



Central Depository Services (India) Limited

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COMMUNIQUE TO DEPOSITORY PARTICIPANTS

CDSL/OPS/DP/POLCY/2024/695

November 14, 2024

SOP TO GUIDE PRINCIPAL ENTITY (PE) IN REGISTERING THEIR PE-TM CHAIN BINDING ON THE DISTRIBUTED LEDGER TECHNOLOGY (DLT) PLATFORM

DPs are advised to refer our communique no. **CDSL/OPS/DP/POLCY/2024/650** dated **October 29, 2024**, regarding amendment measures to curb misuse of headers and content templates under telecom commercial communication regulations, 2018, TRAI.

In addition to above, TRAI has shared the Standard Operating Procedure (SOP) for registering Principal Entity – Telemarketer (PE-TM) chain binding on the Distributed Ledger Technology (DLT) platform. DPs are advised to refer to the annexures below regarding the SOP.

Annexure I - Airtel PE-TM Binding SOP

Annexure II - BSNL PE-TM Binding SOP

Annexure III - BSNL PE TM Mapping Chain Hash Logic

Annexure IV - Reliance Jio Infocomm Limited PE-TM Binding SOP

Annexure V - Reliance Jio Infocomm Limited PE-TM_FAQ

Annexure VI - TATA Telle PE-TM Binding SOP

Annexure VII - VIL PE-TM Binding SOP

TRAI has mandated the registration of Sender-Telemarketer chains to improve traceability and curb spam calls/SMS. While the initial deadline for registration was October 31, 2024, TRAI has extended it to November 30, 2024. Starting December 1, 2024, messages with undefined or mismatched chains will be rejected.

DPs are requested to take note of the same and ensure compliance for PE-TM Binding.

Queries regarding this communiqué may be addressed to: CDSL – Helpdesk Emails may be sent to: dprtassupport@cdslindia.com and connect through our IVR Number 022-62343333 .

**For and on behalf of
Central Depository Services (India) Limited**

sd/-

**Nilesh Shah
Asst. Vice President**

PE-TM BINDING



For PE - Slide - 02 To 16

For TM - Slide - 17 To 20

PE-TM Binding – TRAI DIRECTIVE



Mandated by TRAI w.r.t TCCCPR 2018. This directive requires immediate action to prevent the use of Header, Template & PE id.

Indian Cyber Crime Coordination Centre (hereinafter referred to as “T4C”) through its various reports, has brought to the notice of the Authority many cases of misuse of Entity ID, Header ID, and Content Template ID, and indicated the need to trace the Telemarketer who had sent messages using the compromised Headers, and further, I4C has also suggested to ensure traceability of messages by implementing the Telemarketers and Principal Entities chain binding:

Vide another Direction No. RG-25/(6)/2022-QoS dated 16th February, 2023, directed all the Access Providers to, inter alia, ensure traceability of

messages from Principal Entity (PE) to the recipient at all times in all modes of transmission by obtaining from the PE the complete chain of the telemarketers engaged by such PE, including the registered telemarketers used in the chain between PE and OAP, for transmission for each message; reject all messages where the chain of TMs is not defined or does not match: and bar all telemarketers, who are not registered on Distributed Ledger Technologies (hereinafter referred to as "DLT") platform from handling the content template, scrubbing and delivery of messages to Access Provider:

Hence as per TRAI New directive industry has started PE-TM binding process on DLT, Proposed scrubbing date is – 01-11-2024

This document outlines the step-by-step process for the **PE (Principal Entity)** and **TM (Telemarketer)** tagging workflow. It provides a clear guide for PEs to register and manage their workflows effectively.

Important Points > PE -TM Binding



•All Principal Entities will be required to define their Telemarketer (TM)/Aggregator on the respective DLT Portals.

•**Telemarketers (TM) must then either:**

1. Define whether they themselves are acting as the Telemarketer Delivery

•(TMD) who is responsible for final message delivery via Telecom Service Provider (TSP), or

2. Select another TM who will further define their role as TMD or select an additional TM in the chain.

•Once the entire PM -> TM -> TM -> TMD chain is defined, the TMD must then hash the entire workflow to ensure compliance during SMS submission for DLT scrubbing.

List of Abbreviations used

Abbreviations	Details
PE	Principal Entity – Business Owner
TM	Telemarketer - Who is connected to PE and he is further connecting to another TM and/or TD but not with Operator.
TMD	Telemarketer Delivery - Who is directly connected with Operator (TSP) for SMS submission for delivery.
TSP	Telecom Service Provide- From where the SMS is getting originating
OAP	Originator Access Provider – Airtel, Jio, TATA, VIL, MTNL, BSNL Etc.

Principal Entity (PE)-Telemarketer (TM) Binding - Process For PE



Commercial

Communication

Platform

- Manage Telemarketer Registration
- Manage Enterprise Registration
- Manage Headers & Templates

LOGIN AS



Enterprise



Telemarketer

LOGIN ID

Enter Login ID/Registered Email Id

PASSWORD

Enter Password

LOGIN

PE Need to enter User id & Password here to login

[NEW USER REGISTRATION](#) | [FORGOT PASSWORD](#) | [HELP PAGE](#) | [TEMPLATE GUIDELINES](#)

Revised from 1st Aug'23, Consume remain quota by 31 July'23, Unused quota will be revised basis new pricing.

Communication to Principal Entities (PEs) Regarding recent TRAI Directions -[CLICK HERE](#)

In terms of TRAI Regulation "The Telecom Commercial Communication Customer Preference Regulation (TCCPR) dated 19th July 2018, all the entities are mandated to seek digitally registered consents from their customers. To enable the digital consent, Airtel has deployed the digital consent acquisition platform which is live on Airtel DLT. You are requested to initiate all consents from your customers via this DCA facility effective 30.09.2023. Please visit DLT help section to know the consent acquisition journey.

Principal Entity (PE)-Telemarketer (TM) Mapping on DLT



airtel.in/business/commercial-communication/auth/entity

Welcome to Airtel Commercial Communications

ojha1507@gmail.com

DLT

HOME

- MANAGE HEADERS
- MANAGE TEMPLATES
- MANAGE CONSENT TEMPLATES
- MANAGE COMPLAINTS
- PURCHASE CREDITS
- CONSENT VIEW
- MANAGE VOICE WORKFLOW
- MANAGE VOICE TEMPLATES
- MANAGE CTA
- MANAGE SMS WORKFLOW**

CAMPAIGN SCHEDULE

ANTI-PHISHING

PROFILE

LOGOUT

5
Active Headers

BLACKLISTED	PENDING	REJECTED
0	0	1

VIEW HEADERS

35
Active Templates

BLACKLISTED	PENDING	REJECTED
1	0	7

VIEW CONTENT TEMPLATES

Enter New Brand Name

SUBMIT

100
Total Credits

BALANCE	CONSUMED
64.36	35.64

VIEW CREDITS

Brand Names

1.	IRCTC	REJECTED
2.	Testing Account	REJECTED
3.	Testing Account.	APPROVED

Account Details

Entity Name:	Testing Account
Type:	ENTERPRISE
Reference ID:	AIR3997810550
Status:	REGISTERED
Creation Date:	May 24, 2023
Registration ID:	1001221111131518171
Validity:	June 13, 2025

DOWNLOAD CERTIFICATE

EXTEND VALIDITY

VIEW ENTITY DETAILS

PE Need to click here

MANAGE SMS WORKFLOW PROCESS



ojha1507@gmail.com

DLT

- HOME
- MANAGE HEADERS
- MANAGE TEMPLATES
- MANAGE CONSENT TEMPLATES
- MANAGE COMPLAINTS
- PURCHASE CREDITS
- CONSENT VIEW
- MANAGE VOICE WORKFLOW
- MANAGE VOICE TEMPLATES
- MANAGE CTA
- MANAGE SMS WORKFLOW**
- CAMPAIGN SCHEDULE
- ANTI-PHISHING
- PROFILE
- LOGOUT

List of Entity Workflows

[Click here to register New PE-TM Relationship Mapping.](#)

ACTIVE INACTIVE PENDING WITH TM PENDING REJECTED

[Click here to add TM ID](#)

[Different Option to check Request Status](#)

Sl. No.	Workflow Id	View Tagged Entity D...	Creation Date	Updation Date	Status	Workflow
No rows						

0-0 of 0

MANAGE SMS WORKFLOW PROCESS



airtel.in/business/commercial-communication/auth/entity/tagging/entity-tm-list/workflow/tagging-workflow



To Exit
Click Here

Go Back X

Telemarketer Workflow

View the full SMS delievery chain ,from organisation to termination , including the telemarketer(TM) recieving your request and delivering the SMS to the Telecom Service Provider(TSP) .

Steps to Create Flow

Step 1

Search and select your TM using either the Airtel Reference ID,TM,DLT ID or Name.

Step 2

Submit a request to map to the chosen TM.

Step 3

The TM will review your submission and approve the request.

Click
here to add
TM Id

START CREATING

- ojha1507@gmail.com
- DLT
- HOME
- MANAGE HEADERS
- MANAGE TEMPLATES
- MANAGE CONSENT TEMPLATES
- MANAGE COMPLAINTS
- PURCHASE CREDITS
- CONSENT VIEW
- MANAGE VOICE WORKFLOW
- MANAGE VOICE TEMPLATES
- MANAGE CTA
- MANAGE SMS WORKFLOW**
- CAMPAIGN SCHEDULE
- ANTI-PHISHING
- PROFILE
- LOGOUT

MANAGE SMS WORKFLOW PROCESS



Go Back X

Telemarketer Workflow

View the full SMS delivery chain, from organisation to termination, including the telemarketer(TM) receiving your request and delivering the SMS to the Telecom Service Provider(TSP).

Steps to Create Flow

Step 1

Search and select your TM using either the Airtel Reference ID, TM, DLT ID or Name.

Step 2

Submit a request to map to the chosen

Step 3

The TM will review your submission and

PE Need to select any one option to search TM

Search Telemarketer

Select an option ▲

AIRTEL REF ID

DLT ID

NAME

ST [Cancel]

MANAGE SMS WORKFLOW PROCESS



airtel.in/business/commercial-communication/auth/entity/tagging/entity-tm-list/workflow/tagging-workflow

Go Back X

Telemarketer Workflow

View the full SMS delievery chain ,from organisation ,to termination , including the telemarketer(TM) recieving your request and delivering the SMS to the Telecom Service Provider(TSP) .

Steps to Create Flow

Step 1

Search and select your TM using either the Airtel Reference ID,TM,DLT ID or Name.

Step 2

Submit a request to map to the chosen

Step 3

The TM will review your submission and

Search Telemarketer

NAME

Please enter value

Search

Cancel

Need Enter
TM Name here to
search Your
Telemarketer

MANAGE SMS WORKFLOW PROCESS



airtel.in/business/commercial-communication/auth/entity/tagging/entity-tm-list/workflow/tagging-workflow



Go Back

Telemarketer Workflow

View the full SMS delivery chain, from organisation to termination, including the telemarketer(TM) receiving your request and delivering the SMS to the Telecom Service Provider(TSP).

Steps to Create Flow

Step 1

Search and select your TM using either the Airtel Reference ID, TM, DLT ID or Name.

Step 2

Submit a request to map to the chosen

Step 3

The TM will review your submission and

Search Telemarketer

NAME

Airtel Digital Limited

Search

Cancel

Click on Search
Once TM name entered

MANAGE SMS WORKFLOW PROCESS



airtel.in/business/commercial-communication/auth/entity/tagging/entity-tm-list/workflow/tagging-workflow



Go Back X

Telemarketer Workflow

View the full SMS delievery chain ,from organisation to termination , including the telemarketer(TM) recieving your request and delivering the SMS to the Telecom Service Provider(TSP) .

Steps to Create Flow

Step 1

Search and select your TM using either

Step 2

Submit a request to map to the chosen

Step 3

The TM will review your submission and

Search Telemarketer

Airtel Digital Limited

Search

Cancel

Name	Airtel Ref ID / DLT ID	Action
Airtel Digital Limited	1002466620000023188	Proceed

Click here to Add

Post Search you will see details

MANAGE SMS WORKFLOW PROCESS



ojha1507@gmail.com

DLT

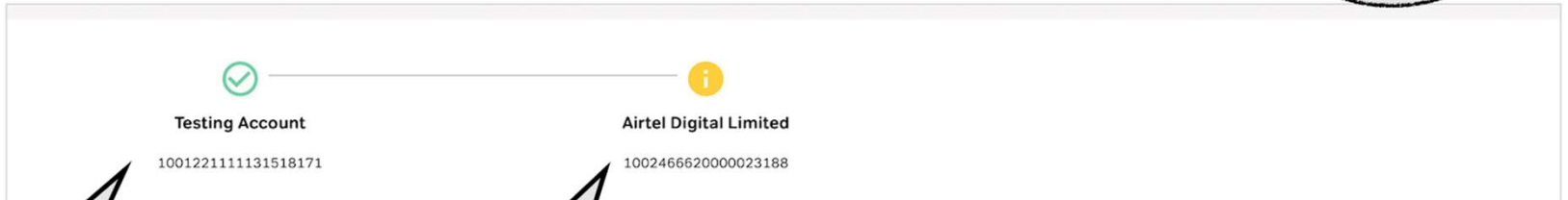
- HOME
- MANAGE HEADERS
- MANAGE TEMPLATES
- MANAGE CONSENT TEMPLATES
- MANAGE COMPLAINTS
- PURCHASE CREDITS
- CONSENT VIEW
- MANAGE VOICE WORKFLOW
- MANAGE VOICE TEMPLATES
- MANAGE CTA
- MANAGE SMS WORKFLOW**
- CAMPAIGN SCHEDULE
- ANTI-PHISHING
- PROFILE
- LOGOUT

Telemarketer Workflow

View the full SMS delivery chain, from organisation to termination, including the telemarketer(TM) receiving your request and delivering the SMS to the com Service Provider(TSP).

Go Back X

Click here to Exit if PE or TM name is incorrect



PE Name

TM Name

Save

PE Need to Click on Save button Post validation Own entity & TM name

MANAGE SMS WORKFLOW PROCESS



Go Back X

Telemarketer Workflow

View the full SMS delivery chain ,from organisation to termination , including the telemarketer(TM) receiving your request and delivering the SMS to the Telecom Service Provider(TSP) .

Testing Account
1001221111131518171

Request Sent

You have added TM - Airtel Digital Limited(1002466620000023188) in your PE-TM relationship. We have sent the notification email to TM for Reviewing and further actions will be done by respective TM .

We will notify when TM take any action on your request.

Ok Got It

Post Clicking on Save buttong by PE

TM Need to Approve the Request & further declaration

MANAGE SMS WORKFLOW PROCESS



ACTIVE **PENDING WITH TM** REJECTED

Click Here to check Active, Pending, Rejected status

List of Entity Workflows

Click here to register New PE-TM Relationship Mapping.

Sl. No.	Workflow Id	View Tagged Entity Details	Creation Date	Updation Date	Status	Workflow
1	WRFW_922843138490	VIEW TM DETAILS	2024-10-21 11:07:40	2024-10-21 11:07:40	PENDING WITH TM	VIEW WORKFLOW

Click Here to See/Validate Telemarketer details

Click Here to See Workflow Chain

1-4 of 4

MANAGE SMS WORKFLOW PROCESS



List of Entity Workflows

[Click here to register New PE-TM Relationship Mapping.](#)

ACTIVE PENDING WITH TM REJECTED

Sl. No.	Workflow Id	View Tagged Entity Details	Creation Date	Updation Date	Status	Workflow
1	WRFW_922843138490				PENDING WITH TM	VIEW WORKFLOW
2	WRFW_259170956202				PENDING WITH TM	VIEW WORKFLOW
3	WRFW_618495513506				PENDING WITH TM	VIEW WORKFLOW
4	WRFW_192291454424				PENDING WITH TM	VIEW WORKFLOW

TM Details

Workflow Id: WRFW_922843138490

Airtel Digital Limited
1002466620000023188

[CLOSE](#)

MANAGE SMS WORKFLOW PROCESS

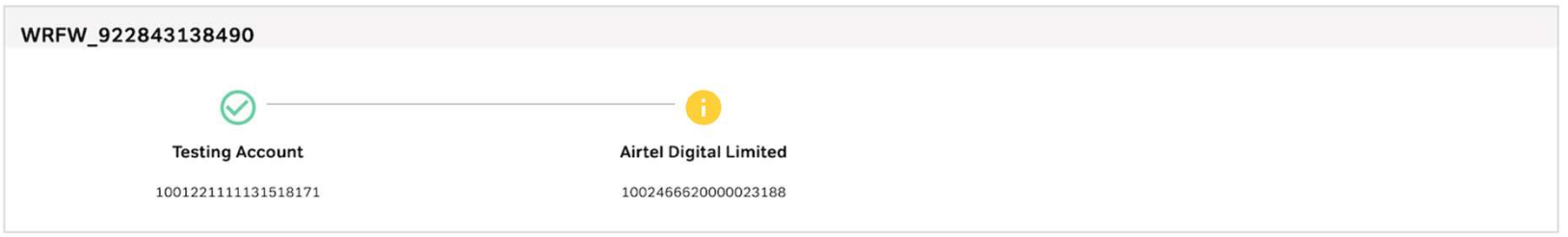


- ojha1507@gmail.com
- DLT
- HOME
- MANAGE HEADERS
- MANAGE TEMPLATES
- MANAGE CONSENT TEMPLATES
- MANAGE COMPLAINTS
- PURCHASE CREDITS
- CONSENT VIEW
- MANAGE VOICE WORKFLOW
- MANAGE VOICE TEMPLATES
- MANAGE CTA
- MANAGE SMS WORKFLOW**
- CAMPAIGN SCHEDULE
- ANTI-PHISHING
- PROFILE
- LOGOUT

Go Back X

Telemarketer Workflow

View the full SMS delievery chain ,from organisation to termination , including the telemarketer(TM) recieving your request and delivering the SMS to the Telecom Service Provider(TSP) .



REJECT

PE Can See Chain of PE-TM Here

Binding Journey For Telemarketers



sourabh.saxena@6dtech.co.in

DLT

- HOME
- MANAGE ENTERPRISES
- PURCHASE CREDITS
- TRAFFIC VIEW
- MANAGE VOICE WORKFLOW
- MANAGE VOICE HEADERS
- MANAGE SMS WORKFLOW**

PROFILE

LOGOUT

List of Entity Workflows

ACTIVE PENDING WITH TM REJECTED

Click Here to View Pending or other status

Sl. No.	Workflow Id	View Tagged Entity D...	Creation Date	Updation Date	Status	Workflow
1	WRFW_670832423356	VIEW TM DETAILS	2024-10-24 06:22:57	2024-10-24 06:22:57	PENDING WITH TM	VIEW WORKFLOW

Post Login Click Here to See detail

Click to View TM Details

Click Here for Further action on Request

PE-TM Binding – Action For Telemarketer



airtel.in/business/commercial-communication/auth/entity/tagging/entity-tm-list/workflow/tagging-workflow

sourabh.saxena@6dtech.co.in

DLT

HOME

- MANAGE ENTERPRISES
- PURCHASE CREDITS
- TRAFFIC VIEW
- MANAGE VOICE WORKFLOW
- MANAGE VOICE HEADERS
- MANAGE SMS WORKFLOW

PROFILE


LOGOUT


Go Back X

Telemarketer Workflow

View the full SMS delievery chain ,from organisation to termination , including the telemarketer(TM) recieving your request and delivering the SMS to the Telecom Service Provider(TSP) .

WRFW_670832423356

 **Airtel Payment**
1001597039713555006

 **Six Dee Telecom Solution Private Limited**
1001096933494158

TM Name Who Recived Request

PE Name Who Sent Request

Action button as per Requirement

Add TM APPROVE REJECT

Approve: If the request meets all criteria, click this button to approve.

Reject: If the request does not meet the necessary requirements, select this option to reject the request.

Add TM: If you believe additional Transaction Managers (i.e., TM Aggregator, TM Delivery) need to be involved (for instance, if the PE added the TM as an aggregator), click this button to include more TMs.

PE-TM Binding – Action For Telemarketer



airtel.in/business/commercial-communication/auth/entity/tagging/entity-tm-list/workflow/tagging-workflow

Go Back X

Telemarketer Workflow

View the full SMS delievery chain ,from organisation to termination , including the telemarketer(TM) recieving your request and delivering the SMS to the Telecom Service Provider(TSP) .

WRFW_670832423356

1001597039713555006

Search Telemarketer

AIRTEL REF ID ▲

Select any one option to search TM or TMD here

AIRTEL REF ID

DLT ID

NAME

cel

Post Clicking on Add Button TM will get this window for search & add

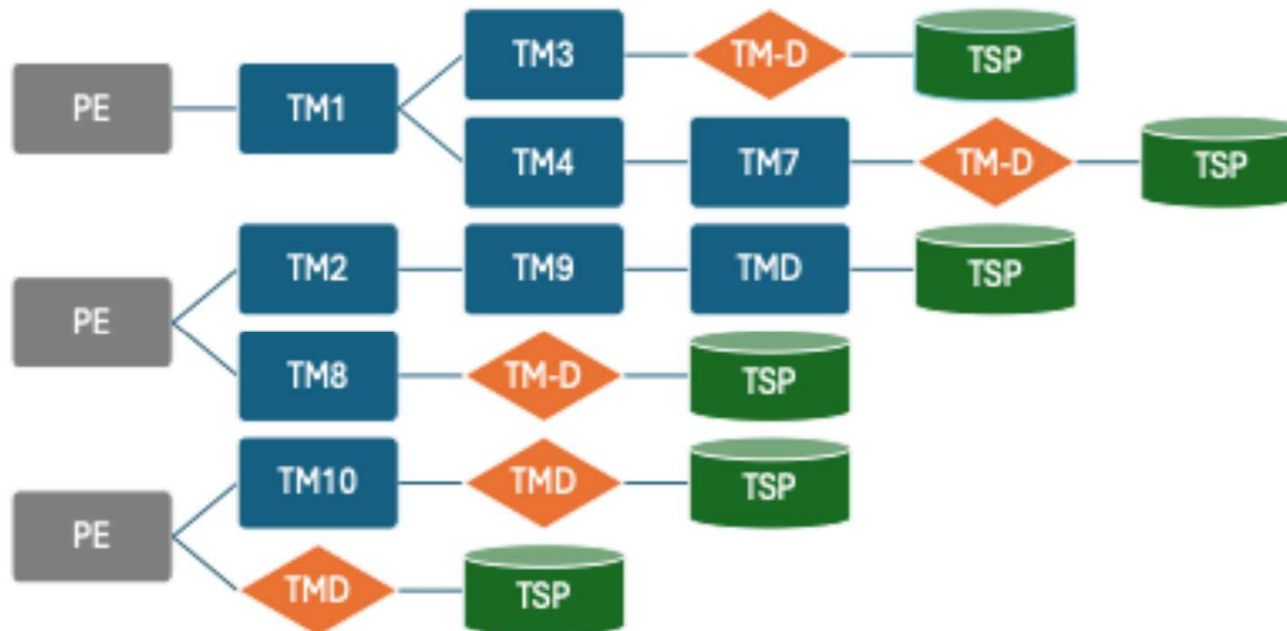
PE - TM Binding Approval Process & Workflow

Approval Process:

TMD will be last member of PE-TM Chain, Only TMD will approve the request to close the chain.

Post-Approval Process:

- Upon approving the PE chain, a unique hash code will be generated.
- The request will then undergo before being securely pushed to the DLT Blockchain for final processing.



THANK YOU





PE TM Chain Creation

User Manual
For Enterprises & Telemarketers



Overview

This document outlines the necessary steps required for PE – TM chain creation on DLT for Enterprises, Telemarketers for Aggregation Function (TM-AF) as well as Telemarketers for Delivery Function

The Chain can be initiated on any DLT by an enterprise. The TM's will need to login to the respective DLT Portal to approve or reject the request. The TM's which are not directly mapped to the same DLT as enterprise, will be given option to login to the DLT portal with limited access to access PE – TM Chains.

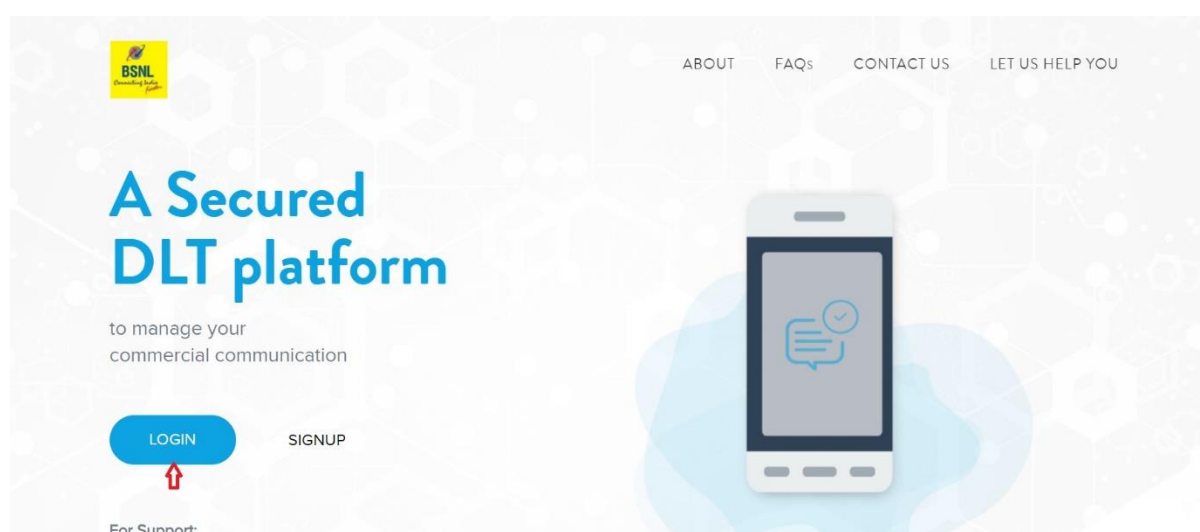
The chain has to be approved at all stages by all respective stakeholders like TM-AF as well as TM-DF. The Selection of TM-DF will mark the end of chain and it will be assumed that traffic will be submitted by TM-DF to the Telco DLT Network. Once the TM-DF is marked in the chain and its accepted by the TM-DF, a final request will go to PE for the approval of end-to-end chain.

PE as well as TM-AF are required to choose only the next hop to whom the traffic is being directly submitted. TM-DF will have no option to choose any next hop.

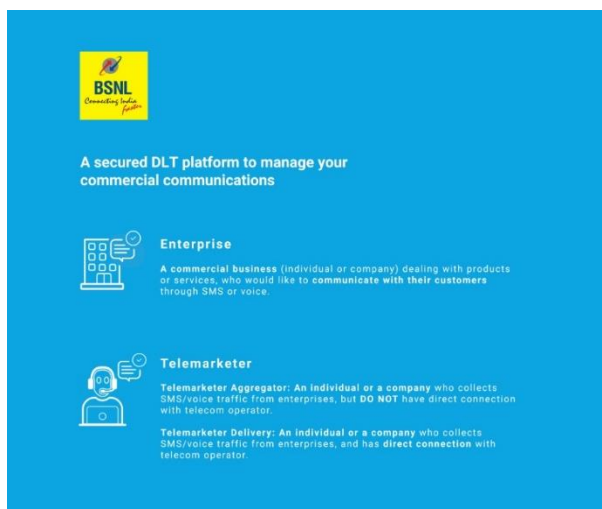
TM-DF are required to generate hash and submit the same in the TLV parameter, the process for which will be shared separately with all TM-DF.

Enterprise Login

1. To initiate the chain, enterprise needs to login to DLT and initiate a chain on DLT Portal. Go to <https://www.ucc-bsnl.co.in/> and Click on Login



2. Select Login as Enterprise and Click on NEXT



Select your Area of Operation

to Login

As Enterprise [more info >](#)



As Telemarketer [more info >](#)

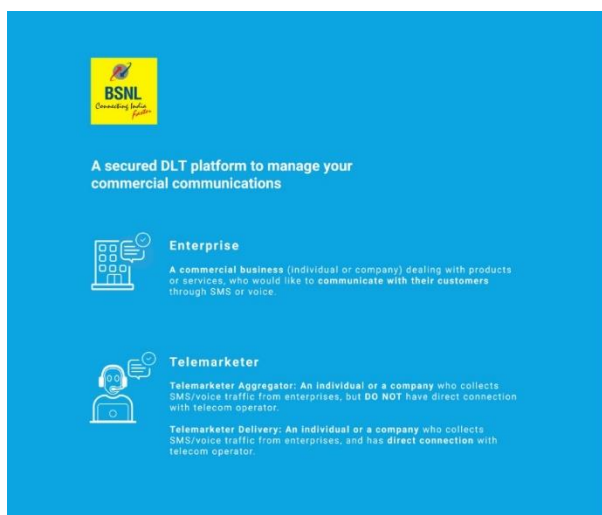
As Mobile Subscriber [more info >](#)

CANCEL

NEXT

New User? [Signup Here](#)

3. Enter your Email Address and password



Enterprise Login

Enter your email address

adbcd@gmail.com

Password

.....

Remember Me

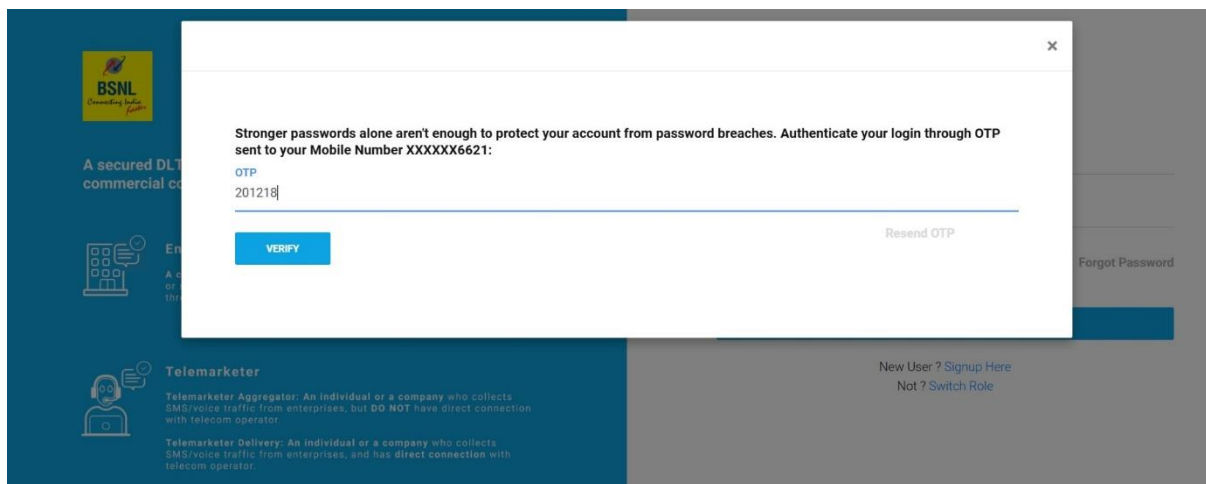
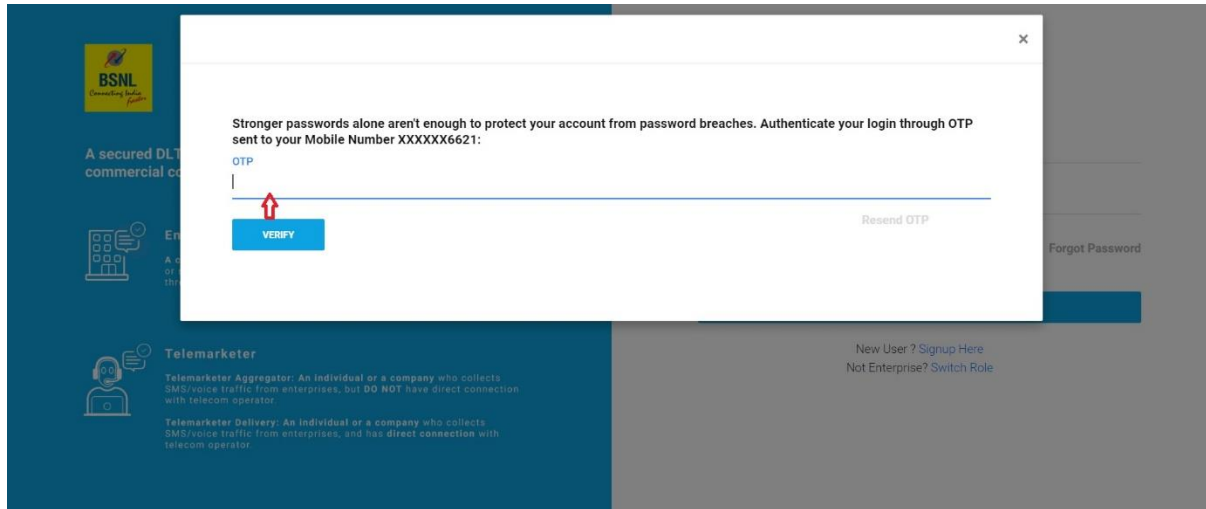
[Forgot Password](#)

LOGIN

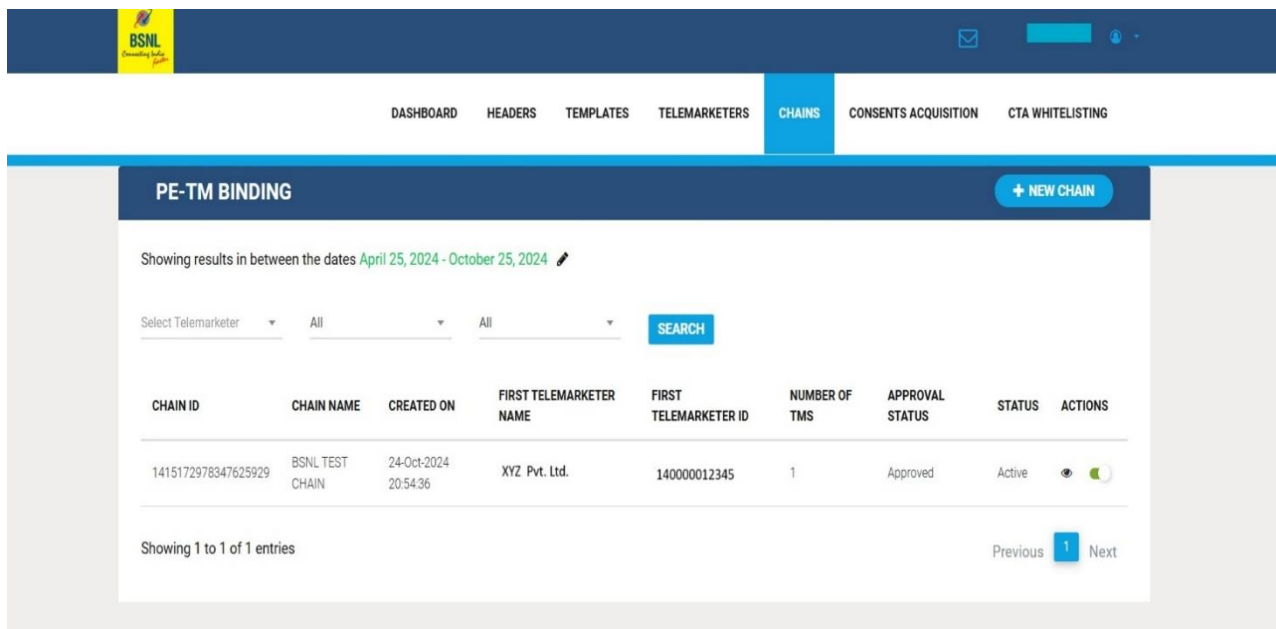


[New User? Signup Here](#)
[Not Enterprise? Switch Role](#)



4. Enter the OTP received on your registered Mobile number and click Verify



5. On the DLT Home page, you will see the option of **Chains**, click on chains option and further click on “+New Chain” tab

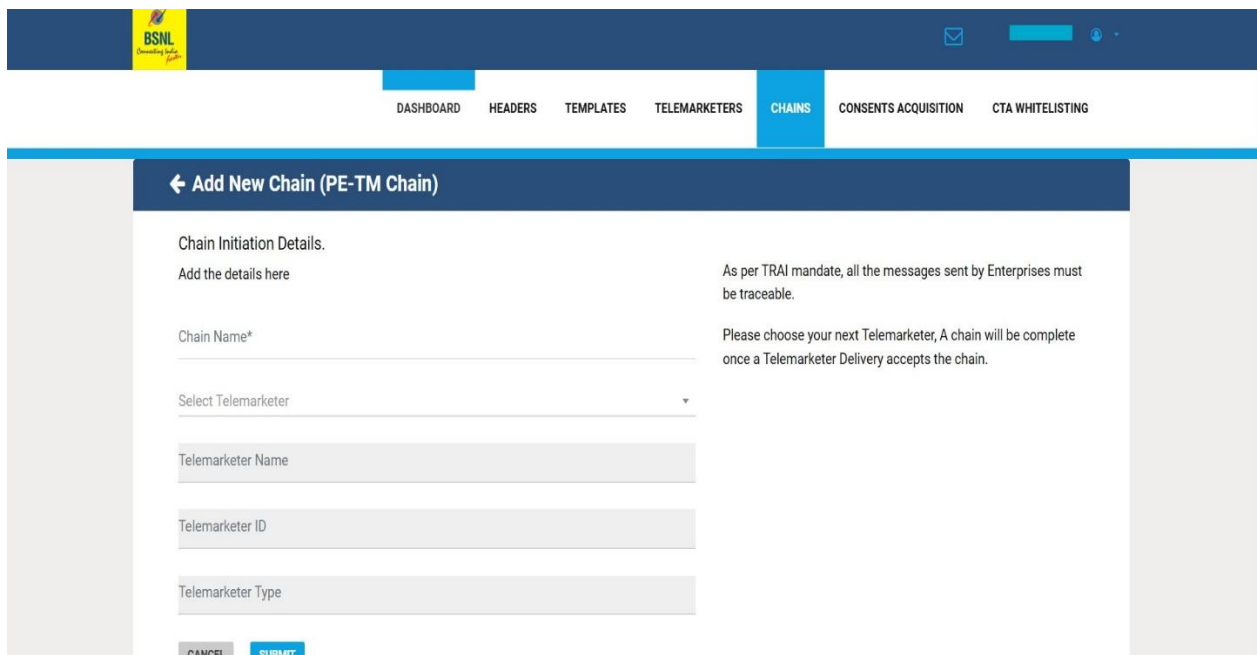


The screenshot shows the BSNL DLT Home page with the 'CHAINS' tab selected. The page title is 'PE-TM BINDING'. A '+ NEW CHAIN' button is visible in the top right corner. Below the title, there is a search filter section with dropdowns for 'Select Telemarketer' (set to 'All'), 'All', and 'All', followed by a 'SEARCH' button. A table displays the following data:

CHAIN ID	CHAIN NAME	CREATED ON	FIRST TELEMARKETER NAME	FIRST TELEMARKETER ID	NUMBER OF TMS	APPROVAL STATUS	STATUS	ACTIONS
1415172978347625929	BSNL TEST CHAIN	24-Oct-2024 20:54:36	XYZ Pvt. Ltd.	140000012345	1	Approved	Active	 

At the bottom, it says 'Showing 1 to 1 of 1 entries' and includes 'Previous' and 'Next' navigation buttons.

6. Chain initiation Page

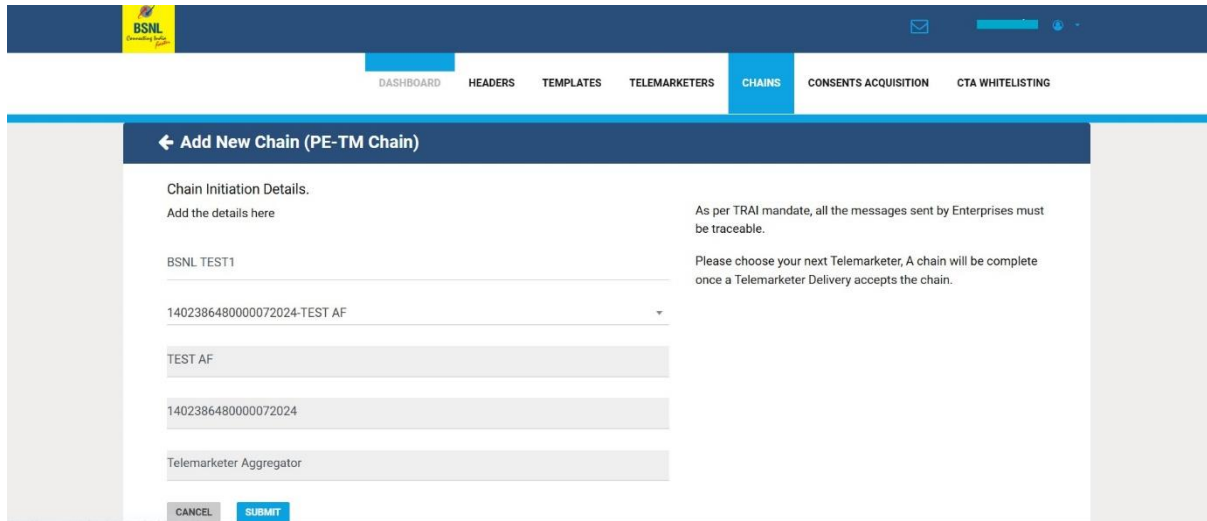


The screenshot shows the 'Add New Chain (PE-TM Chain)' page. The page title is 'Add New Chain (PE-TM Chain)'. The main heading is 'Chain Initiation Details.' with a sub-heading 'Add the details here'. On the right side, there is a note: 'As per TRAI mandate, all the messages sent by Enterprises must be traceable. Please choose your next Telemarketer, A chain will be complete once a Telemarketer Delivery accepts the chain.' The form contains the following fields:

- Chain Name*
- Select Telemarketer (dropdown)
- Telemarketer Name
- Telemarketer ID
- Telemarketer Type

At the bottom, there are 'CANCEL' and 'SUBMIT' buttons.

- Enter a name to the chain, search TM-AF or TM-DF (to whom the traffic is delivered directly by the Enterprise) and submit the request,



← Add New Chain (PE-TM Chain)

Chain Initiation Details.
Add the details here

BSNL TEST1

1402386480000072024-TEST AF

TEST AF

1402386480000072024

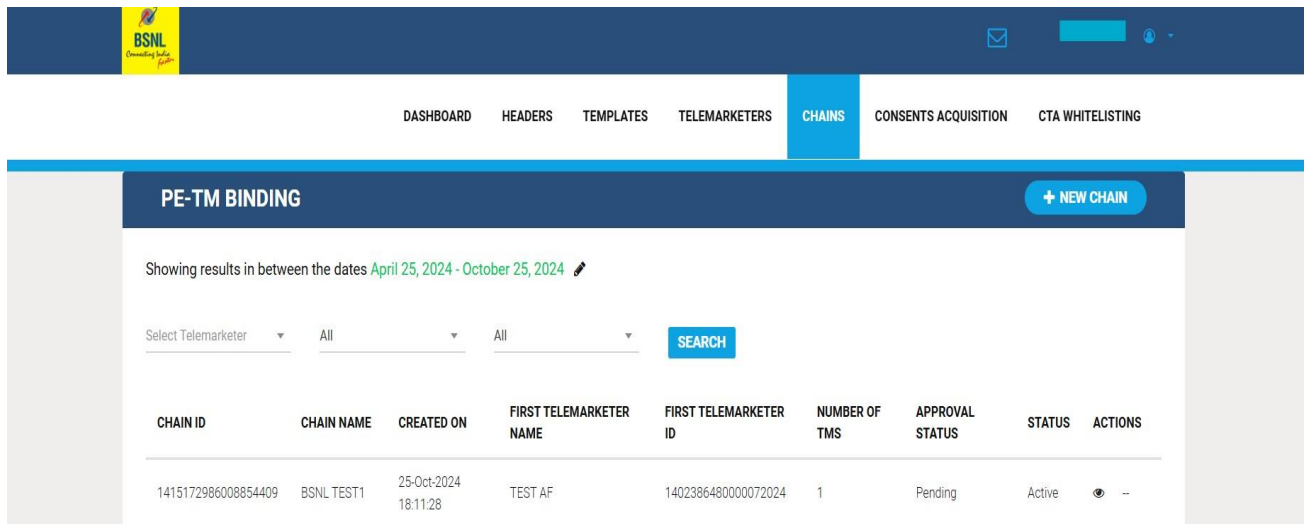
Telemarketer Aggregator

CANCEL SUBMIT

As per TRAI mandate, all the messages sent by Enterprises must be traceable.

Please choose your next Telemarketer, A chain will be complete once a Telemarketer Delivery accepts the chain.

- Chain Home page will show the request pending as its pending with the TM to approve chain initiation request.



PE-TM BINDING + NEW CHAIN

Showing results in between the dates April 25, 2024 - October 25, 2024

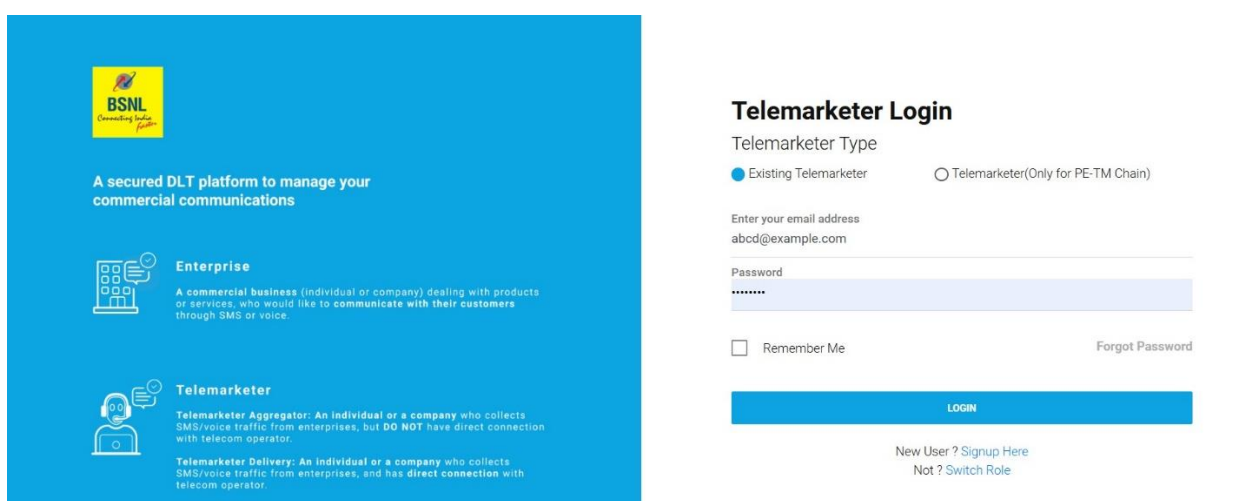
Select Telemarketer ▼ All ▼ All ▼ SEARCH

CHAIN ID	CHAIN NAME	CREATED ON	FIRST TELEMARKETER NAME	FIRST TELEMARKETER ID	NUMBER OF TMS	APPROVAL STATUS	STATUS	ACTIONS
1415172986008854409	BSNL TEST1	25-Oct-2024 18:11:28	TEST AF	1402386480000072024	1	Pending	Active	👁 ⋮

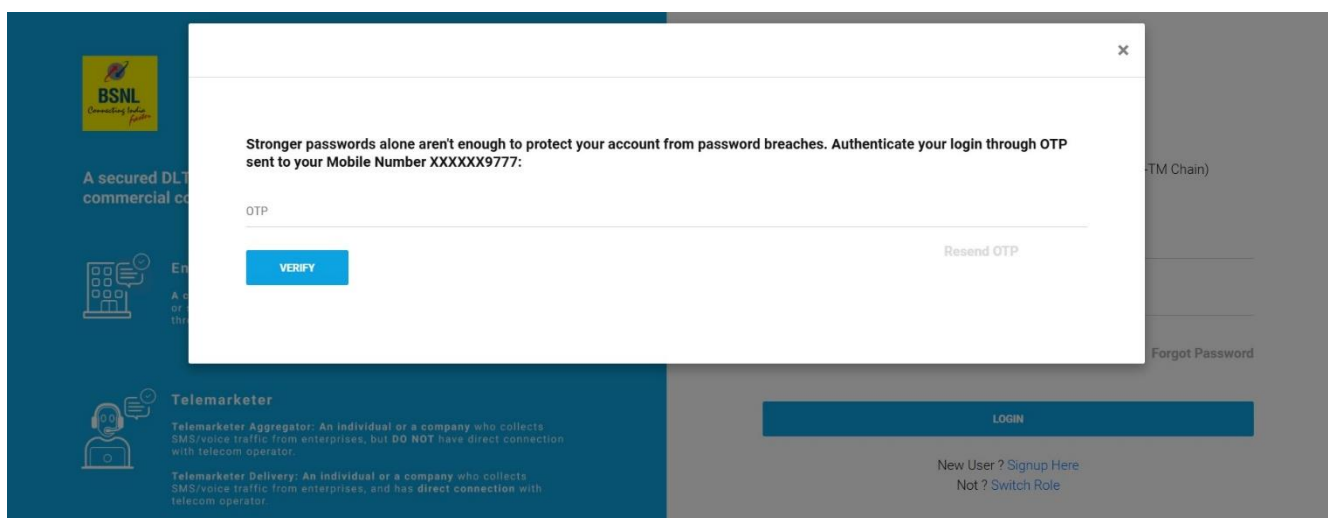
TM – Aggregator Login

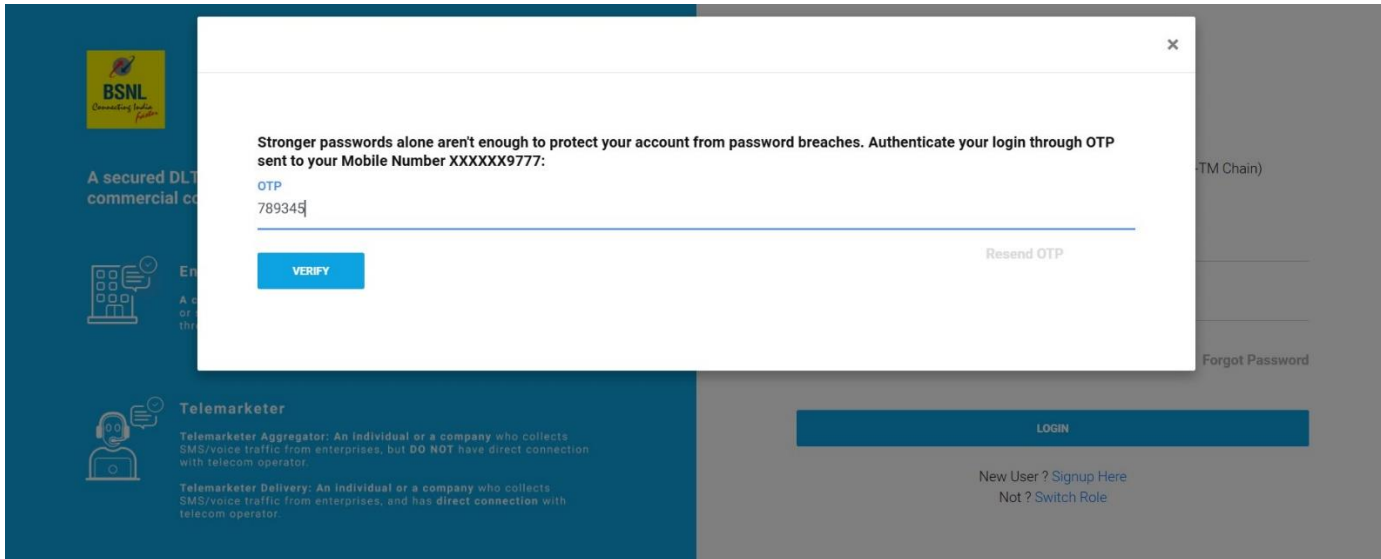
1. For TM with existing credentials with BSNL DLT, choose existing telemarketer for login and enter email and password. TM will receive a mail notification to their registered mail ID, to act on the PE-TM chain.

TM with existing relation with have access via regular login, while TM with no relation to BSNL DLT will have limited access with Telemarketer (only for PE-TM chain)



2. Enter the OTP to login to the BSNL portal





Stronger passwords alone aren't enough to protect your account from password breaches. Authenticate your login through OTP sent to your Mobile Number XXXXXX9777:

OTP
789345

VERIFY [Resend OTP](#)

Telemarketer

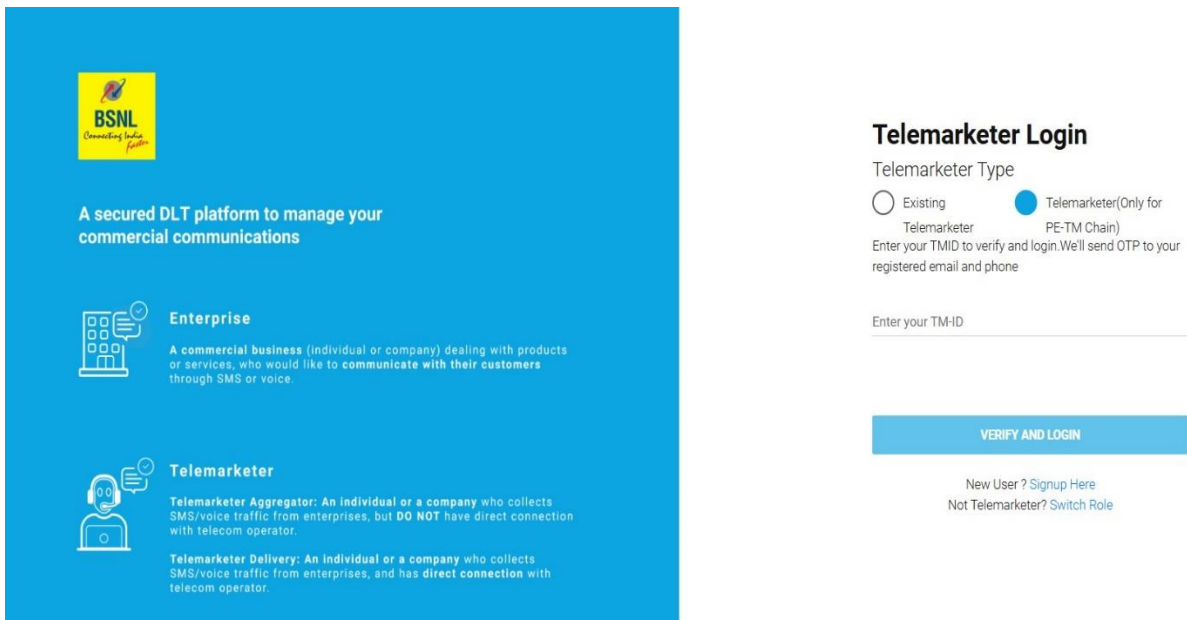
Telemarketer Aggregator: An individual or a company who collects SMS/voice traffic from enterprises, but **DO NOT** have direct connection with telecom operator.

Telemarketer Delivery: An individual or a company who collects SMS/voice traffic from enterprises, and has direct connection with telecom operator.

LOGIN

[New User ? Signup Here](#)
[Not ? Switch Role](#)

- For TM with no existing relationship with BSNL DLT portal, pl choose TM (only for PE-TM chain)



BSNL
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Faster

A secured DLT platform to manage your commercial communications

Enterprise
A commercial business (individual or company) dealing with products or services, who would like to communicate with their customers through SMS or voice.

Telemarketer
Telemarketer Aggregator: An individual or a company who collects SMS/voice traffic from enterprises, but **DO NOT** have direct connection with telecom operator.
Telemarketer Delivery: An individual or a company who collects SMS/voice traffic from enterprises, and has direct connection with telecom operator.

Telemarketer Login

Telemarketer Type
 Existing
 Telemarketer(Only for PE-TM Chain)


Enter your TMID to verify and login. We'll send OTP to your registered email and phone

Enter your TM-ID

VERIFY AND LOGIN

[New User ? Signup Here](#)
[Not Telemarketer? Switch Role](#)

4. Please enter the Telemarketer ID issued by the DLT eco system



A secured DLT platform to manage your commercial communications

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A commercial business (individual or company) dealing with products or services, who would like to communicate with their customers through SMS or voice.

Telemarketer
Telemarketer Aggregator: An individual or a company who collects SMS/voice traffic from enterprises, but **DO NOT** have direct connection with telecom operator.
Telemarketer Delivery: An individual or a company who collects SMS/voice traffic from enterprises, and has **direct connection** with telecom operator.

Telemarketer Login

Telemarketer Type

Existing Telemarketer
 Telemarketer(Only for PE-TM Chain)


Enter your TMID to verify and login. We'll send OTP to your registered email and phone

Enter your TM-ID
110253446000002507 **GET OTP**

VERIFY AND LOGIN

[New User ? Signup Here](#)
[Not Telemarketer? Switch Role](#)

5. Enter the OTP triggered to both registered Mobile Number and Email id which will be used to two factor authentication to the BSNL DLT Portal



A secured DLT platform to manage your commercial communications

Enterprise
A commercial business (individual or company) dealing with products or services, who would like to communicate with their customers through SMS or voice.

Telemarketer
Telemarketer Aggregator: An individual or a company who collects SMS/voice traffic from enterprises, but **DO NOT** have direct connection with telecom operator.
Telemarketer Delivery: An individual or a company who collects SMS/voice traffic from enterprises, and has **direct connection** with telecom operator.

Telemarketer Login

Telemarketer Type

Existing Telemarketer
 Telemarketer(Only for PE-TM Chain)

Enter your TMID to verify and login. We'll send OTP to your registered email and phone

Enter your TM-ID
110253446000002507 **OTP Sent**

Didn't receive OTP? **RESEND**

Enter OTP sent to Email (pu*****@*****om)

Enter OTP sent to Phone Number (*****7367)

VERIFY AND LOGIN

[New User ? Signup Here](#)
[Not Telemarketer? Switch Role](#)

6. Verify and login to the BSNL DLT Portal



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A secured DLT platform to manage your commercial communications

Enterprise
A commercial business (individual or company) dealing with products or services, who would like to communicate with their customers through SMS or voice.

Telemarketer
Telemarketer Aggregator: An individual or a company who collects SMS/voice traffic from enterprises, but DO NOT have direct connection with telecom operator.
Telemarketer Delivery: An individual or a company who collects SMS/voice traffic from enterprises, and has direct connection with telecom operator.

Telemarketer Login

Telemarketer Type

Existing Telemarketer Telemarketer(Only for PE-TM Chain)

Enter your TMID to verify and login. We'll send OTP to your registered email and phone

Enter your TM-ID

110253446000002507

OTP Sent

Didn't receive OTP?

RESEND

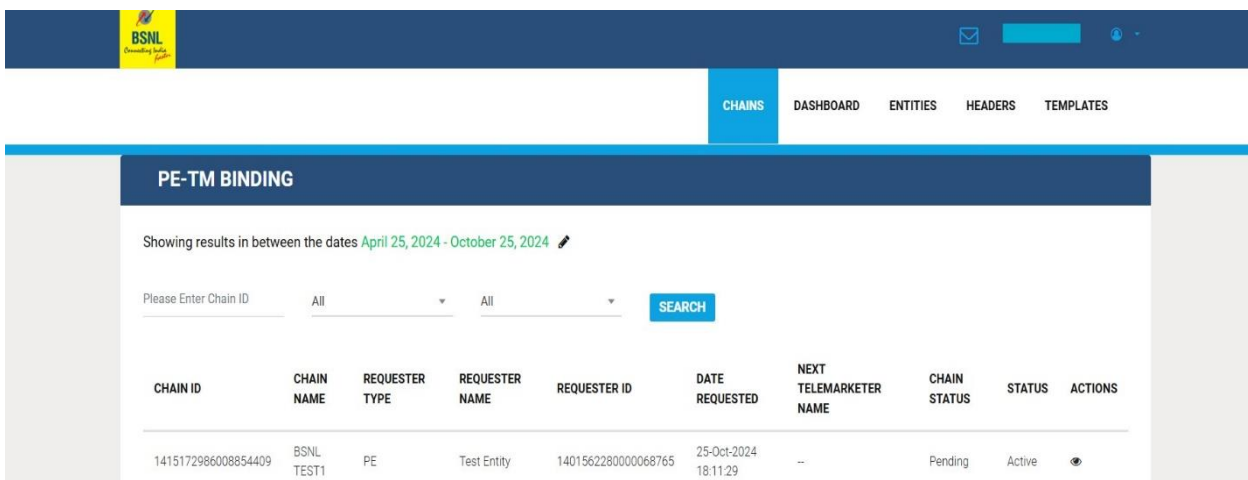
Enter OTP sent to Email (pu*****@*****om)

Enter OTP sent to Phone Number (*****7367)

VERIFY AND LOGIN

New User ? [Signup Here](#)
Not Telemarketer? [Switch Role](#)

- Click on chain option on the home page & View all Pending and approved request on the Chain Home Page and click on Action to take next steps
TM with only PE-TM Chain only option will only have access to view, declare, accept/reject chains.



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CHAINS DASHBOARD ENTITIES HEADERS TEMPLATES

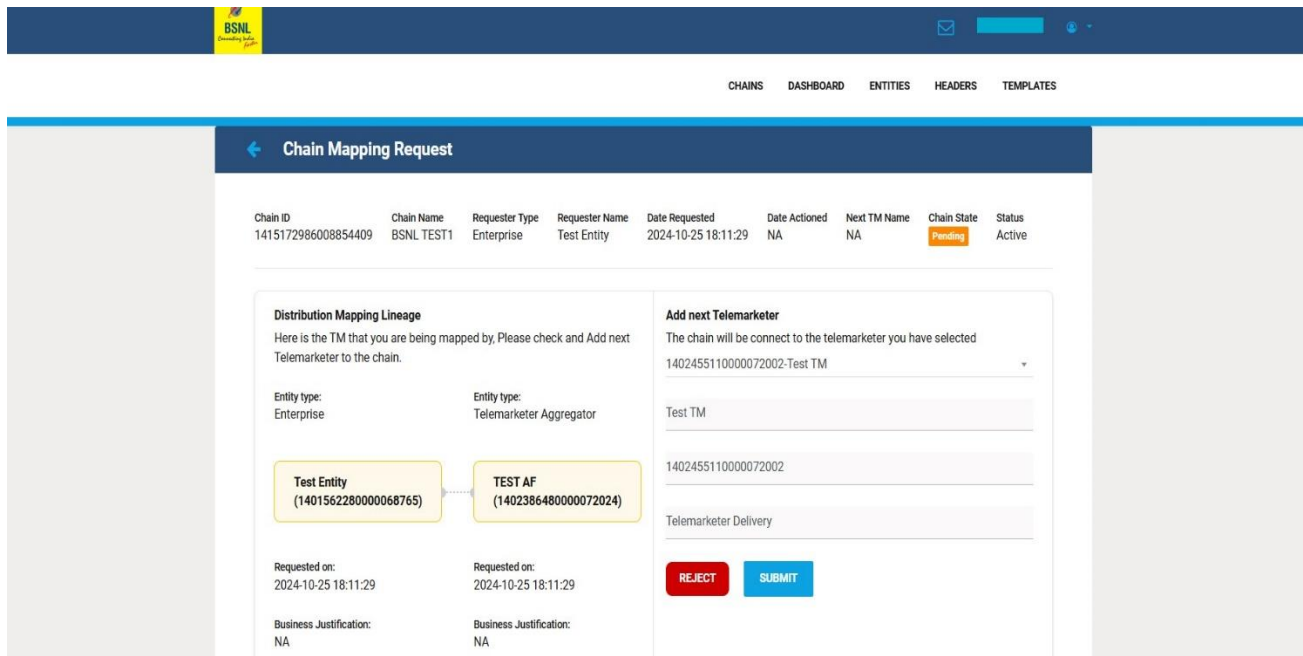
PE-TM BINDING

Showing results in between the dates **April 25, 2024 - October 25, 2024**

Please Enter Chain ID All All

CHAIN ID	CHAIN NAME	REQUESTER TYPE	REQUESTER NAME	REQUESTER ID	DATE REQUESTED	NEXT TELEMARKETER NAME	CHAIN STATUS	STATUS	ACTIONS
1415172986008854409	BSNL TEST1	PE	Test Entity	1401562280000068765	25-Oct-2024 18:11:29	--	Pending	Active	

- Check the request from PE or TM-AF & Choose next TM-AF or TM-DF to move the chain further. To Reject the request from PE, click on Reject



Chain Mapping Request

Chain ID	Chain Name	Requester Type	Requester Name	Date Requested	Date Actioned	Next TM Name	Chain State	Status
1415172986008854409	BSNL TEST1	Enterprise	Test Entity	2024-10-25 18:11:29	NA	NA	Pending	Active

Distribution Mapping Lineage

Here is the TM that you are being mapped by, Please check and Add next Telemarketer to the chain.

Entity type: Enterprise

Entity type: Telemarketer Aggregator

Test Entity
 (1401562280000068765)

→

TEST AF
 (140238648000072024)

Requested on: 2024-10-25 18:11:29

Business Justification: NA

Add next Telemarketer

The chain will be connect to the telemarketer you have selected

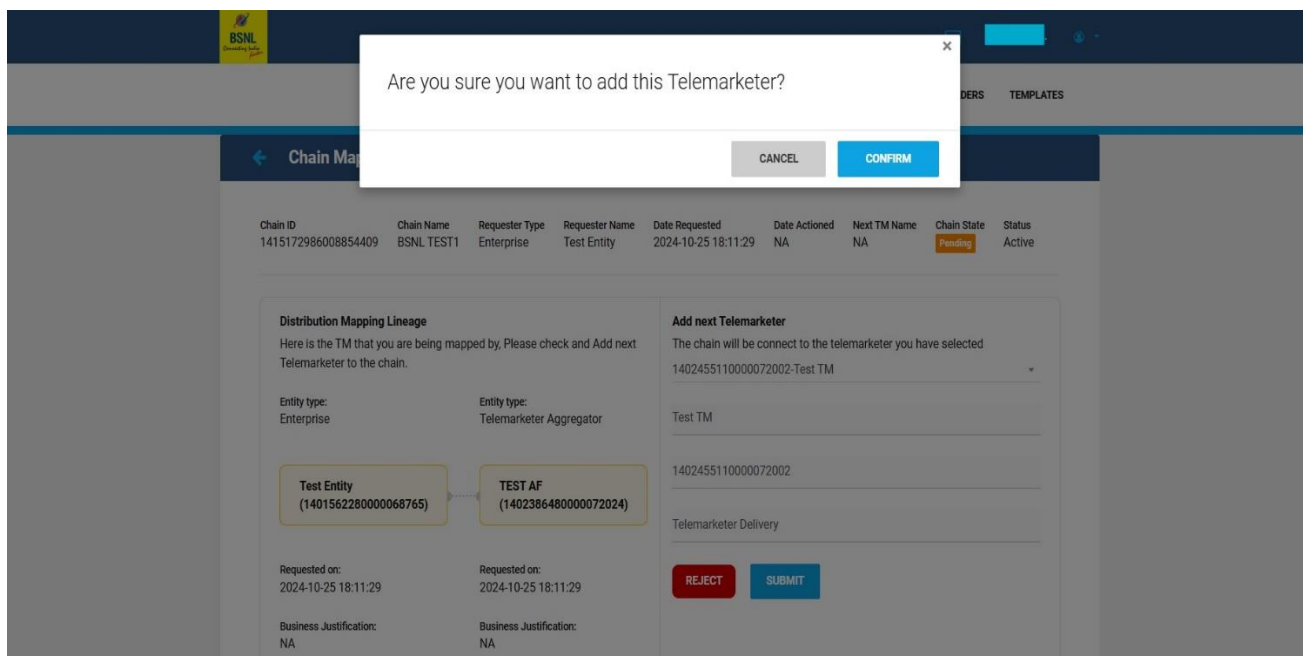
1402455110000072002-Test TM

Test TM

1402455110000072002

Telemarketer Delivery

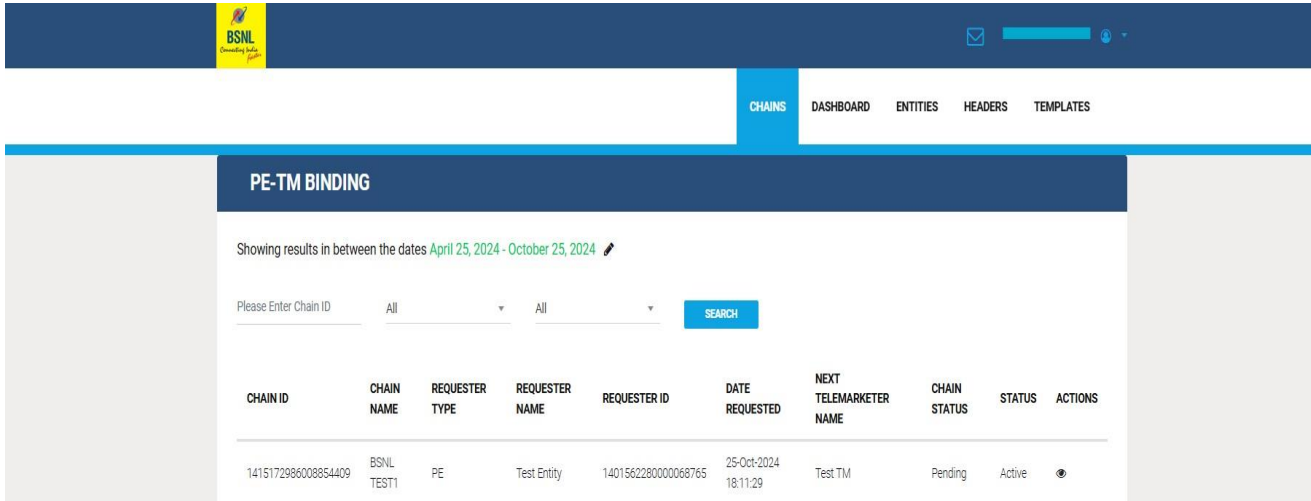
REJECT
SUBMIT




Are you sure you want to add this Telemarketer?

CANCEL
CONFIRM

9. Only the TM-AF or TM-DF is chosen, it will show in pending state with Telemarketer name in Next TM Name.



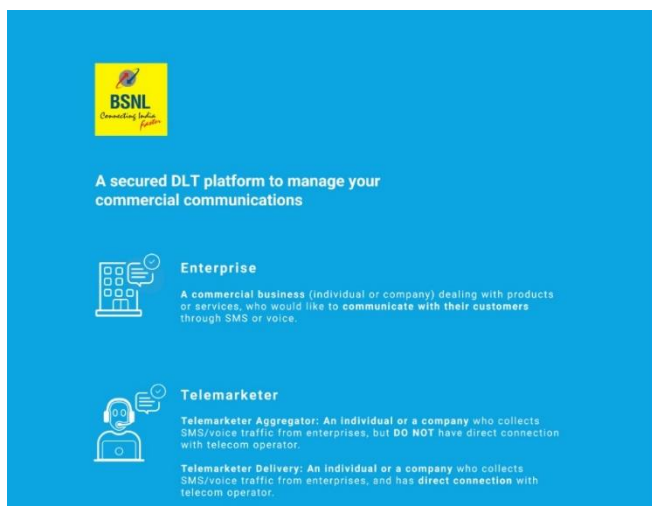
The screenshot shows the 'PE-TM BINDING' section of a BSNL web application. It includes a search bar with filters for 'Chain ID' and 'Requester Name', both set to 'All'. A table below displays the search results for the period of April 25, 2024, to October 25, 2024. The table has columns for Chain ID, Chain Name, Requester Type, Requester Name, Requester ID, Date Requested, Next Telemarketer Name, Chain Status, and Status. One entry is shown with a 'Pending' chain status and an 'Active' overall status.

CHAIN ID	CHAIN NAME	REQUESTER TYPE	REQUESTER NAME	REQUESTER ID	DATE REQUESTED	NEXT TELEMARKETER NAME	CHAIN STATUS	STATUS	ACTIONS
1415172986008854409	BSNL TEST1	PE	Test Entity	1401562280000068765	25-Oct-2024 18:11:29	Test TM	Pending	Active	

10. Suitable Justification is mandatory for adding more than 3 TM-AF in the chain

TM – Delivery Function Login

1. Login with existing credentials or with login only for PE TM Chain creation on the BSNL DLT portal



The landing page features the BSNL logo at the top left. Below it, the text reads: "A secured DLT platform to manage your commercial communications". There are two main sections: "Enterprise" and "Telemarketer".

Enterprise
A commercial business (individual or company) dealing with products or services, who would like to communicate with their customers through SMS or voice.

Telemarketer
Telemarketer Aggregator: An individual or a company who collects SMS/voice traffic from enterprises, but **DO NOT** have direct connection with telecom operator.
Telemarketer Delivery: An individual or a company who collects SMS/voice traffic from enterprises, and has direct connection with telecom operator.

Telemarketer Login

Telemarketer Type

- Existing Telemarketer Telemarketer(Only for PE-TM Chain)

Enter your email address

abcd@example.com

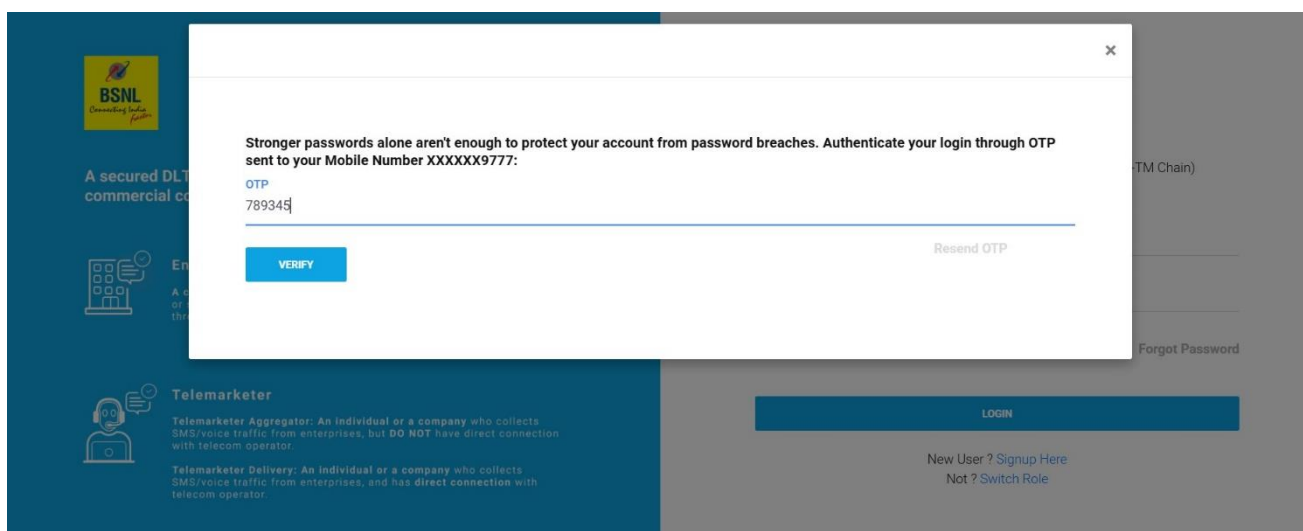
Password

Remember Me

[Forgot Password](#)

LOGIN

[New User ? Signup Here](#)
[Not ? Switch Role](#)

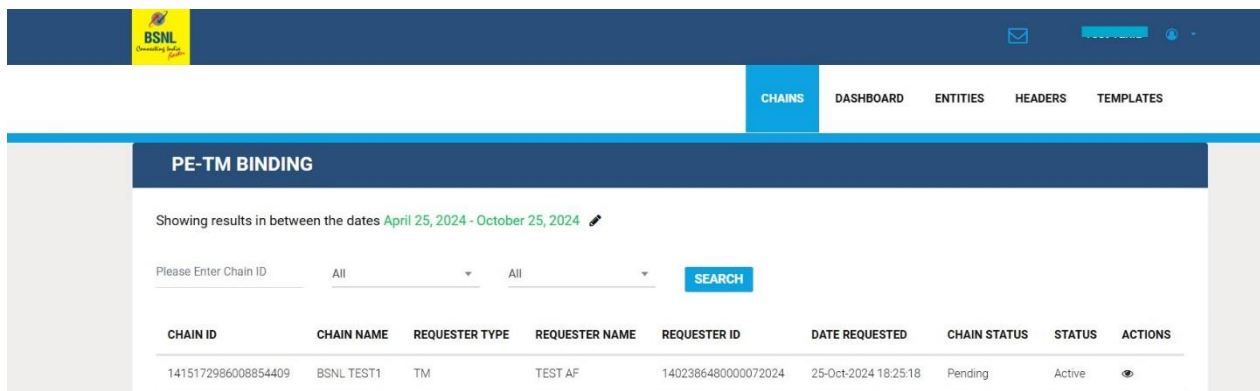


A modal window is displayed over the login page. The text inside the modal reads: "Stronger passwords alone aren't enough to protect your account from password breaches. Authenticate your login through OTP sent to your Mobile Number XXXXXX9777:".

OTP
789345

 [Resend OTP](#)

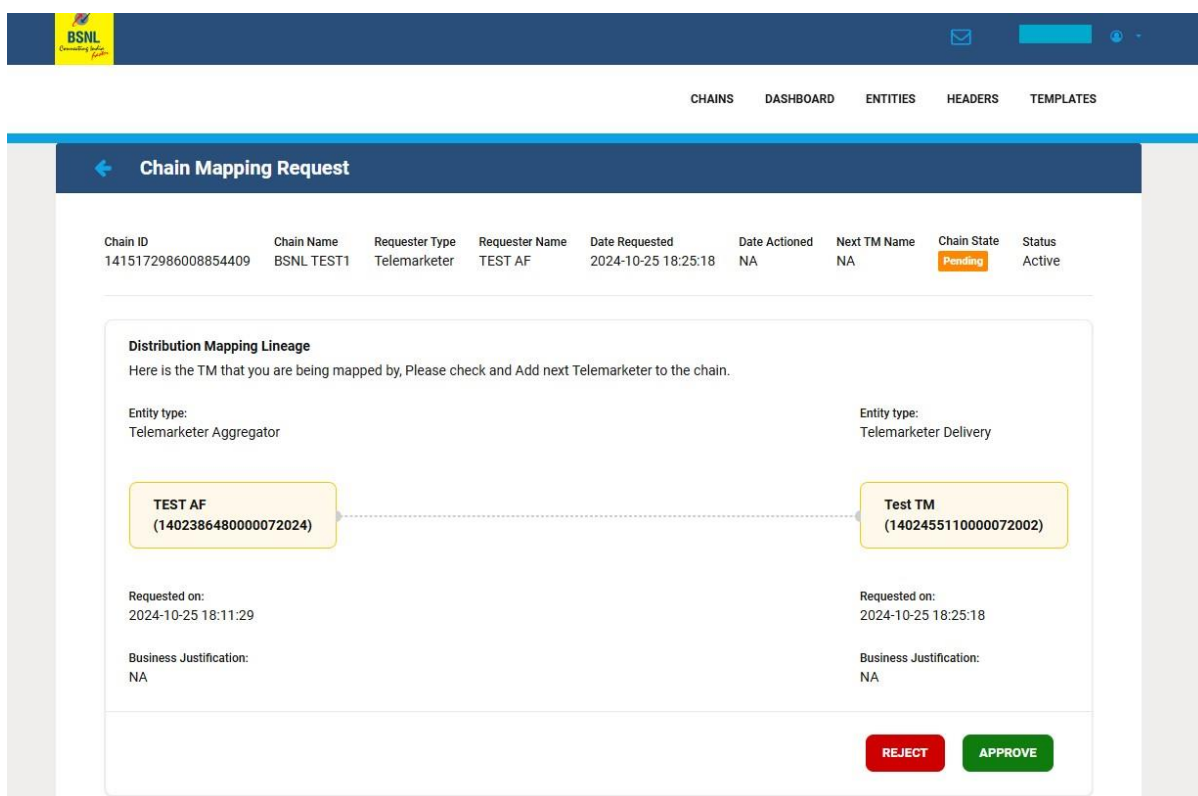
- Click on chains option to view the active and pending chain requests and click on actions for taking action on chains.



The screenshot shows the 'CHAINS' section of the BSNL portal. It displays a table of chain requests with the following data:

CHAIN ID	CHAIN NAME	REQUESTER TYPE	REQUESTER NAME	REQUESTER ID	DATE REQUESTED	CHAIN STATUS	STATUS	ACTIONS
1415172986008854409	BSNL TEST1	TM	TEST AF	140238648000072024	25-Oct-2024 18:25:18	Pending	Active	

- View the request and approve and reject the request.
 - Pl note that TM DF will have no visibility of PE in case the request has been raised by TM-AF
 - TM-DF cannot choose further TM-DF, as there is only single TM-DF allowed in the chain.



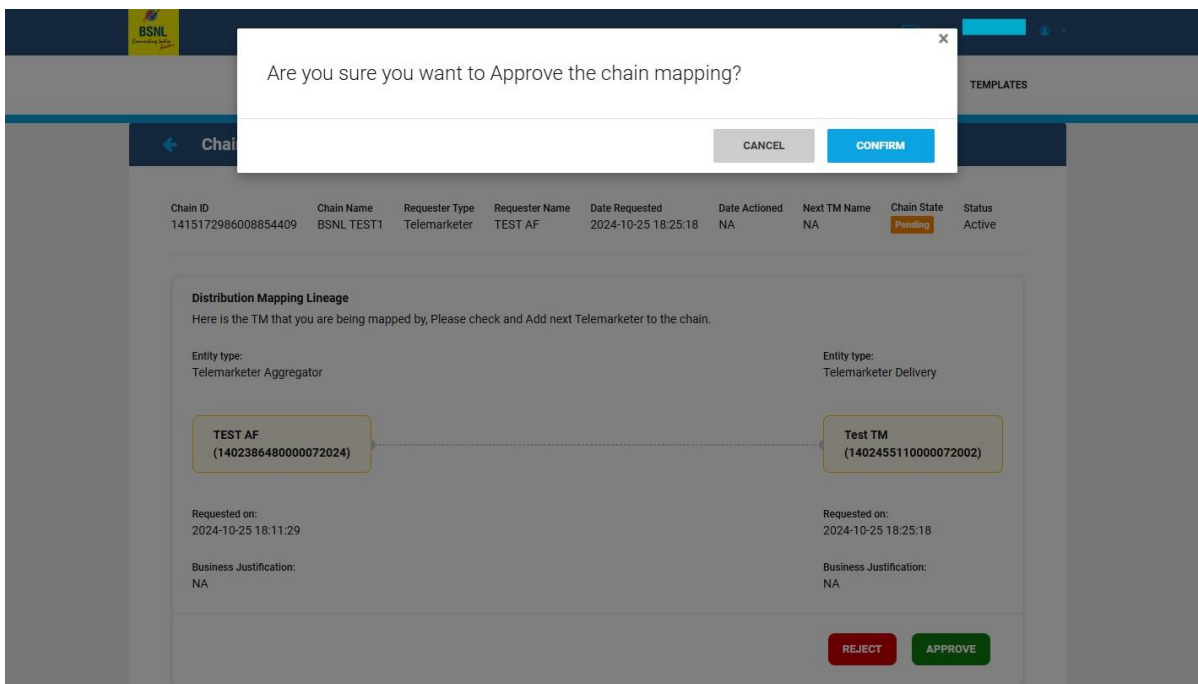
The screenshot shows the 'Chain Mapping Request' page. It displays a table with the following data:

Chain ID	Chain Name	Requester Type	Requester Name	Date Requested	Date Actioned	Next TM Name	Chain State	Status
1415172986008854409	BSNL TEST1	Telemarketer	TEST AF	2024-10-25 18:25:18	NA	NA	Pending	Active

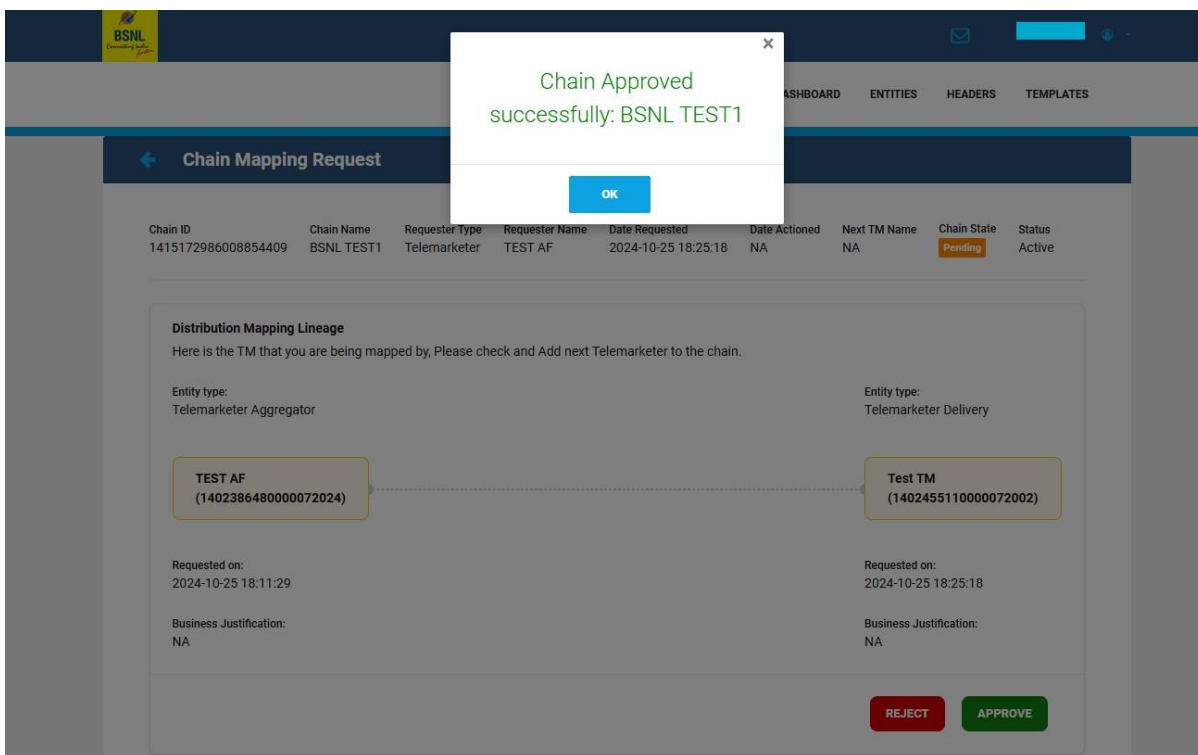
Below the table, the 'Distribution Mapping Lineage' section shows a diagram with the following details:

- Entity type:** Telemarketer Aggregator
- Entity type:** Telemarketer Delivery
- TEST AF (140238648000072024)** is connected to **Test TM (140245511000072002)** via a dashed line.
- Requested on:** 2024-10-25 18:11:29
- Requested on:** 2024-10-25 18:25:18
- Business Justification:** NA

At the bottom right, there are two buttons: **REJECT** (red) and **APPROVE** (green).

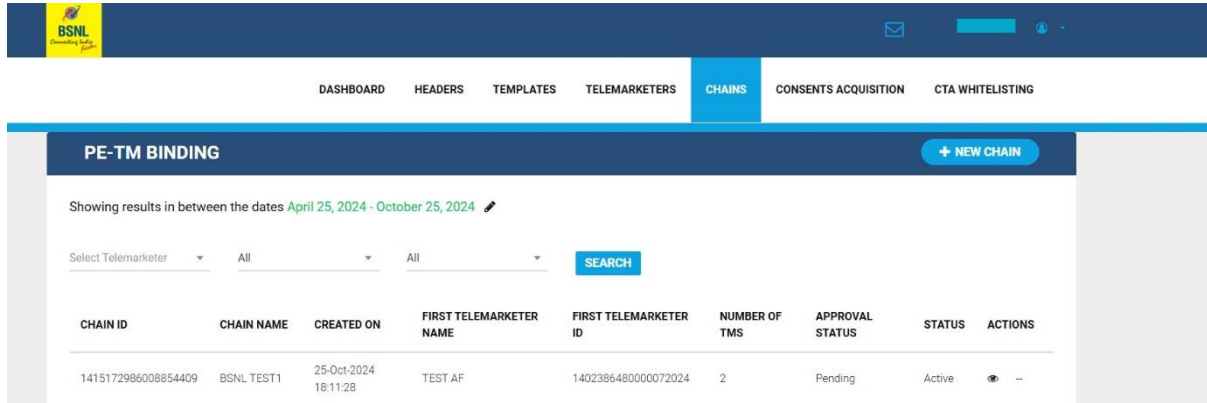


- Post Chain approval, it will go to home page of chains in pending state where final approval will be given by PE for complete chain.



Enterprise Login

1. Click on actions to view pending chain requests



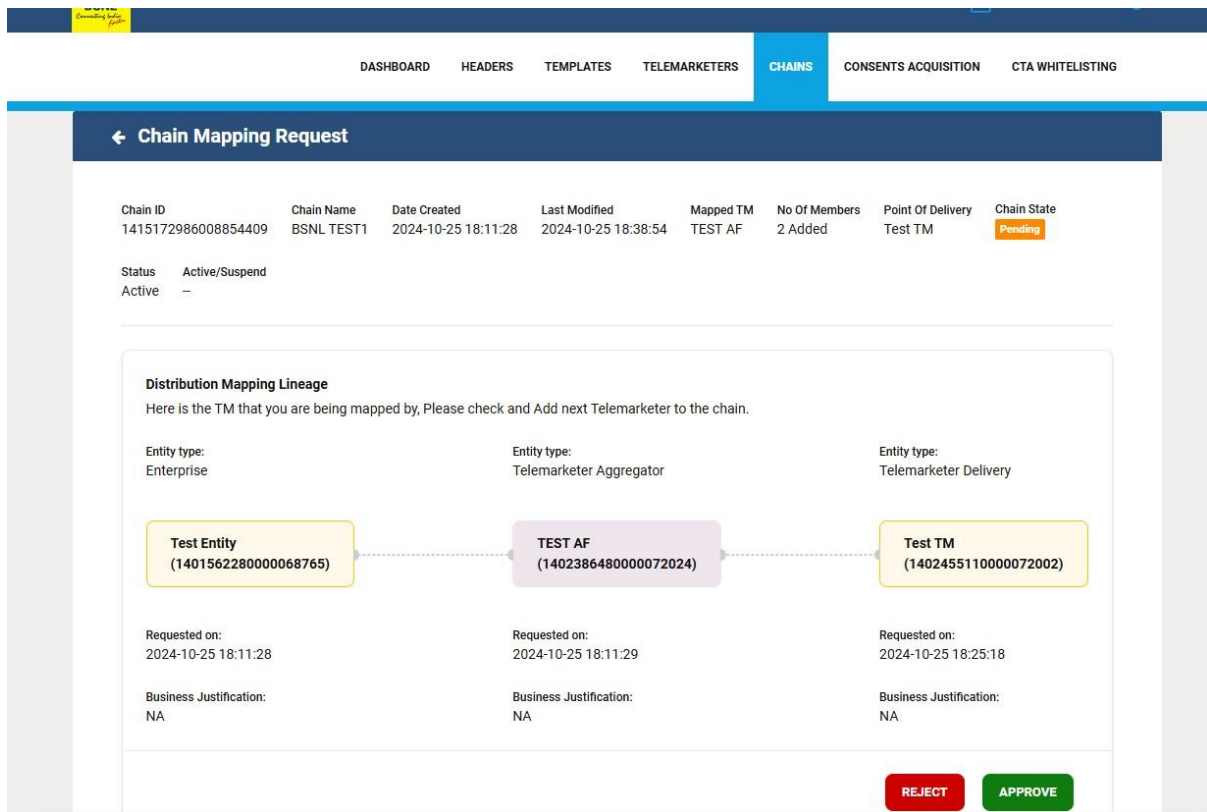
PE-TM BINDING + NEW CHAIN

Showing results in between the dates April 25, 2024 - October 25, 2024

Select Telemarketer: All | All | SEARCH

CHAIN ID	CHAIN NAME	CREATED ON	FIRST TELEMARKETER NAME	FIRST TELEMARKETER ID	NUMBER OF TMS	APPROVAL STATUS	STATUS	ACTIONS
1415172986008854409	BSNL TEST1	25-Oct-2024 18:11:28	TEST AF	1402386480000072024	2	Pending	Active	

2. View the entire chain end to end and click to approve or reject



Chain Mapping Request

Chain ID	Chain Name	Date Created	Last Modified	Mapped TM	No Of Members	Point Of Delivery	Chain State
1415172986008854409	BSNL TEST1	2024-10-25 18:11:28	2024-10-25 18:38:54	TEST AF	2 Added	Test TM	Pending

Status: Active/Suspend
Active: --

Distribution Mapping Lineage
Here is the TM that you are being mapped by, Please check and Add next Telemarketer to the chain.

Entity type:
Enterprise

Test Entity
(1401562280000068765)

Requested on:
2024-10-25 18:11:28

Business Justification:
NA

Entity type:
Telemarketer Aggregator

TEST AF
(1402386480000072024)

Requested on:
2024-10-25 18:11:29

Business Justification:
NA

Entity type:
Telemarketer Delivery

Test TM
(1402455110000072002)

Requested on:
2024-10-25 18:25:18

Business Justification:
NA

REJECT
APPROVE

CANCEL
CONFIRM

Are you sure you want to Approve the chain mapping?

Chain ID	Chain Name	Date Created	Last Modified	Mapped TM	No Of Members	Point Of Delivery	Chain State
1415172986008854409	BSNL TEST1	2024-10-25 18:11:28	2024-10-25 18:38:54	TEST AF	2 Added	Test TM	Pending

Status: Active/Suspend
Active: --

Distribution Mapping Lineage

Here is the TM that you are being mapped by, Please check and Add next Telemarketer to the chain.

<p>Entity type: Enterprise</p> <div style="border: 1px solid #ccc; padding: 5px; text-align: center; margin: 5px 0;"> Test Entity (140156228000068765) </div> <p>Requested on: 2024-10-25 18:11:28</p> <p>Business Justification: NA</p>	<p>Entity type: Telemarketer Aggregator</p> <div style="border: 1px solid #ccc; padding: 5px; text-align: center; margin: 5px 0;"> TEST AF (140238648000072024) </div> <p>Requested on: 2024-10-25 18:11:29</p> <p>Business Justification: NA</p>	<p>Entity type: Telemarketer Delivery</p> <div style="border: 1px solid #ccc; padding: 5px; text-align: center; margin: 5px 0;"> Test TM (140245511000072002) </div> <p>Requested on: 2024-10-25 18:25:18</p> <p>Business Justification: NA</p>
--	---	---

REJECT
APPROVE

OK

Chain Approved
successfully : BSNL TEST1

Chain ID	Chain Name	Date Created	Last Modified	Mapped TM	No Of Members	Point Of Delivery	Chain State
1415172986008854409	BSNL TEST1	2024-10-25 18:11:28	2024-10-25 18:38:54	TEST AF	2 Added	Test TM	Pending

Status: Active/Suspend
Active: --

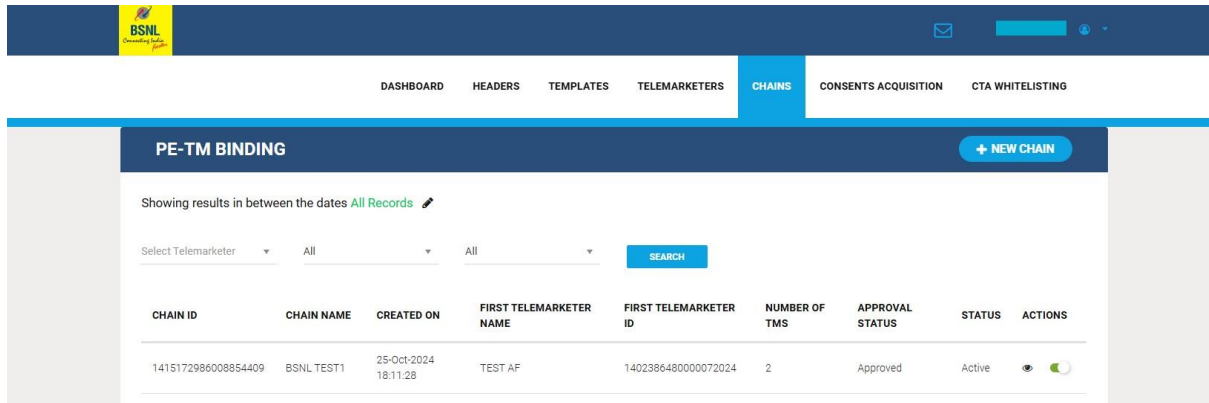
Distribution Mapping Lineage

Here is the TM that you are being mapped by, Please check and Add next Telemarketer to the chain.



<p>Entity type: Enterprise</p> <div style="border: 1px solid #ccc; padding: 5px; text-align: center; margin: 5px 0;"> Test Entity (140156228000068765) </div> <p>Requested on: 2024-10-25 18:11:28</p> <p>Business Justification: NA</p>	<p>Entity type: Telemarketer Aggregator</p> <div style="border: 1px solid #ccc; padding: 5px; text-align: center; margin: 5px 0;"> TEST AF (140238648000072024) </div> <p>Requested on: 2024-10-25 18:11:29</p> <p>Business Justification: NA</p>	<p>Entity type: Telemarketer Delivery</p> <div style="border: 1px solid #ccc; padding: 5px; text-align: center; margin: 5px 0;"> Test TM (140245511000072002) </div> <p>Requested on: 2024-10-25 18:25:18</p> <p>Business Justification: NA</p>
--	---	---

REJECT
APPROVE

- Once the chain is approved, it will be available on the home page of Enterprise as a approved chain



The screenshot displays the 'PE-TM BINDING' interface. At the top, there is a navigation bar with the following items: DASHBOARD, HEADERS, TEMPLATES, TELEMARKETERS, CHAINS (highlighted), CONSENTS ACQUISITION, and CTA WHITELISTING. Below this, a sub-header reads 'PE-TM BINDING' with a '+ NEW CHAIN' button on the right. The main content area shows 'Showing results in between the dates All Records' with a filter for 'Select Telemarketer' set to 'All'. A 'SEARCH' button is present. Below the search area is a table with the following columns: CHAIN ID, CHAIN NAME, CREATED ON, FIRST TELEMARKETER NAME, FIRST TELEMARKETER ID, NUMBER OF TMS, APPROVAL STATUS, STATUS, and ACTIONS. One record is listed with the following details:

CHAIN ID	CHAIN NAME	CREATED ON	FIRST TELEMARKETER NAME	FIRST TELEMARKETER ID	NUMBER OF TMS	APPROVAL STATUS	STATUS	ACTIONS
1415172986008854409	BSNL TEST1	25-Oct-2024 18:11:28	TEST AF	1402386480000072024	2	Approved	Active	 



PE TM Chain Hash Generation

User Manual
For Enterprises & Telemarketers



Overview

This document outlines the necessary steps required for TM-Delivery Function to generate the hash basis the Chain defined on the DLT portal.

It is expected to generate the hash using SHA256.

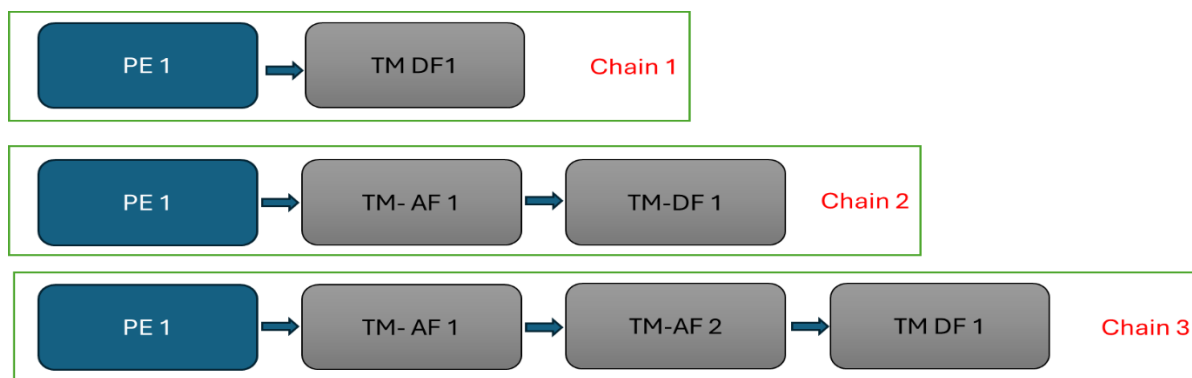
Below steps for Hash Generation by TM-DF will be applied after the chain is approved at all stages by all respective stakeholders like TM-AF as well as TM-DF. The Selection of TM-DF will mark the end of chain and it will be assumed that traffic will be submitted by TM-DF to the Telco DLT Network. Once the TM-DF is marked in the chain and its accepted by the TM-DF, a final request will go to PE for the approval of end to end chain.

TM-DF are required to generate hash and submit the same in the TLV parameter, the process for which will be shared separately with all TM-DF.

All the stakeholders like PE, TM-AF and TM-DF will append their DLT ID in the live SMS traffic and TM-DF will be responsible to collate all ID's and generate hash before submitting to Telco DLT Network.

Hash Generation

Below illustration shows three different chains initiated by PE and approved on DLT after acceptance from respective TM-AF or TM-DF as applicable.



Following sample data is assumed as a illustration for Hash generation.

PE ID: 1101172974420810001 ;
TM AF1 ID: 1101172974420820002 ;
TM AF2 ID: 1101172974420820003 ;
TM DF1 ID: 1101172974420830004

Possible Chains and hash

Chain 1: PE to TMDF1,

Hash will be SHA256(PEID,TMDF1ID)

Chain 2: PE to TMAF1 to TMDF1,

Hash will be SHA256(PEID,TMAF1ID,TMDF1ID)

Chain 3: PE to TMAF1 to TMAF2 to TMDF1

Hash will be SHA256(PEID,TMAF1ID,TMAF2ID,TMDF1ID)

Hash generation logic will be SHA256 starting with PE and ending with TMDF with comma as a separator in between with no space.

Program Example (Golang)

```
package main

import (
    "crypto/sha256"
    "encoding/hex"
    "fmt"
)

func GenerateSHA256Signature(input string) string {

    hasher := sha256.New()
    hasher.Write([]byte(input))
    hexHash := hex.EncodeToString(hasher.Sum(nil))
    return hexHash
}

func main() {

chain1 :=
"1101172974420810001,1101172974420830004"
    hashofpedf := GenerateSHA256Signature(chain1)
    fmt.Println("Chain1: ", hashofpedf)

chain2 := "1101172974420810001,1101172974420820002,1101172974420830004"
    hashofpetmdf := GenerateSHA256Signature(chain2)
    fmt.Println("Chain2: ", hashofpetmdf)
```

```
chain3 :=  
"1101172974420810001,1101172974420820002,1101172974420820003,11011729744  
20830004"  
    hashofpetmtmdf := GenerateSHA256Signature(chain3)  
    fmt.Println("Chain3: ", hashofpetmtmdf)  
}
```

Output

Chain1

c0c951afca257c5b87c3da535c09112080483f35b7e6faf35e2428b3b526b694

Chain 2

ba38bbe4ab3780a70aad6071c006e720eed8efc1ff70b00691d3b6844e6497e2

Chain3

d3133e436040034d9e95932ea93a1f82c37e1d98803229f835d8f3124e77e07f

Program Example (Java)

```
import java.util.*;  
import java.security.MessageDigest;  
  
class CreateChainHash {  
    public static void main(String[] args) {  
        String chain1 = "1101172974420810001,1101172974420830004";  
        String hashofpedf = getHash(chain1);  
        System.out.println("hashofpedf: "+ hashofpedf);  
        String chain2 =  
"1101172974420810001,1101172974420820002,1101172974420830004";  
        String hashofpetmdf = getHash(chain2);  
        System.out.println("hashofpetmdf: "+ hashofpetmdf);  
        String chain3 =  
"1101172974420810001,1101172974420820002,1101172974420820003,11011729744  
20830004";  
        String hashofpetmtmdf = getHash(chain3);  
        System.out.println("hashofpetmtmdf: "+ hashofpetmtmdf);  
    }  
  
    static String getHash(String input) {  
        String hash = "";  
        try {  
            MessageDigest digest = MessageDigest.getInstance("SHA-256");  
            byte[] valbyte = digest.digest(input.getBytes());
```

```
StringBuilder hexString = new StringBuilder(2 * valbyte.length);
for (byte b : valbyte) {
    String hex = Integer.toHexString(0xff & b);
    if (hex.length() == 1) {
        hexString.append('0');
    }
    hexString.append(hex);
}
hash = hexString.toString();
}
catch (Exception e) {
    System.out.println("error" + e);
}
return hash;
}
}
```

Output:

Chain 1

c0c951afca257c5b87c3da535c09112080483f35b7e6faf35e2428b3b526b694

Chain2

ba38bbe4ab3780a70aad6071c006e720eed8efc1ff70b00691d3b6844e6497e2

Chain3

d3133e436040034d9e95932ea93a1f82c37e1d98803229f835d8f3124e77e07f

TLV Parameter

Following TLV tagid will be used for publishing the generated hash.

TLV TagID: 5122

SMPP Error Codes

Following error codes will be generated from BSNL DLT for various permutations and combinations of errors on generated Hash.

ErrorCodes:

PE_TM_HASH_NOT_RECEIVED = 614

PE_TM_HASH_NOT_REGISTERED = 615

PE_TM_HASH_INACTIVE = 616

PE_TM_HASH_BLACKLISTED = 617

PE_TM_HASH_SUSPENDED = 618

TCCCPR 2018 TRAI Regulations

SMS PE-TM Binding



The Telecom Commercial Communications Customer Preference Regulations (TCCCPR) 2018, introduced by the Telecom Regulatory Authority of India (TRAI), aims to reduce unwanted commercial communications and enhance consumer protection. It mandates telemarketers to register with Telecom Service Providers, obtain customer consent before sending messages/originating any Promotional, and adhere to stringent guidelines. The regulation also establishes a robust complaint management mechanism, enabling consumers to report violations easily. By promoting transparency and fair billing practices, TCCCPR 2018 seeks to safeguard consumer interests in the telecommunications sector effectively.



- Definition
- Stakeholders
- Abbreviations & Key Participants
- Flow of Chain
- Chain Initiation by PE
- Role of TM – Aggregator & TM – Delivery (Registered with Jio & Not Registered with Jio)
- Acknowledgement of Chain by PE

Principal Entity -

A company or individual that wants to send commercial communications to customers. This could be a business, sole proprietor, partnership firm, or government organization ensuring compliance with regulations, including customer consent. They must register on DLT platforms.

Telemarketer -

A company or individual that sends traffic from other businesses (Principal Entity) to customers through Telecom Service Providers (TSPs). They must register on DLT platforms and follow TRAI guidelines to obtain consumer consent and prevent unsolicited messages.

There are 2 types of Telemarketers-

- Telemarketer Aggregator (TMA) – Acts as the intermediary between the PE/ other TMA and TMA/TMD.
- Telemarketer Delivery (TMD) – who submits the traffic to TSP

- TRAI – Telecom Regulatory Authority of India
- DLT – Distributed Ledger Technology
- SMS – Short Message Service
- PE – Principal Entity
- TMA – Telemarketer Aggregator, who receives traffic from PE and submits to TMD
- TMD – Telemarketer Delivery, receives traffic from PE/TMA and submits to Operator
- TSP – Telecom Service Provider
- OAP – Originating Access Provider

Principal Entity

Wants to send commercial communications to customers ensuring compliance with regulations, including customer consent. They must register on DLT platforms.

Jio Telemarketer

Must be registered as TM with Jio TrueConnect (DLT). They must follow TRAI guidelines to prevent unsolicited messages.

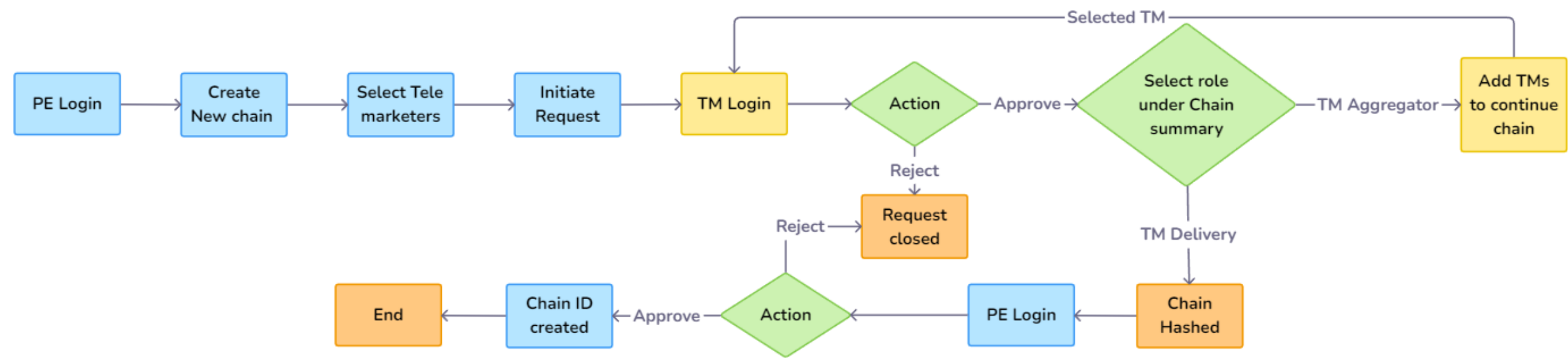


Non Jio Telemarketer

Not registered as TM with Jio TrueConnect (DLT), but they could be registered with other TSPs. They must follow TRAI guidelines to prevent unsolicited messages.

Why PE-TM binding ?

- In India, 1.5-1.7 billion commercial messages are sent every day, taking the total to about 55 billion every month, according to industry data [\(Source\)](#). Such mass interaction leads to higher rate of spamming.
- In continuation of multi-pronged approaches for curbing spam, including measures to prevent misuse of PE data, PE-TM Chain Binding at DLT platforms of all TSPs are to be implemented.
- Currently, PE transmits SMS via the registered TMs who may further get it delivered by other TMs. This incapacitates the PE to have visibility over the SMS delivery Chain. It could also lead to misuse of their headers/templates. This also creates a blind sight for the Originating Access Service Provider (OAP).
- Now on, PE must also disclose their associated TMs, i.e., TMAs and TMD to the OAP ensuring transparency in the communication chain. [TRAI Direction](#)
- Commercial Relationship between the OAP and TMD should be legally enforceable, with appropriate penal provisions, against violations of the Telecom Commercial Communications Customer Preference Regulations, 2018 by TM Delivery



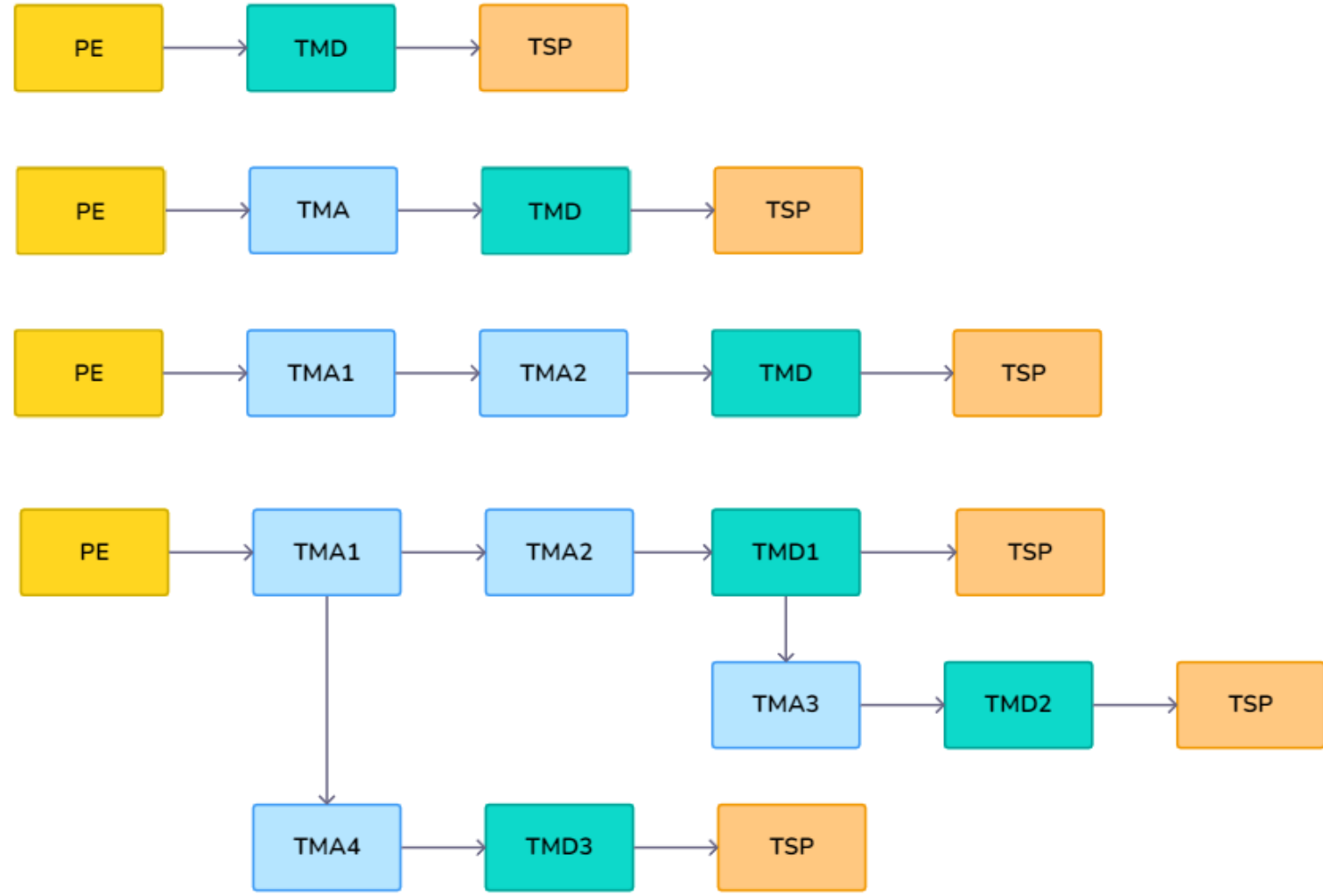
Use Cases

PE-Principal Entity – Initiates the Chain request for sending SMS traffic

TMA-Telemarketer (aggregator) – does not interact directly with TSP, is an intermediate. TMA can nominate another TMA/TMD in the chain

TMD-Telemarketer Delivery – sends the SMS traffic to the TSP,

TSP-Telecom Service Provider or OAP- Originating Access Provider or Telco



- Pending for Approval – Action to be taken by the PE/TM on the chain
- Requested – Action taken on the chain, chain binding is in progress
- Registered – Chain approved by PE and created
- Rejected – Chain rejected by PE/TM and closed

Note-Rejected chains are cancelled and have to be re-initiated by the PE, if needed.

Principal Entity – Chain Initiation

TrueConnect → Jio registered PE Login → Username & Password → Mobile OTP

Welcome to JIO's Managed Commercial Communication DLT Platform

Principal Entity TM registered with Jio
 TM not registered with Jio

Login As: Principal Entity

User Name *

Password *

OTP has been successfully sent to your phone number 9xxxxx389

OTP

[RESEND OTP](#)

[Login](#)

[Forgot Password](#) [New Registration](#)

Principal Entity – Chain Initiation

MY TELEMARETERS → My SMS Telemarketers

Welcome, [User Name]
Logged in with PE ID 120

Notifications

Published Date - 26-08-2024 !!! Important TRAI N ...View More

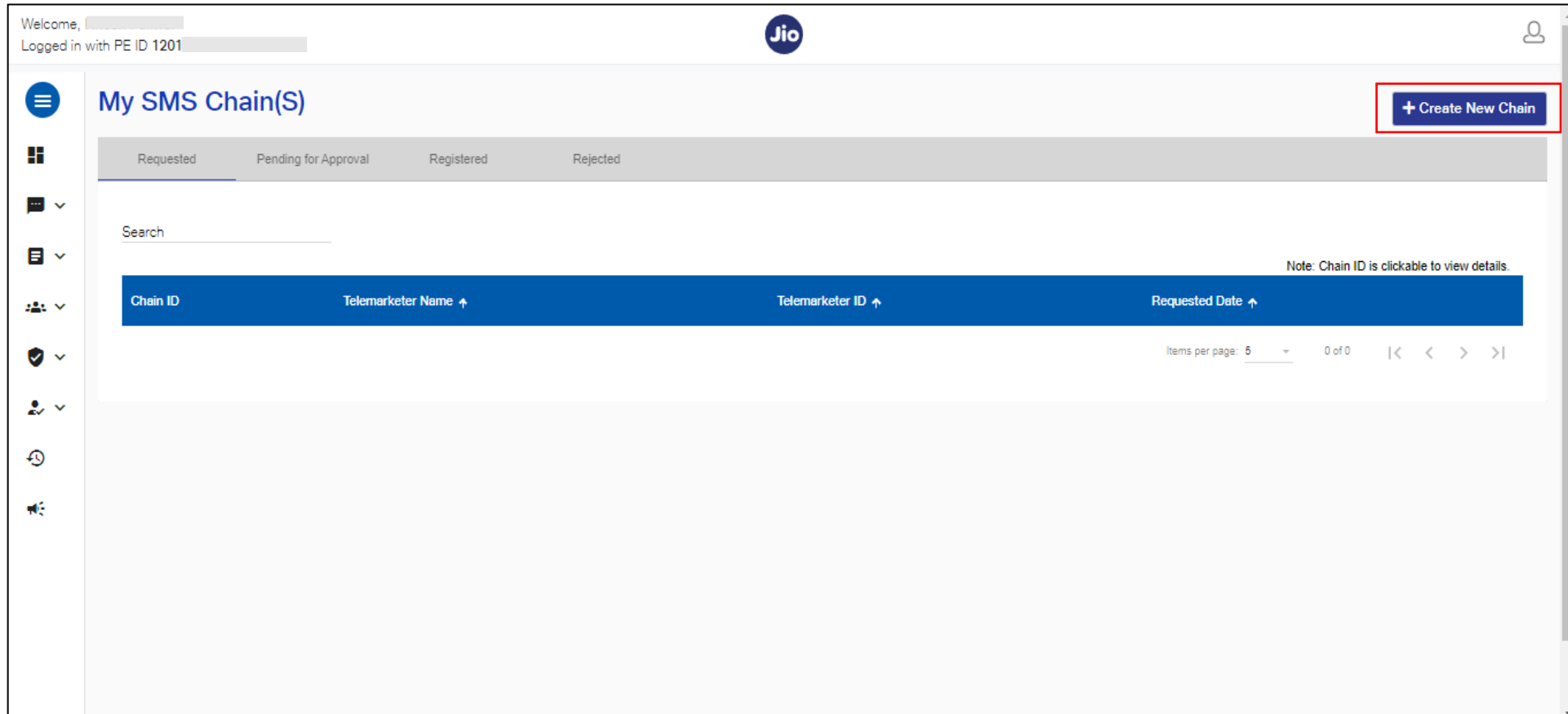
Dashboard

- DASHBOARD
- HEADER SMS
- TEMPLATE
- MY TELEMARETERS
 - My SMS Telemarketers
 - My Voice Telemarketers
- CTA WHITELISTING
- CUSTOMERS CONSENT
- TRANSACTION HISTORY
- CAMPAIGN DETAILS

Entity	Approval Pending	Rejected
Approved: 1	0	0

Header SMS	Approval Pending	Rejected
Approved: 0	3	0

Consent Template
0



Welcome, [redacted]
Logged in with PE ID 1201

My SMS Chain(S)

[+ Create New Chain](#)

Requested Pending for Approval Registered Rejected

Search

Note: Chain ID is clickable to view details.

Chain ID	Telemarketer Name ↑	Telemarketer ID ↑	Requested Date ↑
----------	---------------------	-------------------	------------------

Items per page: 5 0 of 0 |< < > >|

Principal Entity – Chain Initiation

Create New Chain → Search Telemarketers via Name/ID (must be registered on DLT) → Select and initiate Chain request

Can add upto 5 Telemarketers in creation request

Welcome, [redacted]
Logged in with PE ID 1201

Create New Chain

Search and Select Telemarketers

Selected Telemarketers:

ABHIJEET PVT LTD (ID: 1202171767185890428), ABHI PVT LTD (ID: 1202171767220858280), ABHIJEET PVT LTD (ID: 1202171767240850388), ABHIJEET SA PVT LTD (ID: 1202171767283880668), heenaatvnyrk (ID: 1202172128477258211)

Can select upto 5 TMs only

Search TMID/TM Name
abhi

Select	TM ID	Name
<input checked="" type="checkbox"/>	1202171767185890428	ABHIJEET PVT LTD
<input checked="" type="checkbox"/>	1202171767220858280	ABHI PVT LTD
<input checked="" type="checkbox"/>	1202171767240850388	ABHIJEET PVT LTD
<input checked="" type="checkbox"/>	1202171767283880668	ABHIJEET SA PVT LTD

Items per page: 5 | 1 - 4 of 4 | < >

Create **Cancel**

Welcome, [redacted]
Logged in with PE ID 1201 [redacted]


My SMS Chain(S)

Requested Pending for Approval Registered

Search

[+ Create New Chain](#)

PE-TM Chain Initiation [X]



chain creation has been successfully initiated Successful IDs:
1202171767259348364

[OK](#)

Chain ID	Telemarketer Name ↑	Telemarketer ID ↑	Requested Date ↑
1215172959697146280	ABHIJEET AUTO PVT LTD	1202171767259348364	22-10-2024
1215172959039325414	ABHIJEET PVT LTD	1202171767185890428	22-10-2024

Note: Chain ID is clickable to view details.

Items per page: 5 1 - 2 of 2 |< < > >|

Principal Entity – Chain Initiation

Selected TMs are notified with an email to take further action on the chain request

Welcome, [User Name]
Logged in with PE ID 1201 [User ID]

My SMS Chain(S)

[+ Create New Chain](#)

Requested | Pending for Approval | Registered | Rejected

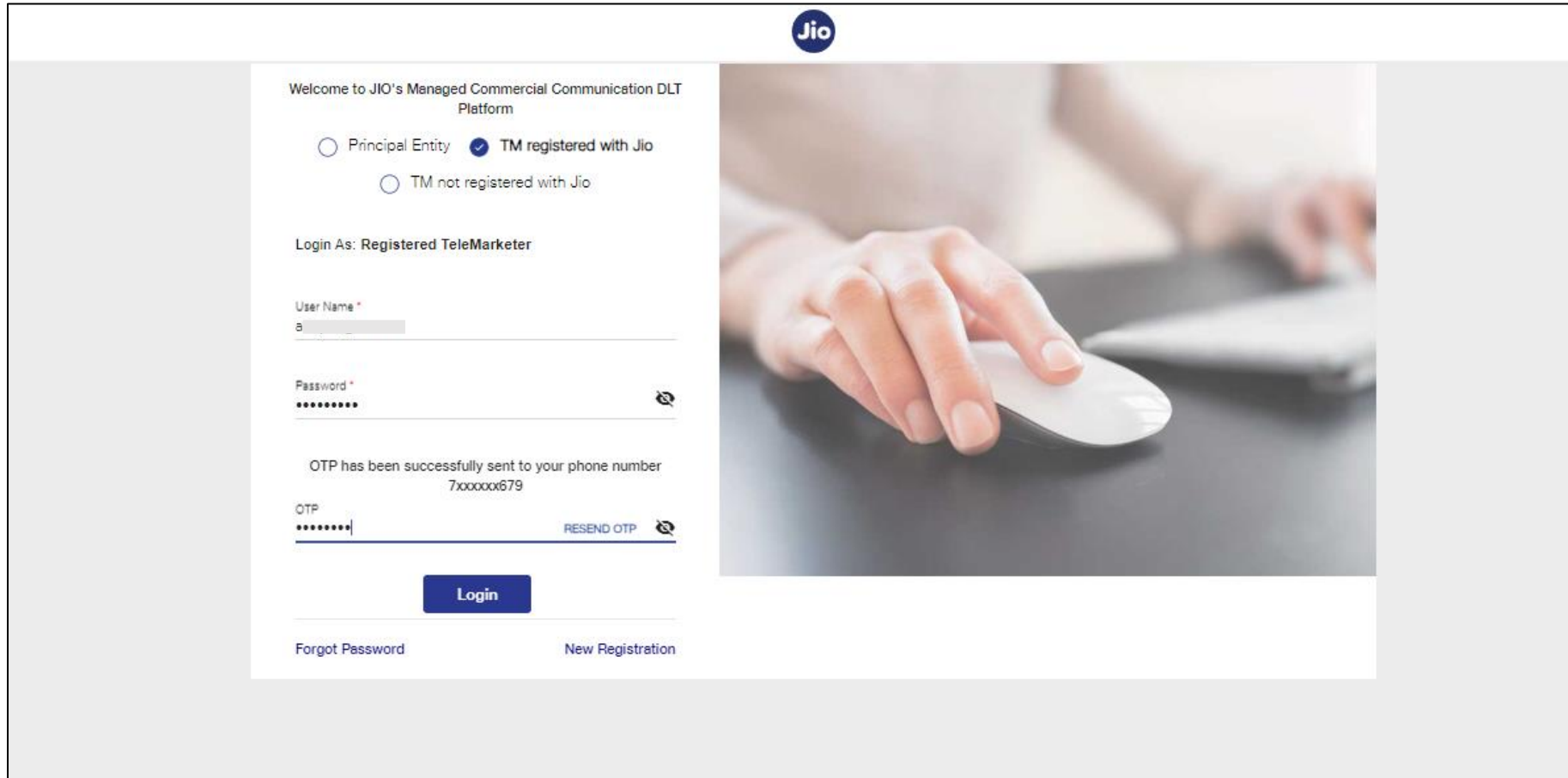
Search

Note: Chain ID is clickable to view details.

Chain ID	Telemarketer Name ↑	Telemarketer ID ↑	Requested Date ↑
1215172959697146280	ABHIJEET AUTO PVT LTD	1202171767259348364	22-10-2024
1215172959039325414	ABHIJEET PVT LTD	1202171767185890428	22-10-2024

Items per page: 5 | 1 - 2 of 2 | < >

- If TM is registered with Jio Trueconnect, please select 'Telemarketers registered with Jio' on Login Page.
- If TM is not registered with Jio but registered with another TSP (on DLT), please select 'Telemarketers not registered with Jio' on Login page



The screenshot shows the Jio login interface for Telemarketers. At the top, the Jio logo is displayed. Below it, the text reads "Welcome to JIO's Managed Commercial Communication DLT Platform". There are three radio button options: "Principal Entity", "TM registered with Jio" (which is selected), and "TM not registered with Jio". Below these options, it says "Login As: Registered TeleMarketer". The form includes a "User Name" field with the letter 'a' entered, a "Password" field with masked characters and a visibility toggle, and an "OTP" field with masked characters and a "RESEND OTP" link. A "Login" button is positioned below the OTP field. At the bottom, there are links for "Forgot Password" and "New Registration". To the right of the form is a background image of a person's hand using a computer mouse.

PE-TM SMS Chain → Pending for Approval → Chain ID hyperlink

Welcome, [User Name]
Logged in as TM ID 120: [User ID]

PE-TM SMS Chain(S)

Search

Note: Chain ID is clickable to view details.

Requested **Pending for Approval** Approved Rejected

Sl. NO.	Temp Chain ID	PE/TM Name	Initiation Date	Chain Status	Action
1	1215172969425498538	BOMBAY INFOTECH PRIVATE LIMITED	22-10-2024	Pending	Action

Items per page: 5 0 of 0 |< < > >|

Action → Approve

Welcome, [User Name]
Logged in as TM ID 1202 [User Name]

My SMS Chain / Pending Detail

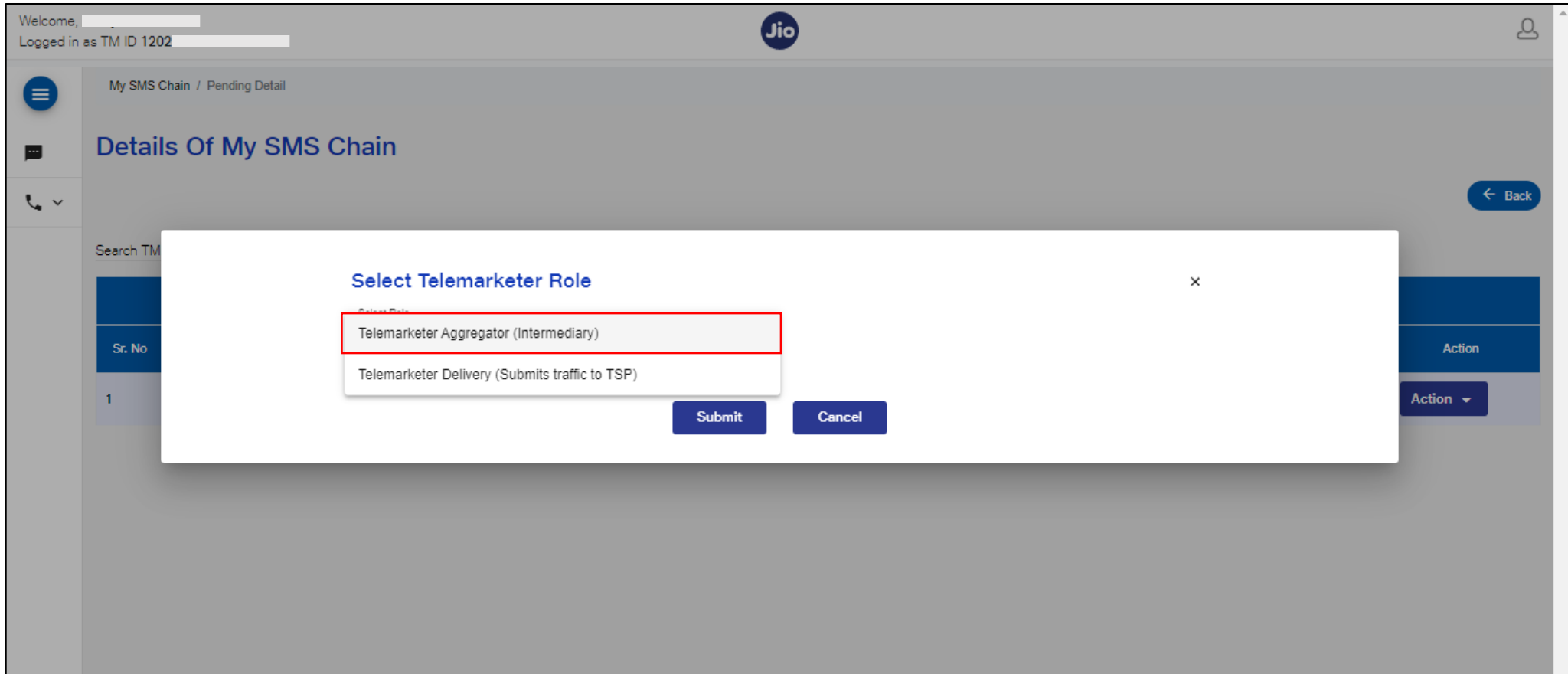
Details Of My SMS Chain

← Back

Search TMID/TM Name

Sr. No	Requester		Request Sent To		Request Date	Status	Role	Approve Date	Action
	Telemarketer ID	Telemarketer Name	Telemarketer ID	Telemarketer Name					
1	1201164603939521640	BOMBAY INFOTECH PRIVATE LIMITED	-	-	22-10-2024	Requested	Pending		Action ▼ Approve Reject

Select role (Telemarketer Aggregator) from drop-down



Search and select other TMs → Approve

Welcome, [User Name]
Logged in as TM ID 120[...]

My SMS Chain / Pending Detail

Select Telemarketer Role

Selected Telemarketers:
URVI INDIA (ID: 1202166564522989273)

Select Role: Telemarketer Aggregator (Intermediary) | Search TMD/TM Name: 1202166564522989273

Select	TM ID	Name	Status
<input checked="" type="checkbox"/>	1202166564522989273	URVI INDIA	Active

Items per page: 5 | 1 - 1 of 1

Submit Cancel

Welcome, [User Name]
Logged in as TM ID 12021[User ID]

My SMS Chain / Pending Detail

Details Of My SMS Chain

Search TMID/TM Name

Success [Close]

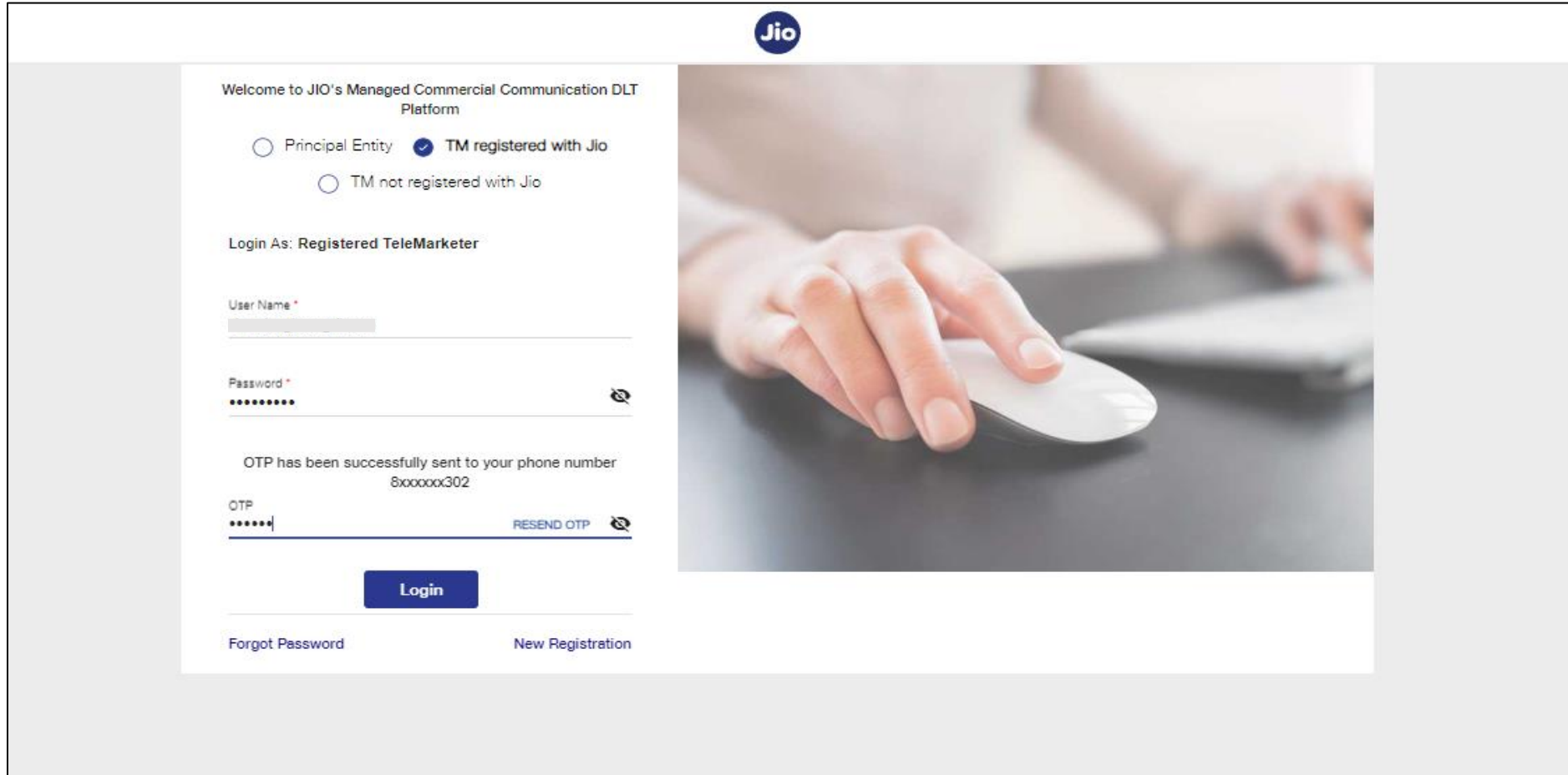
Approval processed successfully for IDs:
1202166564522989273

OK

Sr. No	Requester		Request Sent To		Request Date	Status	Role	Approve Date	Action
	Telemarketer ID	Telemarketer Name	Telemarketer ID	Telemarketer Name					
1	1201164603939521640	BOMBAY INFOTECH PRIVATE LIMITED	-	-	22-10-2024	Requested	Pending		Action ▾

[← Back](#)

- If TM is registered with Jio Trueconnect, please select 'Telemarketers registered with Jio' on Login Page.
- If TM is not registered with Jio but registered with another TSP (on DLT), please select 'Telemarketers not registered with Jio' on Login page



The screenshot displays the Jio login interface for Telemarketers. At the top, the Jio logo is visible. Below it, the text reads "Welcome to JIO's Managed Commercial Communication DLT Platform". There are three radio button options: "Principal Entity", "TM registered with Jio" (which is selected), and "TM not registered with Jio". The login role is set to "Registered TeleMarketer". The form includes fields for "User Name" and "Password", both with asterisks indicating they are required. Below the password field, a message states "OTP has been successfully sent to your phone number 8xxxxx302". There is an "OTP" input field with a "RESEND OTP" link and an eye icon. A blue "Login" button is positioned below the OTP field. At the bottom, there are links for "Forgot Password" and "New Registration". The background of the page features a blurred image of a person's hand using a computer mouse.

My SMS Chain → Pending → Chain ID hyperlink

Welcome, [redacted]
Logged in as TM ID 1202

PE-TM SMS Chain(S)

SMS

Voice

Search

Note: Chain ID is clickable to view details.

Requested	Pending for Approval	Approved	Rejected

Sl. NO.	Temp Chain ID	PE/TM Name	Initiation Date	Chain Status	Action
1	1215172959425498538	ABHIJEET AUTO PVT LTD	22-10-2024	Pending	Action

Items per page: 5 0 of 0 |< < > >|

Action → Approve

Welcome, [User Name]
Logged in as TM ID 1202

My SMS Chain / Pending Detail

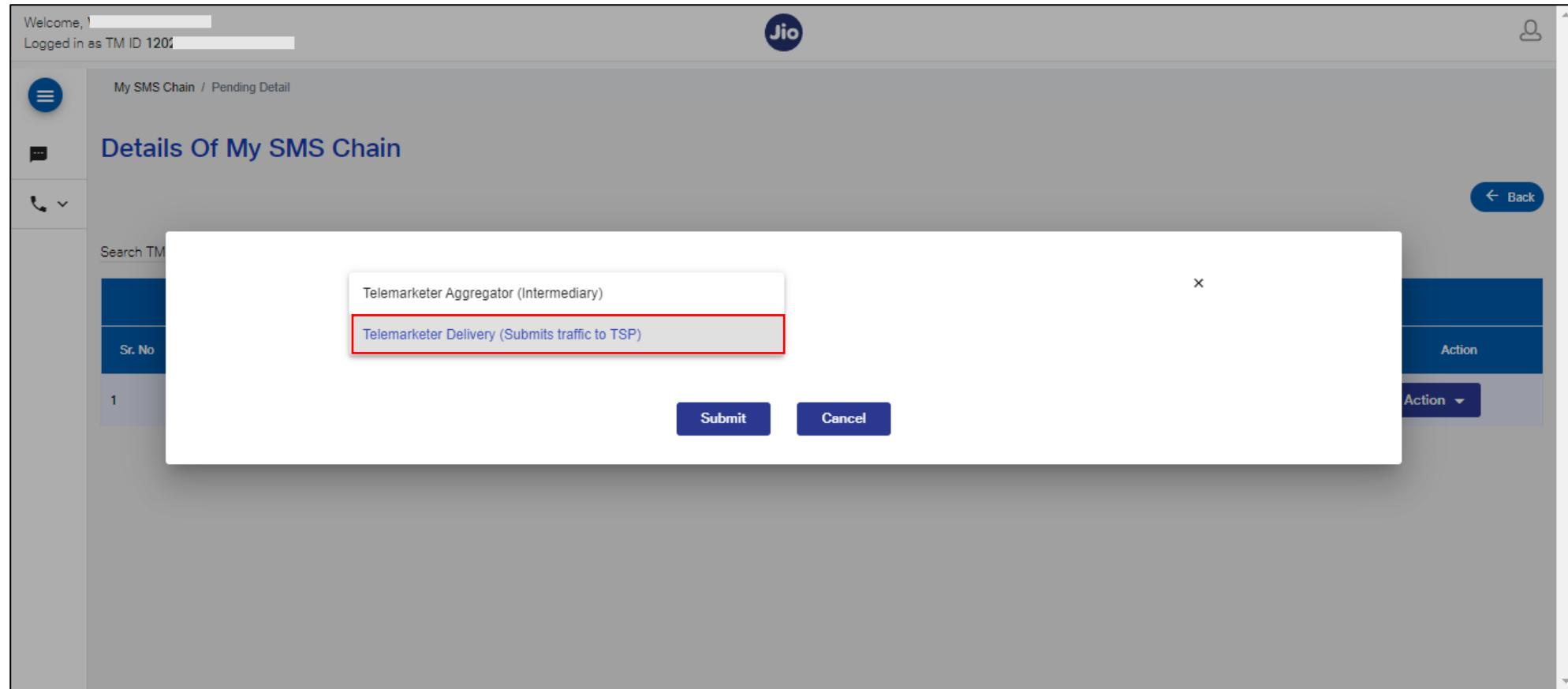
Details Of My SMS Chain

← Back

Search TMID/TM Name

Sr. No	Requester		Request Sent To		Request Date	Status	Role	Approve Date	Action
	Telemarketer ID	Telemarketer Name	Telemarketer ID	Telemarketer Name					
1	1202171767259348364	ABHIJEET AUTO PVT LTD	-	-	22-10-2024	Requested	Pending		Action ▾ Approve Reject

Select role (Telemarketer Delivery) from drop-down → Approve



Welcome, [redacted]
Logged in as TM ID 120, [redacted]

My SMS Chain / Pending Detail

Details Of My SMS Chain

Search TMID/TM Name

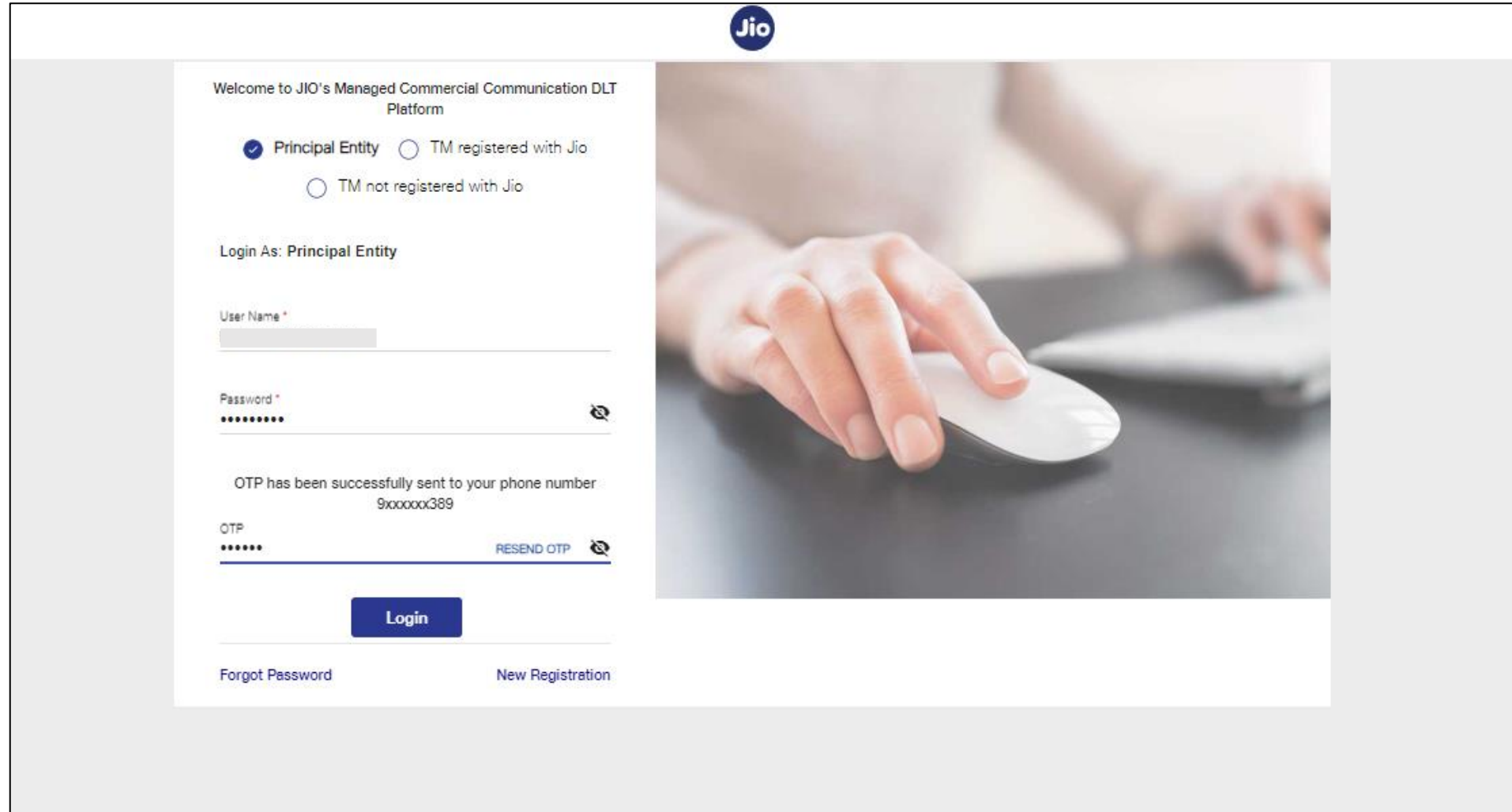
Success ✕

Chain request has been successfully sent to PE for final approval

OK

[← Back](#)

Sr. No	Requester		Request Sent To		Request Date	Status	Role	Approve Date	Action
	Telemarketer ID	Telemarketer Name	Telemarketer ID	Telemarketer Name					
1	1202171767259348364	ABHIJEET AUTO PVT LTD	-	-	22-10-2024	Requested	Pending		Action ▾



Welcome to JIO's Managed Commercial Communication DLT Platform

Principal Entity TM registered with Jio
 TM not registered with Jio

Login As: Principal Entity

User Name *

Password *

OTP has been successfully sent to your phone number
9xxxxxx389

OTP

RESEND OTP

Login

[Forgot Password](#) [New Registration](#)

MY TELEMARETERS → My SMS Telemarketers → Chain hyperlink

Welcome, [User Name]
Logged in with PE ID 12C [User Name]

My SMS Chain(S)

[+ Create New Chain](#)

Requested **Pending for Approval** Registered Rejected

Search

Note: Chain ID is clickable to view details.

Chain ID	Telemarketer Name (Source)	Telemarketer ID (Source)	Created Date	Action
1215172959426498538	BOMBAY INFOTECH PRIVATE LIMITED	1201164603939521640	22-10-2024	Action

Items per page: 5 | 1 - 2 of 2 | << < > >>

Chain Summary with associated TM(s) details

Welcome, [redacted]
Logged in with PE ID 1201 [redacted]

Jio

PE-TM Chain Summary Details [← Back](#)

Chain ID: 1215172959425498538

Search

Requester			Request Sent To			
Sr. No	Source ID	Source Name	Destination ID	Destination Name	Role	Chain Status
1	1201164603939521640	BOMBAY INFOTECH PRIVATE LIMITED	1202171767259348364	ABHIJEET AUTO PVT LTD	Telemarketer Aggregator	Approved
2	1202171767259348364	ABHIJEET AUTO PVT LTD	1202166564522989273	URVI INDIA	Telemarketer Delivery	Approved

Showing 1 to 2 of 2 entries

Items per page: 5 | 1 - 2 of 2 | < >

Action → Approve

Welcome, [redacted]
Logged in with PE ID 1201 [redacted]

My SMS Chain(S) + Create New Chain

Requested Pending for Approval Registered Rejected

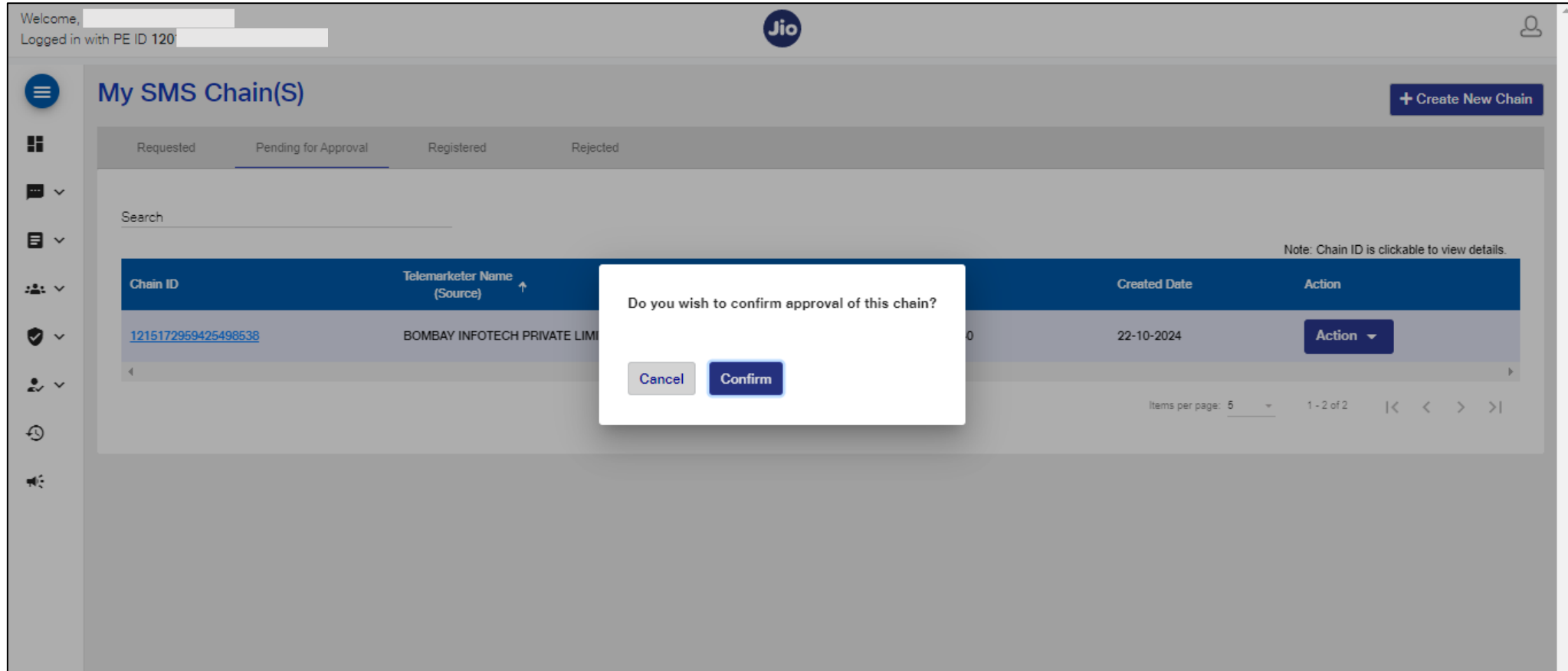
Search

Note: Chain ID is clickable to view details.

Chain ID	Telemarketer Name (Source) ↑	Telemarketer ID (Source) ↑	Created Date	Action
1215172959425498538	BOMBAY INFOTECH PRIVATE LIMITED	1201164603939521640	22-10-2024	Action ↓ Approve Reject

Items per page: 5

'Confirm' to create chain on DLT



The screenshot displays the 'My SMS Chain(S)' interface in the Jio system. The user is logged in with PE ID 120. The interface shows a table of SMS chains with columns for Chain ID, Telemarketer Name (Source), Created Date, and Action. A confirmation dialog is overlaid on the table, asking 'Do you wish to confirm approval of this chain?' with 'Cancel' and 'Confirm' buttons. The table contains one entry with Chain ID 1215172959425498538 and Telemarketer Name BOMBAY INFOTECH PRIVATE LIM. The Action column for this entry has a dropdown menu.

Chain ID	Telemarketer Name (Source)	Created Date	Action
1215172959425498538	BOMBAY INFOTECH PRIVATE LIM	22-10-2024	Action

Welcome, [redacted]
Logged in with PE ID 120 [redacted]

My SMS Chain(S)

Requested Pending for Approval Registered


Search

Note: Chain ID is clickable to view details.

Chain ID	Telemarketer Name (Source)	Telemarketer ID (Source)	Created Date	Action
No records found				

Items per page: 5 1 - 2 of 2

PE-TM Chain Initiation x



Chain has been successfully approved

OK

Principal Entity Action

The Chain request moves from 'Pending' to 'Registered' and Chain ID is created. It can be used for sending SMS traffic.

Welcome
Logged in with PE ID 120

My SMS Chain(S)

[+ Create New Chain](#)

Requested Pending for Approval **Registered** Rejected

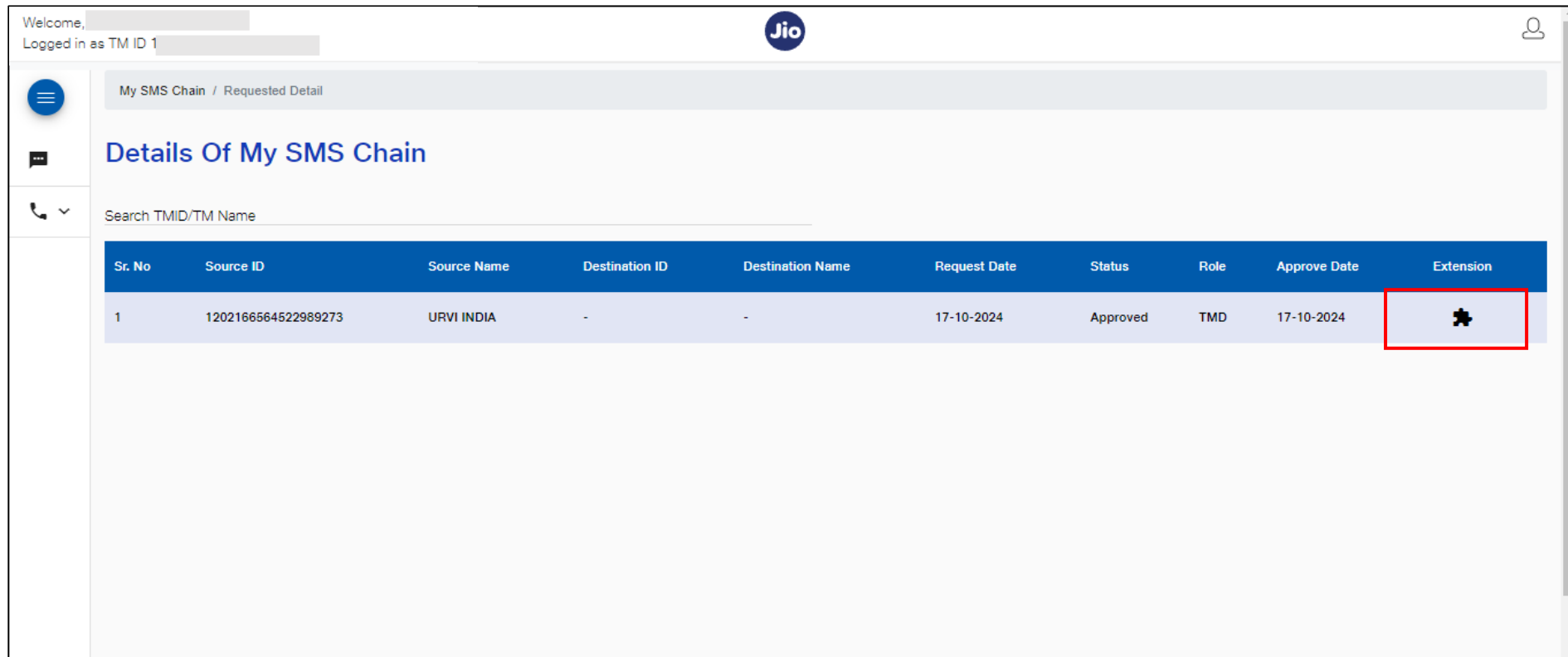
Search

Note: Chain ID is clickable to view details.

Chain ID	Telemarketer Name ↑	Telemarketer ID ↑	Requested Date ↑	Chain Status ↑
1215172959425498538	ABHIJEET AUTO PVT LTD	1202171767259348364	22-10-2024	Active
1215172951284675706	URVI INDIA	1202166564522989273	21-10-2024	Active
1215172949606268463	ASASASAS	1202164387799058129	21-10-2024	Active

Items per page: 5 0 of 0 << < > >>

If the TM wants multiple chains (Requested, Pending, Registered),
Extension → Select Role (for another chain) → Approve
If Telemarketer Delivery then no further nomination
If Telemarketer Aggregator then nominate further TM(s)




Welcome, [redacted]
Logged in as TM ID 1 [redacted]

My SMS Chain / Requested Detail

Details Of My SMS Chain

Search TMID/TM Name

Sr. No	Source ID	Source Name	Destination ID	Destination Name	Request Date	Status	Role	Approve Date	Extension
1	1202166564522989273	URVI INDIA	-	-	17-10-2024	Approved	TMD	17-10-2024	

Telemarketer Aggregator (Exceptions)

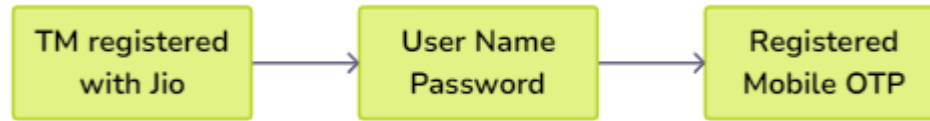
If total number of chain participants exceed 5, TM & PE will have to acknowledge the same.

The screenshot shows a web application interface with a modal dialog box titled "Warning". The dialog box contains the following text: "Please be informed that your requested PE-TM Chain may face rejection or blocking as it exceeds the standard limit of 5 participants, including the Principal Entity and Telemarketer Delivery, as recommended by the TRAI. Should you wish to proceed, kindly acknowledge the declaration and continue." Below the text are "OK" and "Cancel" buttons.

The background interface is titled "Select Telemarketer Request" and includes the following elements:

- Selected Telemarketers: URVI INDIA (ID: 1202166564522989273)
- Select Role: Telemarketer Aggregator (Intermediary)
- Selected TM ID: 1202166564522989273
- Table with columns: Select, TM ID, Name, Status
- Table content: 1, 1202166564522989273, URVI INDIA, Active
- Buttons: Submit, Cancel
- Page navigation: Items per page: 5, 1 - 1 of 1

Login - Telemarketer registered with Jio



The screenshot shows the Jio login page for a telemarketer. At the top, the Jio logo is displayed. Below it, the text reads "Welcome to JIO's Managed Commercial Communication DLT Platform". There are three radio button options: "Principal Entity", "TM registered with Jio" (which is selected), and "TM not registered with Jio". Below these options, it says "Login As: Registered TeleMarketer". The form includes a "User Name" field, a "Password" field with a toggle for visibility, and an "OTP" field. A message states "OTP has been successfully sent to your phone number 8xxxxx302". There is a "RESEND OTP" link and a "Login" button. At the bottom, there are links for "Forgot Password" and "New Registration". To the right of the form is a background image of a person's hand using a computer mouse.

Login – Telemarketer not registered with Jio



Primary TM details are populated from DLT for authentication. If the TM has to get them modified, they must connect with the TSP they registered with first.

The screenshot shows the Jio login page for a telemarketer. At the top, it says "Welcome to JIO's Managed Commercial Communication DLT Platform". There are three radio button options: "Principal Entity", "TM registered with Jio", and "TM not registered with Jio". The "TM not registered with Jio" option is selected. Below this, it says "Login As: Non Jio TeleMarketer". There are two input fields: "TeleMarketer ID" with the value "10" and "PAN No." with the value "AAI". A message states "OTP has been successfully sent to your phone number 9xxxxxx928 and email address yaXXXXXXXe@ril.com". There are two input fields for OTP: "Enter Mobile OTP" and "Enter Email OTP", both with "*****" and a green checkmark icon. A "Login" button is at the bottom.

THANK-YOU

TCCCPR 2018 TRAI Regulations

SMS PE-TM Binding - FAQ



- Is PE-TM Binding standalone or synchronized across all DLT platforms?
PE-TM Binding shall be synchronized on DLT by all Operators
- Will the Telemarketer be able to submit traffic on Jio's SMSC, if the PE-TM chain binding created on portal of another operator?
Yes, as the chain information is available in DLT, Telemarketer can submit traffic to Jio SMSC
- In case of failure traceability reports would be provided for traffic submitted to Jio SMSC?
Separate Error Codes have been provided for traceability
- If the TM not registered with Jio, how will he act on the chain?
TM would be notified, if the TM is not registered has to login using Jio separate login provided on portal, post authentication, they can act upon their chain.

- Will the submission be rejected if chain (e.g. PE-TMA1-TMA2-TMD) not in sequence?
Yes, submission would be rejected by the scrubber
- Does the PE need to approve all the PE-TM chain binding?
Yes, PE needs to approve all the chain binding where TM has acknowledged himself as TMD
- If any of the Telemarketer in the chain is blacklisted?
All the chains available that TM shall be blacklisted/inactive
- Can Chain be suspended by PE?
Yes, Chain can be suspended by PE

THANK-YOU

Principal Entity and Telemarketing Binding

TCCCPR-2018



Contents

Objective

List of Abbreviations used

Prerequisites

Registration Flow

Exceptions

DLT Registration Journey

Objective

Traceability

- To ensure the visibility of all entities involved in the SMS transmission starting from PE to the recipient.

Acknowledgement of PEs & TMs

- PEs to declare their corresponding Telemarketer, and/or Telemarketer Aggregator and/or Telemarketer Delivery

No engagement with UTMs

- Ensure that PEs or their authorised telemarketers in the chain do not engage with any unregistered telemarketers or

Control Untraceable communication

- Reject all messages where the chain of TMs is not defined or does not match.

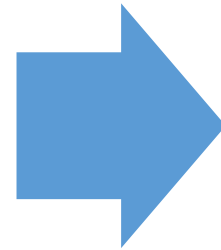
List of Abbreviations used

Abbreviations	Details
PE	Principal Entity – Business Owner
TM*	Telemarketer - Who is connected to PE and/or TA and/or TM and/or TD but not with Operator.
TA*	Telemarketer Aggregator - Who may be connected to PE or TM and Connected to Telemarketer Delivery but not directly with Operator
TTBS – UTM	A Telemarketers who is registered in DLT with other TSP but not with TTBS (Tata Tele Business Services)
TD	Telemarketer Delivery - Who may be is connected to TM/TA or PE and with Operator for SMS submission for delivery
Registrar	DLT Registrar (TSP) – who approves exception cases

****TM / TA can be used interchangeably**

Prerequisites

PE to have Telemarketer
ID of their respective
TM



TM or TA to have DLT ID
of their SMS Delivery
Telemarketer (TD)

- PE's who are directly connected with TD, need to have DLT ID of their SMS Delivery Telemarketer (TD)
- Entities participating in the PE TM Binding process need to ensure the correct ID and validate the name on DLT before they proceed with request

Exceptions

Initiate Request

- Only PE can initiate the request for PE – TM binding
- Other entities (TM/TA/TD) in chain cannot initiate the request.
- PE Must be registered on DLT with TTBS to initiate the request

End of PE – TM Chain

- Chain can end only at Telemarketer Delivery (TD)
- Till TD is not selected in the chain it won't complete the process, and SMS will not get submitted
- TM Delivery must be registered on DLT with TTBS

Visibility of Chain

- PE & TD can see all members and status of the chain
- Other members can only see their previous and next entities in the chain

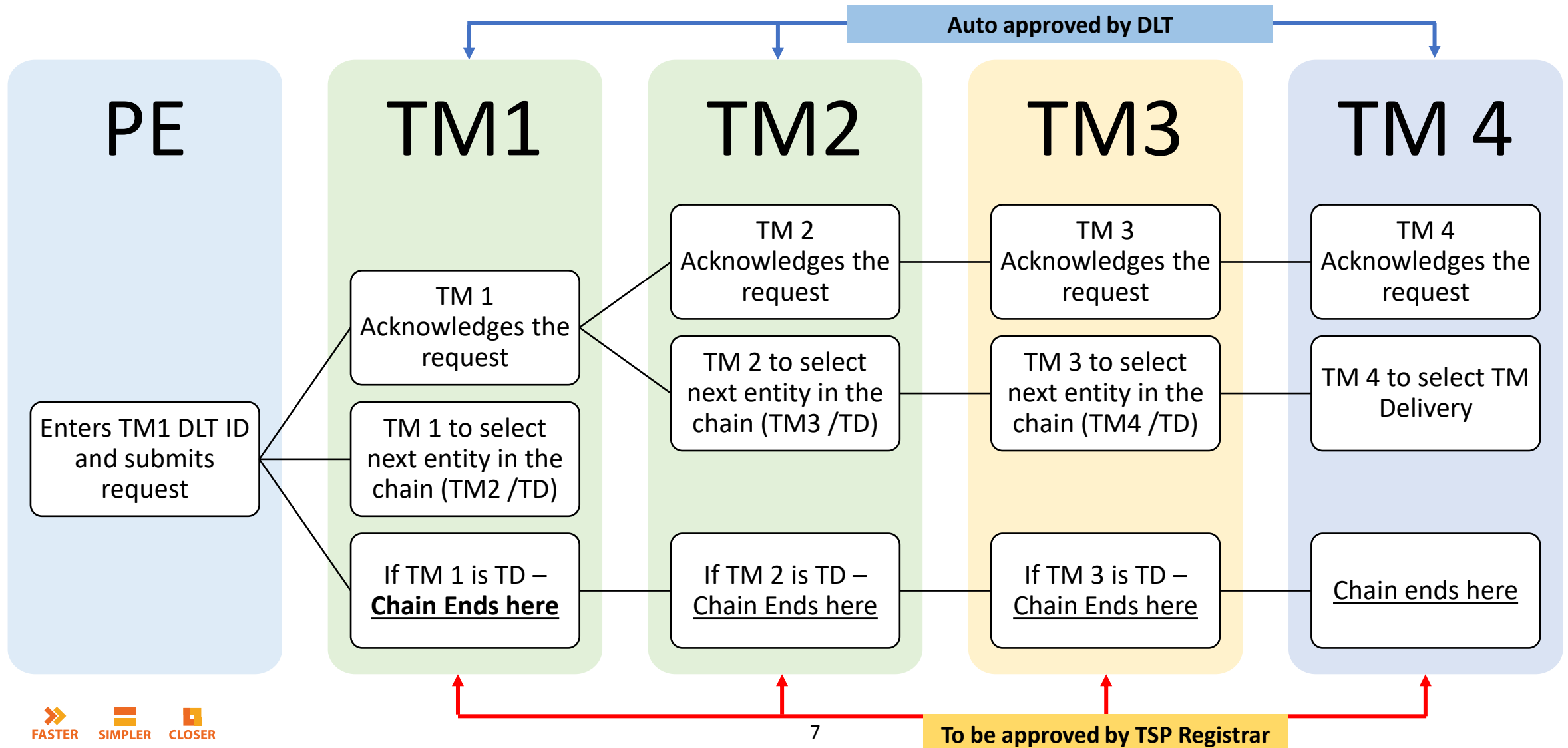
Multiple Association of PE

- In case a PE is associated with multiple TMs, separate bindings to be initiated by PE

Entities in one chain

- Minimum - 2 entities - PE & TM Delivery
- Maximum 4 entities PE – TM 1 – TM 2 – TM D
- If a chain has more than 3 entities, 4th entity will be approved by TSP's registrar

Registration Flow



Principal Entity to Login to TTBS DLT Platform

<https://telemarketer.tatateleservices.com/>

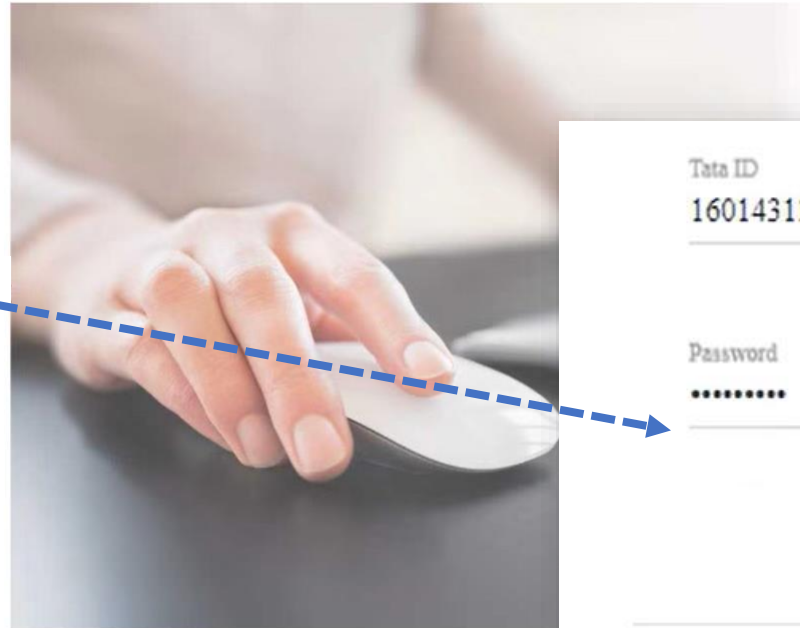
Welcome to TATA' s Unsolicited Commercial Communication
Management DLT platform

Tata ID
| _____ |

Password

Login

New Registration



Tata ID
1601431165415322185

Password
.....

Login

New Registration

Initiate PE – TM Binding Request

Welcome TEST12
Logged in as PE, 1601431165415322185 Last Logged in 10/11/2024, 12:20:14 PM



New Header SMS ▾ TTSL Helpdesk ▾ **Manage Telemarketer Relationship ▾** Content Template ▾ Profile ▾ Consent ▾ Self Care ▾ GST ▾ Consent Template ▾ Voice ▾ Others ▾ Whitelisting ▾

Template Reports To Be Viewed By PE

Create New Chain Request
PE TM Binding List

Industry Type

Private

Entity Name

TEST12

Search By

Search

Date From



Date To



Apply

Clear All

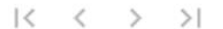
Justification is Mandatory for variable length more than 2 for verification

URN	Template ID	SMS Header	Template Name	Content Type	No of Variables	Verify	Verified Time Stamp	Justification	Verification	Communication Type	Category	Status	Consent Template ID	Registration Date	Modify	Reassign
-----	-------------	------------	---------------	--------------	-----------------	--------	---------------------	---------------	--------------	--------------------	----------	--------	---------------------	-------------------	--------	----------

No records found

Items per page: 5

0 of 0



Export as Excel

Create New Request– TM Binding Request

Welcome TEST12
Logged in as PE, 1601431165415322185 Last Logged in 10/11/2024, 12:20:14 PM

New Header SMS ▾ TTSL Helpdesk **Manage Telemarketer Relationship** Content Template ▾ Profile ▾ Consent ▾ Self Care ▾ GST ▾ Consent Template ▾ Voice ▾ Others ▾ Whitelisting

Manage Telemarketer Relationship

- Create New Chain Request
- PE TM Binding List

List of Existing Chains Create New Chain

Creation of New Chain:

TM ID * TM NAME

Create New Chain Clear All

Enter Details – Telemarketer ID

Welcome TEST12
Logged in as PE, 1601431165415322185 Last Logged in 10/11/2024, 12:20:14 PM

New Header SMS ▾ TTSL Helpdesk ▾ Manage Telemarketer Relationship ▾ Content Template ▾ Profile ▾ Consent ▾ Self Care ▾ GST ▾ Consent Template ▾ Voice ▾ Others ▾ Whitelisting ▾

Manage Telemarketer Relationship

List of Existing Chains

Create New Chain

Creation of New Chain:

TM ID *

1002100000000001310

TM NAME

AI_Testing_TM310

Create New Chain

Clear All

Validate the name

Request created for binding with Telemarketer

Welcome TEST12
Logged in as PE, 1601431165415322185 Last Logged in 10/11/2024, 12:20:14 PM

New Header SMS ▾ TTSL Helpdesk ▾ Manage Telemarketer Relationship ▾ Content Management ▾ Consent Template ▾ Voice ▾ Others ▾ Whitelisting ▾

Manage Telemarketer Relationship

List of Existing Chains Create New Chain

PE ID: 1601431165415322185

PE TM Binding Create New Chain

PE TM Chain created successfully with URN 100000000000049

OK

URN	Chain ID	Chainparticipants(Seq, Role, RequestorID, RequestorName, RespondentID, RespondantName)	Chain Status	Created Date	Last Updated Date	Action
100000000000049		1:PE:1601431165415322185:TEST12:1002100000000001310:AI_Testing_TM310	Pending with TMTA	11-10-2024 05:54 PM	11-10-2024 05:54 PM	Comments Comment is Required Reject

Items per page: 5 1 - 1 of 1

Export to Excel

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Login as Telemarketer to Approve Binding Request

word sharing can lead to SMS fraud using your content templates and Headers . Pls ensure you DONOT share DLT login password with anyone

Welcome to TTBS Unsolicited Commercial Communication Management DLT Platform

Login As: Registered TeleMarketer

Entity ID or Unique Reference ID

1002100000000001310

Password

.....

OTP has been sent to you Mobile (XXXXXXXX996).
Please enter valid OTP and proceed

OTP

....|

Verify

Resend OTP

[Forgot Password](#)

[New Registration](#)

For registration process [Click](#)

For KYC Policy process [Click](#)

IMPORTANT ANNOUNCEMENT !!!!



- All Principal Entities (PEs) to ensure URLs/OTT links/APKs which are sent in SMS using variables in content template to be whitelisted in DLT. Wef 1st Oct 2024, SMS will fail if URLs/OTT links/APKs are not whitelisted. [Steps to whitelist](#) **NEW**
- All 140XXXX resources to be assigned to respective Principal Entities (PE) by Telemarketer (TM) in DLT. [Steps to register](#) **NEW**
- PEs to map the Voice CLI (Voice Header) to Voice Content Template and Consent template to allow calls to get successfully submitted to End customers wef 1st Oct 2024 **NEW**
- PEs to acquire DLT Digital Consent to connect to DND customers using 140XXXX numbers else calls will not get connected to DND customers. [Steps to acquire Digital consent](#) **NEW**

Select Manage Telemarketer Relationship

Welcome, AI_Testing_TM310

Logged in as TM, 100210000000001310 Last Logged in 10/11/2024, 12:20:48 PM

Profile ▾ Self Care ▾ GST ▾ TTSL Helpdesk ▾ Complaints ▾ Voice ▾

Manage Telemarketer Relationship ▾

PE-TM Binding List

Manage Telemarketer Relationship

URN	Chain ID	Requestor ID	Requestor Name	Respondant ID	Respondant Name	Role	Action Date	Chain Status	Sequence Status	Action
1000000000000049		1601431165415322185	TEST12	100210000000001310	AI_Testing_TM310	PE	2024-10-11T17:54:18.000Z	Pending with TM/TA	Pending with TM/TA	Approve Reject

Request list with status

Export to Excel

Can be approved or rejected by TM

TM to Select Role in the Chain

Welcome, AI_Testing_TM310
Logged in as TM, 1002100000000001310 Last Logged in 10/11/2024, 12:20:48 PM

Profile ▾ Self Care ▾ GST ▾ TTSL Helpdesk ▾ Complaints ▾ Voice ▾

Manage Telemarketer Relationship

URN	Chain ID	Requestor ID	Requestor Name	Response	Chain Status	Sequence Status	Action
100000000000049		1601431165415322185	TEST12	1002	8.000Z	Pending with TM/TA	Pending with TM/TA

PE TM Binding

Do you like to Approve the PE TM Binding

Telemarketer/Aggregator Telemarketer Delivery

Remarks: *

Next Entity ID: *

TM Name

Ok Cancel

If Selects - Telemarketer/Aggregator – then next TM/TM Delivery to be selected

Enter the details of next TM ID with remarks and click on “ok”

Export to Excel

Items per page: 5 1 - 1 of 1

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Click on Ok if sure to submit the request

Welcome, AI_Testing_TM310
Logged in as TM, 1002100000000001310 Last Logged in 10/11/2024, 12:20:48 PM

Profile ▾ Self Care ▾ GST ▾ TTSL Helpdesk ▾ Complaints ▾ Voice ▾

Manage Telemarketer Relationship

PE TM Binding

Do you like to Approve the PE TM Binding

Ok Cancel

URN	Chain ID	Requestor ID	Requestor Name	Response	Chain Status	Sequence Status	Action
1000000000000049		1601431165415322185	TEST12	1002100000000001310 AI_Testing_TM310 PE	Pending with TM/TA	Pending with TM/TA	Approve Reject

Items per page: 5 1 - 1 of 1 |< < > >|

Export to Excel

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Request is saved and moved to Next TM for Approval

Welcome, AI_Testing_TM310

Logged in as TM, 1002100000000001310 Last Logged in 10/11/2024, 12:20:48 PM

Profile ▾ Self Care ▾ GST ▾ TTSL Helpdesk ▾ Complaints ▾ Voice ▾

Manage Telemarketer Relationship

URN	Chain ID	Requestor ID	Requestor Name	Chain Status	Sequence Status	Action
100000000000049		1002100000000001310	AI_Testing_TM310	Pending with TM/TA	Pending with TM/TA	
100000000000049		1601431165415322185	TEST12	Pending with TM/TA	Approved by TM/TA	

PE TM Binding

PE TM Binding chain has been approved by TM/TA/TD

OK

Export to Excel

TM Can view the list and status

Welcome, AI_Testing_TM310

Logged in as TM, 1002100000000001310 Last Logged in 10/11/2024, 12:20:48 PM



Profile ▾ Self Care ▾ GST ▾ TTSL Helpdesk ▾ Complaints ▾ Voice ▾ **Manage Telemarketer Relationship ▾**

Manage Telemarketer Relationship

URN	Chain ID	Requestor ID	Requestor Name	Respondant ID	Respondant Name	Role	Action Date	Chain Status	Sequence Status	Action
1000000000000049		1002100000000001310	AI_Testing_TM310	1002100000000001311	AI_Testing_TM311	TMTA	2024-10-11T12:27:41.000Z	Pending with TM/TA	Pending with TM/TA	
1000000000000049		1601431165415322185	TEST12	1002100000000001310	AI_Testing_TM310	PE	2024-10-11T17:54:18.000Z	Pending with TM/TA	Approved by TM/TA	

Items per page: 5 ▾ 1 - 2 of 2 |< < > >|

Export to Excel

PE Can view the list and status

Welcome TEST12
Logged in as PE, 1601431165415322185 Last Logged in 10/11/2024, 12:20:14 PM

- New Header SMS
- TTSL Helpdesk
- Manage Telemarketer Relationship
- Content Template
- Profile
- Consent
- Self Care
- GST
- Consent Template
- Voice
- Others
- Whitelisting

Manage Telemarketer Relationship

List of Existing Chains

Create New Chain

PE ID: 1601431165415322185
PE Name: TEST12

URN	Chain ID	Chainparticipants(Seq Role RequestorID RequestorName RespondantID RespondantName)	Chain Status	Created Date	Last Updated Date	Action
100000000000049		2:TM/TA:1002100000000001310:AI_Testing_TM310:1002100000000001311:AI_Testing_TM311 1:PE:1601431165415322185:TEST12:1002100000000001310:AI_Testing_TM310	Pending with TM/TA	11-10-2024 05:54 PM	11-10-2024 06:00 PM	Comments Comment is Required Reject

Items per page: 5 1 - 1 of 1

Export to Excel

PE Can reject the request at any time by providing the remarks

Next TM to Approve the Request

Welcome, AI_Testing_TM311
Logged in as TM, 1002100000000001311 Last Logged in

Profile ▾ Self Care ▾ GST ▾ TTSL Helpdesk ▾ Complaints ▾ Voice ▾ Manage Telemarketer Relationship ▾

PE-TM Binding List

Manage Telemarketer Relationship

URN	Chain ID	Requestor ID	Requestor Name	Respondant ID	Respondant Name	Role	Action Date	Chain Status	Sequence Status	Action
1000000000000049		1002100000000001310	AI_Testing_TM310	1002100000000001311	AI_Testing_TM311	TM/TA	2024-10-11T12:27:41.000Z	Pending with TM/TA	Pending with TM/TA	Approve Reject

Items per page: 5 ▾ 1 - 1 of 1 |< < > >|

Export to Excel

Next TM to Select Role in the Chain

Welcome, AI_Testing_TM311
Logged in as TM, 1002100000000001311 Last Logged in

Profile ▾ Self Care ▾ GST ▾ TTSL Helpdesk ▾ Complaints ▾ Voice ▾

Manage Telemarketer Relationship

URN	Chain ID	Requestor ID	Requestor Name	Response	Chain Status	Sequence Status	Action	
1000000000000049		1002100000000001310	AI_Testing_TM310	100	41.000Z	Pending with TM/TA	Pending with TM/TA	<button>Approve</button> <button>Reject</button>

PE TM Binding

Do you like to Approve the PE TM Binding

Telemarketer/Aggregator Telemarketer Delivery

Remarks: *

Next Entity ID: *

TM Name

PE TM Binding

PE TM Binding chain has been approved by TM/TA/TD

Export to Excel

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If TM 2 Selects -
Telemarketer/Aggregator – then next
TM/TM Delivery to be selected

Enter the details of next TM ID with
remarks and click on “ok”

PE Can view the list and status

Welcome TEST12
Logged in as PE, 1601431165415322185 Last Logged in 10/11/2024, 12:20:14 PM



- New Header SMS
- TTSL Helpdesk
- Manage Telemarketer Relationship
- Content Template
- Profile
- Consent
- Self Care
- GST
- Consent Template
- Voice
- Others
- Whitelisting

Manage Telemarketer Relationship

List of Existing Chains

Create New Chain

PE ID: 1601431165415322185
PE Name: TEST12

URN	Chain ID	Chainparticipants(Seq Role RequestorID RequestorName RespondantID RespondantName)	Chain Status	Created Date	Last Updated Date	Action
100000000000049		3:TM/TA:1002100000000001311:AI_Testing_TM311:1002100000000001352:AI_Testing_TM352 2:TM/TA:1002100000000001310:AI_Testing_TM310:1002100000000001311:AI_Testing_TM311 1:PE:1601431165415322185:TEST12:1002100000000001310:AI_Testing_TM310	Pending with TM/TA	11-10-2024 05:54 PM	11-10-2024 06:07 PM	Comments Comment is Required Reject

Items per page: 6 | 1 - 1 of 1

Pending status is related to the latest TM/TA
In above example it is pending with 3rd entity in chain

Export to Excel

Other TM/TA Can view the list and status

Welcome, AI_Testing_TM310

Logged in as TM, 1002100000000001310 Last Logged in 10/11/2024, 12:20:48 PM



Profile ▾ Self Care ▾ GST ▾ TTSL Helpdesk ▾ Complaints ▾ Voice ▾ Manage Telemarketer Relationship ▾

Manage Telemarketer Relationship

URN	Chain ID	Requestor ID	Requestor Name	Respondant ID	Respondant Name	Role	Action Date	Chain Status	Sequence Status	Action
1000000000000049		1002100000000001310	AI_Testing_TM310	1002100000000001311	AI_Testing_TM311	TM/TA	2024-10-11T12:27:41.000Z	Pending with TM/TA	Approved by TM/TA	
1000000000000049		1601431165415322185	TEST12	1002100000000001310	AI_Testing_TM310	PE	2024-10-11T17:54:18.000Z	Pending with TM/TA	Approved by TM/TA	

Items per page: 5 1 - 2 of 2 |< < > >|

Welcome, AI_Testing_TM311

Logged in as TM, 1002100000000001311 Last Logged in



Profile ▾ Self Care ▾ GST ▾ TTSL Helpdesk ▾ Complaints ▾ Voice ▾ Manage Telemarketer Relationship ▾

PE-TM Binding List

Manage Telemarketer Relationship

URN	Chain ID	Requestor ID	Requestor Name	Respondant ID	Respondant Name	Role	Action Date	Chain Status	Sequence Status	Action
1000000000000049		1002100000000001311	AI_Testing_TM311	1002100000000001352	AI_Testing_TM352	TM/TA	2024-10-11T12:27:41.000Z	Pending with TM/TA	Pending with TM/TA	
1000000000000049		1002100000000001310	AI_Testing_TM310	1002100000000001311	AI_Testing_TM311	TM/TA	2024-10-11T12:27:41.000Z	Pending with TM/TA	Approved by TM/TA	

Items per page: 5 1 - 2 of 2 |< < > >|

TM Not Registered with TTBS can login with OTP

<https://telemarketer.tatateleservices.com/>

Welcome to TATA's Commercial Communication Management DLT platform

Entity ID
1002100000000001352

Send OTP

OTP has been sent to DLT registered Mobile Number and Email.
Please enter valid OTP and proceed

OTP
... |

Verify **Resend OTP**

TM selected in the chain who is not a registered TM with TTBS to use their DLT TM ID and DLT registered mobile & Email ID for login

Such TMs to select TTBS Unregistered Telemarketer option

Welcome To TTBS Commercial Communication Management DLT Platform



Telecom Service Provider



Principal Entity/TeleMarketer/
Aggregator



TTBS Unregistered Telemarketer

TTBS Unregistered TMs will get only one option

Welcome, AI_Testing_TM352
Logged in as UTM, 1002100000000001352



Manage Telemarketer Relationship

PE-TM Binding List

URN	Chain ID	Requestor ID	Requestor Name	Respondant ID	Respondant Name	Role	Action Date	Chain Status	Sequence Status	Action
1000000000000049		1002100000000001311	AI_Testing_TM311	1002100000000001352	AI_Testing_TM352	TM/TA	2024-10-11T12:27:41.000Z	Pending with TM/TA	Pending with TM/TA	Approve Reject

Items per page: 5 | 1 - 1 of 1 | < >

Export to Excel

TTBS unregistered TM to approve the request

Exception - More Than 4 Entities in a Chain

Welcome, AI_Testing_TM352
Logged in as UTM, 1002100000000001352

Manage Telemarketer Relationship

Manage Telemarketer Relationship

URN	Chain ID	Requestor ID	Requestor Name	Chain Status	Sequence Status	Action
1000000000000049		1002100000000001311	AI_Testing_TM311	Pending with TMTA	Pending with TMTA	Approve Reject

PE TM Binding

Do you like to Approve the PE TM Binding

Telemarketer/Aggregator Telemarketer Delivery

Remarks: *

Remarks is Required

Next Entity ID: *

Next Entity ID is Required

TM Name

The chain is exceeding more than 4 entities, it goes for registrar approval.
Please provide proper justification to refrain from rejection

Justification: *

Justification is Required

Ok Cancel

Such request go to TSP's registrar to review and approve
Such TM needs to provide proper justification why so many entities are part of this chain

Select Telemarketer Delivery

If TM selects their role as Telemarketer Delivery, chain ends here

PE TM Binding

Do you like to Approve the PE TM Binding

Telemarketer/Aggregator Telemarketer Delivery

Remarks: *

Ok Cancel

PE Can view the list and status

Welcome TEST12
Logged in as PE, 1601431165415322185 Last Logged in 10/11/2024, 12:20:14 PM

- New Header SMS
- TTSL Helpdesk
- Manage Telemarketer Relationship
- Content Template
- Profile
- Consent
- Self Care
- GST
- Consent Template
- Voice
- Others
- Whitelisting

Manage Telemarketer Relationship

List of Existing Chains

Create New Chain

PE ID: 1601431165415322185
PE Name: TEST12

URN	Chain ID	Chainparticipants(Seq Role RequestorID RequestorName RespondantID RespondantName)	Chain Status	Created Date	Last Updated Date	Action
100000000000049		5:TD:1002100000000001336:AI_Testing_TM336: 4:TM/TA:1002100000000001352:AI_Testing_TM352:1002100000000001336:AI_Testing_TM336 3:TM/TA:1002100000000001311:AI_Testing_TM311:1002100000000001352:AI_Testing_TM352 2:TM/TA:1002100000000001310:AI_Testing_TM310:1002100000000001311:AI_Testing_TM311 1:PE:1601431165415322185:TEST12:1002100000000001310:AI_Testing_TM310	Approved by TMDelivery	11-10-2024 05:54 PM	11-10-2024 06:22 PM	Comments Comment is Required Reject

Items per page: 5 | 1 - 1 of 1 | < >

Status is related to the latest TM/TA
In above example related to 5th entity in the chain

Export to Excel

PE's Chain status and actions

Welcome TEST12
Logged in as PE, 1601431165415322185 Last Logged in 10/11/2024, 12:20:14 PM

- New Header SMS
- TTSL Helpdesk
- Manage Telemarketer Relationship
- Content Template
- Profile
- Consent
- Self Care
- GST
- Consent Template
- Voice
- Others
- Whitelisting

Manage Telemarketer Relationship

List of Existing Chains

Create New Chain

PE ID: 1601431165415322185
PE Name: TEST12

Long chain is pending with Registrar

URN	Chain ID	Chainparticipants(Seq Role RequestorID RequestorName RespondantID RespondantName)	Chain Status	Created Date	Last Updated Date	Action
100000000000049		5:TD:1002100000000001336:AI_Testing_TM336:: 4:TM/TA:1002100000000001352:AI_Testing_TM352:1002100000000001336:AI_Testing_TM336 3:TM/TA:1002100000000001311:AI_Testing_TM311:1002100000000001352:AI_Testing_TM352 2:TM/TA:1002100000000001310:AI_Testing_TM310:1002100000000001311:AI_Testing_TM311 1:PE:1601431165415322185:TEST12:1002100000000001310:AI_Testing_TM310	Approved by TM Delivery Pending with TTBS registrar	11-10-2024 05:54 PM	11-10-2024 06:22 PM	Comments Comment is Required Reject
100000000000050		2:TD:1002100000000001312:AI_Testing_TM312:: 1:PE:1601431165415322185:TEST12:1002100000000001312:AI_Testing_TM312	Approved by TM Delivery	11-10-2024 06:28 PM	11-10-2024 06:29 PM	Comments Comment is Required Approve Reject

Short chain is auto approved by DLT system

Export to Excel

Items per page: 5 1 - of 2

Finally, PE to approve the request

Final Request Approved by PE With Remarks

Manage Telemarketer Relationship

List of Existing Chains

Create New Chain

PE ID

1601431165415322185

PE Name

TEST12

URN	Chain ID	Chainparticipants(Seq Role RequestorID RequestorName RespondantID RespondantName)	Chain Status	Created Date	Last Updated Date	Action
100000000000049		5:TD:1002100000000001336:AI_Testing_TM336: 4:TM/TA:1002100000000001352:AI_Testing_TM352:1002100000000001336:AI_Testing_TM336 3:TM/TA:1002100000000001311:AI_Testing_TM311:1002100000000001352:AI_Testing_TM352 2:TM/TA:1002100000000001310:AI_Testing_TM310:1002100000000001311:AI_Testing_TM311 1:PE:1601431165415322185:TEST12:1002100000000001310:AI_Testing_TM310	Approved	11-10-2024 05:54 PM	11-10-2024 07:36 PM	
100000000000050		2:TD:1002100000000001312:AI_Testing_TM312: 1:PE:1601431165415322185:TEST12:1002100000000001312:AI_Testing_TM312		11-10-2024 06:28 PM	11-10-2024 07:33 PM	
100000000000051		5:TD:1002100000000001336:AI_Testing_TM336: 4:TM/TA:1002100000000001352:AI_Testing_TM352:1002100000000001336:AI_Testing_TM336 3:TM/TA:1002100000000001311:AI_Testing_TM311:1002100000000001352:AI_Testing_TM352 2:TM/TA:1002100000000001312:AI_Testing_TM312:1002100000000001311:AI_Testing_TM311 1:PE:1601431165415322185:TEST12:1002100000000001312:AI_Testing_TM312	Approved by Registrar	11-10-2024 07:38 PM	11-10-2024 07:50 PM	<div style="border: 2px dashed blue; padding: 5px;"> <p>approved </p> <p>Approve</p> <p>Reject</p> </div>

Items per page: 5

1 - 3 of 3



Final Request Approved by PE

Manage Telemarketer Relationship

List of Existing Chains Create New Chain

PE ID: 1601431165415322185 PE Name: TEST

PE TM Binding Action

✓

Action Performed successfully

OK

URN	Chain ID	Chainparticipants(Seq Role RequestorID RequestorName Respon	Status	Created Date	Last Updated Date	Action
100000000000049		5:TD:1002100000000001336:AI_Testing_TM336: 4:TM/TA:1002100000000001352:AI_Testing_TM352:1002100000000001336:AI_Testing_TM336 3:TM/TA:1002100000000001311:AI_Testing_TM311:1002100000000001352:AI_Testing_TM352 2:TM/TA:1002100000000001310:AI_Testing_TM310:1002100000000001311:AI_Testing_TM311 1:PE:1601431165415322185:TEST12:1002100000000001310:AI_Testing_TM310	Approved	11-10-2024 05:54 PM	11-10-2024 07:36 PM	
100000000000050		2:TD:1002100000000001312:AI_Testing_TM312: 1:PE:1601431165415322185:TEST12:1002100000000001312:AI_Testing_TM312		11-10-2024 06:28 PM	11-10-2024 07:33 PM	
100000000000051		5:TD:1002100000000001336:AI_Testing_TM336: 4:TM/TA:1002100000000001352:AI_Testing_TM352:1002100000000001336:AI_Testing_TM336 3:TM/TA:1002100000000001311:AI_Testing_TM311:1002100000000001352:AI_Testing_TM352 2:TM/TA:1002100000000001312:AI_Testing_TM312:1002100000000001311:AI_Testing_TM311 1:PE:1601431165415322185:TEST12:1002100000000001312:AI_Testing_TM312	Approved	11-10-2024 07:38 PM	11-10-2024 07:51 PM	

Items per page: 5 1 - 3 of 3

Export to Excel

PE's Chain status and actions

Welcome TEST12

Logged in as PE, 1601431165415322185 Last Logged in 10/11/2024, 12:20:14 PM



- New Header SMS ▾
- TTSL Helpdesk ▾
- Manage Telemarketer Relationship ▾
- Content Template ▾
- Profile ▾
- Consent ▾
- Self Care ▾
- GST ▾
- Consent Template ▾
- Voice ▾
- Others ▾
- Whitelisting ▾

Manage Telemarketer Relationship

List of Existing Chains

Create New Chain

PE ID
1601431165415322185

PE Name
TEST12

Approved by Registrar

Finally, PE to approve the request

URN	Chain ID	Chainparticipants(Seq Role RequestorID RequestorName RespondantID RespondantName)	Chain Status	Created Date	Last Updated Date	Action
100000000000049		5:TD:1002100000000001336:AI_Testing_TM336: 4:TM/TA:1002100000000001352:AI_Testing_TM352:1002100000000001336:AI_Testing_TM336 3:TM/TA:1002100000000001311:AI_Testing_TM311:1002100000000001352:AI_Testing_TM352 2:TM/TA:1002100000000001310:AI_Testing_TM310:1002100000000001311:AI_Testing_TM311 1:PE:1601431165415322185:TEST12:1002100000000001310:AI_Testing_TM310	Approved by Registrar	11-10-2024 05:54 PM	11-10-2024 07:30 PM	Not required Approve Reject
100000000000050		2:TD:1002100000000001312:AI_Testing_TM312: 1:PE:1601431165415322185:TEST12:1002100000000001312:AI_Testing_TM312	Rejected by PE	11-10-2024 06:28 PM	11-10-2024 07:33 PM	

Items per page: 5 1 - 2 of 2 < >

Export to Excel

Final Status of PE's Chain – Ready to Submit SMS

Welcome **TEST12**
 Logged in as **PE, 1601431165415322185** Last Logged in 10/11/2024, 12:20:14 PM



- New Header SMS ▾
- TTSL Helpdesk ▾
- Manage Telemarketer Relationship ▾
- Content Template ▾
- Profile ▾
- Consent ▾
- Self Care ▾
- GST ▾
- Consent Template ▾
- Voice ▾
- Others ▾
- Whitelisting ▾

Manage Telemarketer Relationship



List of Existing Chains

Create New Chain

PE ID 1601431165415322185	PE Name TEST12
------------------------------	-------------------

URN	Chain ID	Chainparticipants(Seq Role RequestorID RequestorName RespondantID RespondantName)	Chain Status	Created Date	Last Updated Date	Action
100000000000049		5:TD:1002100000000001336:AI_Testing_TM336:: 4:TM/TA:1002100000000001352:AI_Testing_TM352:1002100000000001336:AI_Testing_TM336 3:TM/TA:1002100000000001311:AI_Testing_TM311:1002100000000001352:AI_Testing_TM352 2:TM/TA:1002100000000001310:AI_Testing_TM310:1002100000000001311:AI_Testing_TM311 1:PE:1601431165415322185:TEST12:1002100000000001310:AI_Testing_TM310	Approved	11-10-2024 05:54 PM	11-10-2024 07:36 PM	
100000000000050		2:TD:1002100000000001312:AI_Testing_TM312:: 1:PE:1601431165415322185:TEST12:1002100000000001312:AI_Testing_TM312	Rejected by PE	11-10-2024 06:28 PM	11-10-2024 07:33 PM	

Items per page: 5 ▾ 1 - 2 of 2 |< < > >|

Export to Excel

Other TMs can only view status of immediate entities

Welcome, AI_Testing_TM312
Logged in as TM, 1002100000000001312 Last Logged in



Profile ▾ Self Care ▾ GST ▾ TTSL Helpdesk ▾ Complaints ▾ Voice ▾ Manage Telemarketer Relationship ▾

Manage Telemarketer Relationship

PE-TM Binding List

URN	Chain ID	Requestor ID	Requestor Name	Respondant ID	Respondant Name	Role	Action Date	Chain Status	Sequence Status	Action
1000000000000050		1002100000000001312	AI_Testing_TM312			TD	2024-10-11T18:21:29.000Z	Rejected	Rejected by PE	
1000000000000050		1601431165415322185	TEST12	1002100000000001312	AI_Testing_TM312	PE	2024-10-11T18:28:23.000Z	Rejected	Approved by TMDelivery	

Items per page: 5 ▾ 1 - 2 of 2 |< < > >|

Export to Excel

Other TMs can only view status of immediate entities

Welcome, AI_Testing_TM311
Logged in as TM, 1002100000000001311 Last Logged in

Profile ▾ Self Care ▾ GST ▾ TTSL Helpdesk ▾ Complaints ▾ Voice ▾ Manage Telemarketer Relationship ▾

Manage Telemarketer Relationship [PE-TM Binding List](#)

URN	Chain ID	Requestor ID	Requestor Name	Respondant ID	Respondant Name	Role	Action Date	Chain Status	Sequence Status	Action
1000000000000049		1002100000000001311	AI_Testing_TM311	1002100000000001352	AI_Testing_TMS52	TM/TA	2024-10-11T12:27:41.000Z	Approved	Approved by TM/TA	
1000000000000049		1002100000000001310	AI_Testing_TM310	1002100000000001311	AI_Testing_TM311	TM/TA	2024-10-11T12:27:41.000Z	Approved	Approved by TM/TA	

Items per page: 5 1 - 2 of 2 |< < > >|

Export to Excel

Final Request Status of Telemarketer Delivery

Welcome, AI_Testing_TM312

Logged in as TM, 1002100000000001312 Last Logged in



Profile ▾ Self Care ▾ GST ▾ TTSL Helpdesk ▾ Complaints ▾ Voice ▾ Manage Telemarketer Relationship ▾

Manage Telemarketer Relationship

PE-TM Binding List

URN	Chain ID	Requestor ID	Requestor Name	Respondant ID	Respondant Name	Role	Action Date	Chain Status	Sequence Status	Action
1000000000000051		1002100000000001312	AI_Testing_TM312	1002100000000001311	AI_Testing_TM311	TM/TA	2024-10-11T18:21:29.000Z	Approved	Approved by TM/TA	
1000000000000051		1601431165415322185	TEST12	1002100000000001312	AI_Testing_TM312	PE	2024-10-11T19:38:58.000Z	Approved	Approved by TM/TA	
1000000000000050		1002100000000001312	AI_Testing_TM312			TD	2024-10-11T18:21:29.000Z	Rejected	Rejected by PE	
1000000000000050		1601431165415322185	TEST12	1002100000000001312	AI_Testing_TM312	PE	2024-10-11T18:28:23.000Z	Rejected	Approved by TM Delivery	

Items per page: 5 1 - 4 of 4 |< < > >|

Export to Excel

Thank You!

#TimeToDoBig

www.tatatelebusiness.com



PE TM Chain Creation

User Manual
For Enterprises & Telemarketers

Overview

This document outlines the necessary steps required for PE – TM chain creation on DLT for Enterprises, Telemarketers for Aggregation Function (TM-AF) as well as Telemarketers for Delivery Function

The Chain can be initiated on any DLT by an enterprise. The TM’s will need to login to the respective DLT Portal to approve or reject the request. The TM’s which are not directly mapped to the same DLT as enterprise, will be given option to login to the DLT portal with limited access to access PE – TM Chains.

The chain has to be approved at all stages by all respective stakeholders like TM-AF as well as TM-DF. The Selection of TM-DF will mark the end of chain and it will be assumed that traffic will be submitted by TM-DF to the Telco DLT Network. Once the TM-DF is marked in the chain and its accepted by the TM-DF, a final request will go to PE for the approval of end to end chain.

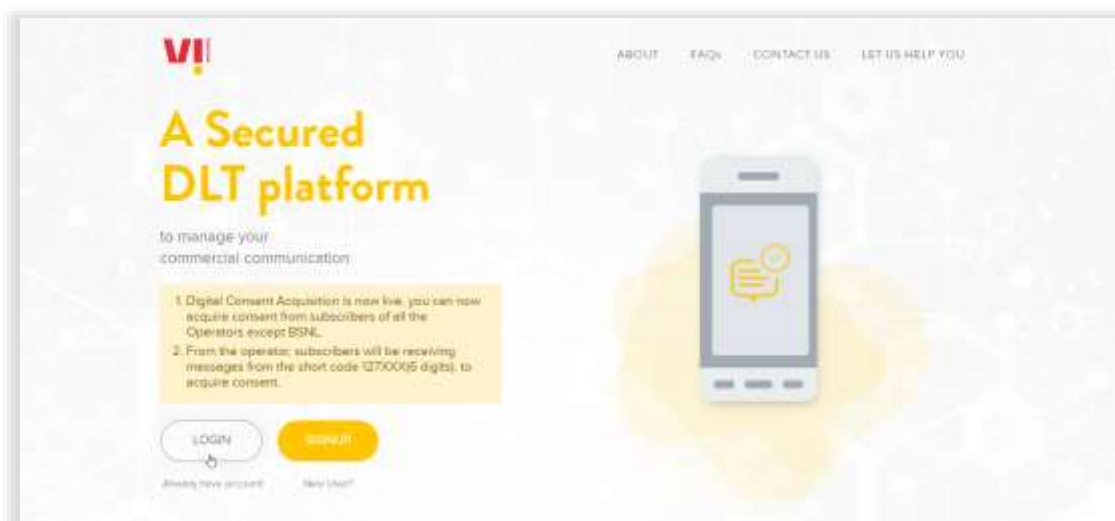
PE as well as TM-AF are required to choose only the next hop to whom the traffic is being directly submitted. TM-DF will have no option to choose any next hop.

PE shares its entity ID, and TM-AFs has to share TM ID with comma separated, and TM-DF will share it’s TM ID with comma separated for that chain, while submitting the SMS.

TM-DFs are required to generate hash and submit the same in the TLV parameter, the process for which will be shared separately with all TM-DF.


Enterprise Login

1. To initiate the chain, enterprise needs to login to DLT and initiate a chain on DLT Portal. Go to <https://www.vilpower.in/> and Click on Login




2. Select Login as Enterprise and Click on NEXT

A secured DLT platform to manage your commercial communications



Enterprise
A commercial business (individual or company) dealing with products or services, who would like to communicate with their customers through SMS or voice.



Telemarketer
Telemarketer Aggregator: An individual or a company who collects SMS/voice traffic from enterprises, but **DO NOT** have direct connection with telecom operator.
Telemarketer Delivery: An individual or a company who collects SMS/voice traffic from enterprises, and has **direct connection** with telecom operator.

Please contact our Support Team before the sign up process, in case you are confused to choose as Enterprise or Telemarketer.
Phone: +91-9619 500 900 (10AM to 5PM - Monday to Friday) | Email: support@vilpower.in

Select your Area of Operation

orcpw

As Enterprise [View Details](#)

As Telemarketer [View Details](#)

As Mobile Subscriber [View Details](#)

[New User? Sign Up Here](#)

3. Enter your Email Address and password

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Please contact our Support Team before the sign up process, in case you are confused to choose as Enterprise or Telemarketer.
Phone: +91-9619 500 900 (10AM to 5PM - Monday to Friday) | Email: support@vilpower.in

Enterprise Login

Enter your email address

jurushotham1@gmail.com

Password

Remember Me

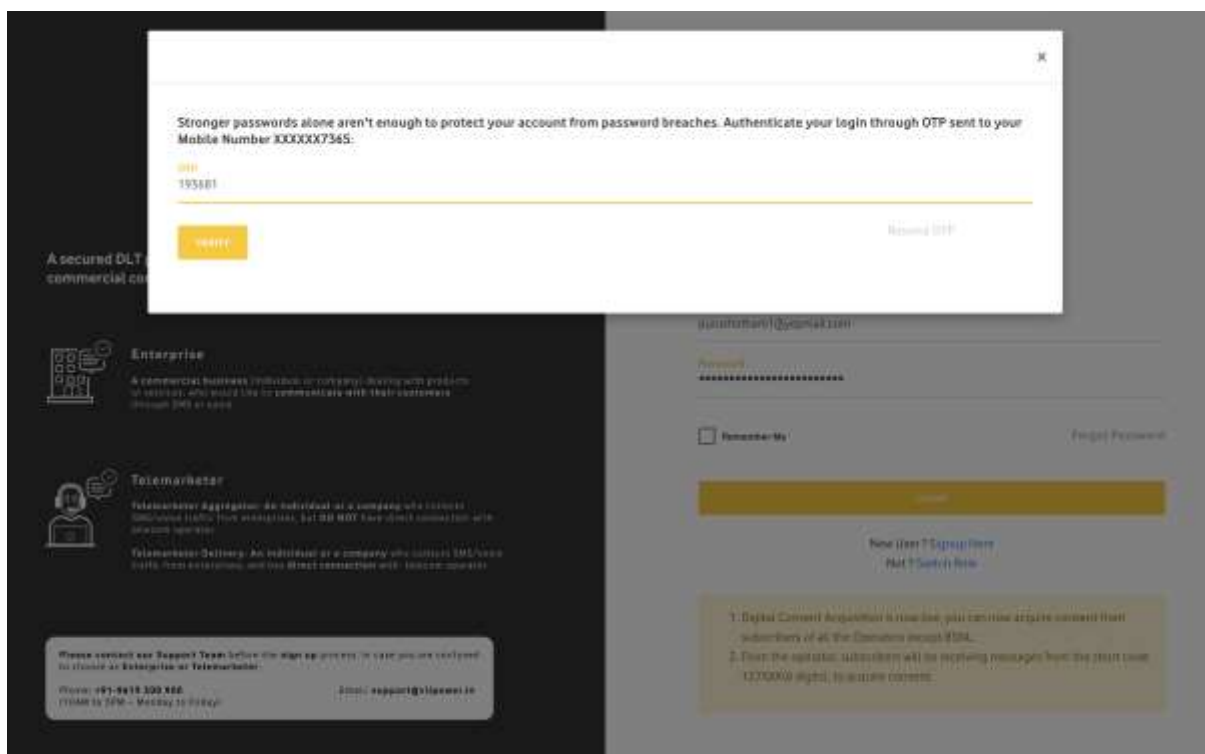
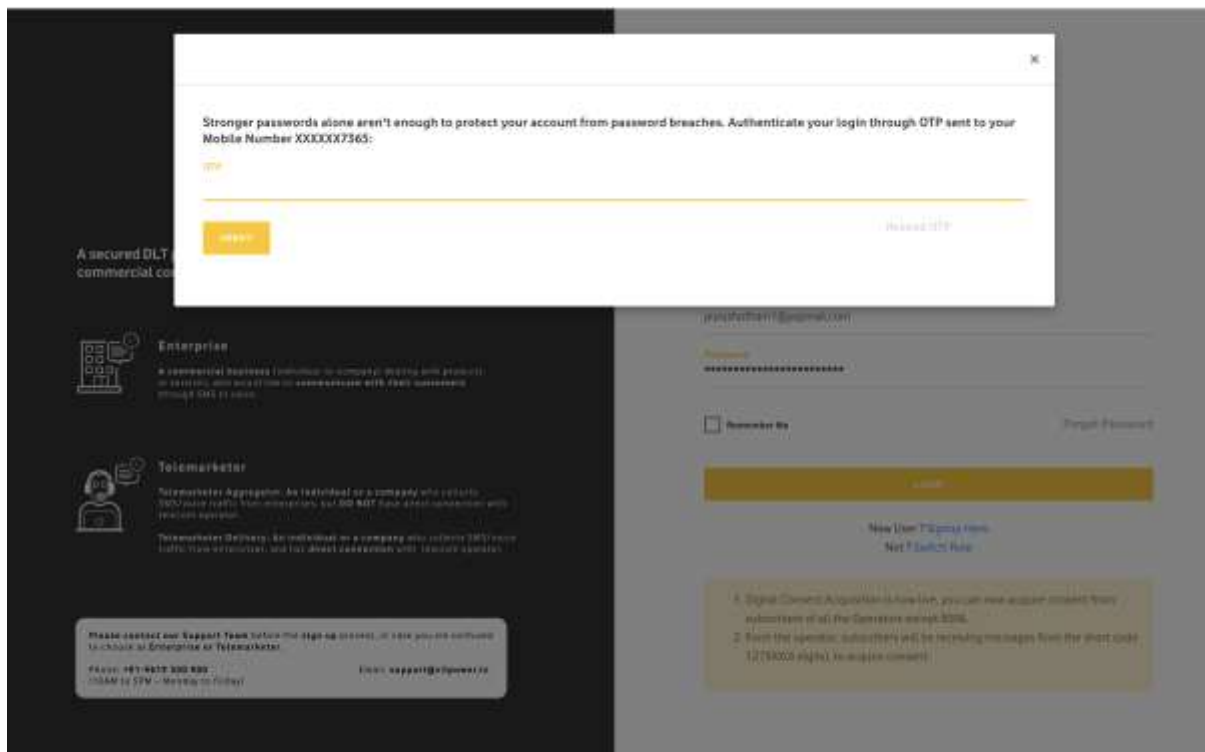
[Forgot Password](#)

[New User? Sign Up Here](#)

[Not? Switch Role](#)

1. Digital Content Acquisition is now live, you can now acquire content from subscribers of all the Operators except ESPEL.
2. From the operator, subscribers will be receiving messages from the short code 127XXXXX Digital, to acquire content.

4. Enter the OTP received on your registered Mobile number and click Verify



- On the DLT Home page, you will see the option of Chains, Click on chains option and further click on “New Chain” tab

Chain ID	Chain Name	Created On	First Telemarketer Name	First Telemarketer ID	Number of TMs	Approval Status	Status	Actions
1115172958091568891	Widerchain2	22-Oct-2024 17:05:56	TMAIone	1102386580000002515	1	Approved	Active	
11151729580928813792	Widerchain1	22-Oct-2024 16:34:48	Widerchain1Prest	140242075000000182	1	Pending	Active	
111517295809491722	Regulationchain2	22-Oct-2024 15:08:11	TMAIone	1102420590000002516	2	Approved	Active	
1115172958094881831	Regulationchain1	22-Oct-2024 14:54:25	BenWiseATM	140242670000000183	1	Approved	Active	
1115172958213573285	PE Rejected Case	22-Oct-2024 12:58:56	TMAIone	1102386580000002515	3	Rejected	Active	
1115172958135894002	Rejected Case New	22-Oct-2024 12:45:59	TMAIone	1102386580000002515	4	Rejected	Active	

6. Chain initiation Page

Chain Initiation Details.
Add the details here:

Chain Name*

Select Telemarketer:

Telemarketer Name

Telemarketer ID

Telemarketer Type

As per TRAI mandate, all the messages sent by Enterprises must be traceable.

Please choose you need Telemarketer, A chain will be complete once a Telemarketer Delivery accepts the chain.

7. Enter a name to the chain, search TM-AF or TM-DF (to whom the traffic is delivered directly by the Enterprise) and submit the request,

Chain Initiation Details:
Add the details here:

Sample Chain

1102574430000002522-TMAFseven

TMAFseven

1102574430000002522

Telemarketer Aggregator

CANCEL SUBMIT

As per TRAI mandate, all the messages sent by Enterprises must be traceable.
Please choose your next Telemarketer. A chain will be complete once a Telemarketer Delivery accepts the chain.

8. Chain Home page will show the request pending as its pending with the TM to approve chain initiation request.

PE-TM BINDING

Showing results in between the dates August 1, 2019 - October 23, 2024

Select Telemarketer: All

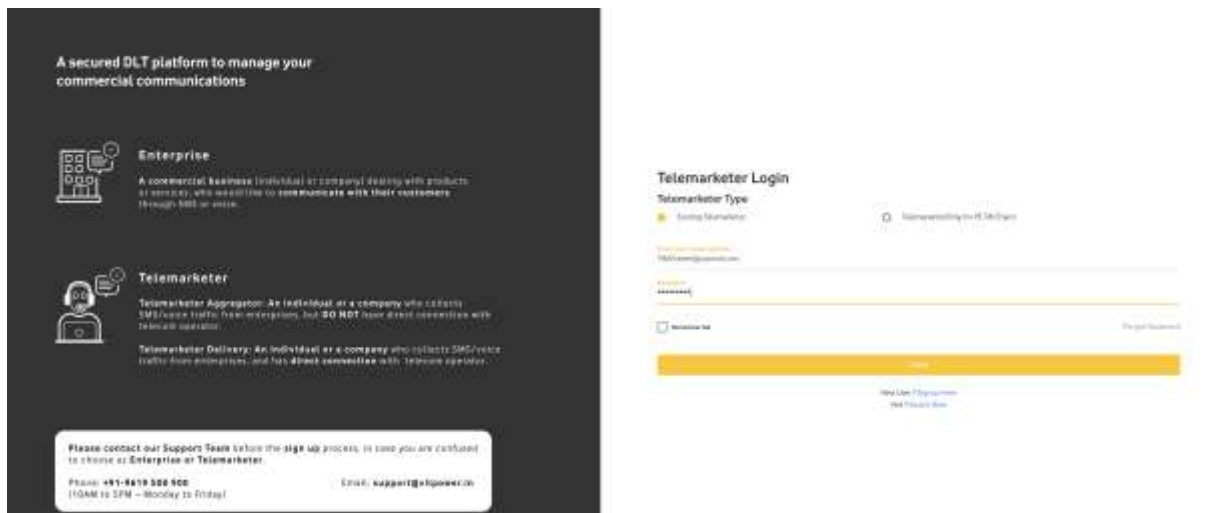
SEARCH

Chain ID	Chain Name	Created On	First Telemarketer Name	First Telemarketer ID	Number Of TMs	Approval Status	Status	Actions
1115172966734181321	Sample Chain	23-Oct-2024 12:42:23	TMAFseven	1102574430000002522	1	Pending	Action	

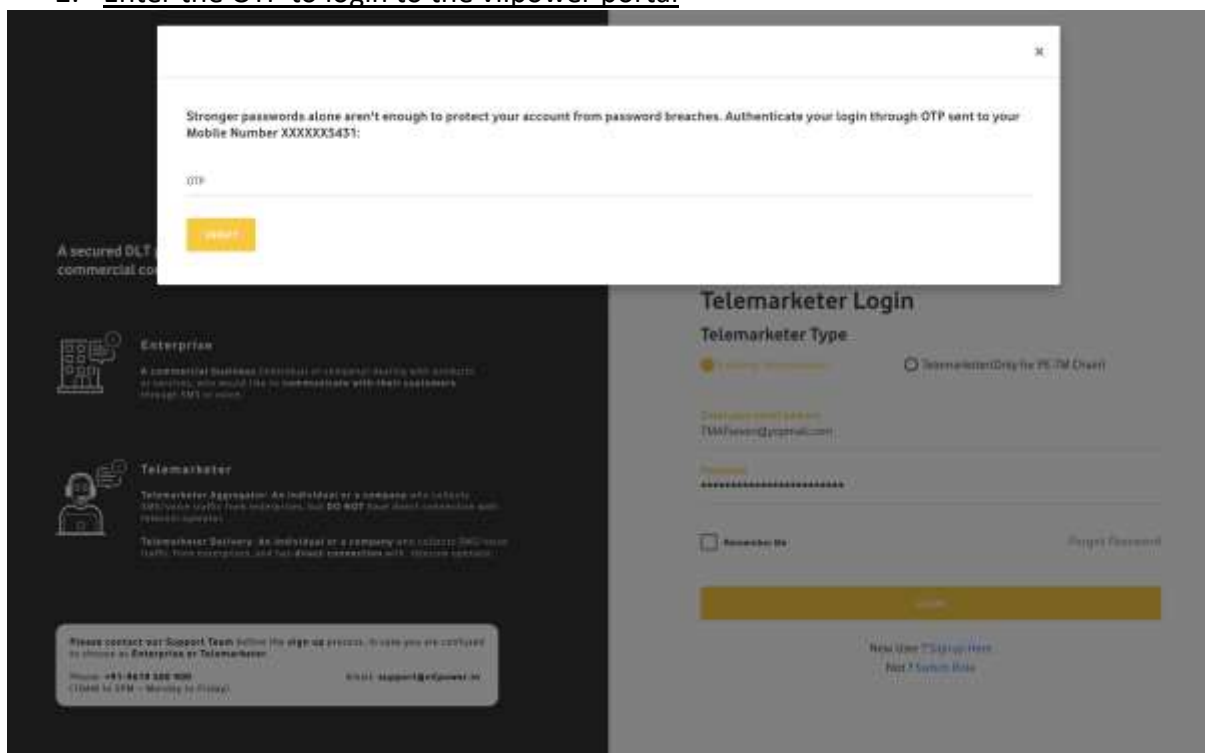
9. TM(who are registered on VILPOWER) will receive a mail notification to their registered mail ID, to act on the PE TM chain.

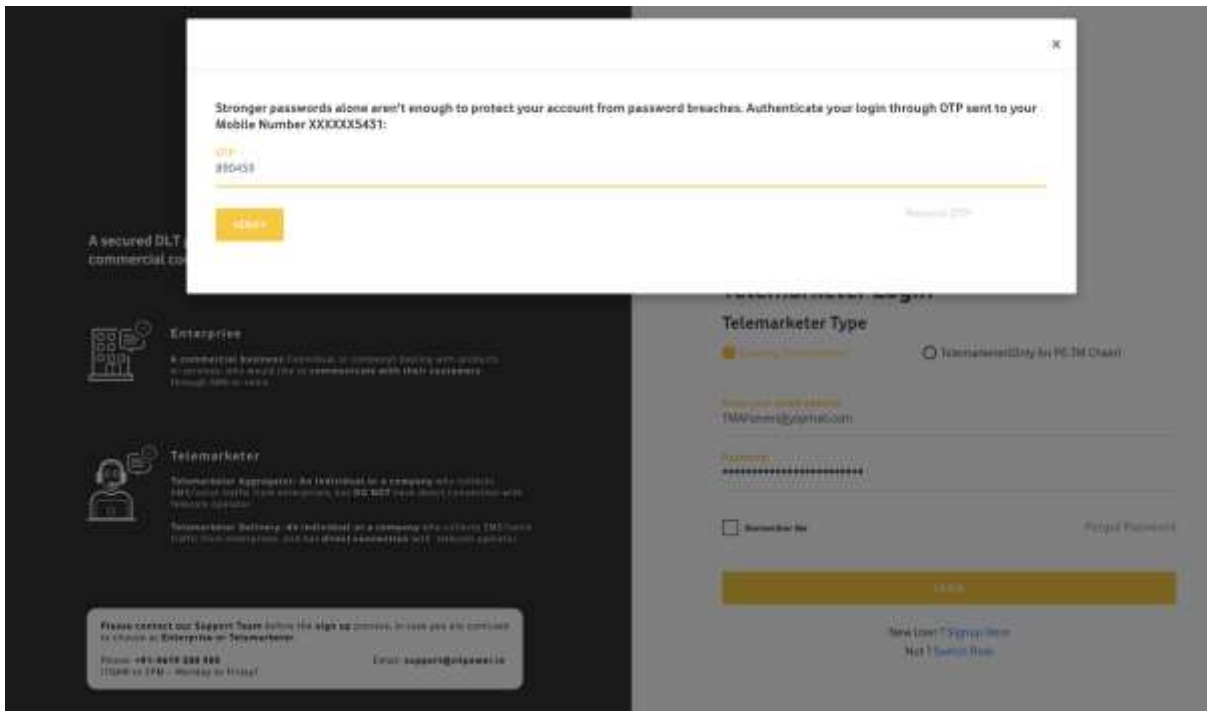
TM – Aggregator Login

- For TM with existing credentials with vilpower, choose existing telemarketer for login and enter email and password. TM will receive a mail notification to their registered mail ID, to act on the PE-TM chain.
 TM with existing relation with have access via regular login, while TM with no relation to Vilpower will have limited access with Telemarketer (only for PE-TM chain)

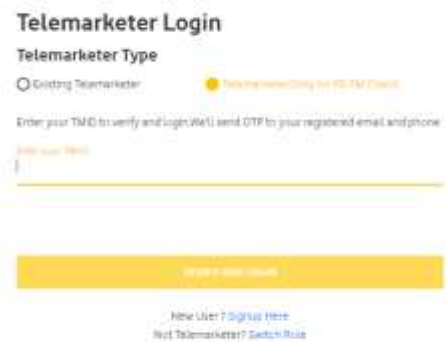


- Enter the OTP to login to the vilpower portal

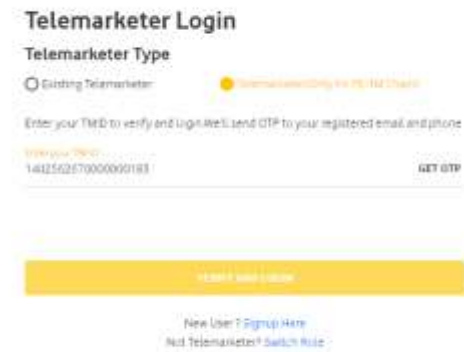




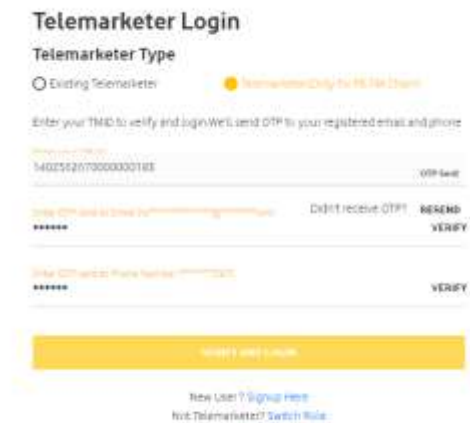
- For TM with no existing relationship with vilpower portal, pl choose TM (only for PE-TM chain)



4. Pl enter the Telemarketer ID issued by the DLT eco system



5. Enter the OTP triggered to the both registered Mobile Number and Email id which will be used to two factor authentication to the Vilpower Portal



6. Verify and login to the vilpower Portal

A secured DLT platform to manage your commercial communications

Enterprise

A commercial business individual or company dealing with products or services, who would like to communicate with their customers through SMS or voice.

Telemarketer

Telemarketer Aggregator: An individual or a company who collects SMS/Voice traffic from enterprises, but **DO NOT** have direct connection with telecom operators.

Telemarketer Delivery: An individual or a company who collects SMS/Voice traffic from enterprises, and has direct connection with telecom operators.

Please contact our Support Team before the sign up process, in case you are confused to choose an Enterprise or Telemarketer.

Phone: +91-9419 888 900 | Email: support@vilpower.in

Telemarketer Login

Telemarketer Type

Existing Telemarketer ● **Telemarketer Only for PE-TM Chain**

Enter your TMID to verify and login We'll send OTP to your registered email and phone

Enter your TMID

140252367000000183 Get Sms

Enter your TMID or Email or Mobile Number

***** Didn't receive OTP? **RESEND**

Verified

Enter your TMID or Email or Mobile Number

***** Didn't receive OTP? **RESEND**

Verified

VERIFY AND LOGIN

[New User? Sign up Here](#)
[Not Telemarketer? Switch Role](#)

- Click on chain option on the home page & View all Pending and approved request on the Chain Home Page and click on Action to take next steps
TM with only PE-TM Chain only option will only have access to view, declare, accept/reject chains

The screenshot shows the 'PE-TM BINDING' page in the VI Business portal. It includes a search bar for 'Chain ID' and a table with columns: Chain ID, Chain Name, Requester Type, Requester Name, Requester ID, Date Requested, Next Telemarketer Name, Chain Status, Status, and Actions. The table lists three pending chains.

Chain ID	Chain Name	Requester Type	Requester Name	Requester ID	Date Requested	Next Telemarketer Name	Chain Status	Status	Actions
11117296734181321	Simple Chain	PE	Priso Business	110143046000002350	23-Oct-2024 12:42:22	-	Pending	Active	Action
11113172959216740907	TestFinalChain	PE	Perestanding	11011239475000002124	22-Oct-2024 16:16:08	-	Pending	Active	Action
111172958948011257	RequestForVoiceHeaders	PE	VjKempokrene	110144440000002350	23-Oct-2024 15:01:01	-	Pending	Active	Action

Showing 1 to 3 of 3 entries

- Check the request from PE or TM-AF & Choose next TM-AF or TM-DF to move the chain further. To Reject the request from PE, click on Reject

Chain Mapping Request

Chain ID	Chain Name	Requester Type	Requester Name	Date Requested	Date Actioned	Next TM Name	Chain State	Status
1115172966754181321	Sample Chain	Enterprise	prmo business	2024-10-23 12:42:22	NA	NA	Enabled	Active

Distribution Mapping Lineage

Here is the TM that you are being mapped by. Please check and Add next Telemarketer to the chain.

Entity type: Enterprise

Entity type: Telemarketer Aggregator

```

graph LR
    A["prmo business  
(110143046000002390)"] --> B["TMAFseven  
(110237443000002522)"]
        
```

Requested on: 2024-10-23 12:42:22

Business Justification: NA

Add next Telemarketer

The chain will be connect to the telemarketer you have selected.

110253902000002508-tndfvoice

tndfvoice

110253902000002508

Telemarketer Delivery

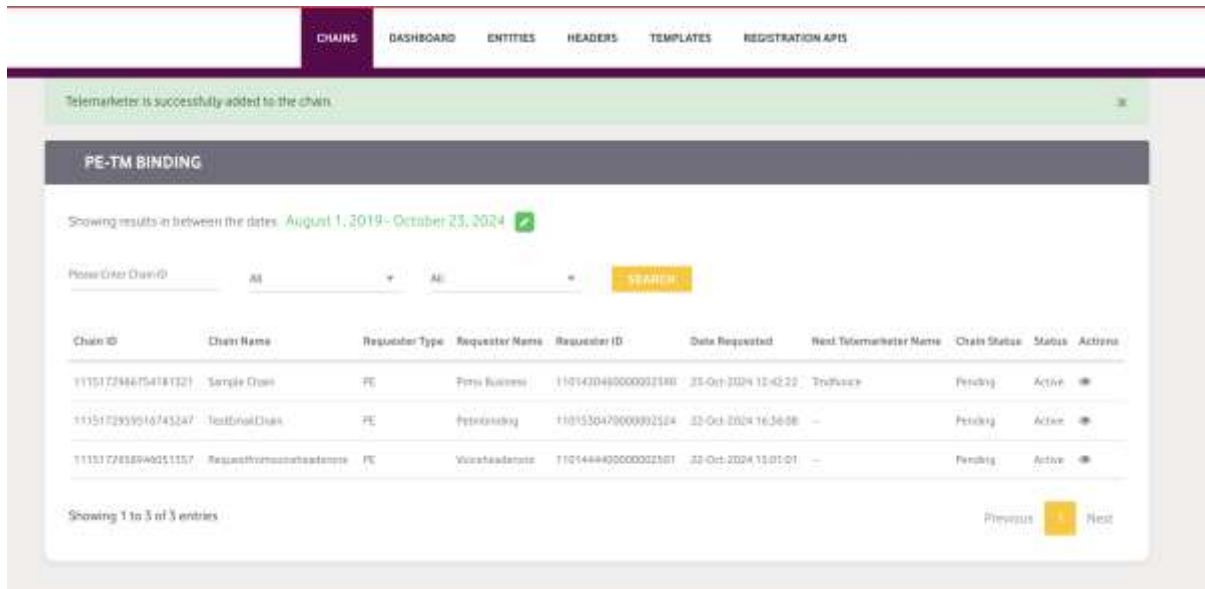
REJECT **CONFIRM**

Are you sure you want to add this Telemarketer?

CANCEL **CONFIRM**

The background interface is dimmed, showing the same 'Chain Mapping Request' details as the previous screenshot.

- Only the TM-AF or TM-DF is chosen, it will show in pending state with Telemarketer name in Next TM Name.



- Suitable Justification is mandatory for adding more than 3 TM-AF in the chain

TM – Delivery Function Login

1. Login with existing credentials or with login only for PE TM Chain creation on the VILpower portal



Telemarketer Login

Telemarketer Type

- Existing Telemarketer
 Telemarketer(Only for PE-TM Chain)

Enter your email address:
tmfvoicc@gmail.com

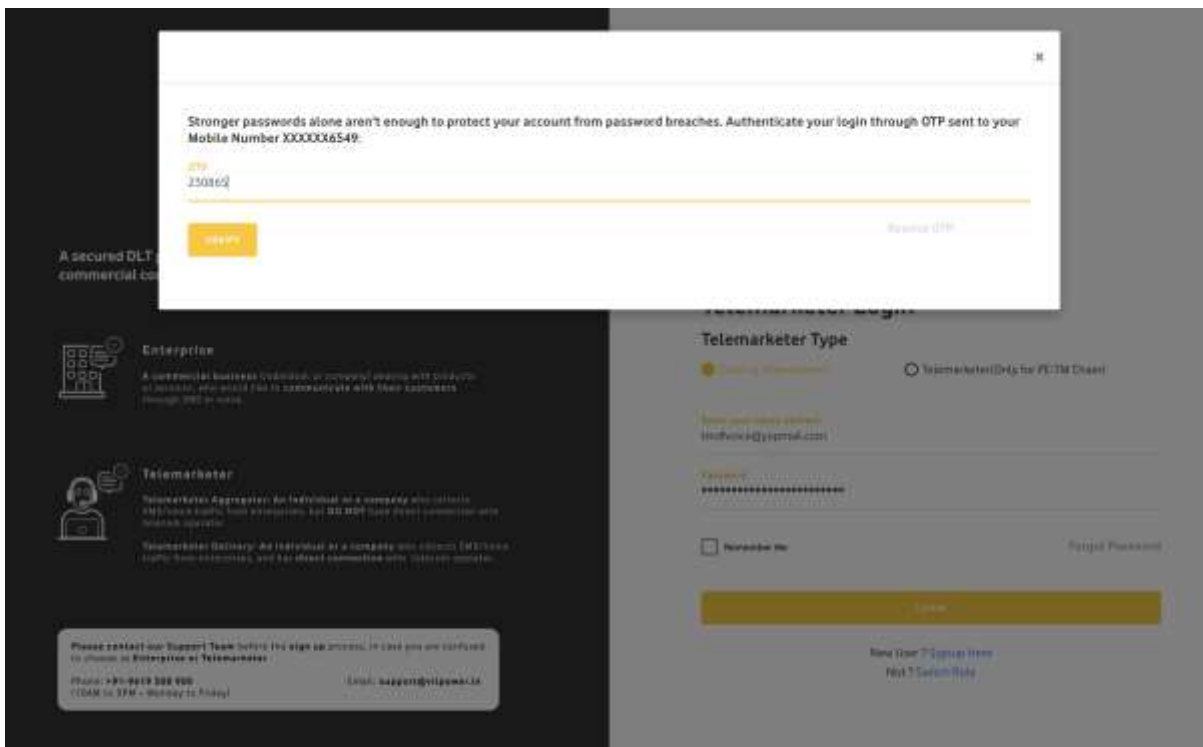
Password:

Remember Me

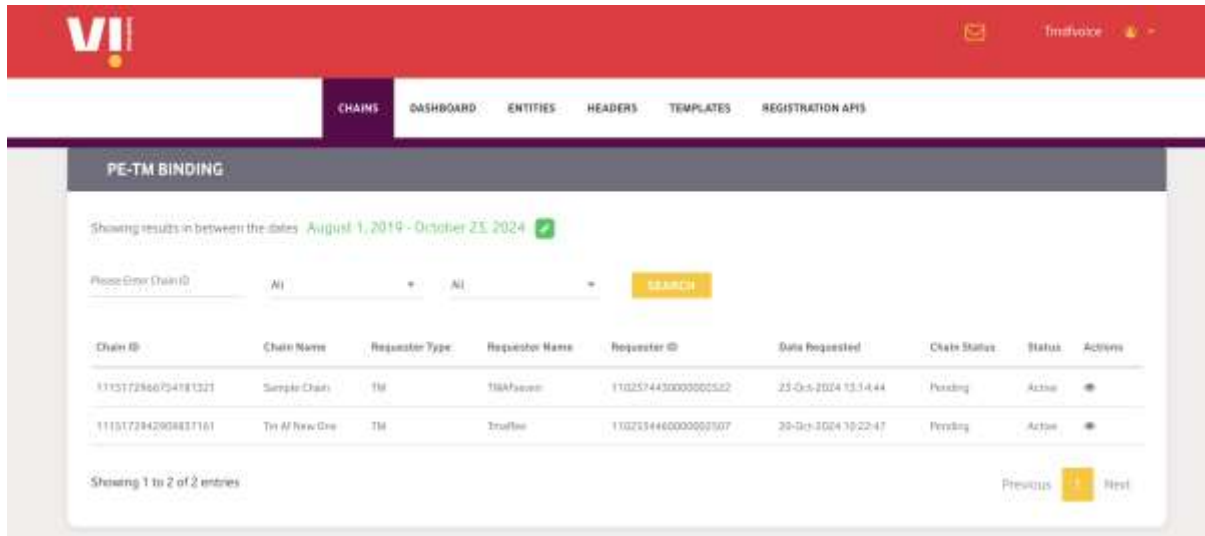
[Forgot Password?](#)

LOGIN

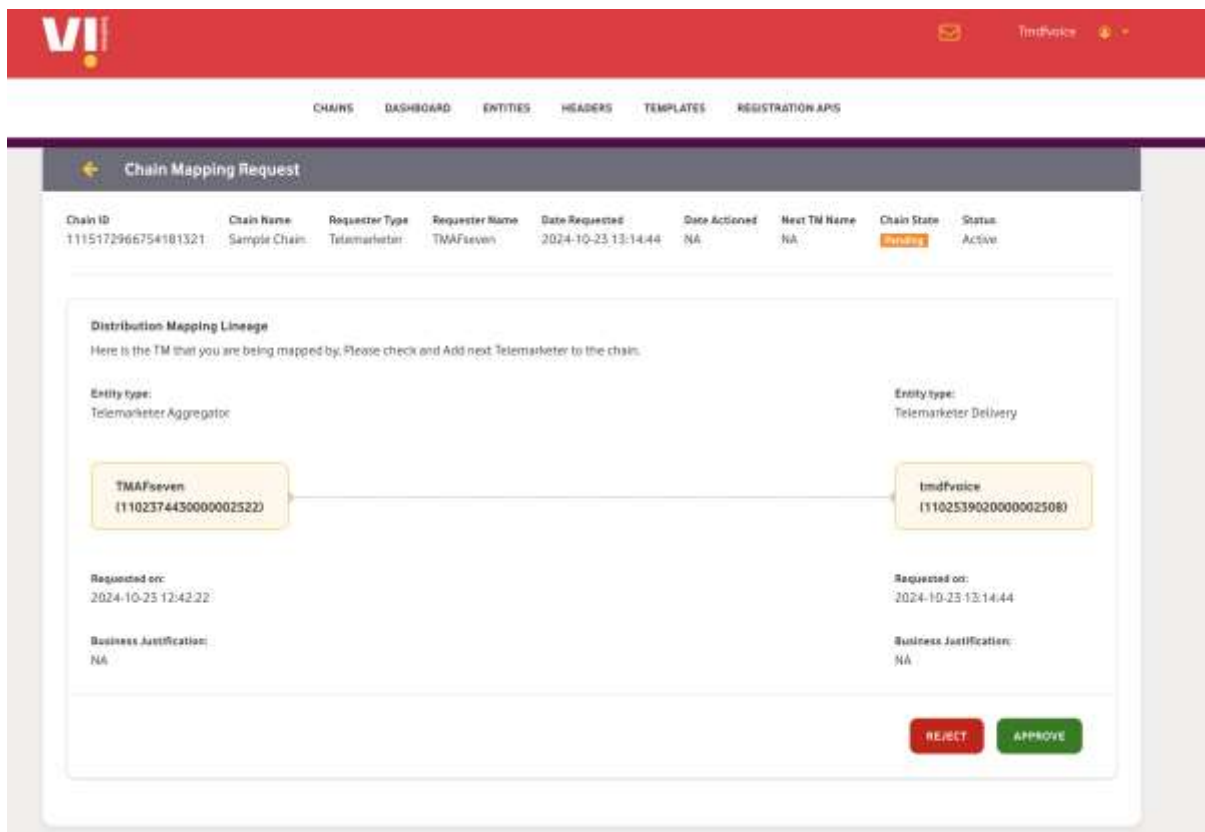
[New User? Signup Here](#)
[Not? Switch Role](#)

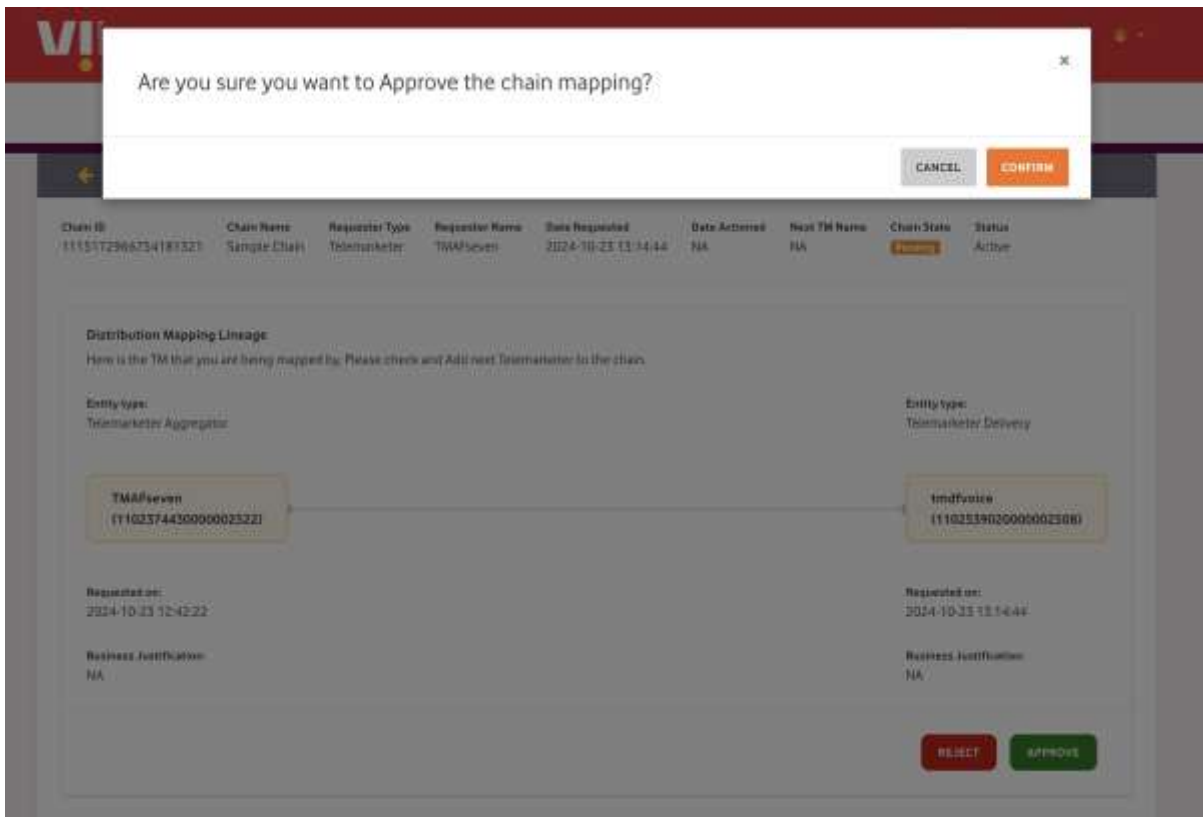


2. Click on chains option to view the active and pending chain requests and click on actions for taking action on chains.

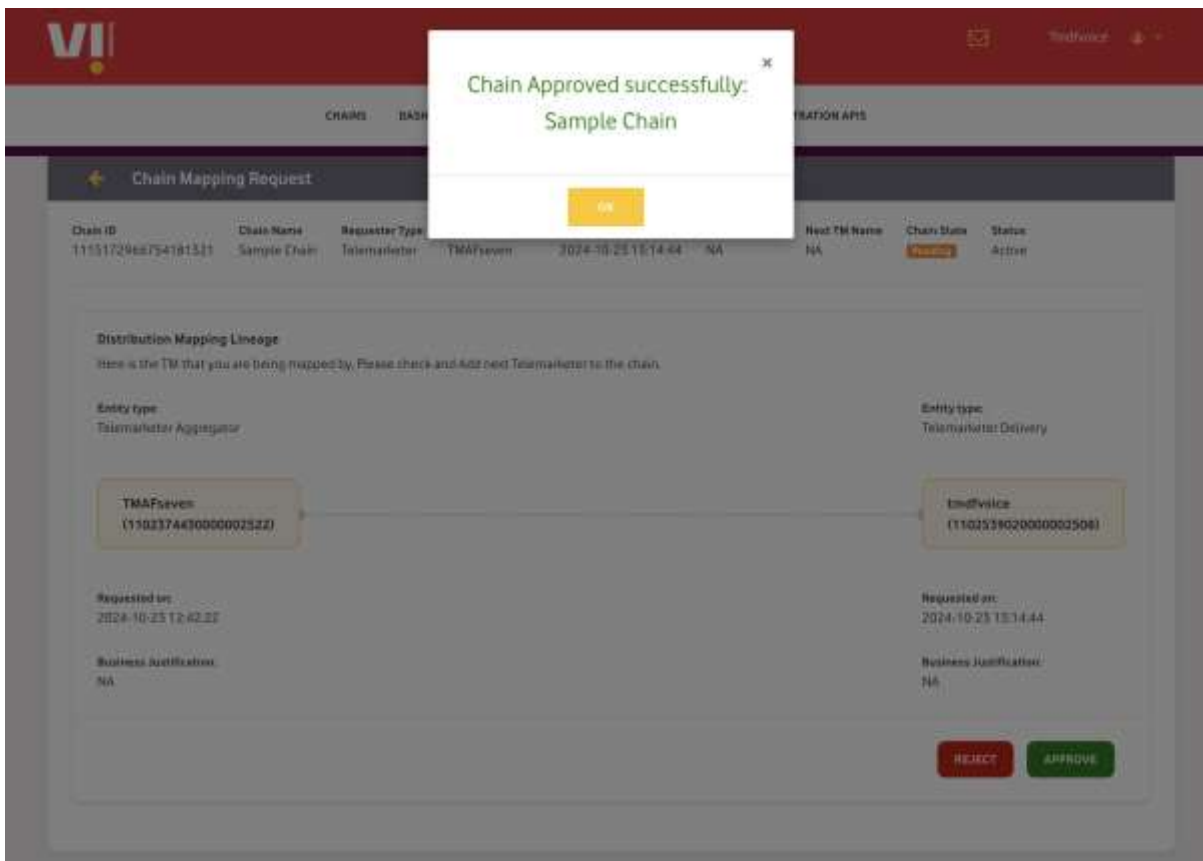


3. View the request and approve and reject the request.
 - a. Pl note that TM DF will have no visibility of PE in case the request has been raised by TM-AF
 - b. TM-DF cannot choose further TM-DF, as there is only single TM-DF allowed in the chain.





- Post Chain approval, it will go to home page of chains in pending state where final approval will be given by PE for complete chain.



Enterprise Login

1. Click on actions to view pending chain requests

Showing results in between the dates **August 1, 2019 - October 23, 2024**

Chain ID	Chain Name	Created On	First Telemarketer Name	First Telemarketer ID	Number Of TMs	Approval Status	Status	Actions
1115172966754181321	Sample Chain	23-Oct-2024 12:42:22	TMAFseven	1102374430000002522	2	Pending	Active	

2. View the entire chain end to end and click to approve or reject

← Chain Mapping Request

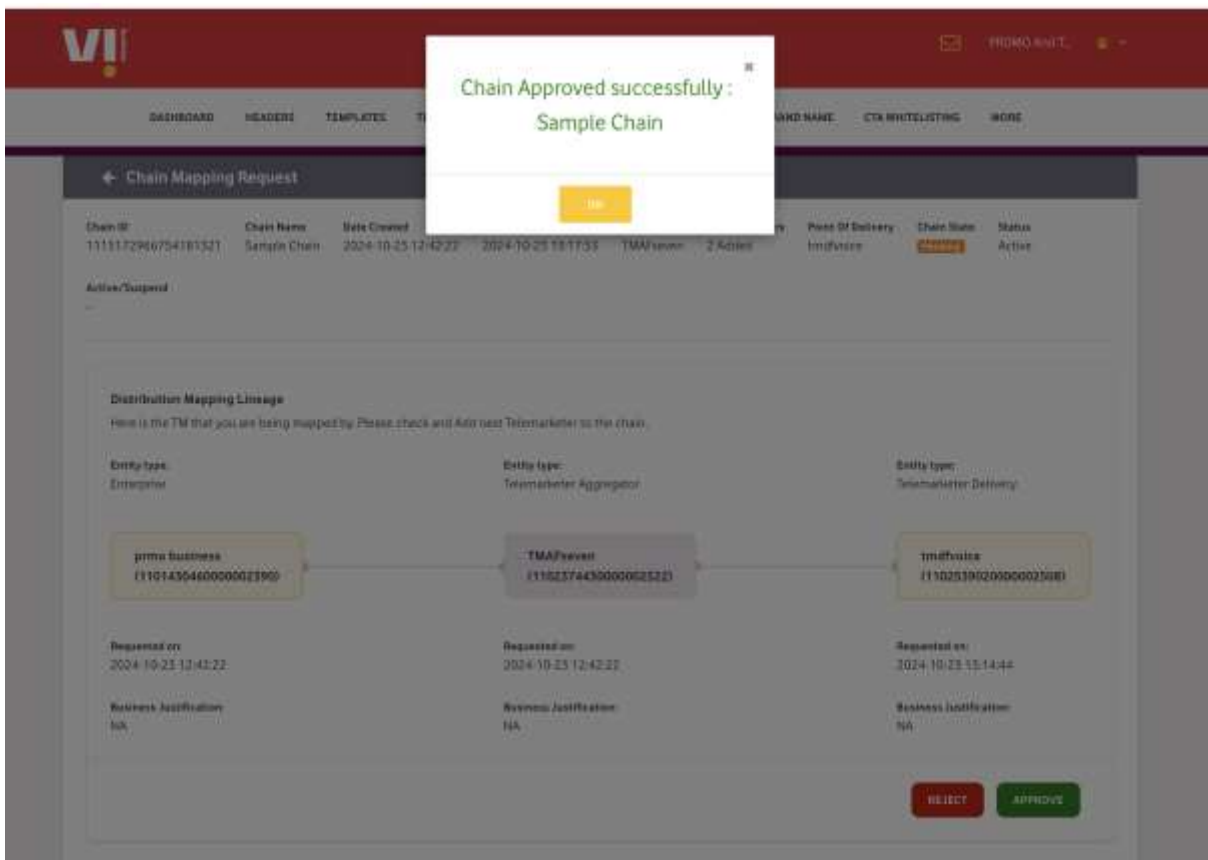
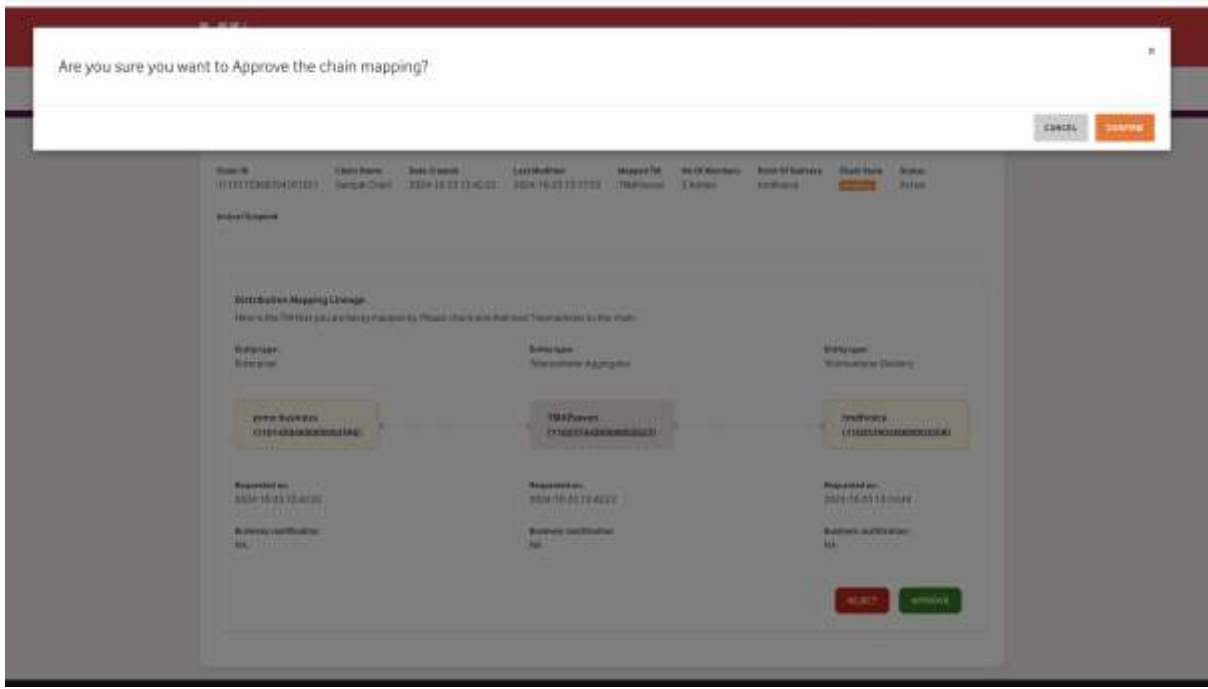
Chain ID	Chain Name	Date Created	Last Modified	Mapped TM	No Of Members	Point Of Delivery	Chain State	Status
1115172966754181321	Sample Chain	2024-10-23 12:42:22	2024-10-23 13:17:55	TMAFseven	2 Added	tmdfvoice	Pending	Active

Active/Suspend

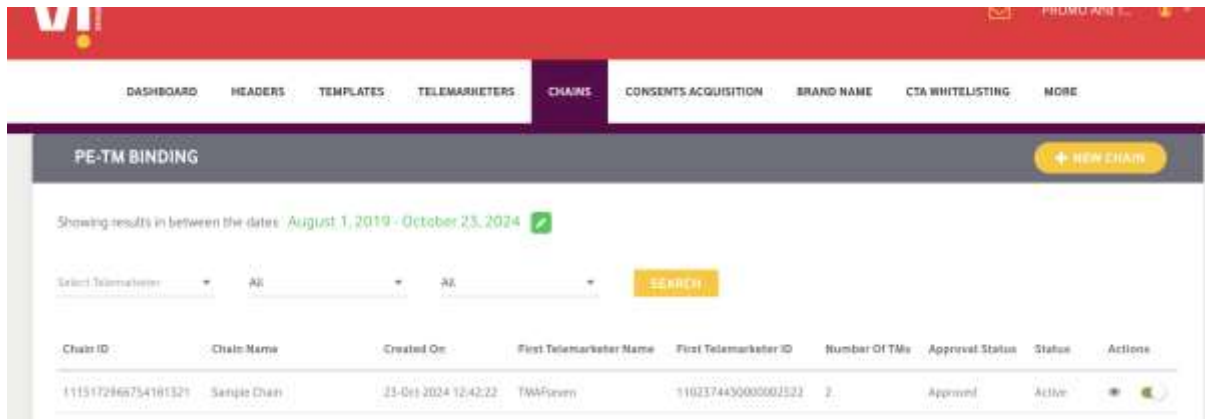
Distribution Mapping Lineage
Here is the TM that you are being mapped by, Please check and Add next Telemarketer to the chain.

Entity type:	Entity type:	Entity type:
Enterprise	Telemarketer Aggregator	Telemarketer Delivery
prmo business (1101430460000002390)	TMAFseven (1102374430000002522)	tmdfvoice (1102539020000002508)
Requested on: 2024-10-23 12:42:22	Requested on: 2024-10-23 12:42:22	Requested on: 2024-10-23 13:14:44
Business Justification: NA	Business Justification: NA	Business Justification: NA

REJECT **APPROVE**



- Once the chain is approved, it will be available on the home page of Enterprise as a approved chain



PE-TM BINDING + NEW CHAIN

Showing results in between the dates: August 1, 2019 - October 23, 2024 ✔

Select Telemarketer: SEARCH

Chain ID	Chain Name	Created On	First Telemarketer Name	First Telemarketer ID	Number Of TMs	Approval Status	Status	Actions
1115172966754181321	Sample Chain	23-Oct-2024 12:42:22	TMAForum	1102374430000002322	2	Approved	Active	