



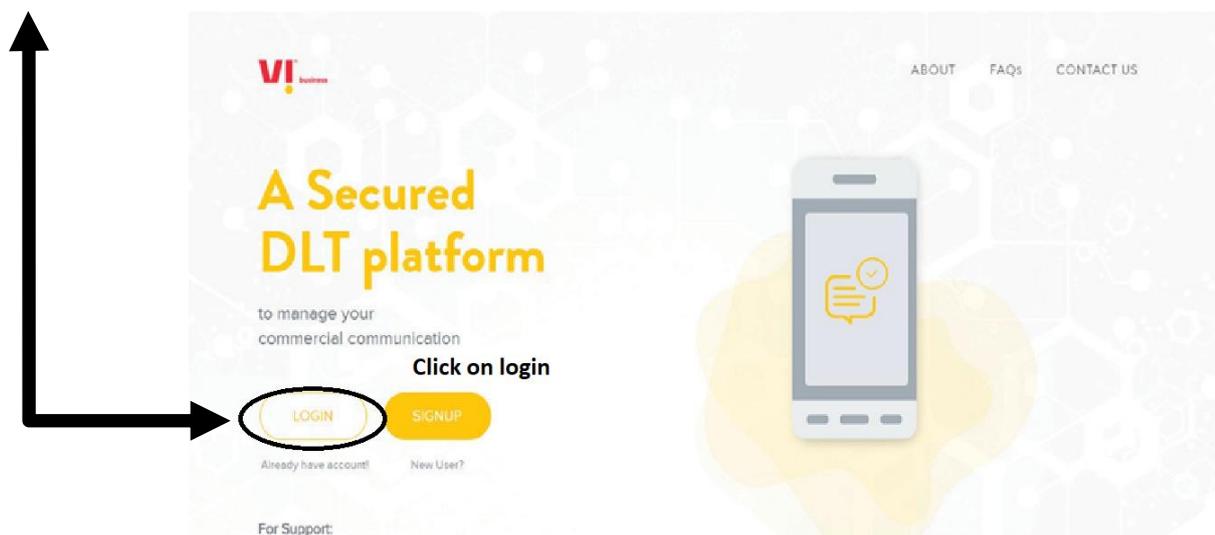
Entity

Header Registration

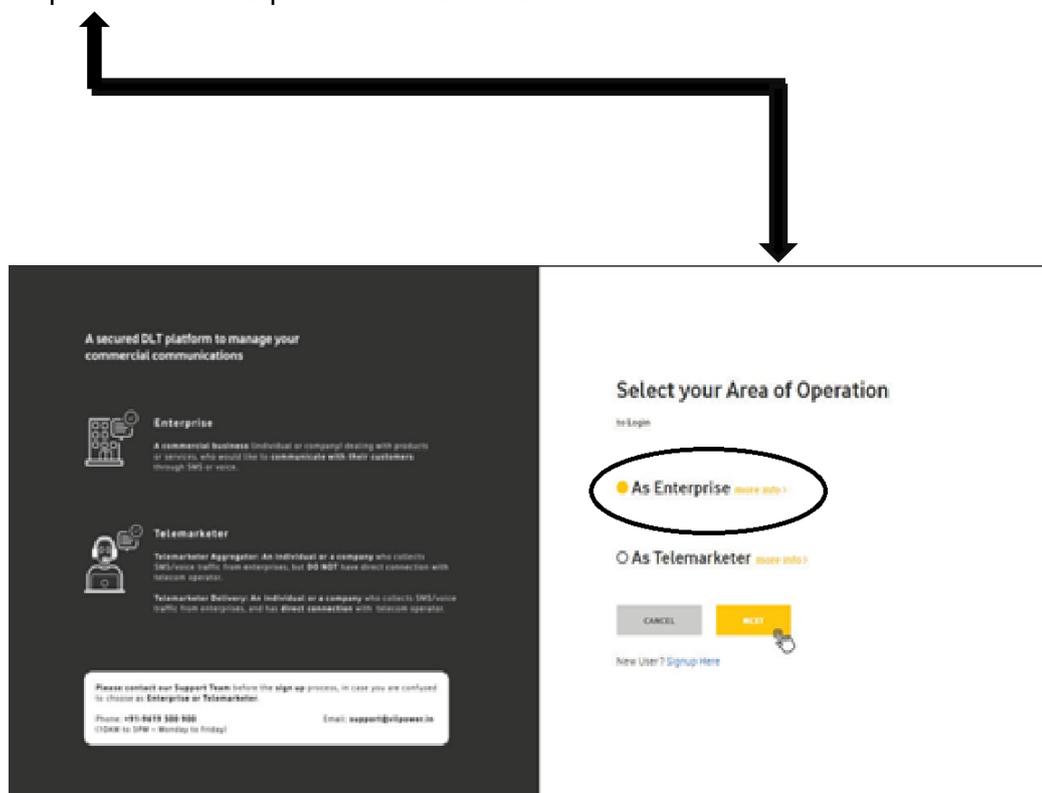
User Manual



1. Click on Login.

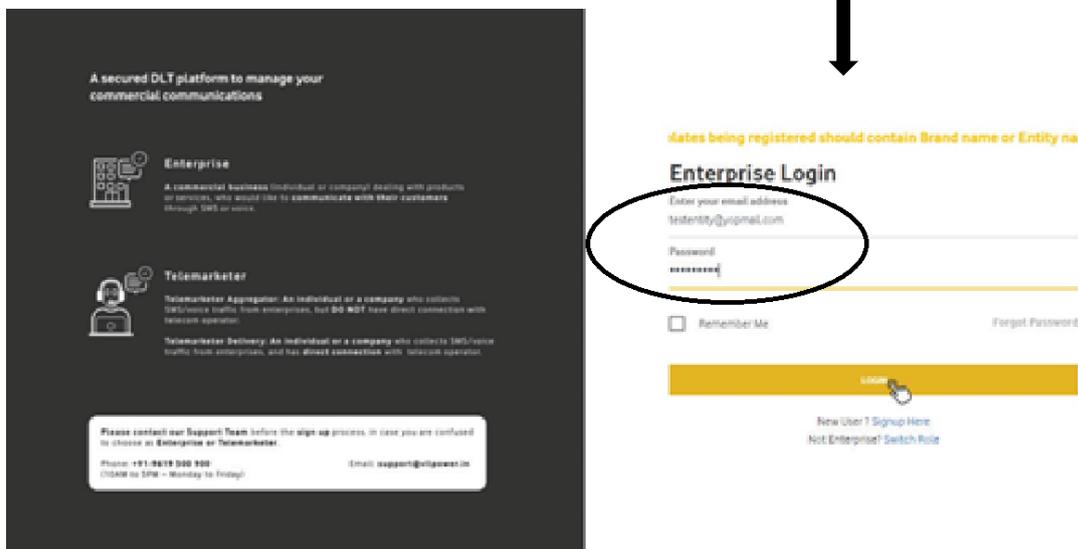


2. Select the area of operation as enterprise & click on next.

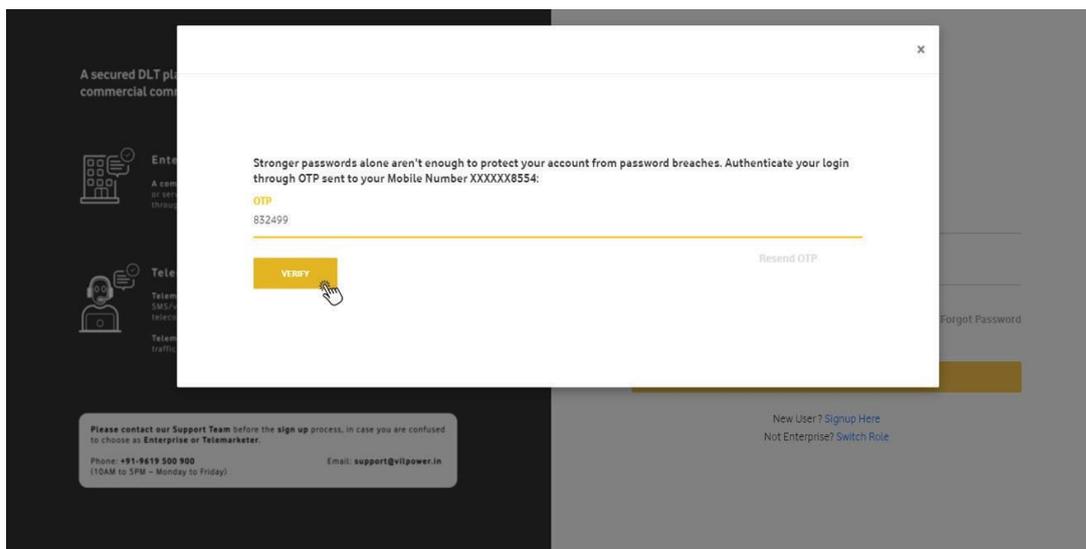


3. Enter your email id and password to login.

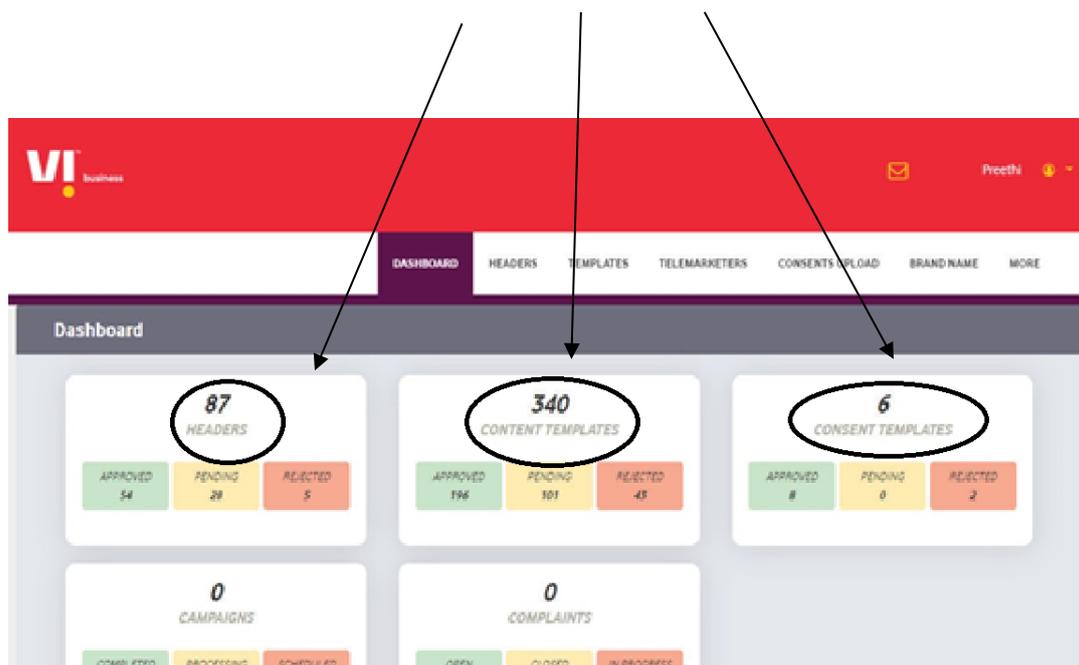
Email id: adbcd@gmail.com
 Password: Xxxxxx@123xxx



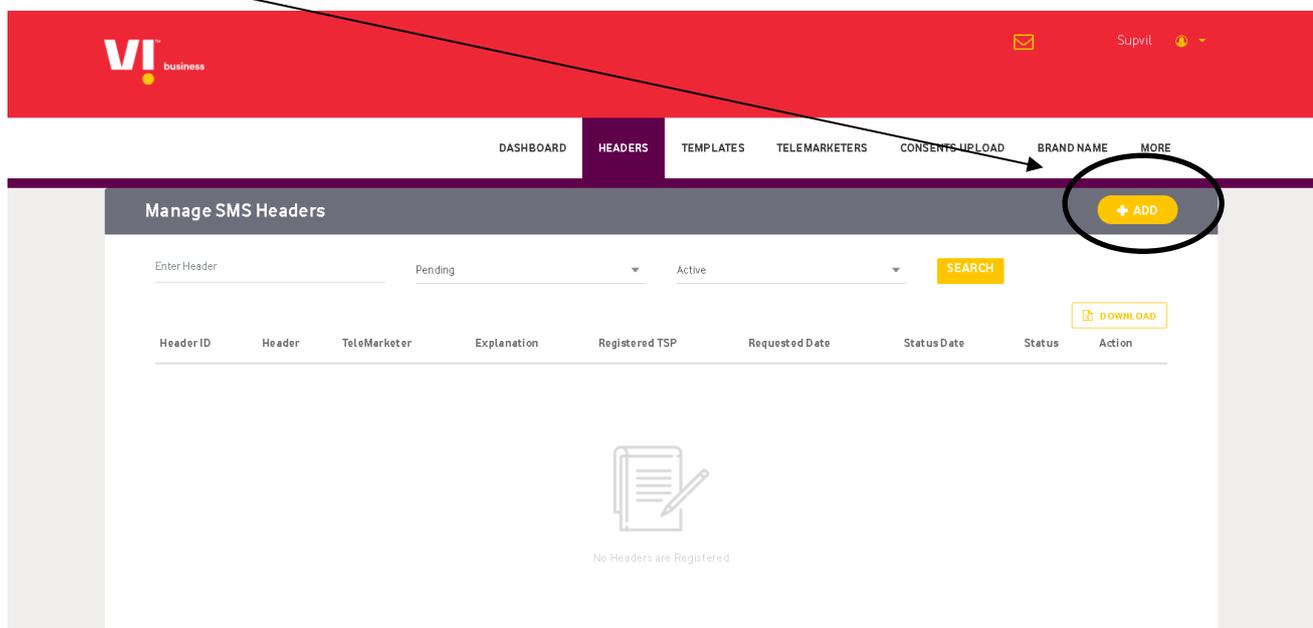
4. Authenticate the login through **OTP** generated to the **registered mobile number**.



5. View the Dashboard to see all the registered headers, templates etc.



6. Click on **SMS Header** and then click **Add Header** in the header page.



7. Fill up the required details including **Content Category**, **Sender ID/ Header** and provide correct details of the sender.

- Choose the **type** of header

The screenshot shows the 'HEADERS' section of the VI business dashboard. At the top, there's a navigation bar with 'DASHBOARD', 'HEADERS', 'TEMPLATES', 'TELEMARKETERS', 'CONSENTS UPLOAD', 'BRAND NAME', and 'MORE'. Below this, a banner reads 'It all starts with a great Header. Find and purchase a Header'. The main form area has a 'Type' section with radio buttons for 'Promotional' (selected) and 'Other'. Below that is a 'Select Category' dropdown menu. There's a search bar labeled 'Find your Header' with a magnifying glass icon and a 'Bulk Header >>' link. A file upload section shows 'Choose file' and 'No file chosen'. A yellow note states: 'Any documented proof which shows relevancy of header with registered business name.' Below this is an 'Explanation for Sender ID' text area with a 'Max Characters:100' limit. At the bottom are 'CANCEL' and 'SUBMIT FOR APPROVAL' buttons. On the right, a sidebar titled 'Header (Sender ID) registration:' contains a yellow box saying 'Every header gets a unique Header ID' and a list of message classifications: '1. Promotional', '2. Other', 'I. Transactional', 'II. Service Explicit', and 'III. Service Implicit', with a 'KNOW MORE' button.

- Select the category from the dropdown depending on the type of header

- 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 – Category that doesn't appear in 1-8

8. Create Header: Header name According to the category

Q

[Bulk Header >>](#)

**Note: For header type “promotional” the header should contain numeric characters
For all other (Service implicit & service Explicit) header types, the header can contain 6 alphabets**

9. Choose an attachment to justify the header (Like Trademark certificate, Website page etc) also give a explanation for the sender Id

Choose File
No file chosen

i Any documented proof which shows relevancy of header with registered business name.

Explanation for Sender ID *

Max Characters:100

CANCEL
SUBMIT FOR APPROVAL

10. After entering all the required fields, Click on Submit button

- The submitted heard will show as pending
- Registrar will validate the header along with the document attached and explanation mention to justify the header.
- Post the validation if required more justification they will reject the header mentioning what document is required
- if approved you can change the status and see all the approved headers

HEADER	TELEMARKETER	EXPLANATION	REQUESTED DATE	STATUS DATE	STATUS	ACTION
987456	--	We care for your health register to get 10 instant discount	27-Aug-2019 11:06:55	27-Aug-2019 11:08:23	Approved	Delete
987654	--	Campaign header for mumbai audience	23-Aug-2019 11:44:59	23-Aug-2019 11:46:32	Approved	Delete
456556	--	fcdsacdsd	23-Aug-2019 11:22:06	--	Pending	--
987548	--	No commercial communication takes place through its network(s) except by using header(s) assigned to	21-Aug-2019 12:38:46	21-Aug-2019 12:39:24	Approved	Delete

This for your reference.

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 (6 numeric): 565690, 787878, 987123, 555555, etc.

Promotional Headers should start with the number that matches with the category (as per DND Preferences).

- a) Banking/Insurance/Financial products/ credit cards. **Ex:** 123890, 154987
- b) Real Estate. **Ex:** 234567, 264789
- c) Education **Ex:** 397134, 321456
- d) Health **Ex:** 467931, 444654
- e) Consumer goods and automobiles **Ex:** 582974, 564123
- f) Communication/Broadcasting / Entertainment/IT **Ex:** 631469, 693147
- g) Tourism and Leisure **Ex:** 789456, 714369
- h) Food and Beverages **Ex:** 896321, 816934
- i) Others – Category that doesn't appear in 1-8 **Ex:** 012389, 098654

OTHER

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 type of messages. **All These Headers are Case Sensitive.**

Header (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.

Thank you