant category, they can use 0 (zero) as Others.
3. OTHER – Any header registered under OTHER can be used against T/SI/SE templates.
4. OTHER Govt. – New type created for only Govt. Entities – Headers that are 3-9 digits and should start with 1. These headers can be used for T/SI/SE templates.

## Content Template

1. While creating a Content Template under P/SE, it is mandatory to select Consent Template. For Content Template T/SI, no option to select Consent Template.
2. All headers that are registered under 'OTHER' will be shown for selection while creating a T/SI/SE template.

*\* While creating a Consent Template, you need to define the Scope of Consent. Below are a few sample 'Scope of Consents' for your understanding:*

* *E.g., Retail: ShopperGame would seek your consent to send communication regarding marketing offers on time to time basis.*
* *E.g., Banking: IndiBank would like to send communication regarding various products and loans to you for a better service experience.*
* *E.g., Ecommerce: Myntap would like to send communication regarding exclusive brand offers on special days and occasions.*