

# How to Guide

## Content & Consent Template Registration Process for Videocon DLT

### Content Template Process

1. Select Template > Add New Template
2. Add a Template Name
3. Choose Communication type as SMS
4. Choose the Template type of communication – Promotional / Service Implicit / Service Explicit / Transactional. [Know more here](#)
  - For your **transactional templates** select the '**Service Implicit**' category. 'Transactional' category templates are reserved for bank OTPs
5. Select Consent Template from the drop-down list (Optional)
6. Select a Content Category from the drop-down list (Only for Promotional and Service Explicit type)
7. Add the template content in the 'template content' text box > Get and enter OTP > Click 'Submit'

### 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 - \*\*\*\*\*)"
- **According to new guidelines shared by operators, all content templates must include your brand name/complete business name/trademark in the message footer.** Content templates that do not include brand names will be rejected after 31st October, 2020. See how to add your brand name/entity name in the examples below. The brand names are highlighted.

| Scenario | Entity Name | Sample DLT templates |
|----------|-------------|----------------------|
|----------|-------------|----------------------|

|   |  |  |
|---|--|--|
| <p>Entities notably called with abbreviations and unique</p>  | <p>Entity Name: State Bank of India<br/>Brand:</p> <ul style="list-style-type: none"> <li>State Bank of India</li> <li>SBI</li> </ul>  | <ul style="list-style-type: none"> <li>OTP for online purchase of Rs. {#var#} at {#var#} thru State Bank Debit Card {#var#} is {#var#}. Do not share this with anyone – <b>SBI</b></li> <li>OTP for online purchase of Rs. {#var#} at {#var#} thru State Bank Debit Card {#var#} is {#var#}. Do not share this with anyone – <b>State Bank of India</b></li> </ul>   |
| <p>Entities whose abbreviations represent 2 different names, must use complete entity name at the footer.</p>         | <p>Entity name with same abbreviations:</p> <ul style="list-style-type: none"> <li>National Payments Corporation of India (NPCI)</li> <li>Nuclear Power Corporation of India LTD (NPCI)</li> </ul> | <ul style="list-style-type: none"> <li>Amt. of {#var#} for {#var#} ({#var#}) will be credited to your A/C of {#var#} - <b>National Payments Corporation of India</b></li> <li>Amt. of {#var#} for {#var#} ({#var#}) has been generated with the due date of {#var#} – <b>Nuclear Power Corporation of India</b></li> </ul>   |
| <p>Entities whose registered name is different from their registered trademark name can use their trademark name.</p> | <p>Entity Name: Bundl Technologies Private Ltd<br/>Brand: Swiggy</p> <p>Entity Name: Atria Convergence Technologies Ltd<br/>Brand: ACT Fibernet</p>  | <ul style="list-style-type: none"> <li>Dear Customer, ₹{#var#} has been deducted from your Swiggy Money balance at {#var#}. Updated Swiggy Money balance is ₹{#var#} – <b>Swiggy</b></li> <li>Dear Customer, thank you for choosing ACT. Our engineer will visit in the next {#var#} hours. – <b>ACT Fibernet</b></li> </ul>   |
| <p>Entities having multiples brands operated under its registered name, should use their complete brand name.</p>     | <p>Entity Name: Aditya Birla Fashion and Retail Limited</p> <p>Brands:</p> <ul style="list-style-type: none"> <li>Pantaloons</li> <li>American Eagle</li> <li>Louis Philippe</li> </ul>            | <ul style="list-style-type: none"> <li>Congratulations! \n Your shopping has unlocked a gift voucher of Rs. {#var#} on Rs. {#var#} spend. Valid till 15th Dec. TC. Use Code: {#var#} – <b>Pantaloons</b></li> <li>As we turn 2 in India, visit the American Eagle store and get a {#var#} OFF, exclusively for you! Limited period offer. *T&amp;C apply– <b>American Eagle</b></li> <li>Congratulations! \n Your shopping has unlocked a gift voucher of Rs.{#var#} redeemable at {#var#} on Rs.{#var#} spend. Valid till {#var#}. TC. Use Code: {#var#} – <b>Louis Philippe</b></li> </ul> |

## Step 1

### Step 3

**Get it sms**

**Add Template** ← Back

**Single**

Template Name\*

Communication Type\*  (Dropdown open showing: --Select Communication Type--, SMS)

Content Type\*

Consent Template ID  Consent template not registered? Register New

Content Category

Template Type\*

### Step 4

**Get it sms**

**Add Template** ← Back

**Single**

Template Name\*

Communication Type\*

Content Type\*  (Dropdown open showing: --Select Content Type--, Transactional, Promotional, Service Explicit, Service Implicit)

Consent Template ID

Content Category

Template Type\*

### Step 5

**Get it sms**

**Add Template** ← Back

**Single**

Template Name\*

Communication Type\*

Content Type\*

Consent Template ID  Consent template not registered? Register New

Content Category  (Dropdown open showing: --Select Category--, Banking/Insurance/Financial products/ credit cards, Real Estate, Education, Health, Consumer goods and automobiles, Communication/Broadcasting/Entertainment/IT, Tourism and Leisure, Food and Beverages, Others)

Template Type\*

Copy/Paste Message  Create New Message (Type)

Message:

5 123 5 ↔ 5 Abc123

## Step 7

The screenshot shows the 'Consent Template' creation process. On the left is a dark blue sidebar with a 'Get it sms' logo and a list of menu items: Dashboard, Telemarketer Request, Telemarketer, Header, Header Manager, Calling Line Identity, CLI Manager, Consent Template (highlighted), Template, Consent Acquisition, and Dit Manager. The main content area is white and contains the following elements:

- Consent Template ID:** A dropdown menu with '--Select Consent Id--' and a link for 'Consent template not registered? Register New'.
- Content Category:** A dropdown menu with '--Select Category--'.
- Template Type:** A dropdown menu with 'Text' selected.
- Message Type:** Radio buttons for 'Copy/Paste Message' (selected) and 'Create New Message (Type)'.
- Message Editor:** A text area with a 'Total Count: 0' indicator. Below it is a rich text toolbar with icons for text color, background color, bold, italic, link, unlink, and a 'Add New Line' button.
- OTP Field:** A text input field labeled 'Enter OTP' with a 'Get OTP' link.
- Submit Button:** A blue button labeled 'Submit'.

### Consent Template Process

1. Select Consent Template > Add New Consent Template
2. Add a Consent Template Name
3. Add Scope of Consent
4. Get and enter OTP > Click Submit

### Examples of Scope of Consent:

[Brand Name]: Dear Customer, thanks for visiting The Design Studio in Andheri (W) today. We would love to stay in touch with you about our new launches and promotions. To continue receiving exciting offers from us on call/SMS, please submit your consent.

Dear Mr. XYZXYZ, we are pleased on your sign up with [Brand Name] today. To receive exciting promotions and offers on SMS/call, please submit your consent.

[Brand Name] : Dear Mr. ABCABC, thank you for submitting your property-related requirement on our website today. We will keep you informed on new listings suited to you. Please give your consent for receiving these listings through call/SMS.

Single

Consent Template Name\* ⓘ

Enter Template Name

Brand Name\* ⓘ

Create New Message

Message:

Enter the message

OTP\* ⓘ

Enter OTP

[Get OTP](#)

Submit

# Content Template Types

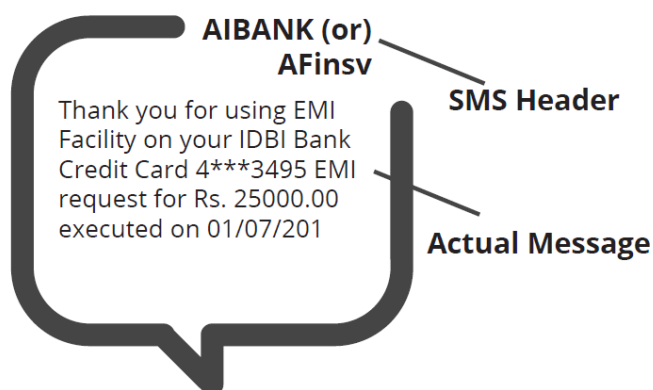
## Service Implicit

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 | 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 |

|  |  |
|--|--|
| recognize this transaction, please reach out to <a href="http://fkrt.it/q0rbconnnn">http://fkrt.it/q0rbconnnn</a> immediately.                         | 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

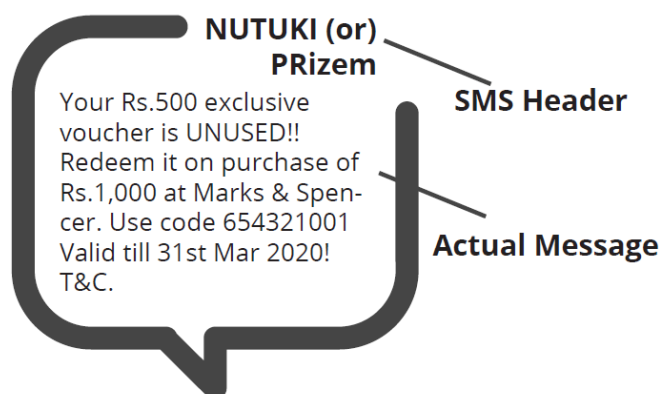
These are the messages which require explicit consent from the customer, that has been verified directly from the recipient in a robust and verifiable manner and recorded by the consent registrar. It includes any service message which doesn't fall under the service-implicit category.

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!!<br>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!!<br>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 <a href="http://m.BajFin.in/lphr8tFE">http://m.BajFin.in/lphr8tFE</a> | Bajaj Finserv Personal Loan needs Minimal Documentation. Fulfil your financial needs in one click {#var#}.   |

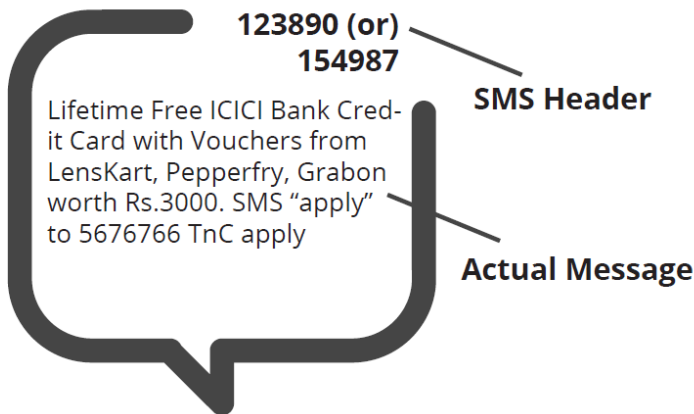


## Promotional

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. <a href="http://px2.in/pAD4TIs">http://px2.in/pAD4TIs</a> | 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 - <a href="https://abc.com">https://abc.com</a>   | YOU can win Rs {#var#} in Fantasy cricket use code {#var#}. Install Qureka Pro app now to WIN Click - {#var#}                               |

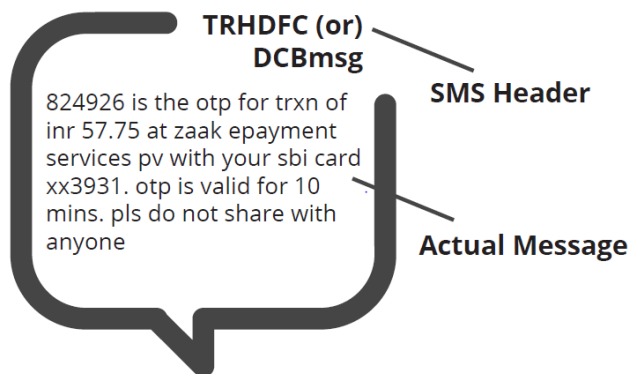
## Transactional (Only for Bank OTPs)

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#}.<br>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.   |

## 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.



### 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](mailto:dlt.helpdesk@vmipl.in).



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