



Central Depository Services (India) Limited

Convenient + Dependable + Secure

COMMUNIQUE TO REGISTRAR & TRANSFER AGENTS

CDSL/OPS/RTA/ POLCY/2024/206

November 14, 2024

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

Issuers / RTAs are advised to refer our communicate 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: dpertasupport@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 – Operations

Public

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

evised 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 (TCCCPR) 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 🔑 ☆ 📁 | R ⋮

 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

Welcome to Airtel Commercial Communications

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:	100122111131518171
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

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CONSENT VIEW

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MANAGE CTA

MANAGE SMS WORKFLOW

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List of Entity Workflows

ACTIVE

INACTIVE

PENDING WITH TM

PENDING

REJECTED

Click here to register New PE-TM Relationship Mapping.

Click here to add TM ID

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



ojha1507@gmail.com

DLT

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To Exit
Click Here

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 TM.

Step 3

The TM will review your submission and approve the request.

Click
here to add
TM Id

START CREATING

MANAGE SMS WORKFLOW PROCESS



← → ↺ airtel.in/business/commercial-communication/auth/entity/tagging/entity-tm-list/workflow/tagging-workflow ☆ 📁 | R ⋮

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

PE Need
to select any one
option to search
TM

Search Telemarketer

Select an option ▲

AIRTEL REF ID

DLT ID

NAME

ST

cel

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

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 delivery 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

NAME

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



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

 ojha1507@gmail.com

 DLT

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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

	
Testing Account	Airtel Digital Limited
1001221111131518171	1002466620000023188

PE Name

TM Name

Save

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

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) recieving 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 Click Here to See/Validate Telemarketer details	2024-10-21 11:07:40	2024-10-21 11:07:40	PENDING WITH TM	VIEW WORKFLOW Click Here to See Workflow Chain

1-4 of 4 < >

MANAGE SMS WORKFLOW PROCESS



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

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

1-4 of 4

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).

WRFW_922843138490



Testing Account

1001221111131518171



Airtel Digital Limited

1002466620000023188

REJECT

PE Can See
Chain of PE-TM
Here

ojha1507@gmail.com

DLT

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- MANAGE COMPLAINTS
- PURCHASE CREDITS
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- MANAGE VOICE TEMPLATES
- MANAGE CTA
- MANAGE SMS WORKFLOW

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Binding Journey For Telemarketers





sourabh.saxena@6dtech.co.in



DLT

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MANAGE ENTERPRISES

PURCHASE CREDITS

TRAFFIC VIEW

MANAGE VOICE WORKFLOW

MANAGE VOICE HEADERS

MANAGE SMS WORKFLOW



PROFILE



LOGOUT

ACTIVE

PENDING WITH TM

REJECTED

List of Entity Workflows

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 Click to View TM Details	2024-10-24 06:22:57	2024-10-24 06:22:57	PENDING WITH TM	VIEW WORKFLOW Click Here for Further action on Request

1-1 of 1

PE-TM Binding – Action For Telemarketer



← → ↺ airtel.in/business/commercial-communication/auth/entity/tagging/entity-tm-list/workflow/tagging-workflow ☆ | R

sourabh.saxena@6dtech.co.in

DLT

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

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Telemarketer Workflow

View the full SMS delivery 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

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

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

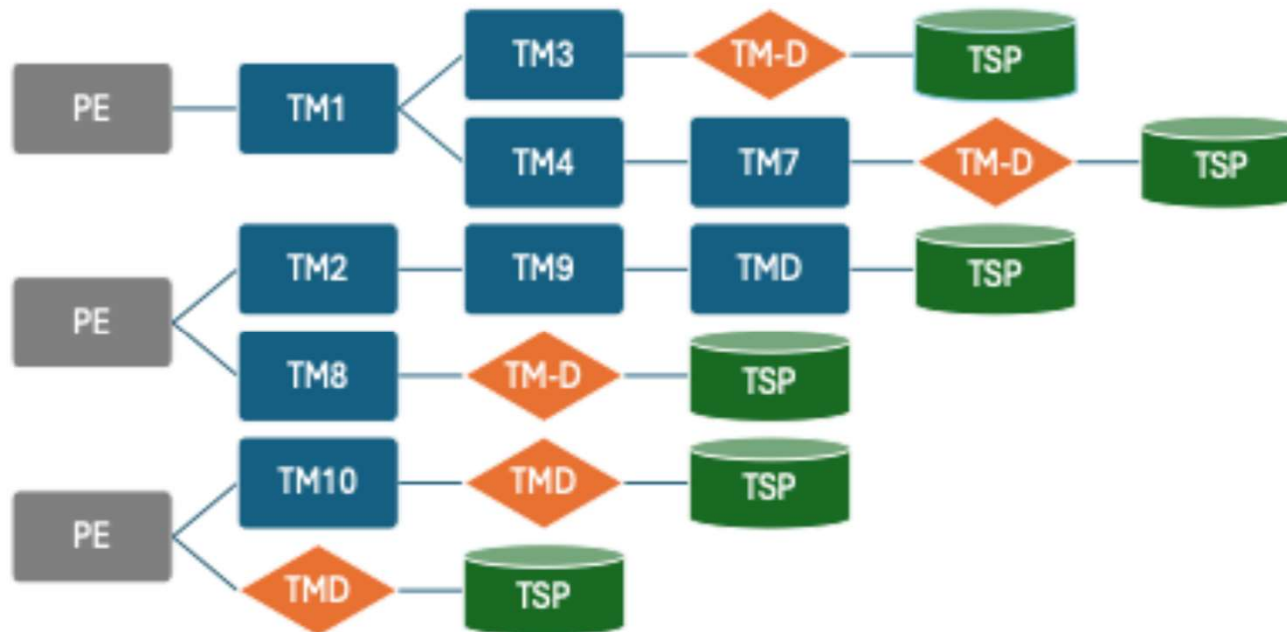
PE - TM Binding Approval Process & Workflow

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.

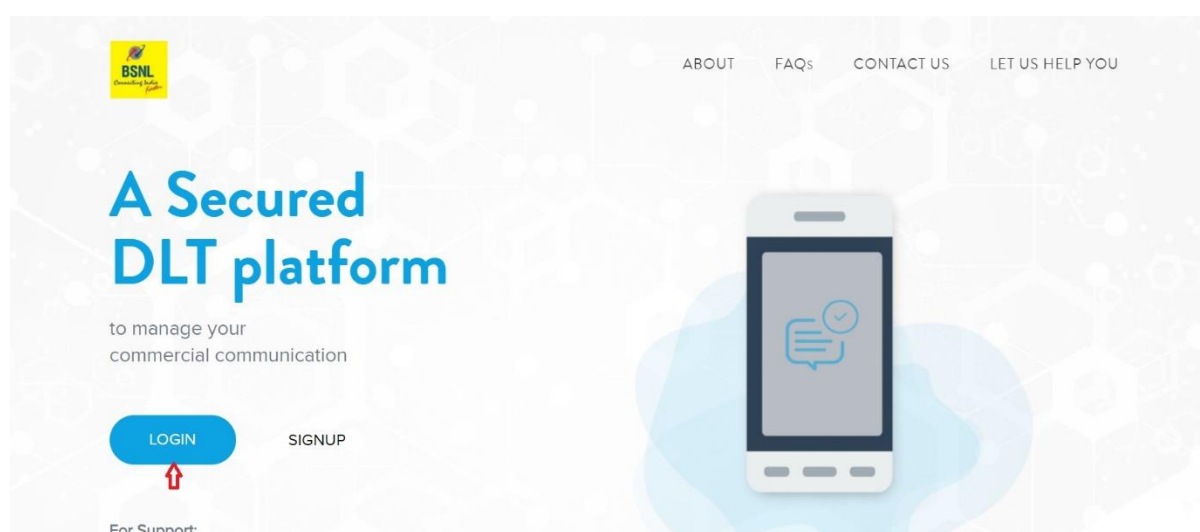
The chain has to be approved at all stages by all respective stakeholders like TM-AF as well as TM-DF. The Selection of TM-DF will mark the end of chain and it will be assumed that traffic will be submitted by TM-DF to the Telco DLT Network. Once the TM-DF is marked in the chain and its accepted by the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

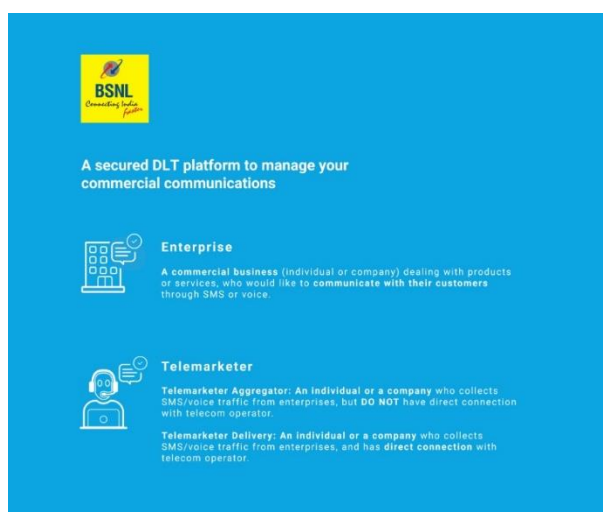
TM-DF are required to generate hash and submit the same in the TLV parameter, the process for which will be shared separately with all TM-DF.

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

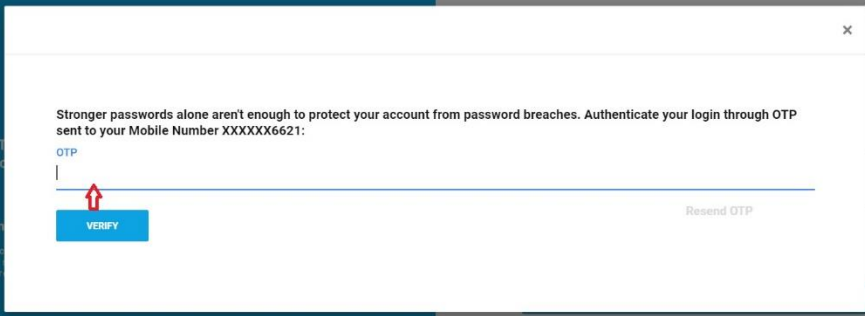
[Forgot Password](#)

LOGIN



New User ? Signup Here
Not Enterprise? Switch Role

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



Stronger passwords alone aren't enough to protect your account from password breaches. Authenticate your login through OTP sent to your Mobile Number XXXXXX6621:

OTP

[Resend OTP](#)

[Verify](#)

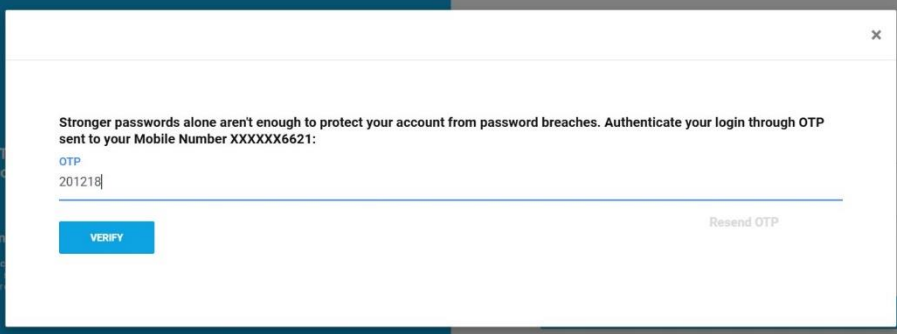
[Forgot Password](#)

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.

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



Stronger passwords alone aren't enough to protect your account from password breaches. Authenticate your login through OTP sent to your Mobile Number XXXXXX6621:

OTP

[Resend OTP](#)

[Verify](#)

[Forgot Password](#)

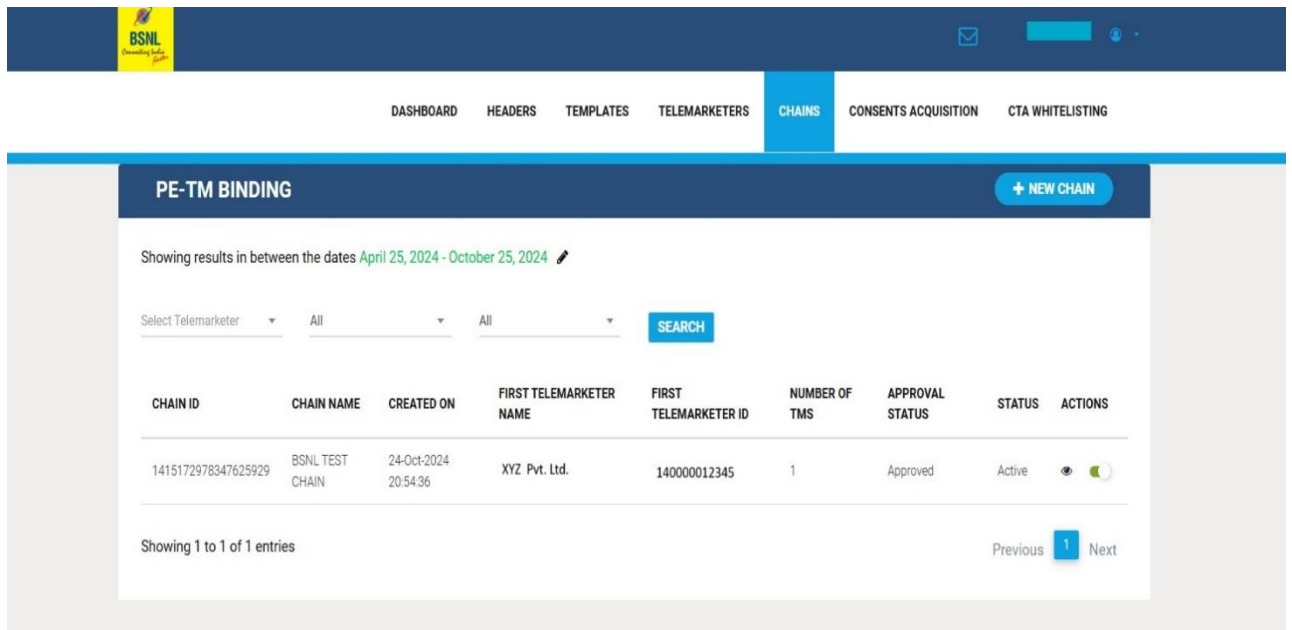
Telemarketer

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.

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

- 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 displays a table of chains under the heading 'PE-TM BINDING'. A '+ NEW CHAIN' button is visible in the top right corner. The table shows one entry for a chain named 'BSNL TEST CHAIN'.

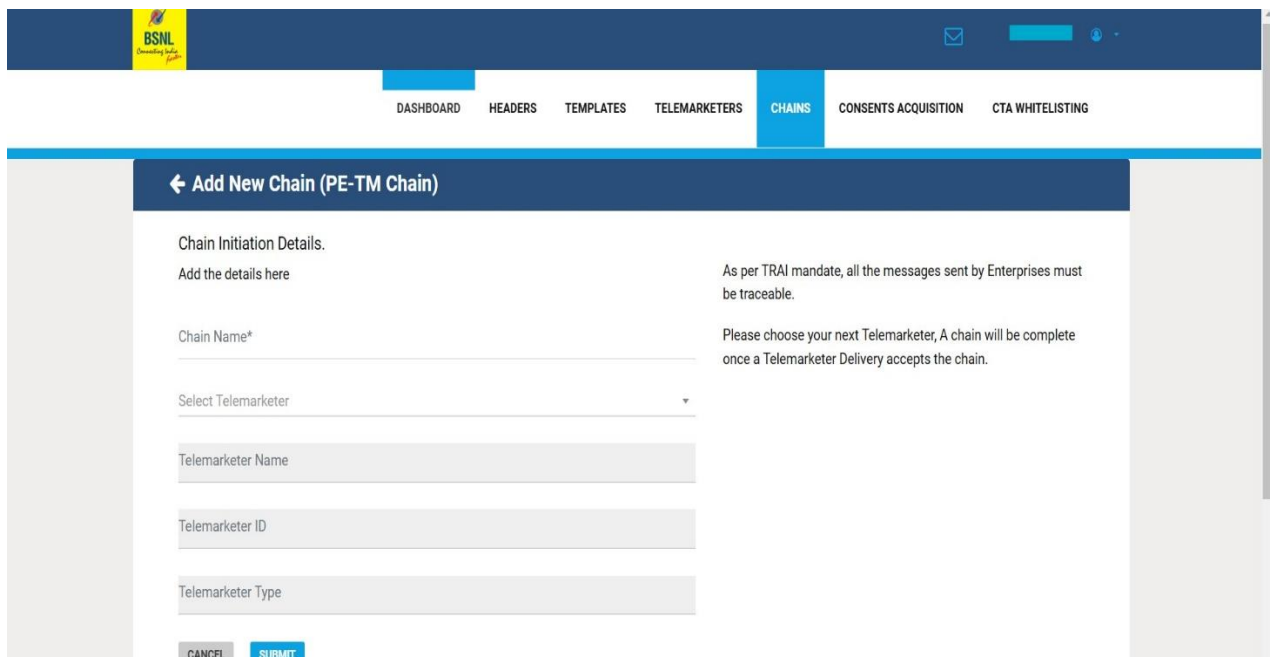
CHAIN ID	CHAIN NAME	CREATED ON	FIRST TELEMARKETER NAME	FIRST TELEMARKETER ID	NUMBER OF TMS	APPROVAL STATUS	STATUS	ACTIONS
1415172978347625929	BSNL TEST CHAIN	24-Oct-2024 20:54:36	XYZ Pvt. Ltd.	140000012345	1	Approved	Active	 

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

Select Telemarketer: All All SEARCH

Showing 1 to 1 of 1 entries Previous 1 Next

6. Chain initiation Page



The screenshot shows the 'Add New Chain (PE-TM Chain)' page. It contains a form for chain initiation details and a sidebar with instructions.

Chain Initiation Details.
Add the details here

Chain Name*

Select Telemarketer

Telemarketer Name

Telemarketer ID

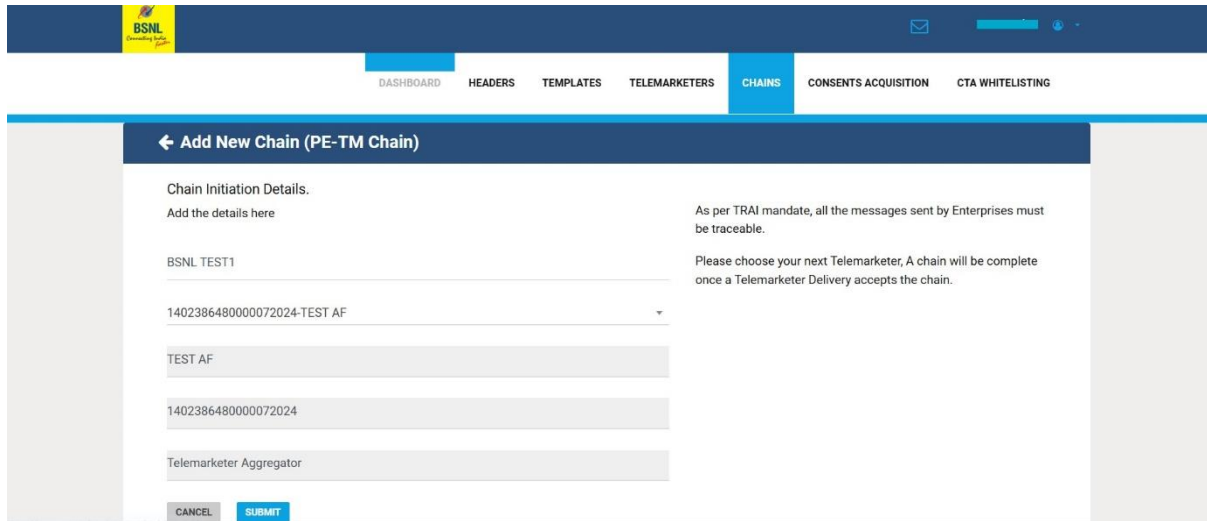
Telemarketer Type

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.

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,



← Add New Chain (PE-TM Chain)

Chain Initiation Details.
Add the details here

BSNL TEST1

1402386480000072024-TEST AF

TEST AF

1402386480000072024

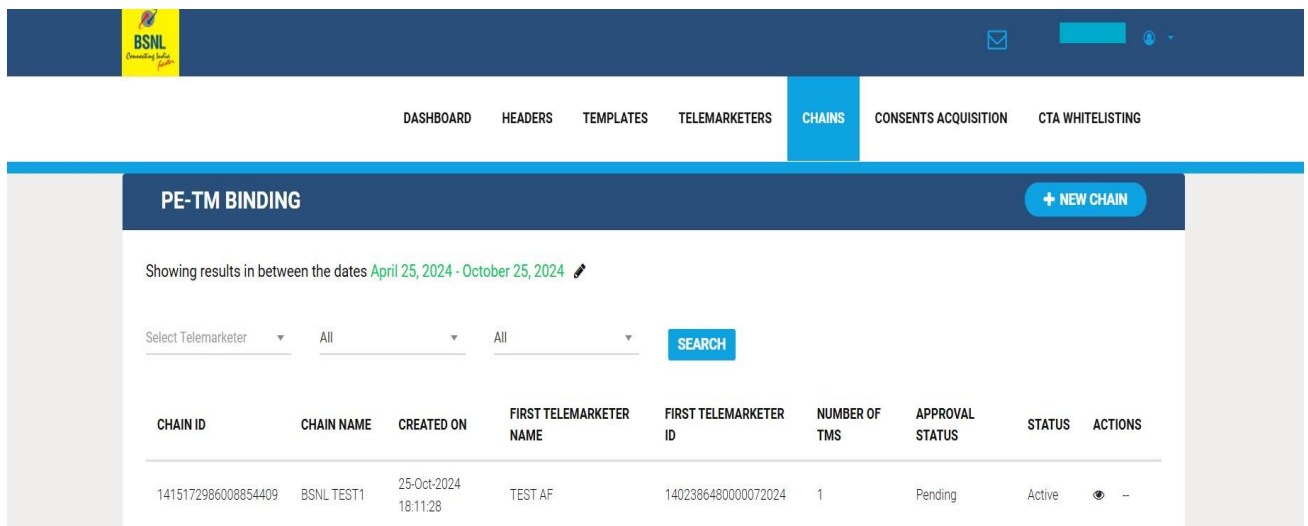
Telemarketer Aggregator

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.

8. 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

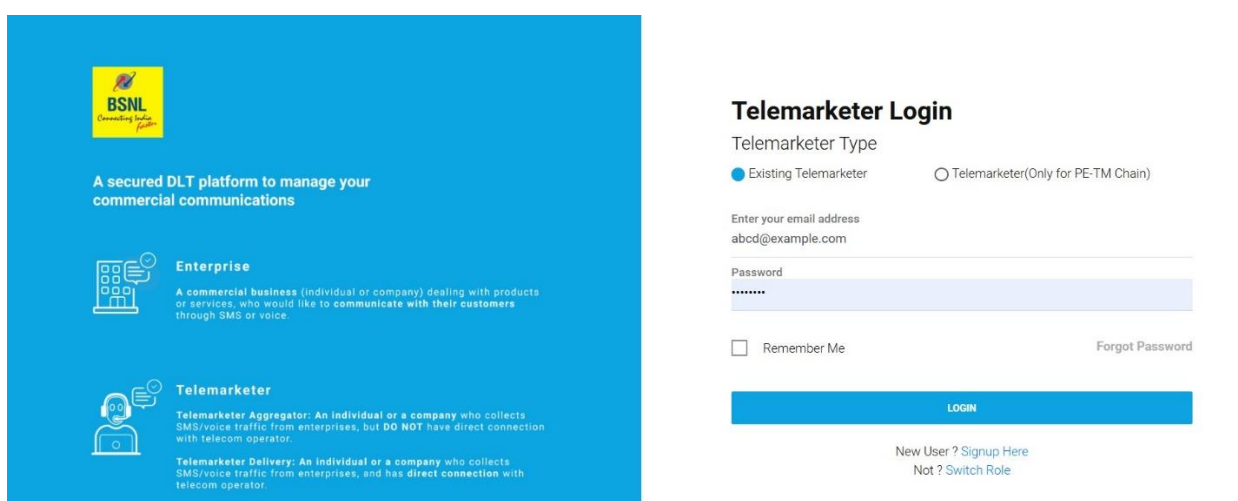
Select Telemarketer All All [SEARCH](#)

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	View Edit

TM – Aggregator Login

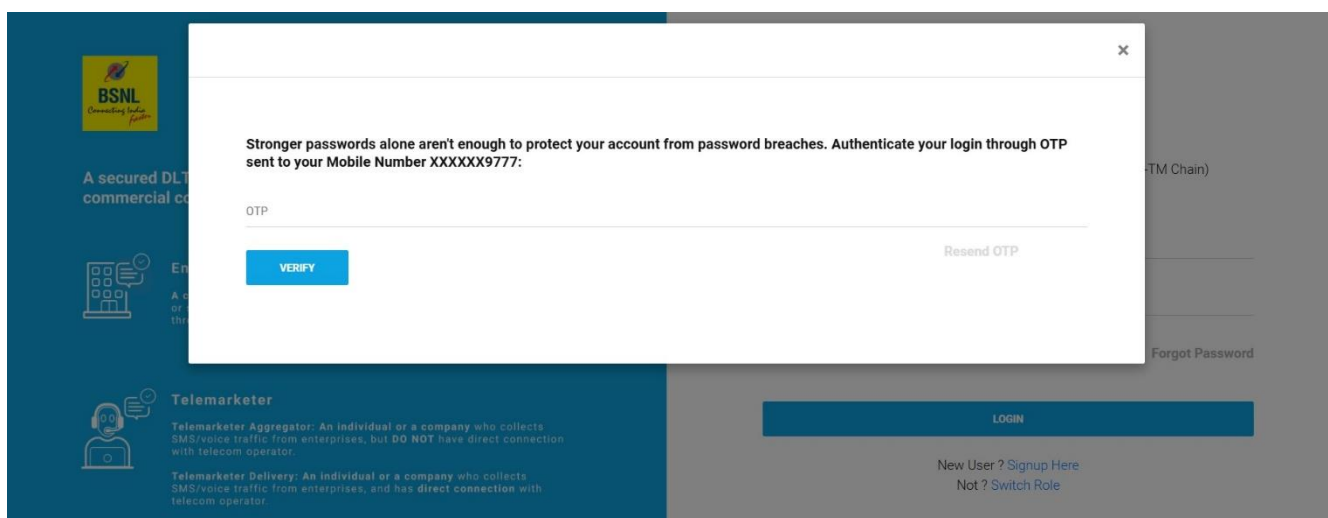
1. For TM with existing credentials with BSNL DLT, choose existing telemarketer for login and enter email and password. TM will receive a mail notification to their registered mail ID, to act on the PE-TM chain.

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)



The image shows the BSNL Telemarketer Login page. On the left, there is a blue sidebar with the BSNL logo and the text "A secured DLT platform to manage your commercial communications". Below this, there are two sections: "Enterprise" and "Telemarketer". The "Telemarketer" section is highlighted and contains two sub-sections: "Telemarketer Aggregator" and "Telemarketer Delivery". The "Telemarketer Aggregator" section describes an individual or company who collects SMS/voice traffic from enterprises but does not have a direct connection with the telecom operator. The "Telemarketer Delivery" section describes an individual or company who collects SMS/voice traffic from enterprises and has a direct connection with the telecom operator. On the right, the "Telemarketer Login" form is displayed. It includes a "Telemarketer Type" section with two radio buttons: "Existing Telemarketer" (selected) and "Telemarketer(Only for PE-TM Chain)". Below this, there are input fields for "Enter your email address" (with the example "abcd@example.com") and "Password" (with masked characters). There are also checkboxes for "Remember Me" and a link for "Forgot Password". A blue "LOGIN" button is at the bottom. Below the button, there are links for "New User ? Signup Here" and "Not ? Switch Role".

2. Enter the OTP to login to the BSNL portal



The image shows the BSNL Telemarketer Login page with an OTP modal displayed. The modal is a white box with a close button (X) in the top right corner. It contains the text: "Stronger passwords alone aren't enough to protect your account from password breaches. Authenticate your login through OTP sent to your Mobile Number XXXXXX9777:". Below this text, there is an input field for "OTP" and a blue "VERIFY" button. To the right of the input field, there is a link for "Resend OTP". The background of the page is dimmed, showing the same "Telemarketer Login" form as in the previous image.



A secured DLT platform to manage your commercial communications

Enterprise

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.

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

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)



A secured DLT platform to manage your commercial communications

Enterprise

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



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

1102534460000002507 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

1102534460000002507 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



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

1102534460000002507 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.

CHAINS									
PE-TM BINDING									
Showing results in between the dates April 25, 2024 - October 25, 2024									
Please Enter Chain ID		All	All	SEARCH					
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

BSNL

CHAINS

DASHBOARD

ENTITIES

HEADERS

TEMPLATES

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

(1402386480000072024)

Requested on:

2024-10-25 18:11:29

Business Justification:

NA

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

BSNL

CHAINS

DASHBOARD

ENTITIES

HEADERS

TEMPLATES

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

(1402386480000072024)

Requested on:

2024-10-25 18:11:29

Business Justification:

NA

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

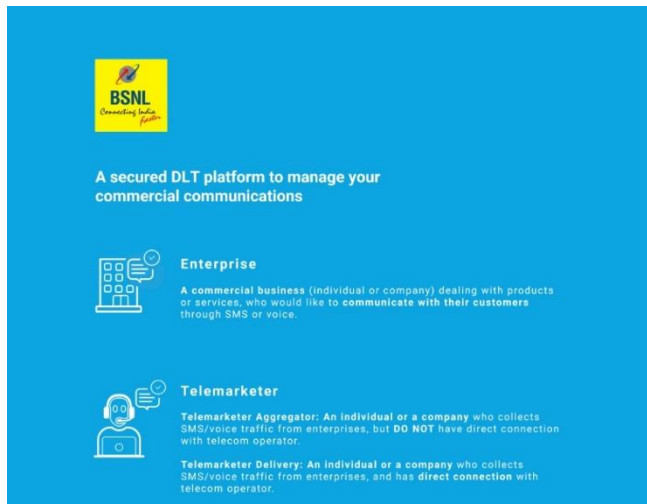
9. Only the TM-AF or TM-DF is chosen, it will show in pending state with Telemarketer name in Next TM Name.

PE-TM BINDING									
Showing results in between the dates April 25, 2024 - October 25, 2024									
Please Enter Chain ID	All	All	SEARCH						
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



Telemarketer Login

Telemarketer Type

☒ Existing Telemarketer

☐ Telemarketer(Only for PE-TM Chain)

Enter your email address

abcd@example.com

Password

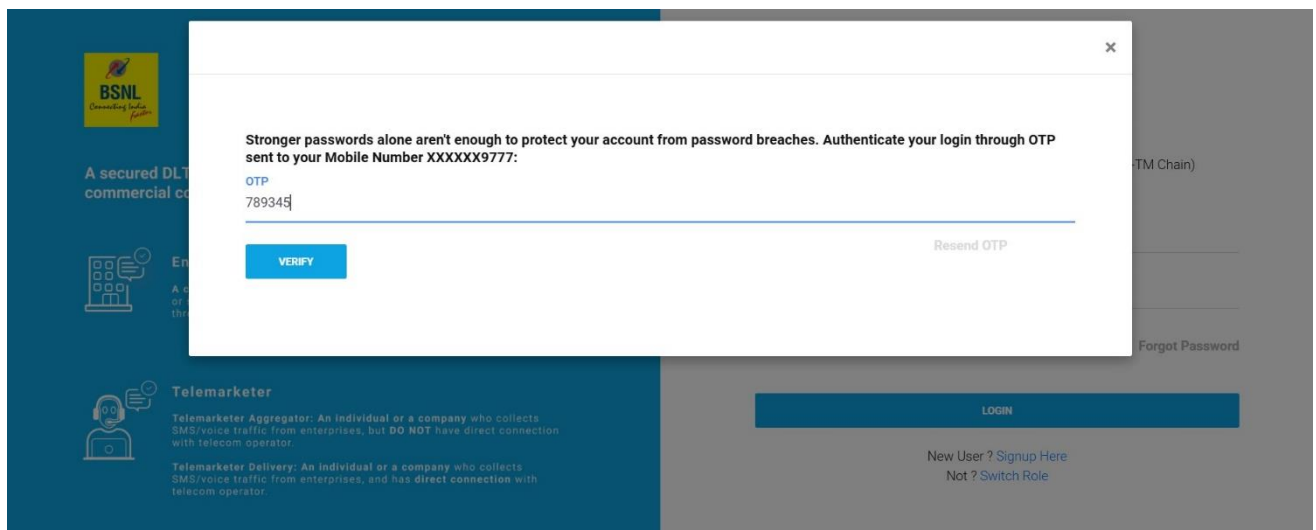
☐ Remember Me

[Forgot Password](#)

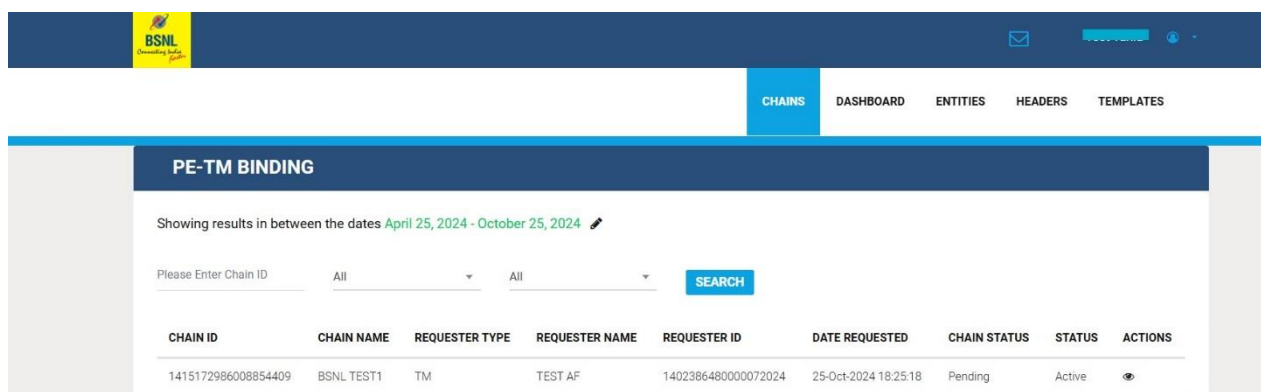
LOGIN

[New User ? Signup Here](#)

[Not ? Switch Role](#)

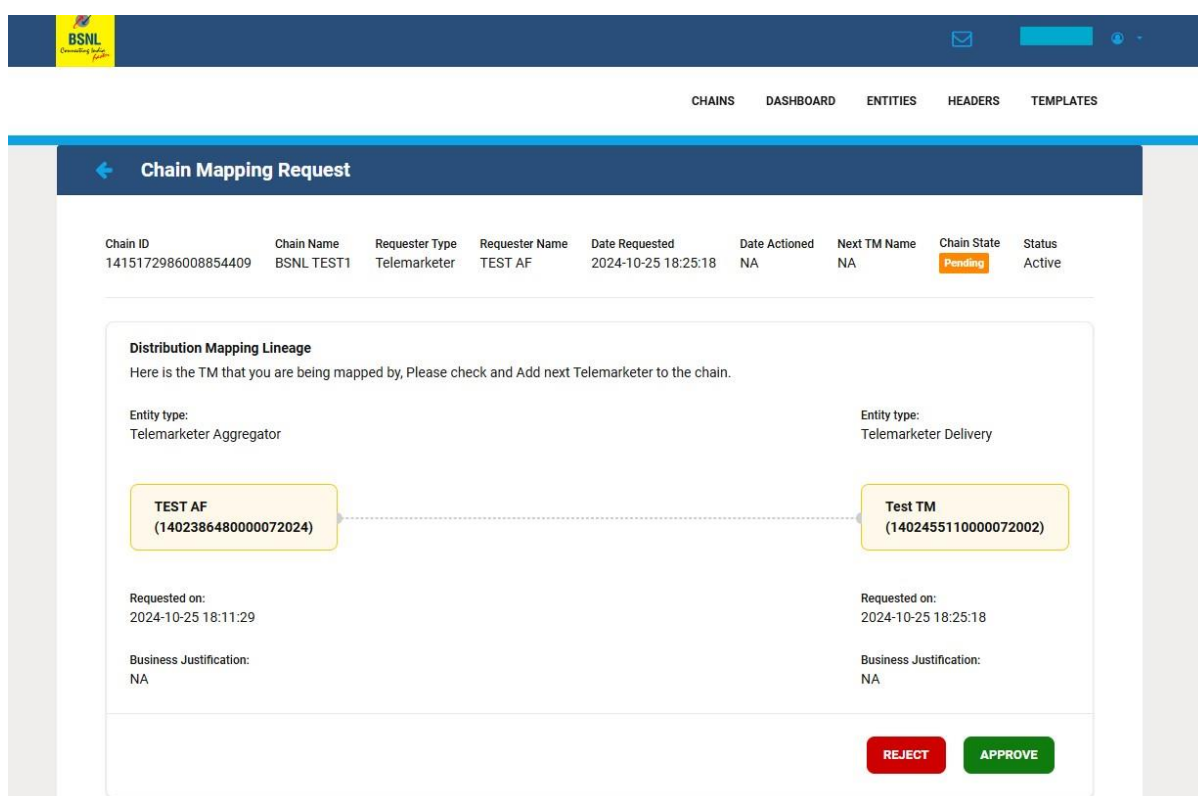


2. Click on chains option to view the active and pending chain requests and click on actions for taking action on chains.



The screenshot shows the 'PE-TM BINDING' page in the BSNL system. The page displays a table of chain requests with the following columns: CHAIN ID, CHAIN NAME, REQUESTER TYPE, REQUESTER NAME, REQUESTER ID, DATE REQUESTED, CHAIN STATUS, STATUS, and ACTIONS. The table contains one entry with Chain ID 1415172986008854409, Chain Name BSNL TEST1, Requester Type TM, Requester Name TEST AF, Requester ID 1402386480000072024, Date Requested 25-Oct-2024 18:25:18, Chain Status Pending, and Status Active. The ACTIONS column shows an eye icon.

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.



The screenshot shows the 'Chain Mapping Request' page in the BSNL system. The page displays a table of chain requests with the following columns: Chain ID, Chain Name, Requester Type, Requester Name, Date Requested, Date Actioned, Next TM Name, Chain State, and Status. The table contains one entry with Chain ID 1415172986008854409, Chain Name BSNL TEST1, Requester Type Telemarketer, Requester Name TEST AF, Date Requested 2024-10-25 18:25:18, Date Actioned NA, Next TM Name NA, Chain State Pending, and Status Active.

Below the table, the 'Distribution Mapping Lineage' section shows the mapping between the requester and the next telemarketer. The requester is 'TEST AF (1402386480000072024)' and the next telemarketer is 'Test TM (1402455110000072002)'. The mapping is shown as a dashed line connecting the two entities. The page also includes a 'Business Justification' field with the value 'NA' and buttons for 'REJECT' and 'APPROVE'.

Are you sure you want to Approve the chain mapping?

CANCEL CONFIRM

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

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

Entity type: Telemarketer Aggregator

Entity type: Telemarketer Delivery

TEST AF (1402386480000072024) → Test TM (1402455110000072002)

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

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

Business Justification: NA

Business Justification: NA

REJECT APPROVE

- 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.

Chain Approved successfully: BSNL TEST1

OK

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

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

Entity type: Telemarketer Aggregator

Entity type: Telemarketer Delivery

TEST AF (1402386480000072024) → Test TM (1402455110000072002)

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

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

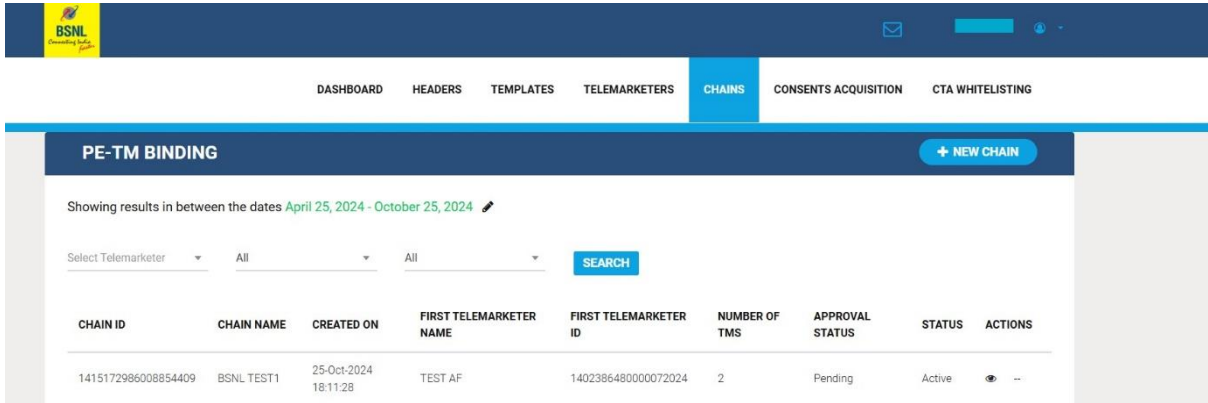
Business Justification: NA

Business Justification: NA

REJECT APPROVE

Enterprise Login

1. Click on actions to view pending chain requests



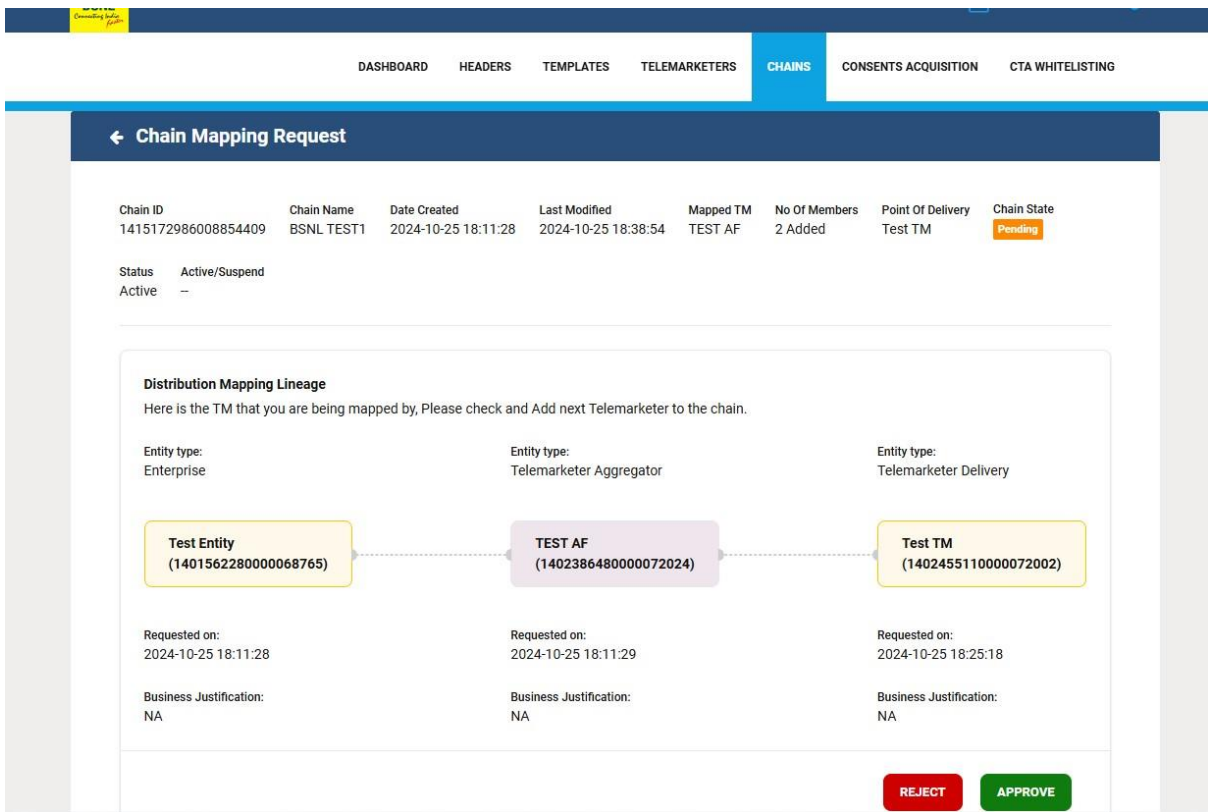
PE-TM BINDING [+ NEW CHAIN](#)

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	View Edit

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:	Entity type:	Entity type:
Enterprise	Telemarketer Aggregator	Telemarketer Delivery
Test Entity (1401562280000068765)	TEST AF (1402386480000072024)	Test TM (1402455110000072002)
Requested on: 2024-10-25 18:11:28	Requested on: 2024-10-25 18:11:29	Requested on: 2024-10-25 18:25:18
Business Justification: NA	Business Justification: NA	Business Justification: NA

[REJECT](#) [APPROVE](#)

Are you sure you want to Approve the chain mapping?

CANCEL

CONFIRM

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

Entity type:

Telemarketer Aggregator

Entity type:

Telemarketer Delivery

Test Entity

(1401562280000068765)

TEST AF

(1402386480000072024)

Test TM

(1402455110000072002)

Requested on:

2024-10-25 18:11:28

Requested on:

2024-10-25 18:11:29

Requested on:

2024-10-25 18:25:18

Business Justification:

NA

Business Justification:

NA

Business Justification:

NA

REJECT

APPROVE

DASHBOARD

CHAINS

CONSENTS ACQUISITION

CTA WHITELISTING

Chain Mapping Request

Chain ID

Chain Name

Date Created

No Of Members

Point Of Delivery

Chain State

1415172986008854409

BSNL TEST1

2024-10-25 18:11:28

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

Entity type:

Telemarketer Aggregator

Entity type:

Telemarketer Delivery

Test Entity

(1401562280000068765)

TEST AF

(1402386480000072024)

Test TM

(1402455110000072002)

Requested on:

2024-10-25 18:11:28

Requested on:

2024-10-25 18:11:29

Requested on:

2024-10-25 18:25:18

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





DASHBOARD
HEADERS
TEMPLATES
TELEMARKETERS
CHAINS
CONSENTS ACQUISITION
CTA WHITELISTING

PE-TM BINDING
+ NEW CHAIN

Showing results in between the dates All Records

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	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.

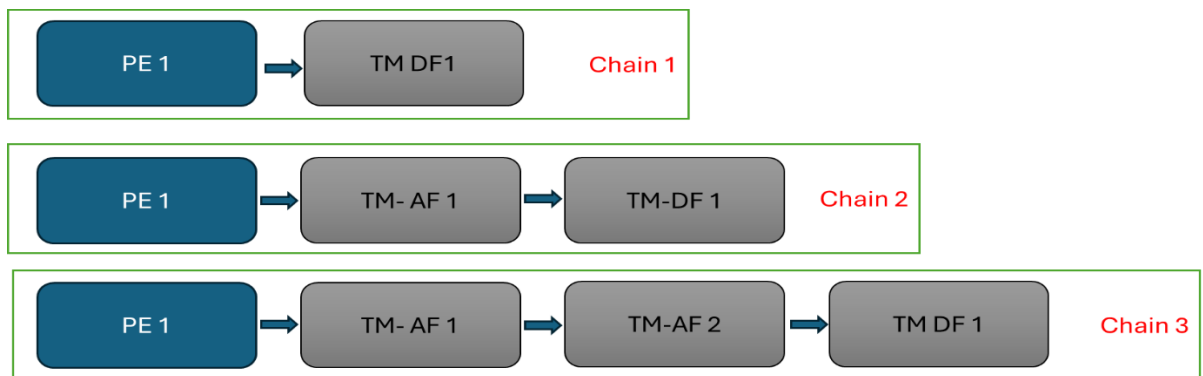
Below steps for Hash Generation by TM-DF will be applied after the chain is approved at all stages by all respective stakeholders like TM-AF as well as TM-DF. The Selection of TM-DF will mark the end of chain and it will be assumed that traffic will be submitted by TM-DF to the Telco DLT Network. Once 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

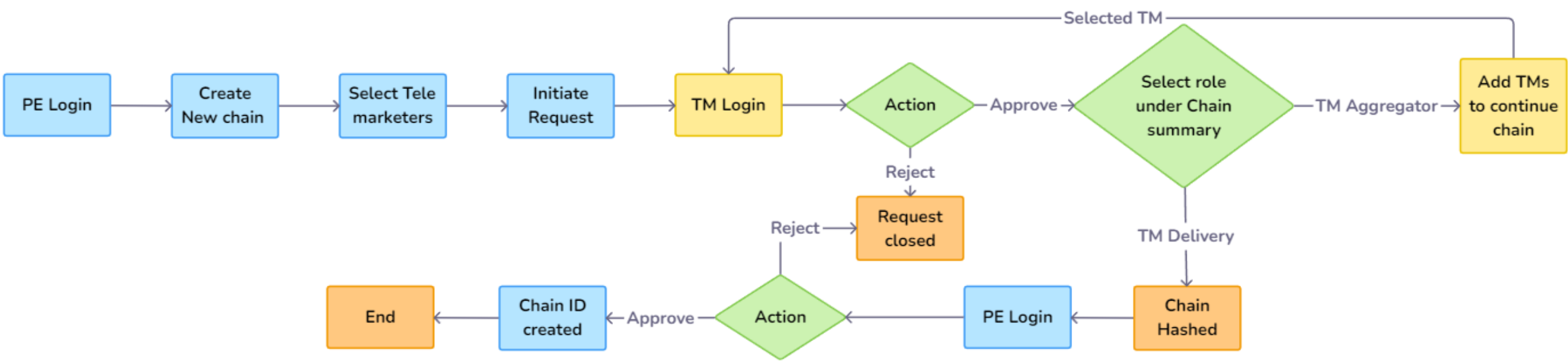
Must be registered as TM with Jio TrueConnect (DLT). They must follow TRAI guidelines to prevent unsolicited messages.



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.

- 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



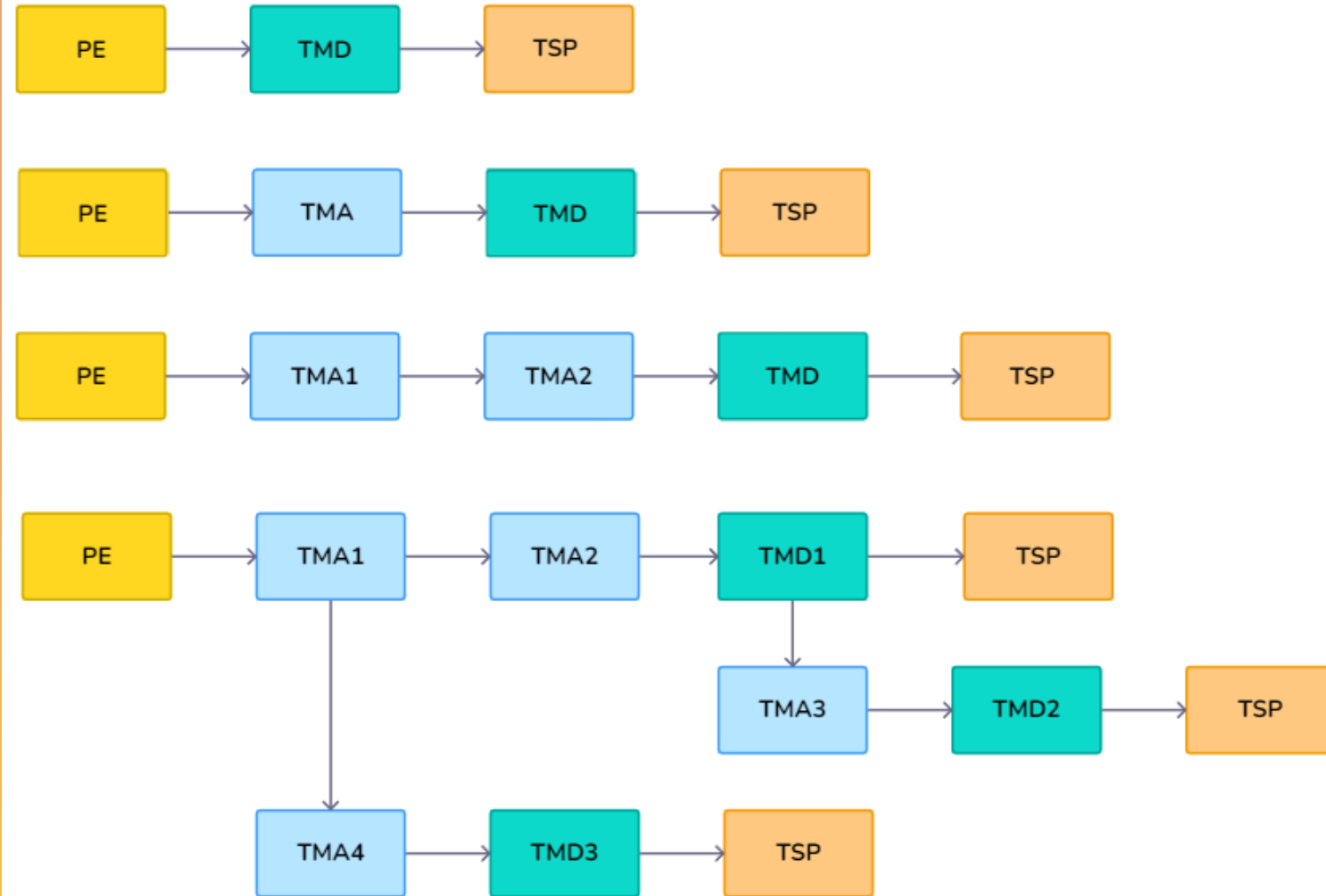
Use Cases

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

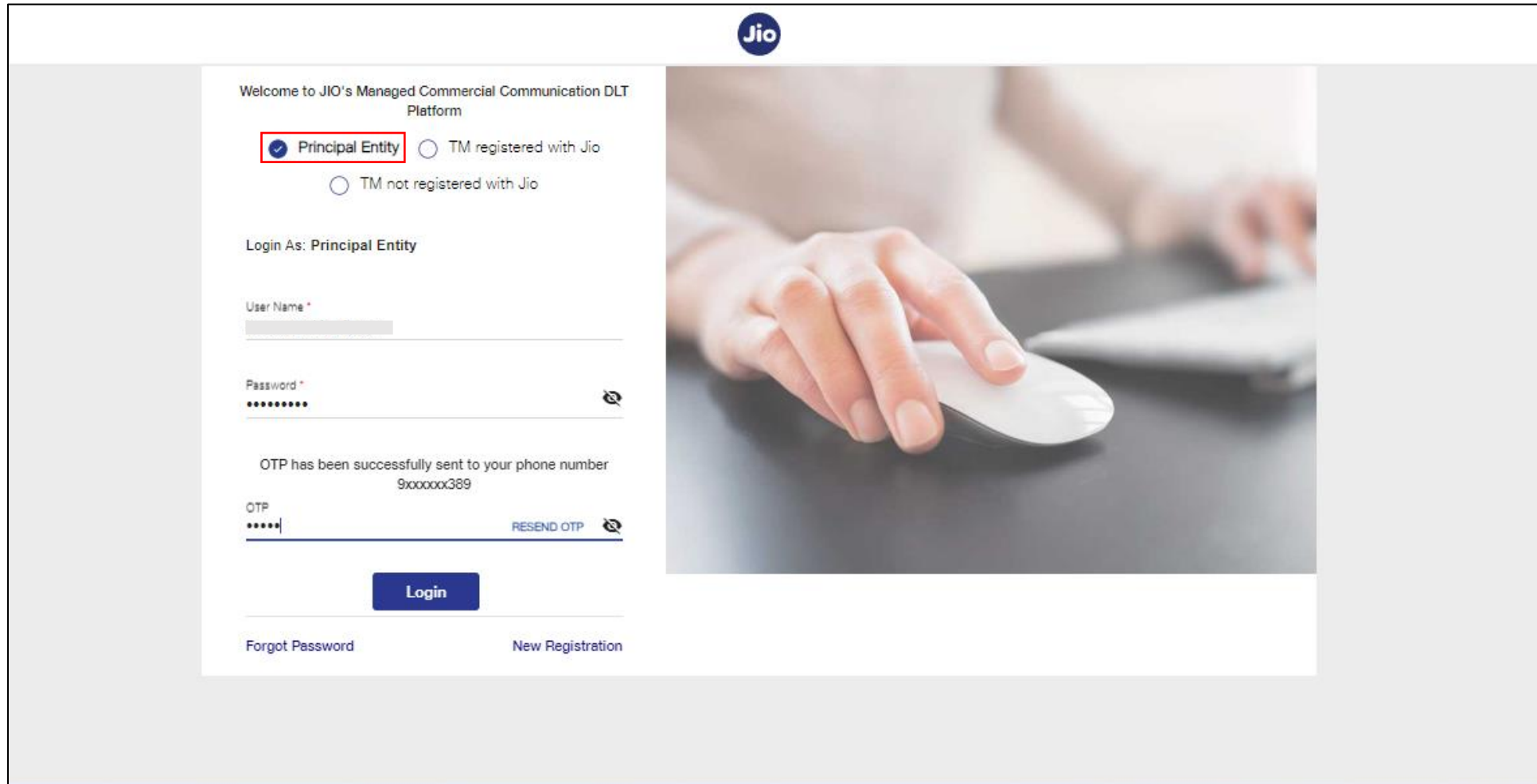


- Pending for Approval – Action to be taken by the PE/TM on the chain
- Requested – Action taken on the chain, chain binding is in progress
- Registered – Chain approved by PE and created
- Rejected – Chain rejected by PE/TM and closed

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



The screenshot displays the Jio login page for the Principal Entity. The page features the Jio logo at the top center. Below the logo, the text "Welcome to JIO's Managed Commercial Communication DLT Platform" is displayed. The login options are: ☒ Principal Entity (highlighted with a red box), ☐ TM registered with Jio, and ☐ TM not registered with Jio. The login process is indicated by "Login As: Principal Entity". The form includes fields for "User Name *" and "Password *", both with masked input. A message states "OTP has been successfully sent to your phone number 9xxxxxx389". Below this, there is an "OTP" field with masked input and a "RESEND OTP" link. A blue "Login" button is positioned below the OTP field. At the bottom, there are links for "Forgot Password" and "New Registration". A background image of a hand using a computer mouse is visible on the right side of the form.

MY TELEMARKETERS → My SMS Telemarketers

Welcome,
Logged in with PE ID 1201

←

DASHBOARD

HEADER SMS

▼

TEMPLATE

▼

MY TELEMARKETERS

^

My SMS Telemarketers

My Voice Telemarketers

CTA WHITELISTING

▼

CUSTOMERS CONSENT

▼

TRANSACTION HISTORY

CAMPAIGN DETAILS

Notifications

Published Date - 28-08-2024 !!! Important TRAI N ...View More

Dashboard

Entity

Approved

1

✓

Approval Pending

0

+

Rejected

0

✗

Header SMS

Approved

0

✓

Approval Pending

3

+

Rejected

0

✗

Consent Template

Confidential

Reliance Jio Infocomm Limited

Page 12

Welcome,
Logged in with PE ID 1201

Jio

My SMS Chain(S)

+ Create New Chain

Requested

Pending for Approval

Registered

Rejected

Search

Note: Chain ID is clickable to view details.

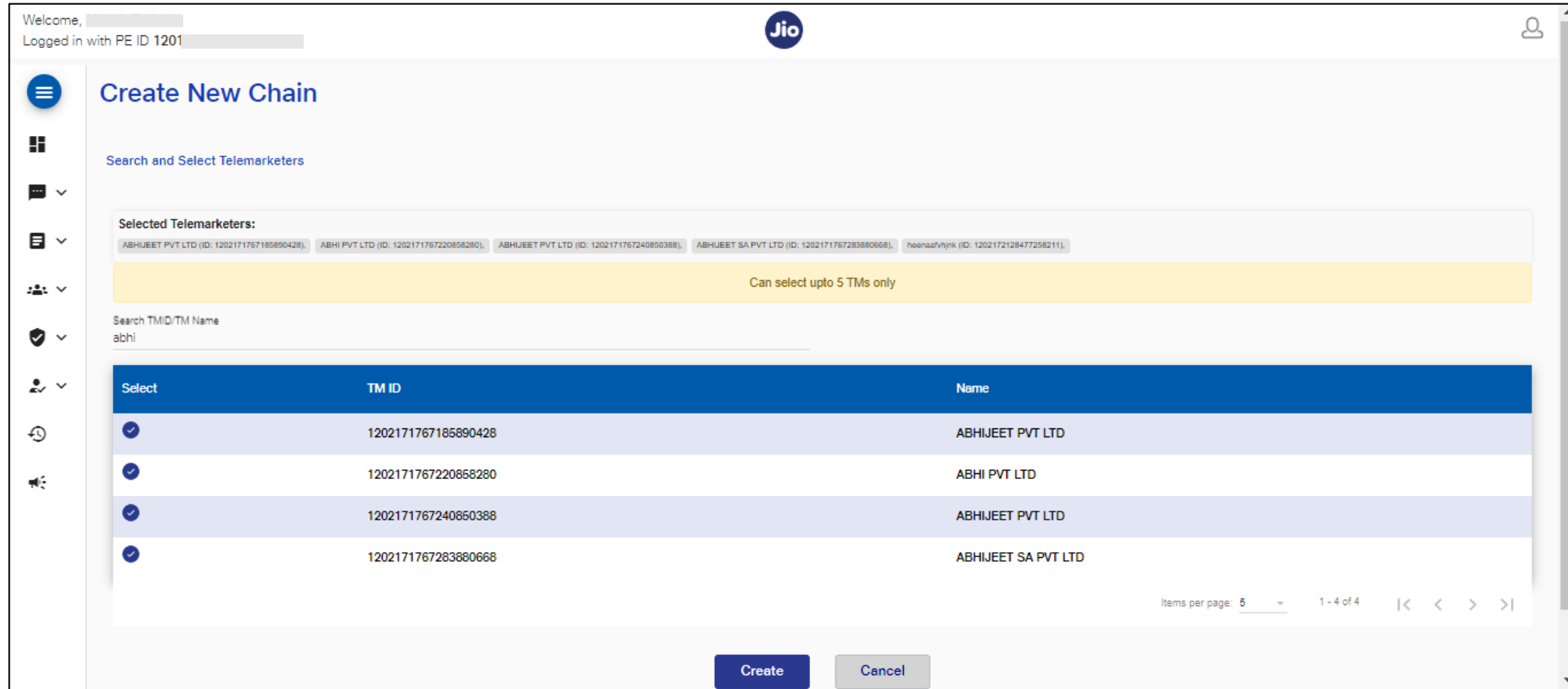
Chain ID	Telemarketer Name ↑	Telemarketer ID ↑	Requested Date ↑
----------	---------------------	-------------------	------------------

Items per page: 5

0 of 0

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,
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), heenaashvinyrk (ID: 1202172128477258211)

Can select upto 5 TMs only

Search TMID/TM Name
abhi

Select	TM ID	Name
☒	1202171767185890428	ABHIJEET PVT LTD
☒	1202171767220858280	ABHI PVT LTD
☒	1202171767240850388	ABHIJEET PVT LTD
☒	1202171767283880668	ABHIJEET SA PVT LTD

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

Create **Cancel**

Welcome,
Logged in with PE ID 1201

My SMS Chain(S)

Requested

Pending for Approval

Registered

Search

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 |< < > >|

Create New Chain

Note: Chain ID is clickable to view details.

PE-TM Chain Initiation

chain creation has been successfully initiated Successful IDs:
1202171767259348364

OK

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

Welcome,

Logged in with PE ID 1201

My SMS Chain(S)

Requested

Pending for Approval

Registered

Rejected

Search

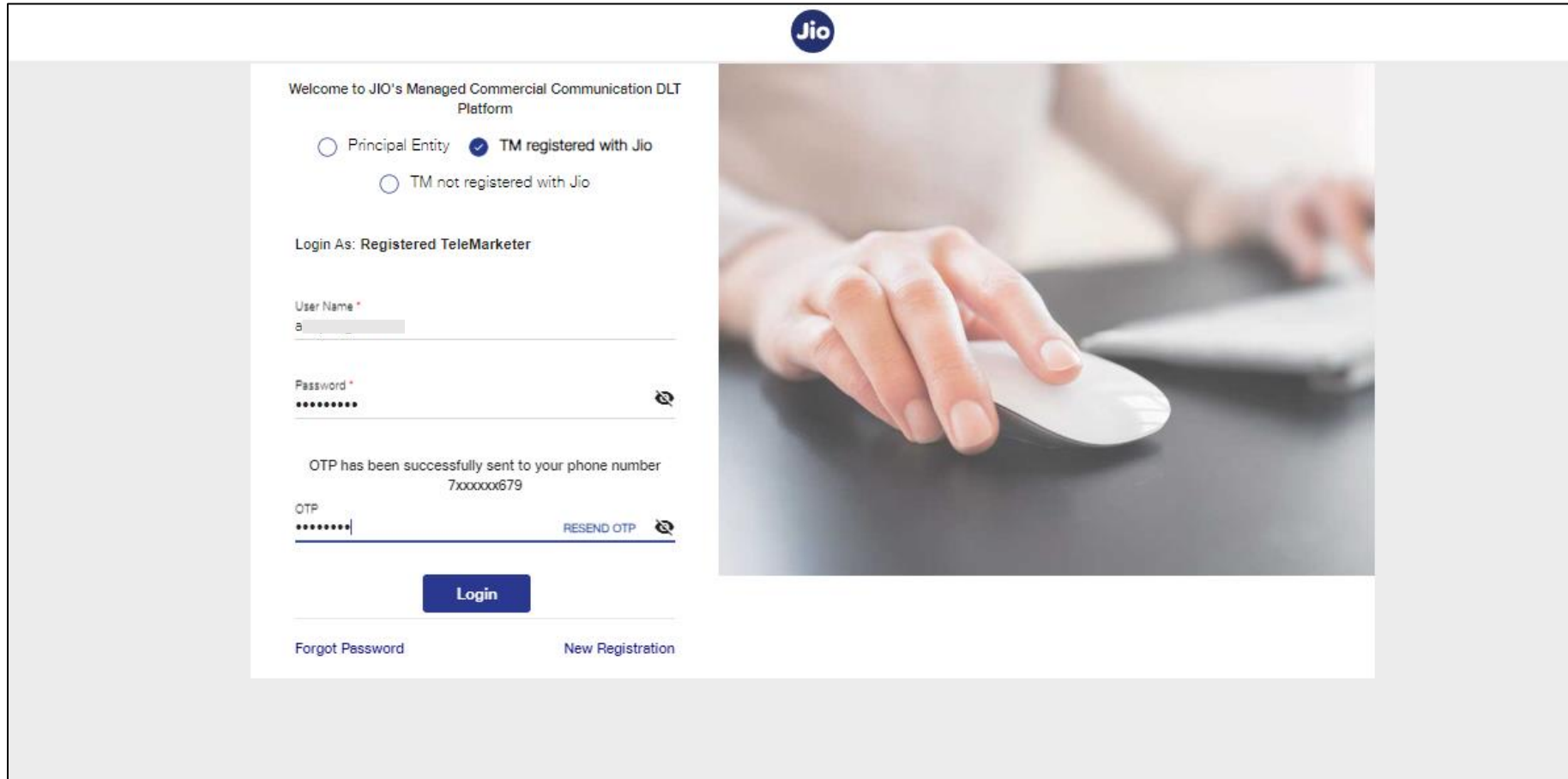
Note: Chain ID is clickable to view details.

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 |< < > >|

+ Create New Chain

- 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 centered. Below it, the text 'Welcome to JIO's Managed Commercial Communication DLT Platform' is shown. There are three radio button options: 'Principal Entity', 'TM registered with Jio' (which is selected), and 'TM not registered with Jio'. Below these options, the text 'Login As: Registered TeleMarketer' is displayed. The login form includes a 'User Name' field with the letter 'a' entered, a 'Password' field with masked characters, and an 'OTP' field with masked characters. A message states 'OTP has been successfully sent to your phone number 7xxxxxx679'. There is a 'RESEND OTP' link next to the OTP field. A blue '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 login form is a large image showing a person's hand using a computer mouse.

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

Welcome,
Logged in as TM ID 120: 4







 SMS

 Voice ▾

PE-TM SMS Chain(S)

Search

Requested

Pending for Approval

Approved

Rejected

Note: Chain ID is clickable to view details.

Sl. NO.	Temp Chain ID	PE/TM Name	Initiation Date	Chain Status	Action
1	1215172959425498538	BOMBAY INFOTECH PRIVATE LIMITED	22-10-2024	Pending	Action

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

Action → Approve

Welcome,
Logged in as TM ID 1202

My SMS Chain / Pending Detail

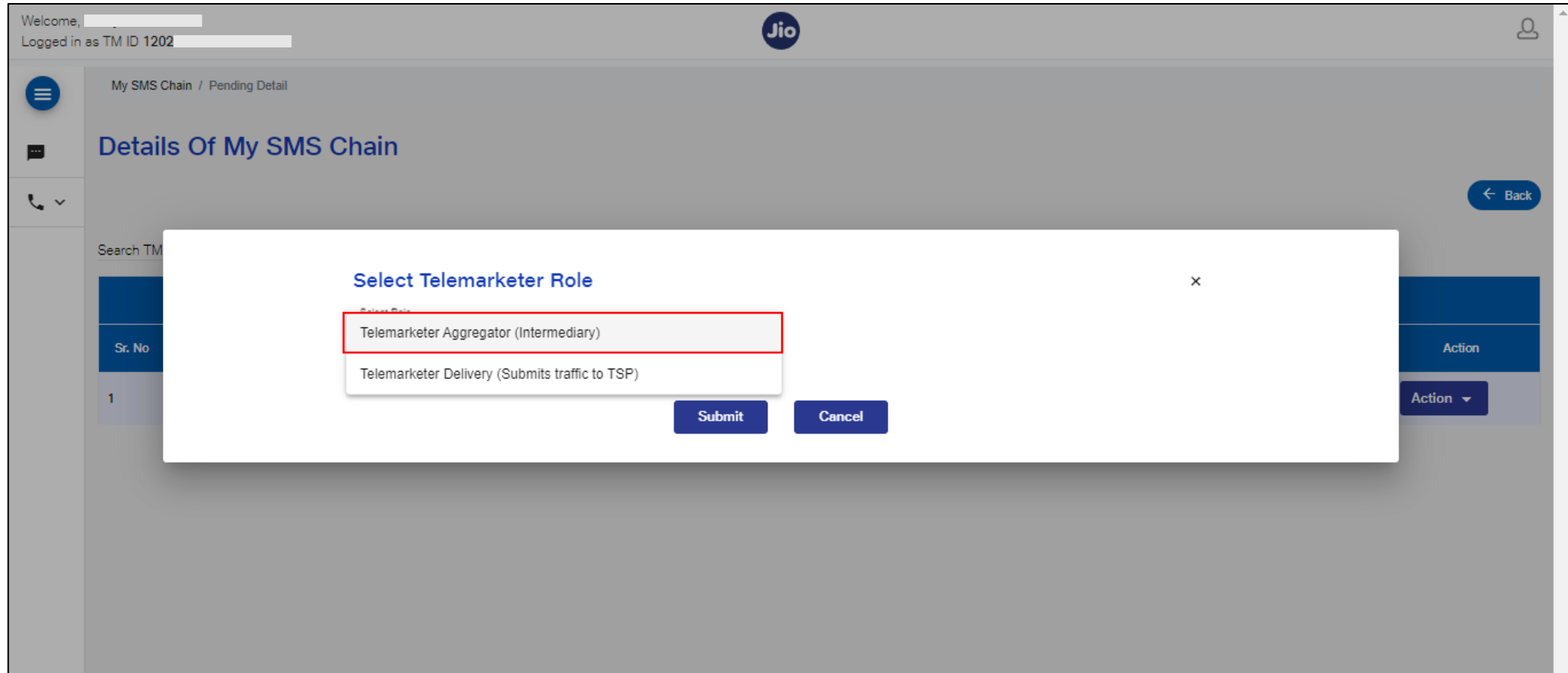
Details Of My SMS Chain

← Back

Search TMID/TM Name

Requester		Request Sent To							
Sr. No	Telemarketer ID	Telemarketer Name	Telemarketer ID	Telemarketer Name	Request Date	Status	Role	Approve Date	Action
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,
Logged in as TM ID 1201

My SMS Chain / Pending Detail

Detail

Search TM

Sr. No

1

Back

Action

Action

Select Telemarketer Role

Selected Telemarketers:
URVI INDIA (ID: 1202166564522989273)

Select Role
Telemarketer Aggregator (Intermediary)

Search TMID/TM Name
1202166564522989273

Select	TM ID	Name	Status
☒	1202166564522989273	URVI INDIA	Active

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

Submit Cancel

Welcome, [redacted]
Logged in as TM ID 12021[redacted]

My SMS Chain / Pending Detail

Details Of My SMS Chain

Search TMID/TM Name

Success



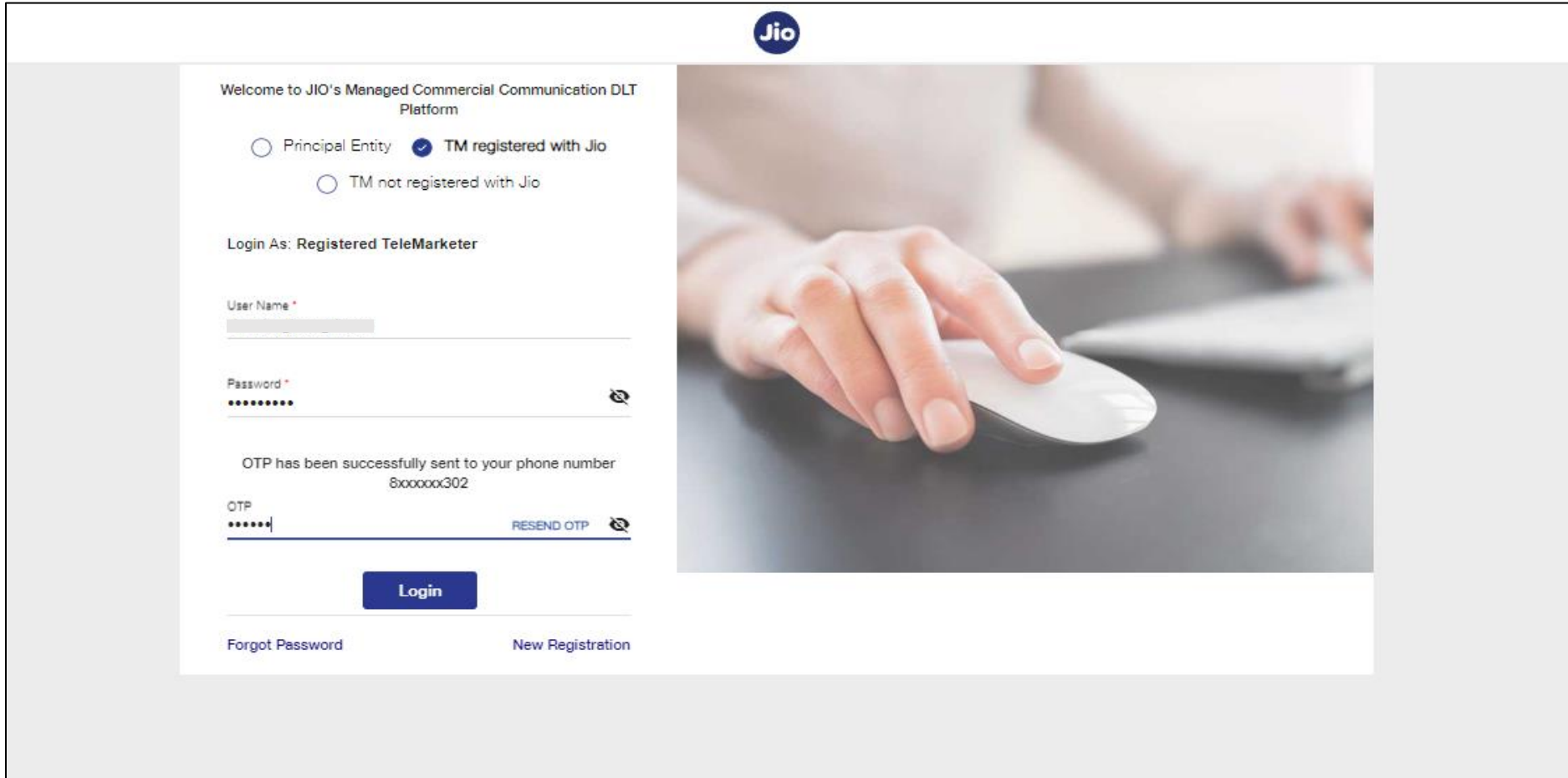
Approval processed successfully for IDs:
1202166564522989273

OK

← Back

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

- 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 Telemarketer Login interface. At the top, the Jio logo is visible. The main heading reads "Welcome to JIO's Managed Commercial Communication DLT Platform". Below this, there are two radio button options: "Principal Entity" (unselected) and "TM registered with Jio" (selected). A third option, "TM not registered with Jio", is also present but unselected. The login role is set to "Registered TeleMarketer". The form includes fields for "User Name" and "Password", both marked with an asterisk. Below the password field is a toggle icon for visibility. A message states "OTP has been successfully sent to your phone number 8xxxxxx302". An "OTP" field with a mask and a "RESEND OTP" link are provided. A blue "Login" button is at the bottom of the form. Links for "Forgot Password" and "New Registration" are at the very bottom. To the right of the form is a large image showing a hand using a computer mouse.

My SMS Chain → Pending → Chain ID hyperlink

Welcome,
Logged in as TM ID 1202







 SMS

 Voice ▾

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	1215172959425498538	ABHIJEET AUTO PVT LTD	22-10-2024	Pending	Action

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

Action → Approve

Welcome, 1202171767259348364

Logged in as TM ID 1202171767259348364











My SMS Chain / Pending Detail

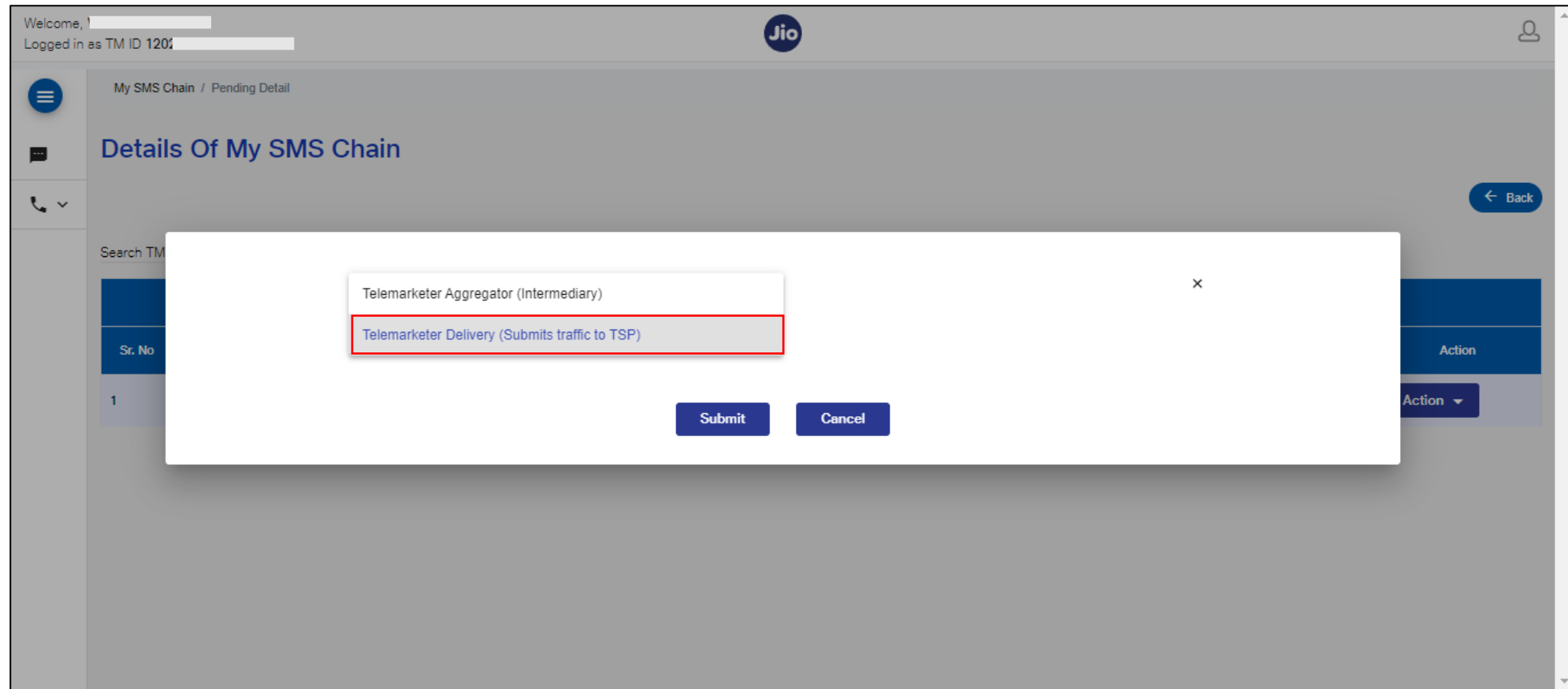
Details Of My SMS Chain



Search TMID/TM Name

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

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



Welcome,

Logged in as TM ID 120,

My SMS Chain / Pending Detail

Details Of My SMS Chain

Search TMID/TM Name

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

Success

✓

Chain request has been successfully sent to PE for final approval

OK

← Back



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

[Login](#)

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



MY TELEMARKETERS → My SMS Telemarketers → Chain hyperlink

Welcome,
Logged in with PE ID 12C

←

DASHBOARD

HEADER SMS

▼

TEMPLATE

▼

MY TELEMARKETERS

▲

My SMS Telemarketers

My Voice Telemarketers

CTA WHITELISTING

▼

CUSTOMERS CONSENT

▼

TRANSACTION HISTORY

CAMPAIGN DETAILS

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 ▼

Items per page: 5

1 - 2 of 2

◀

▶

Chain Summary with associated TM(s) details

Welcome,

Logged in with PE ID 1201

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: 51 - 2 of 2|<<>>|

Action → Approve

Welcome,
Logged in with PE ID 1201

Jio

☰

My SMS Chain(S)

+ Create New Chain

Requested

Pending for Approval

Registered

Rejected

Search

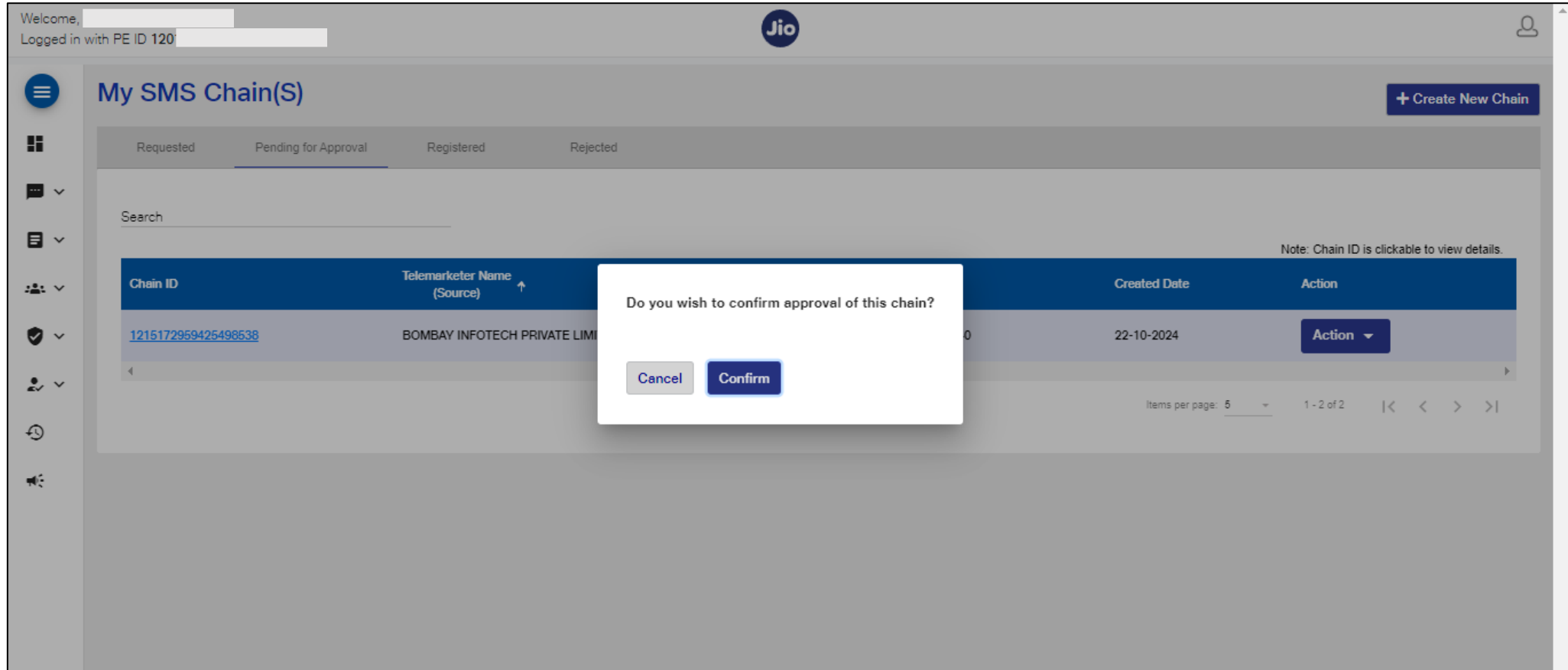
Note: Chain ID is clickable to view details.

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



Welcome,
Logged in with PE ID 120

My SMS Chain(S)

Requested

Pending for Approval

Registered

Search

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

✓

Chain has been successfully approved

OK

+ Create New Chain

Note: Chain ID is clickable to view details.

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

Jio

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,
Logged in as TM ID 1

My SMS Chain / Requested Detail

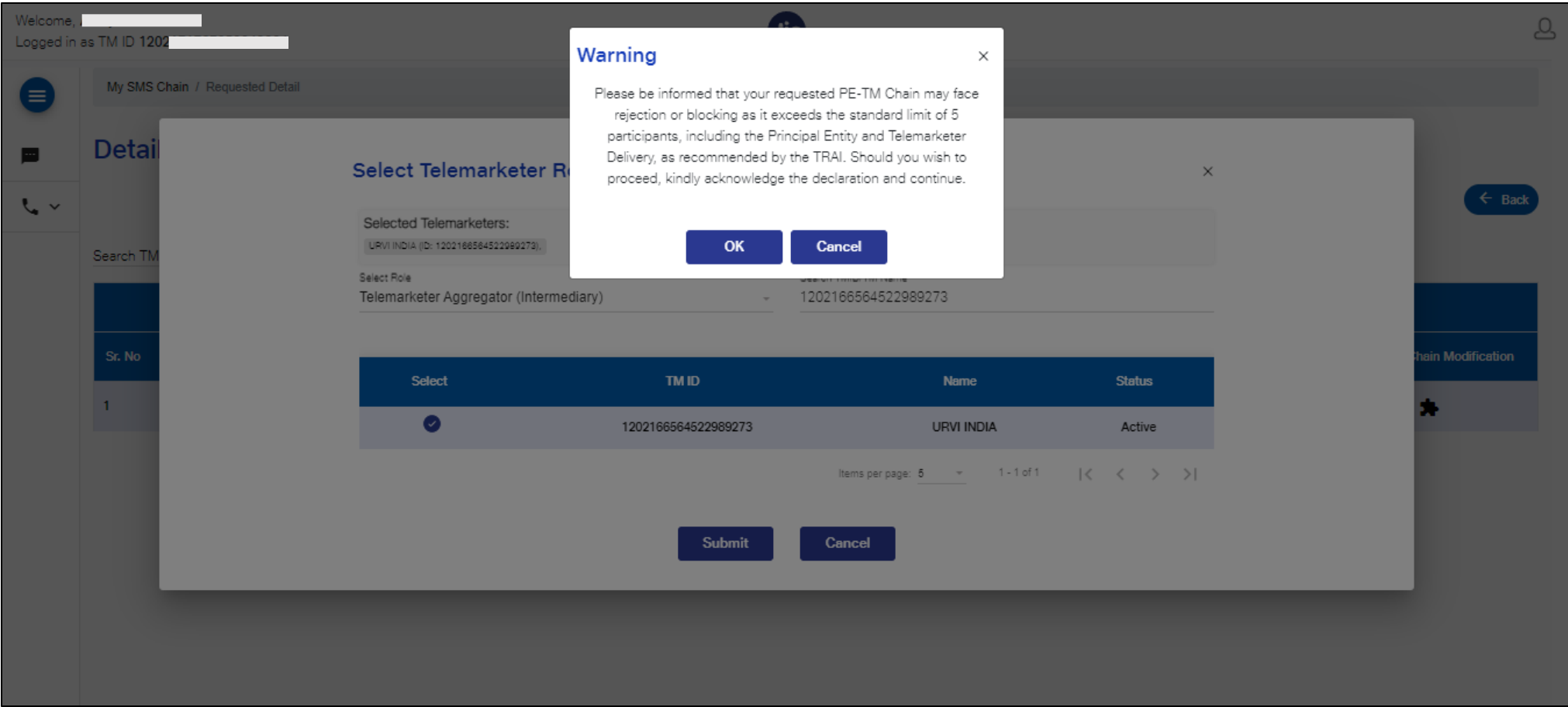
Details Of My SMS Chain

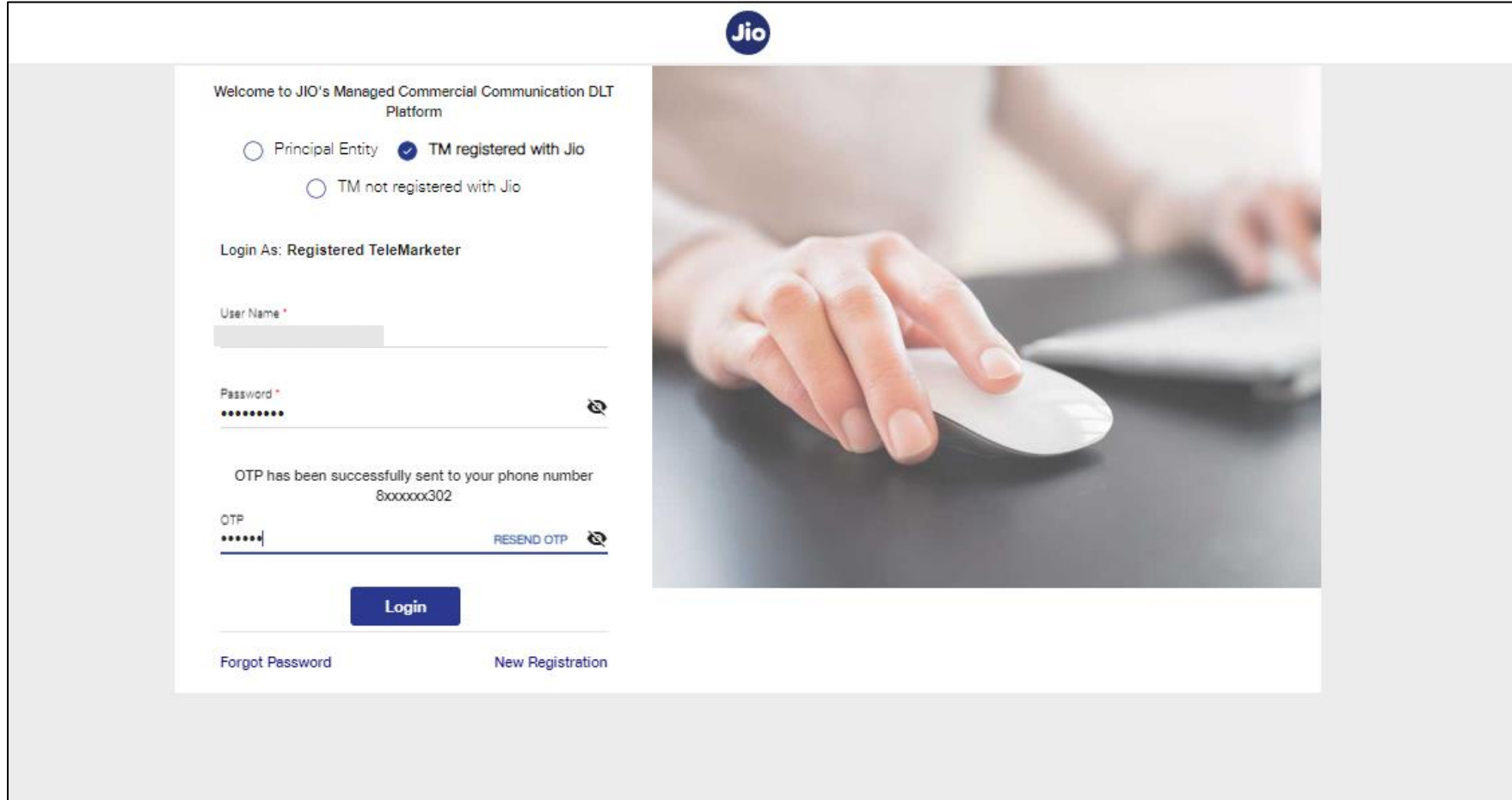
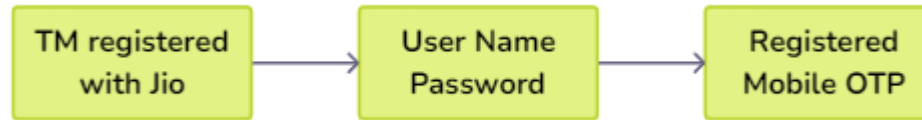
Search TMID/TM Name

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 the Jio login page for a telemarketer. The page has a white background with a blue Jio logo at the top center. Below the logo, the text "Welcome to JIO's Managed Commercial Communication DLT Platform" is displayed. There are three radio buttons for login type: "Principal Entity", "TM registered with Jio" (which is selected), and "TM not registered with Jio". Below this, the text "Login As: Registered TeleMarketer" is shown. The login form includes fields for "User Name *" and "Password *". Below the password field, a message states "OTP has been successfully sent to your phone number 8xxxxxx302". There is an "OTP" field with a "RESEND OTP" link and an eye icon. A blue "Login" button is at the bottom of the form. At the very bottom, there are links for "Forgot Password" and "New Registration". To the right of the login form is a large image showing a 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 interface. At the top, it says "Welcome to JIO's Managed Commercial Communication DLT Platform". Below this, there are three radio buttons: "Principal Entity", "TM registered with Jio", and "TM not registered with Jio". The "TM not registered with Jio" option is selected. Below the radio buttons, 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". Below these fields, it says "OTP has been successfully sent to your phone number 9xxxxxx928 and email address yaXXXXXXe@ril.com". There are two input fields for OTP: "Enter Mobile OTP" and "Enter Email OTP", both with the value "*****". To the right of each OTP field is a green checkmark icon. At the bottom, there is a blue "Login" button. On the right side of the interface, there is a large image of a hand clicking a computer mouse.

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

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.

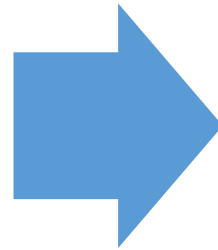
List of Abbreviations used

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

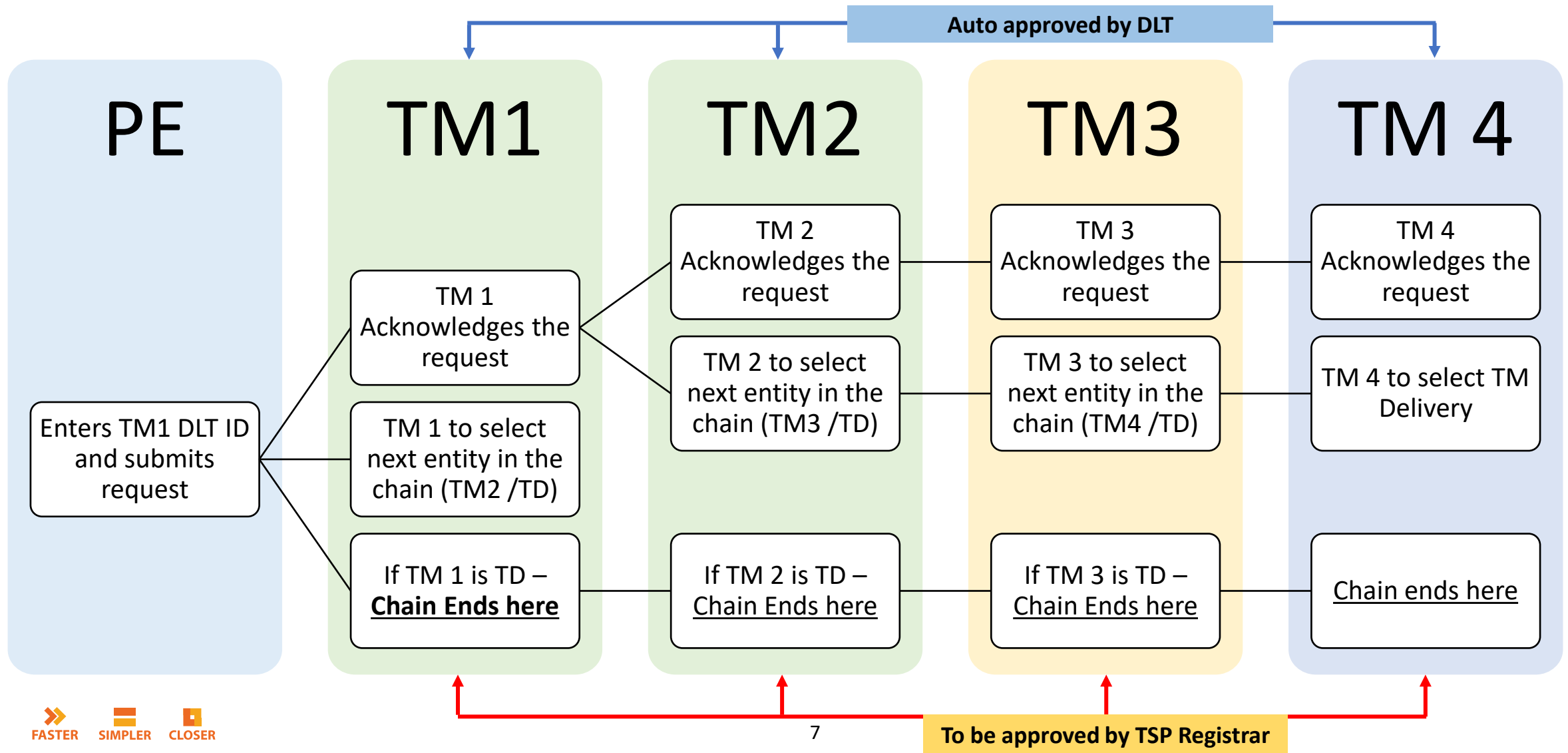
Multiple Association of PE

- 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/>

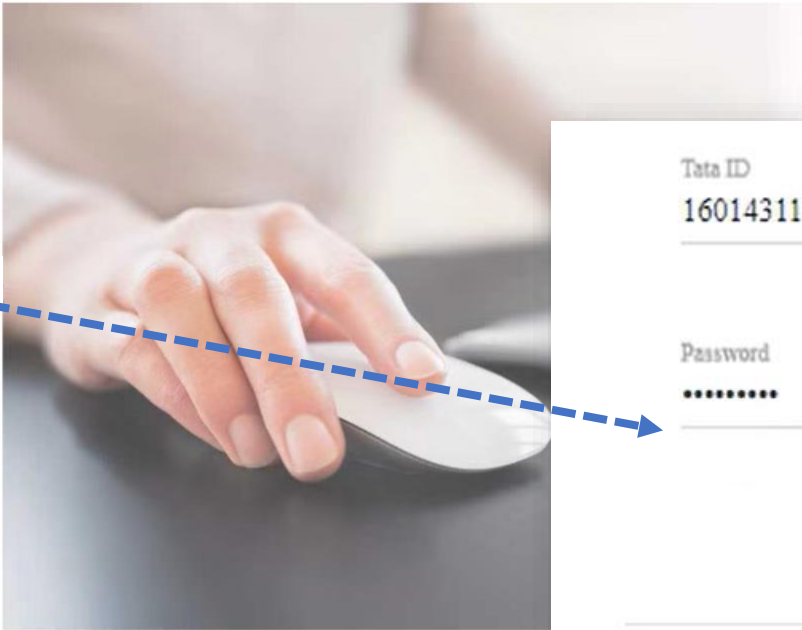
Welcome to TATA' s Unsolicited Commercial Communication
Management DLT platform

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 HelpdeskManage Telemarketer RelationshipContent 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 ▾

Manage Telemarketer Relationship

PE TM Binding Create New Chain ✕

PE TM Chain created successfully with URN 100000000000049

OK

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		1:PE:1601431165415322185:TEST12:1002100000000001310:AI_Testing_TM310	Pending with TM/TA	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 (XXXXXXX996).
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, 1002100000000001310 Last Logged in 10/11/2024, 12:20:48 PM

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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		1601431165415322185	TEST12	1002100000000001310	AI_Testing_TM310	PE	2024-10-11T17:54:18.000Z	Pending with TM/TA	Pending with TM/TA	Approve Reject

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

Export to Excel

Request list with status

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
1000000000000049		1601431165415322185	TEST12	1002	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

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

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”

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 ID	Response Name	Response Type	Response Date	Chain Status	Sequence Status	Action
1000000000000049		1601431165415322185	TEST12	1002100000000001310	AI_Testing_TM310	PE	2024-10-11T17:54:18.000Z	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

PE TM Binding



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

OK

URN	Chain ID	Requestor ID	Requestor Name	Chain Status	Sequence Status	Action
100000000000049		1002100000000001310	AI_Testing_TM310	11T12:27:41.000Z	Pending with TM/TA	Pending with TM/TA
100000000000049		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

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	TM/TA	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
1000000000000049		2:TM/TA:10021000000000001310:AI_Testing_TM310:10021000000000001311:AI_Testing_TM311 1:PE:1601431165415322185:TEST12:10021000000000001310: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 ▾

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		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>

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

PE TM Binding

Do you like to Approve the PE TM Binding

☒ Telemarketer/Aggregator ☐ Telemarketer Delivery

Test PE TM binding

Remarks: *

Next Entity ID: * 1002100000000001352

TM Name AI_Testing_TM352

Ok Cancel

PE TM Binding

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

Export to Excel

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Export to Excel

FAST **ER** **ER**
FASTER **SIMPLER** **CLOSER**

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:PE1601431165415322185: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: 5 ▾ 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 ▾**

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	
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

er 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	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
1000000000000049		1002100000000001311	AI_Testing_TM311

PE TM Binding

Do you like to Approve the PE TM Binding

☒ Telemarketer/Aggregator ☐ Telemarketer Delivery

Remarks

Remarks: *

Remarks is Required

Next Entity ID: * Next Entity ID

Next Entity ID is Required

TM Name 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: *

Justification is Required

Ok Cancel

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Chain Status	Sequence Status	Action
1.000Z	Pending with TM/TA	Pending with TM/TA

Items per page: 5 1 - 1 of 1

Approve
Reject

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 TM Delivery	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

Finally, PE to approve the request

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

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	approved I Approve Reject

Items per page: 5

1 - 3 of 3

< < > >

Final Request Approved by PE

Manage Telemarketer Relationship

List of Existing ChainsCreate New Chain

PE ID
1601431165415322185

PE Name
TEST

URN	Chain ID	Chainparticipants(Seq Role RequestorID RequestorName Respond	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 TM Binding Action



Action Performed successfully

OK

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 TM Delivery	

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_TM352	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.

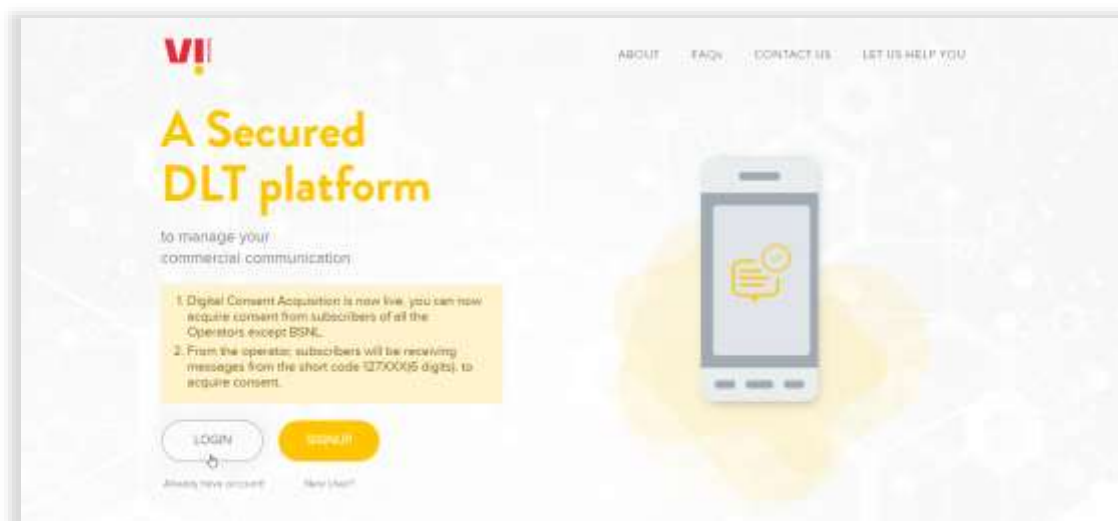
PE as well as TM-AF are required to choose only the next hop to whom the traffic is being directly submitted. TM-DF will have no option to choose any next hop.

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

to login

☒ As Enterprise [Learn More](#)

☐ As Telemarketer [Learn More](#)

☐ As Mobile Subscriber [Learn More](#)

New User? [Sign Up Here](#)

3. Enter your Email Address and password

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Phone: +91-9619 500 900 (10AM to 5PM - Monday to Friday) Email: support@vilpower.in

Enterprise Login

Enter your email address
punishotham1@gmail.com

Password

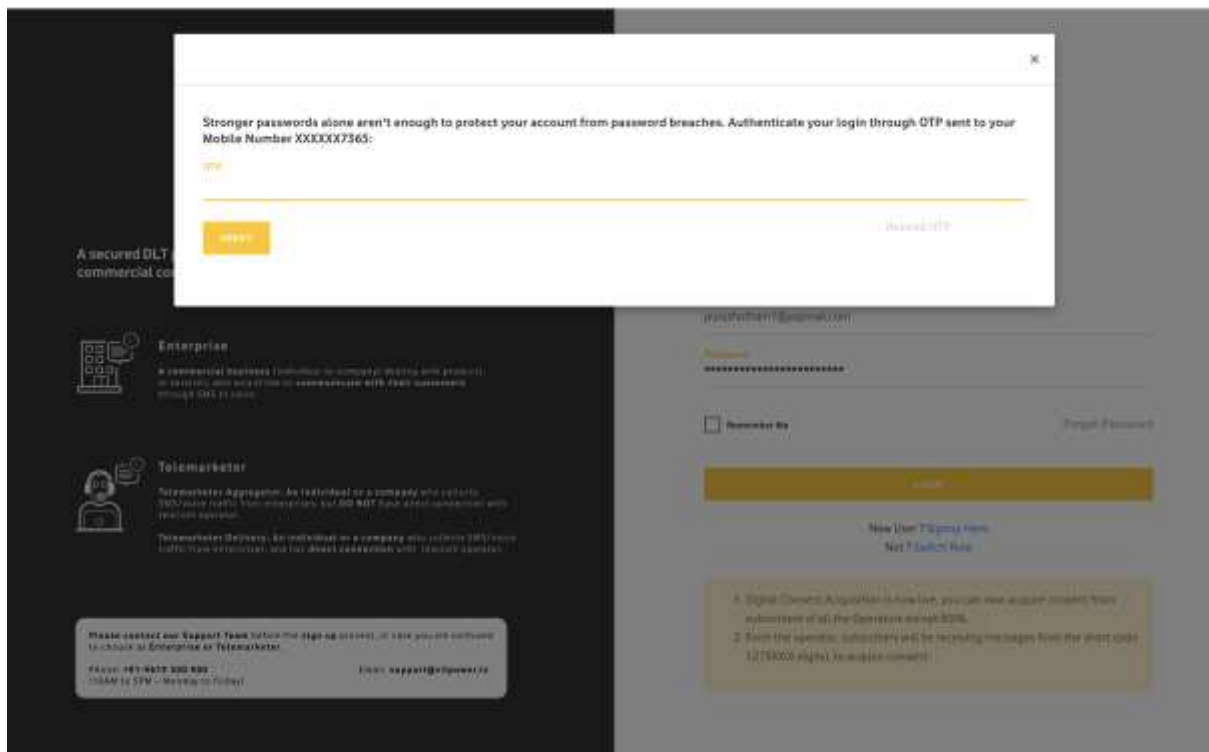
☐ Remember Me

[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 BSNL.
2. From the operator, subscribers will be receiving messages from the short code 127XXXX Digital, to acquire content.

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



Stronger passwords alone aren't enough to protect your account from password breaches. Authenticate your login through OTP sent to your Mobile Number XXXXXX7365:

OTP

Verify

Forgot Password

Enterprise

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

Telemarketer

Telemarketer Aggregator: An individual or a company who collects SMS/email traffic from marketers, but DO NOT have direct connection with Telecom operators.

Telemarketer Delivery: An individual or a company who collects SMS/email traffic from marketers, 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: +91-9418 330 886
THURS to SUN - Monday to Friday

Email: support@vibusiness.in

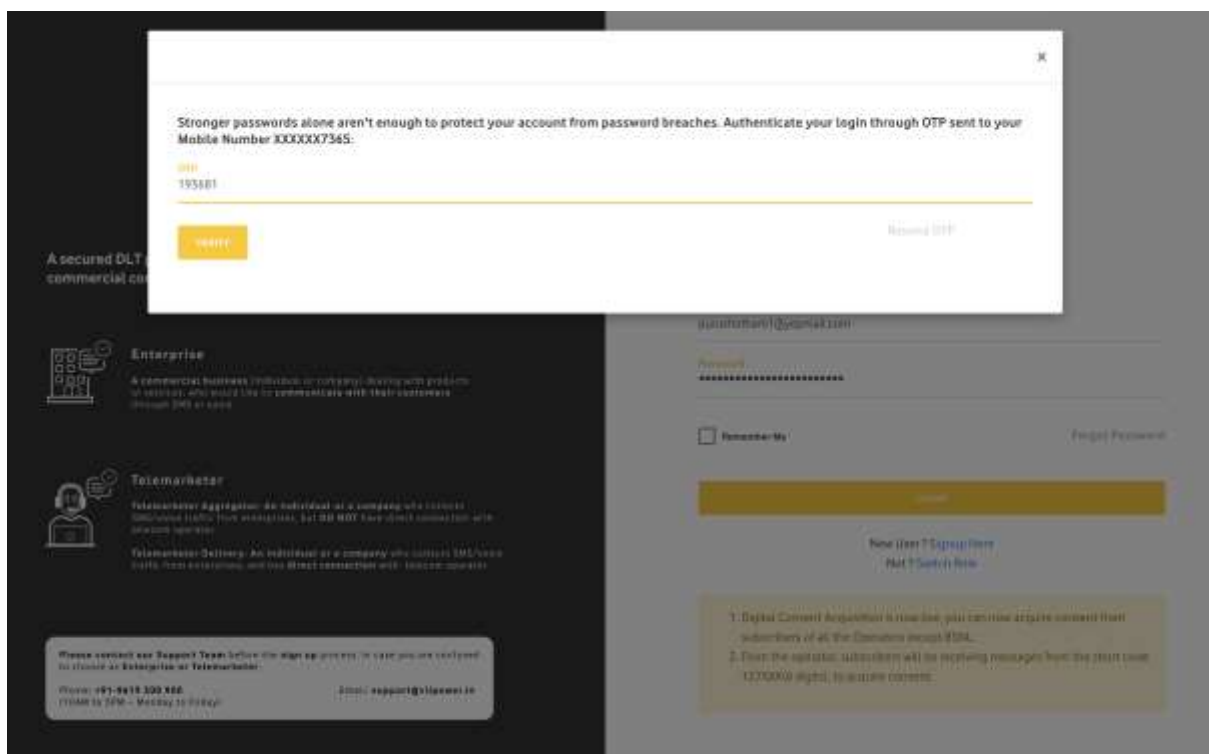
Remember Me

Forgot Password

Verify

New User? Sign up Here
Not? Switch Role

1. Digital Consent Acquisition is now live, you can now acquire consent from subscribers of all the Operators except BSNL.
2. From the operator, subscribers will be receiving messages from the short code 127XXXX digital, to acquire consent.



Stronger passwords alone aren't enough to protect your account from password breaches. Authenticate your login through OTP sent to your Mobile Number XXXXXX7365:

OTP

193581

Verify

Forgot Password

Enterprise

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

Telemarketer

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Telemarketer Delivery: An individual or a company who collects SMS/email traffic from marketers, 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: +91-9418 330 886
THURS to SUN - Monday to Friday

Email: support@vibusiness.in

Remember Me

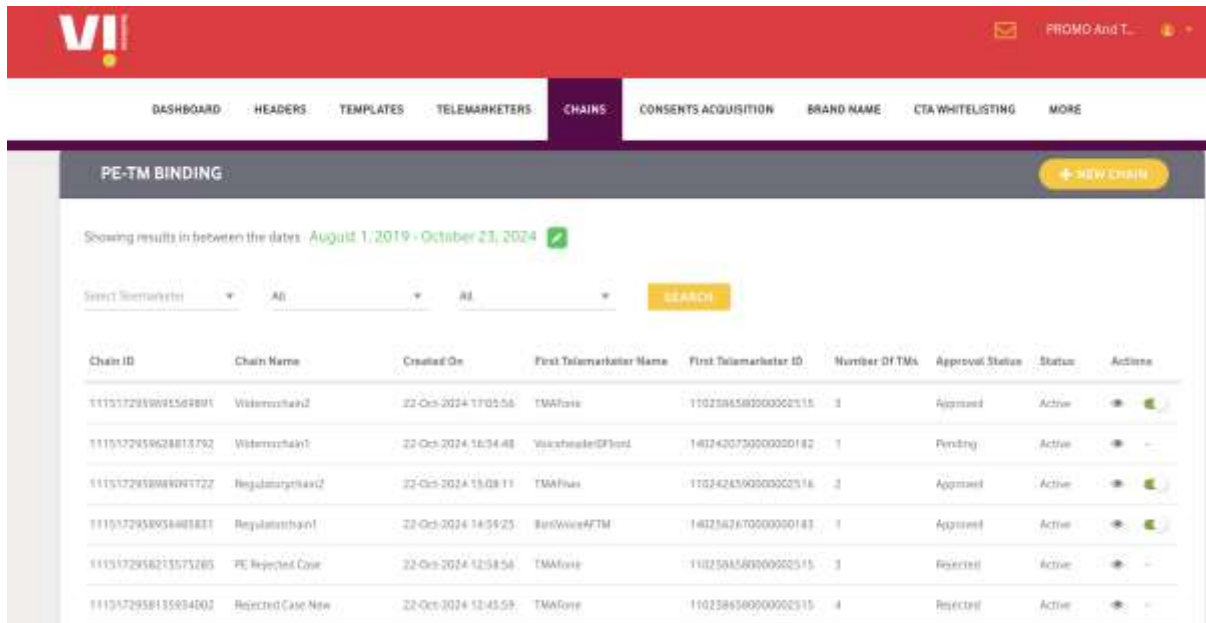
Forgot Password

Verify

New User? Sign up Here
Not? Switch Role

1. Digital Consent Acquisition is now live, you can now acquire consent from subscribers of all the Operators except BSNL.
2. From the operator, subscribers will be receiving messages from the short code 127XXXX digital, to acquire consent.

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

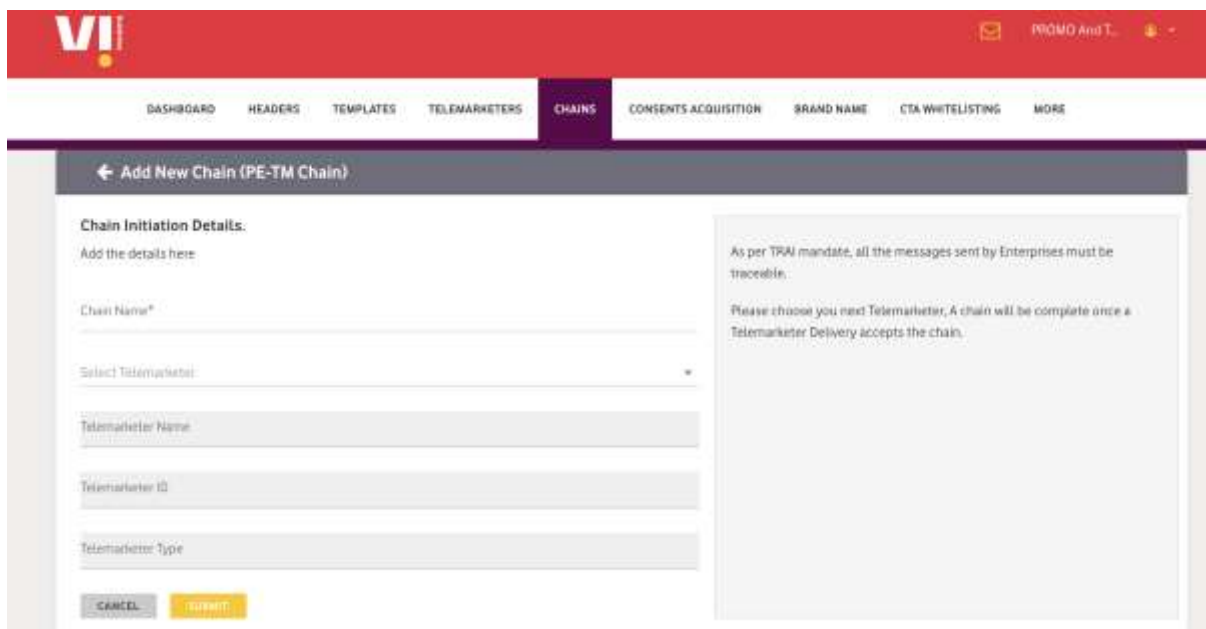


Showing results in between the dates: **August 1, 2019** - **October 23, 2024** 

Select Telemarketer:

Chain ID	Chain Name	Created On	First Telemarketer Name	First Telemarketer ID	Number of TMs	Approval Status	Status	Actions
111517295805568891	Widerchain2	22-Oct-2024 17:05:56	TMAFlow	110238658000000015	3	Approved	Active	 
111517295805568892	Widerchain3	22-Oct-2024 16:34:48	Widerchain3Flow	1402420750000000182	1	Pending	Active	 
111517295805568893	Regulationchain2	22-Oct-2024 15:08:11	TMAFlow	110238658000000015	3	Approved	Active	 
111517295805568894	Regulationchain1	22-Oct-2024 14:59:25	RegWiderchain1	1402386580000000183	1	Approved	Active	 
111517295805568895	PE Rejected Case	22-Oct-2024 12:58:56	TMAFlow	110238658000000015	3	Rejected	Active	 
111517295805568896	Rejected Case New	22-Oct-2024 12:45:59	TMAFlow	110238658000000015	4	Rejected	Active	 

6. Chain initiation Page



← Add New Chain (PE-TM Chain)

Chain Initiation Details:
Add the details here:

Chain Name*

Select Telemarketer:

Telemarketer Name

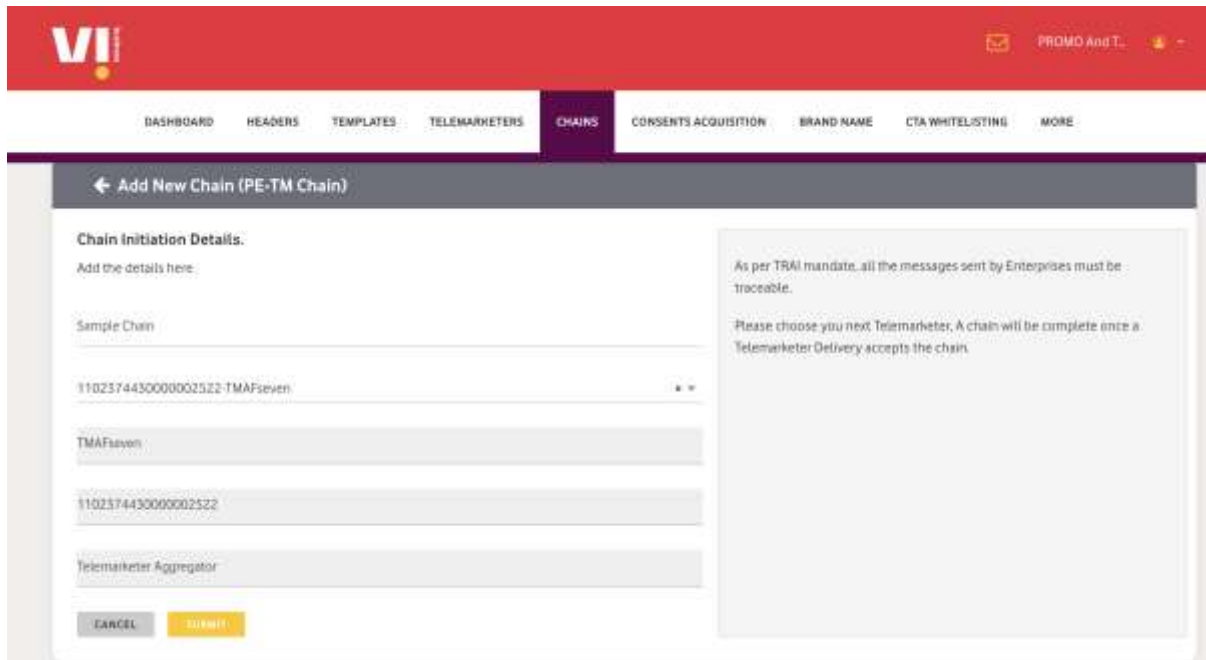
Telemarketer ID

Telemarketer Type

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

Please choose your next 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,



VI business

PROMO And T...

DASHBOARD HEADERS TEMPLATES TELEMARKETERS **CHAINS** CONSENTS ACQUISITION BRAND NAME CTA WHITELISTING MORE

← Add New Chain (PE-TM Chain)

Chain Initiation Details.
Add the details here:

Sample Chain

1102374430000002522-TMAFseven

TMAFseven

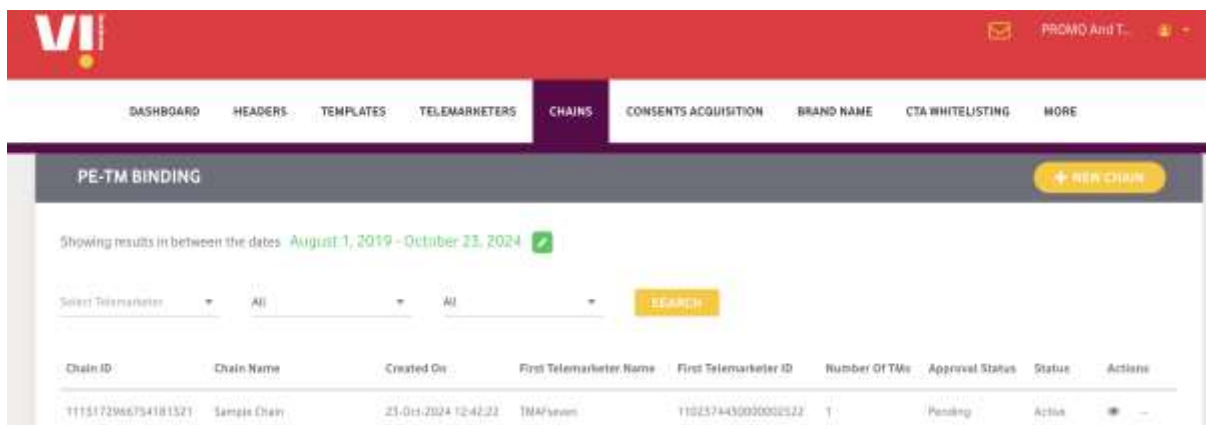
1102374430000002522

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.



VI business

PROMO And T...

DASHBOARD HEADERS TEMPLATES TELEMARKETERS **CHAINS** CONSENTS ACQUISITION BRAND NAME CTA WHITELISTING MORE

PE-TM BINDING + NEW CHAIN

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

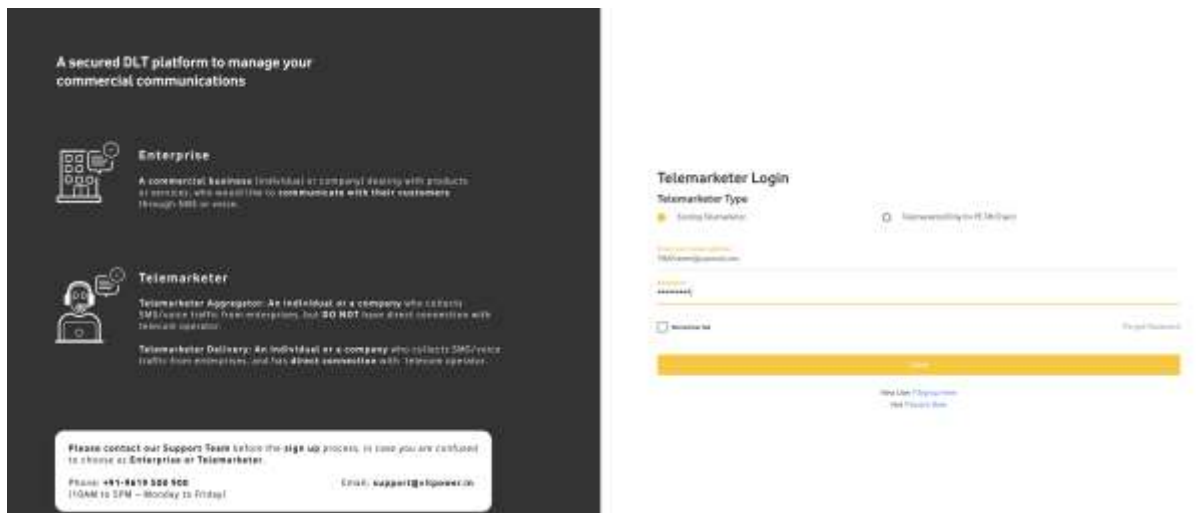
Select Telemarketer: All All SEARCH

Chain ID	Chain Name	Created On	First Telemarketer Name	First Telemarketer ID	Number Of TMs	Approval Status	Status	Actions
1115172986754181321	Sample Chain	23-Oct-2024 12:42:23	TMAFseven	1102374430000002522	1	Pending	Active	

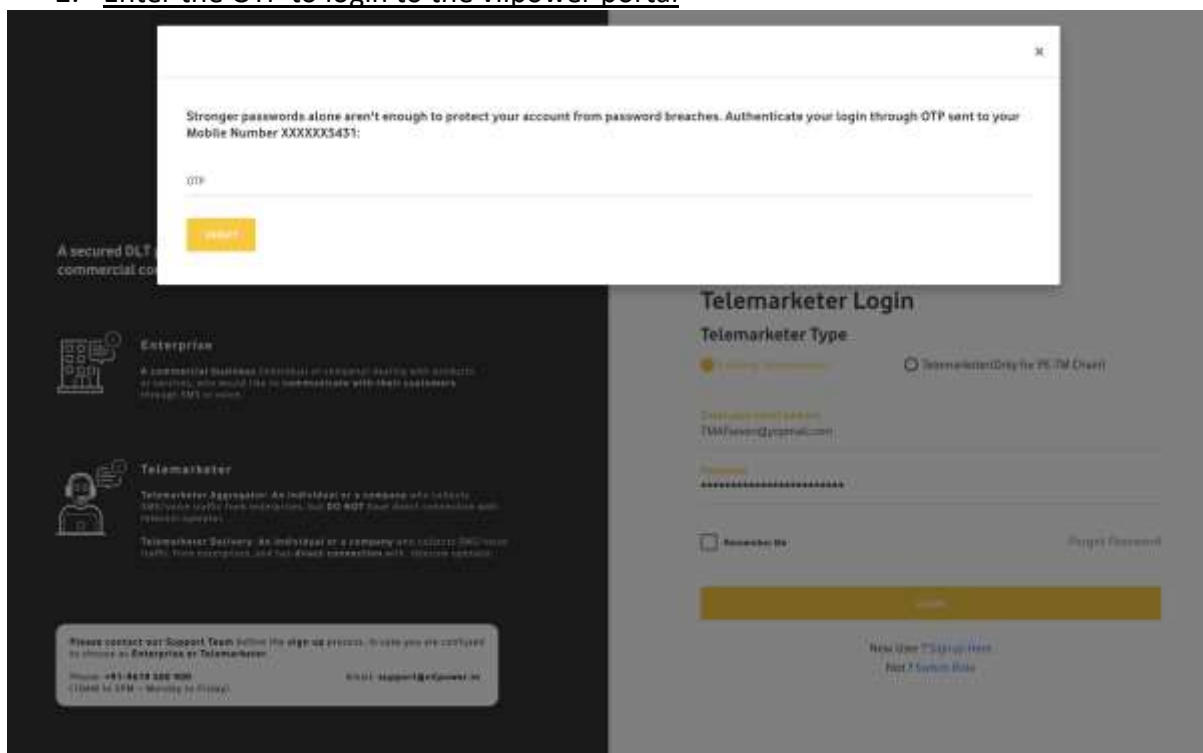
9. TM(who are registered on VILPOWER) will receive a mail notification to their registered mail ID, to act on the PE TM chain.

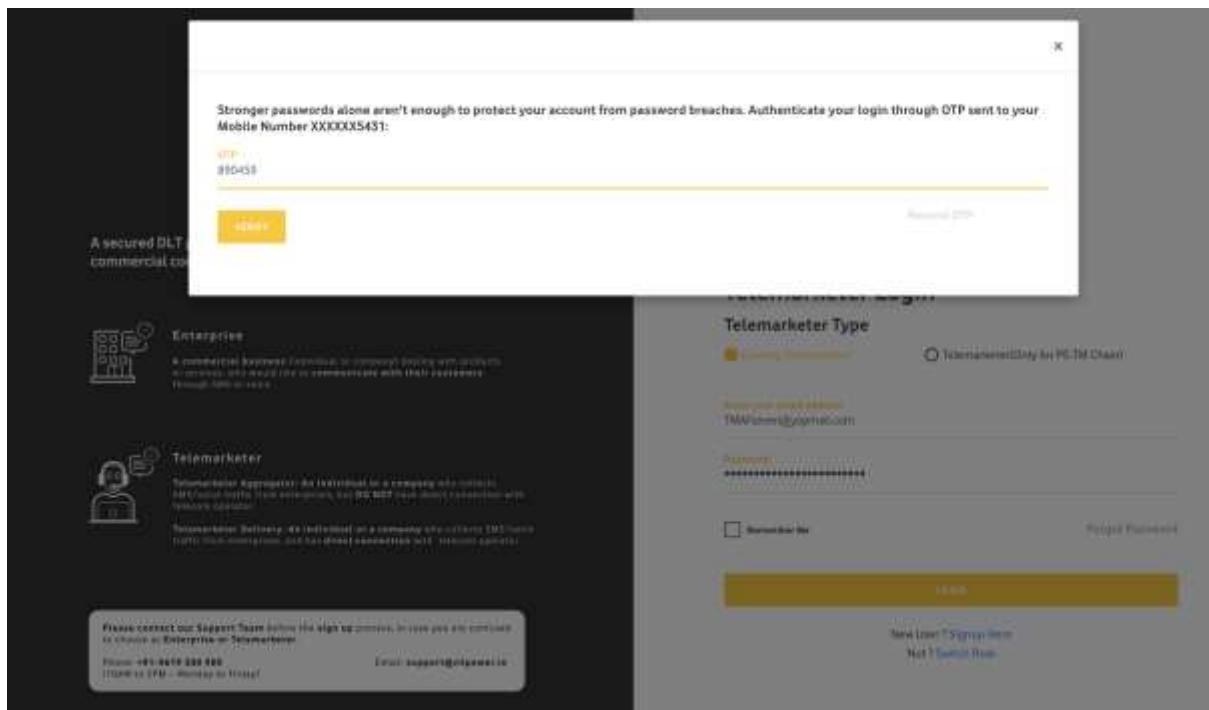
TM – Aggregator Login

- 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)



Telemarketer Login

Telemarketer Type

☐ Existing Telemarketer

☒ Telemarketer Only for PE-TM Chain

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

[Enter your TMD](#)

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

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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

Telemarketer Login

Telemarketer Type

☐ Existing Telemarketer ● **Telemarketer Only for MSME Users**

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

Enter your TMID

1402552670000000183

GET OTP

VERIFY AND LOGIN

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

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

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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

Telemarketer Login

Telemarketer Type

☐ Existing Telemarketer ● **Telemarketer Only for MSME Users**

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

Enter your TMID

1402552670000000183

OTP Sent

Enter OTP sent to Email: *****

Did not receive OTP? RESEND

Enter OTP sent to Phone Number: *****

VERIFY

VERIFY AND LOGIN

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

6. Verify and login to the vilpower Portal



Telemarketer Login

Telemarketer Type

☐ Existing Telemarketer

☒ New 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 (TMID)

1402542670000000183

OTP Sent

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

Didn't receive OTP?

RESEND

Verified

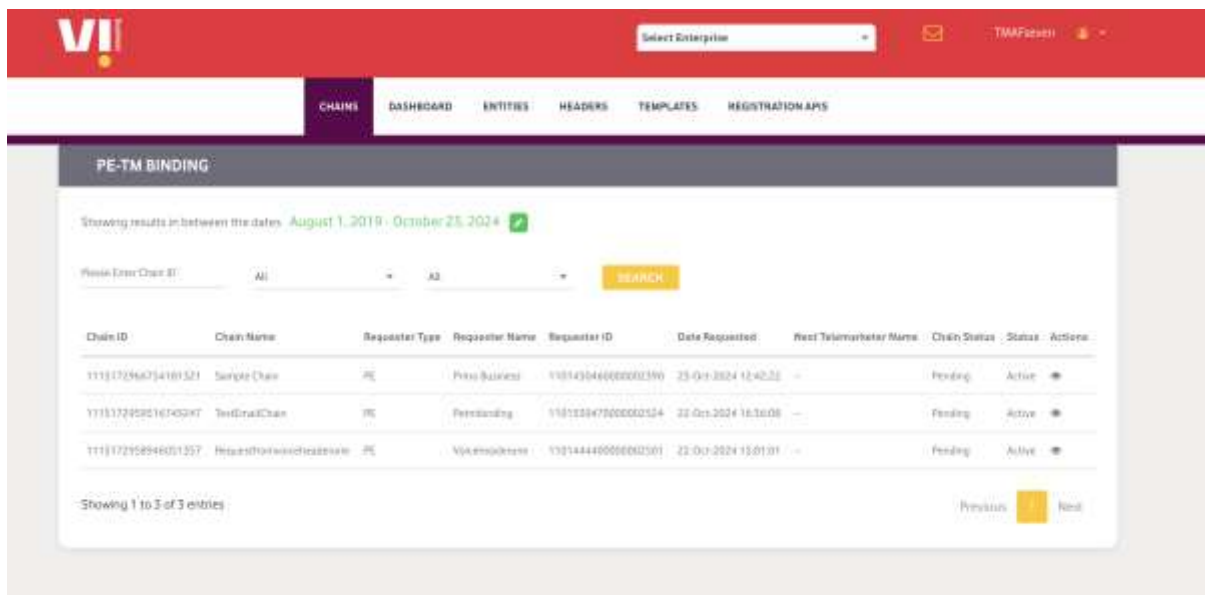
Enter your TMID to verify and login We'll send OTP to your registered email and phone

Verified

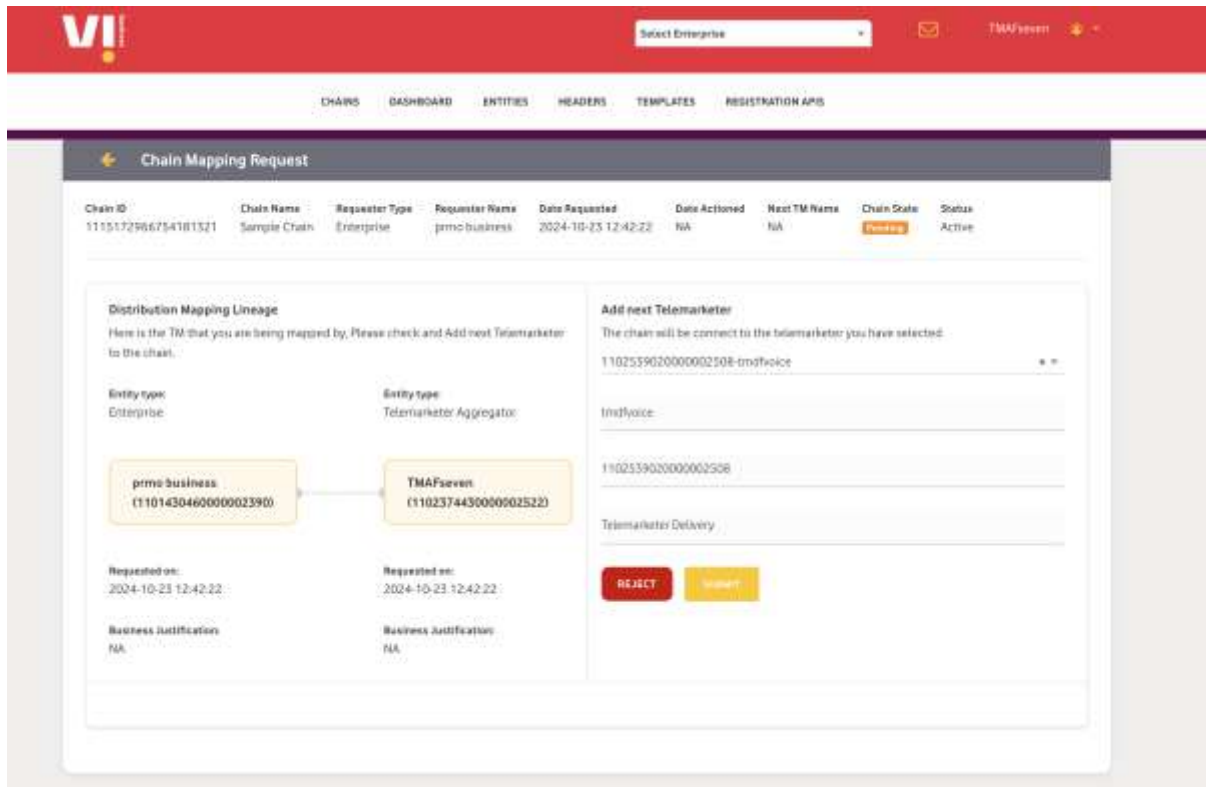
VERIFY AND LOGIN

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



8. 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	Ready	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

prmo business (110143046000002390) → TMAFseven (110237443000002522)

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

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

Business Justification: NA

Business Justification: NA

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

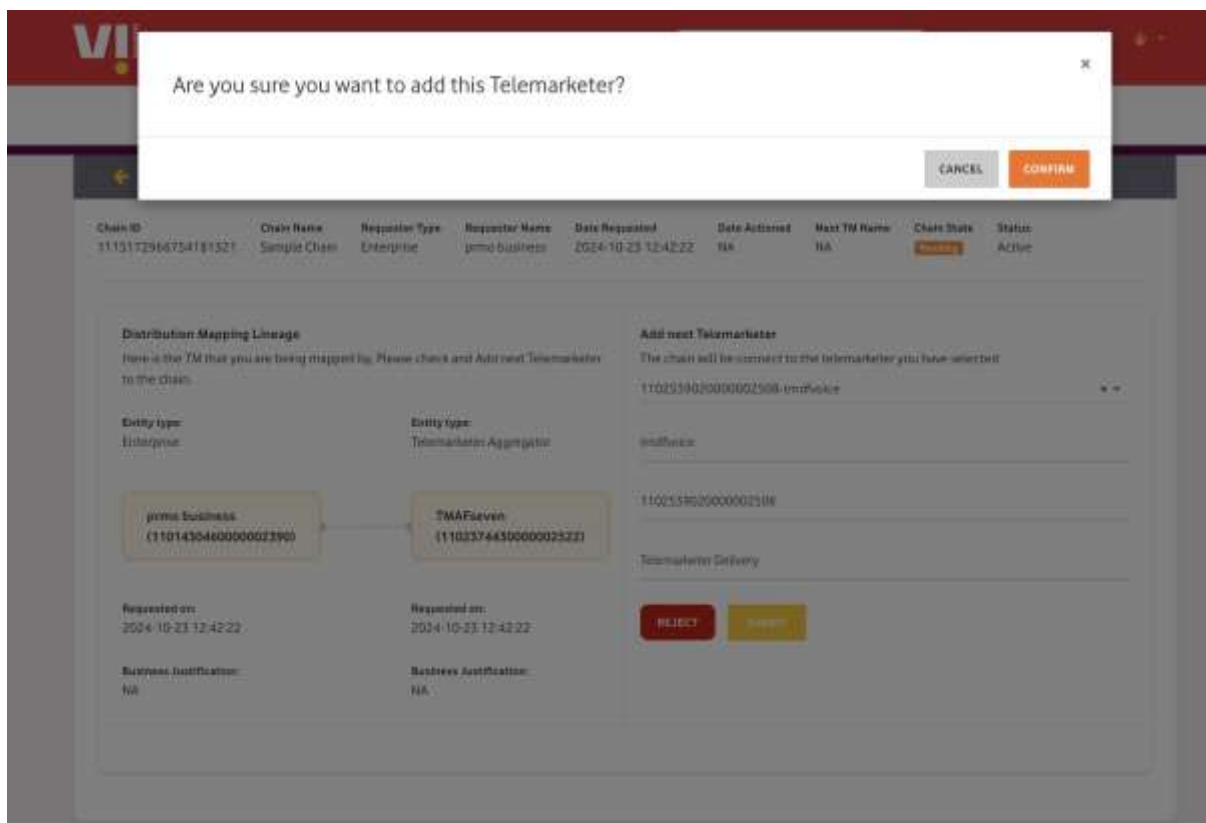
1102539020000002508-tnsvoice

tnsvoice

1102539020000002508

Telemarketer Delivery

REJECT **CONFIRM**



Are you sure you want to add this Telemarketer?

CANCEL **CONFIRM**

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	Ready	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

prmo business (110143046000002390) → TMAFseven (110237443000002522)

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

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

Business Justification: NA

Business Justification: NA

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

1102539020000002508-tnsvoice

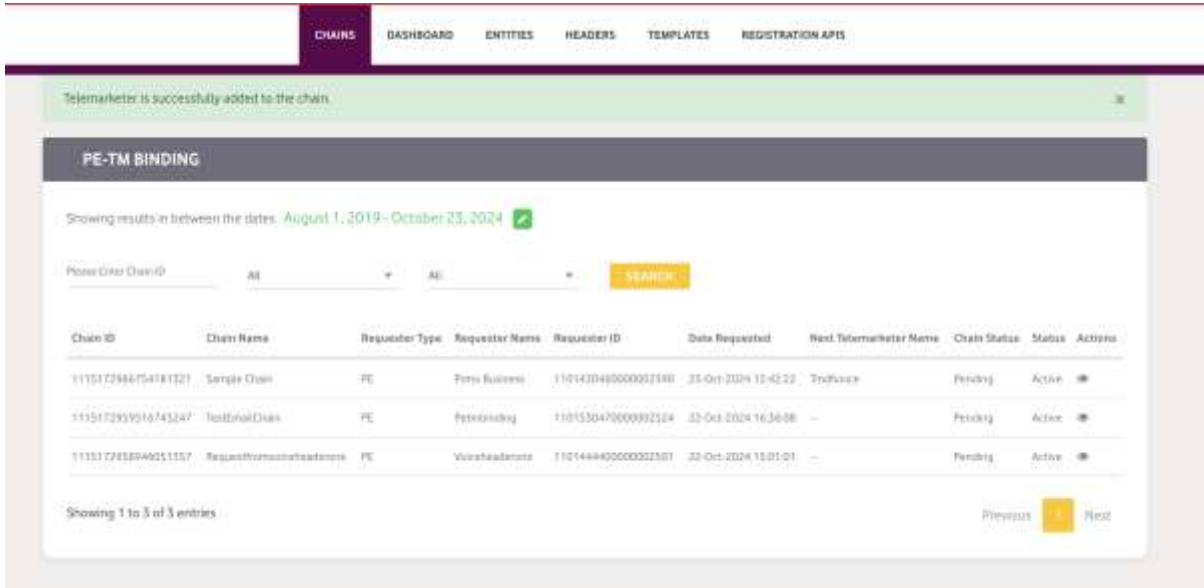
tnsvoice

1102539020000002508

Telemarketer Delivery

REJECT **CONFIRM**

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



Telemarketer is successfully added to the chain.

PE-TM BINDING

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

Please Enter Chain ID:

Chain ID	Chain Name	Requester Type	Requester Name	Requester ID	Date Requested	Next Telemarketer Name	Chain Status	Status	Actions
1115172986754181321	Sample Chain	FE	Peris Business	110143D480000002180	23-Oct-2024 15:42:22	Trufuscar	Pending	Active	
1115172939516743247	TesttrialChain	FE	Petrolnoking	1101530470000002124	22-Oct-2024 16:36:08	—	Pending	Active	
1115172838949051157	Requestfromstateheadoffice	FE	Vicereheadoffice	1101444400000002201	22-Oct-2024 15:01:01	—	Pending	Active	

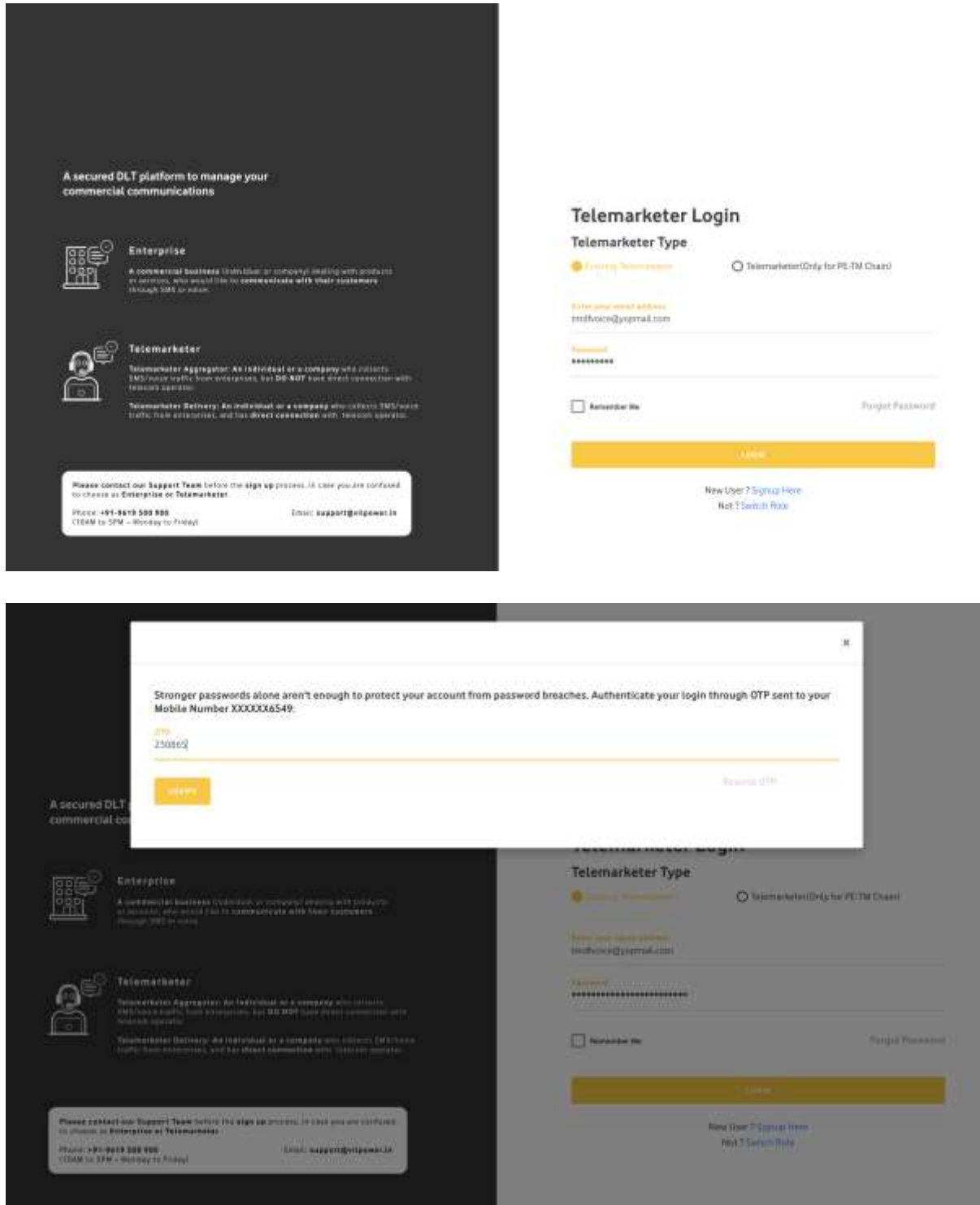
Showing 1 to 3 of 3 entries

[Previous](#) [Next](#)

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 VILpower portal



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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 588 888 (TAM to 3PM – Monday to Friday) Email: support@vilpower.in

Telemarketer Login

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

Enter your email address:
tmfivaco@gmail.com

Password:

☐ Remember Me [Forgot Password?](#)

[Login](#)

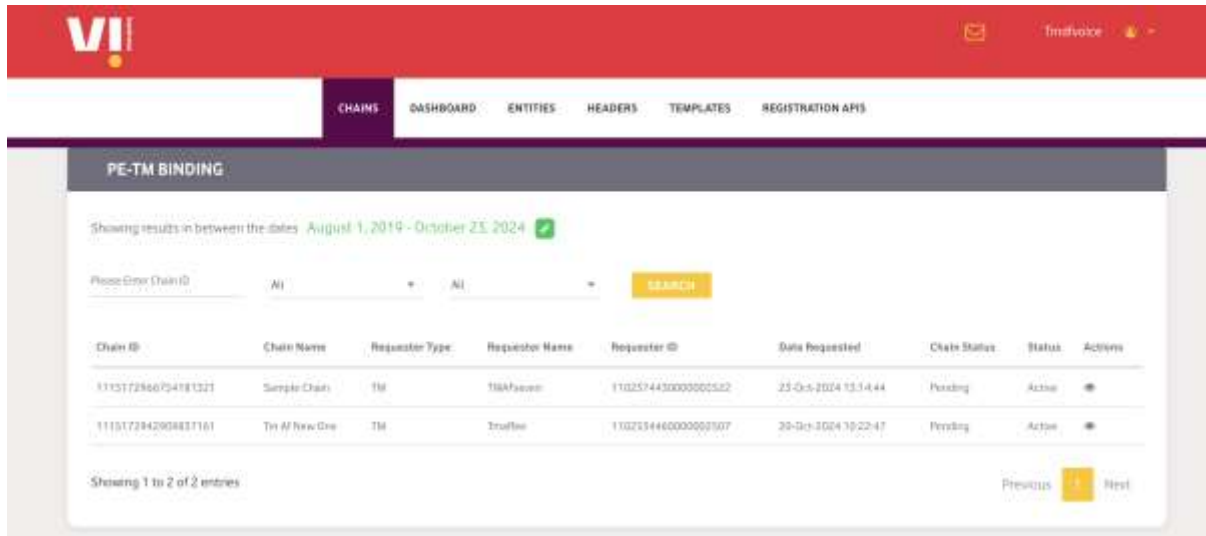
[New User ? Signup Here](#)
[Not ? Switch Role](#)

Stronger passwords alone aren't enough to protect your account from password breaches. Authenticate your login through OTP sent to your Mobile Number XXXXXX6549.

OTP
250862

[Verify OTP](#) [Resend OTP](#)

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

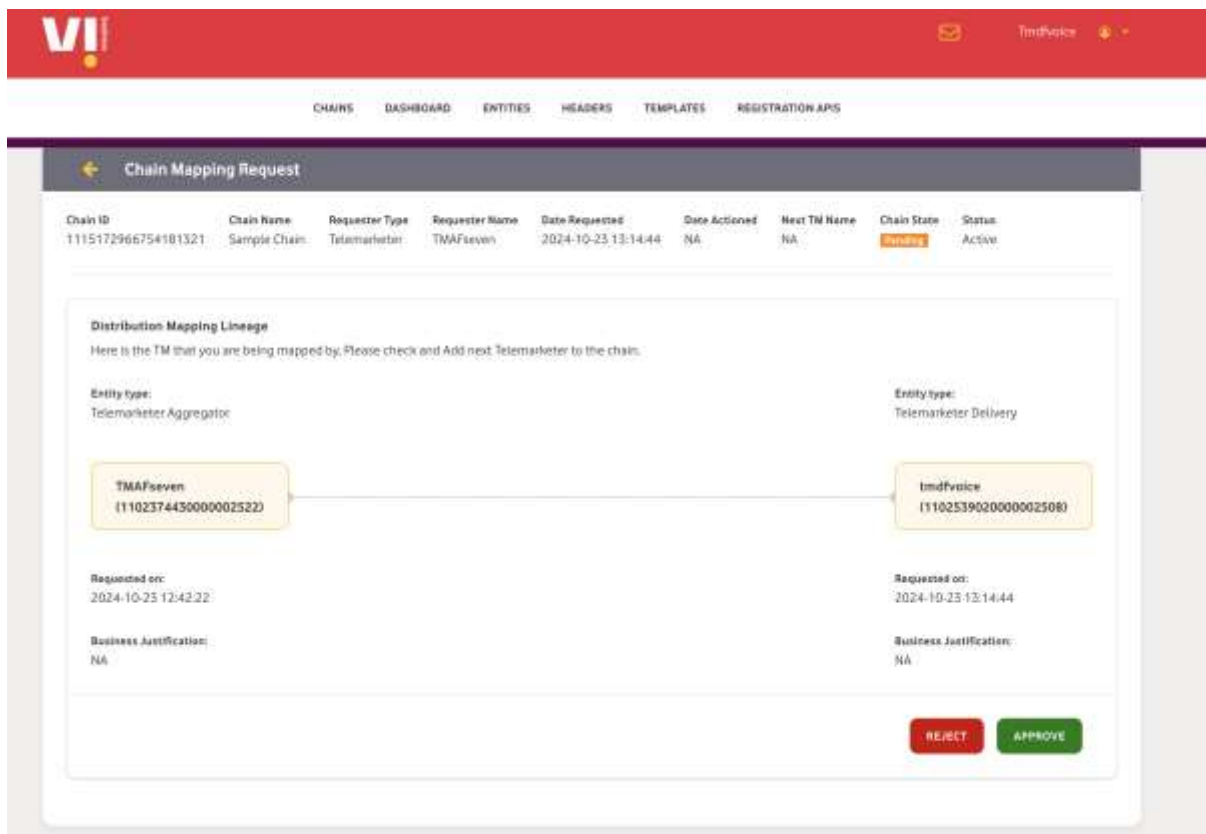


The screenshot shows the 'CHAINS' section of the VI application. It displays a table of chain requests with the following columns: Chain ID, Chain Name, Requester Type, Requester Name, Requester ID, Date Requested, Chain Status, Status, and Actions. Two entries are visible:

Chain ID	Chain Name	Requester Type	Requester Name	Requester ID	Date Requested	Chain Status	Status	Actions
1115172966794181321	Sample Chain	TM	TMAFooven	1102574430000002522	23-Oct-2024 13:14:44	Pending	Active	
1115172942008831161	Tm AF New One	TM	Tmafove	1102534460000001507	20-Oct-2024 10:22:17	Pending	Active	

Showing 1 to 2 of 2 entries. Navigation buttons: Previous, Next.

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.



The screenshot shows the 'Chain Mapping Request' detail page. It displays the following information:

Chain ID	Chain Name	Requester Type	Requester Name	Date Requested	Date Actioned	Next TM Name	Chain State	Status
1115172966754181321	Sample Chain	Telemarketer	TMAFooven	2024-10-23 13:14:44	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: Telemarketer Aggregator

Entity type: Telemarketer Delivery

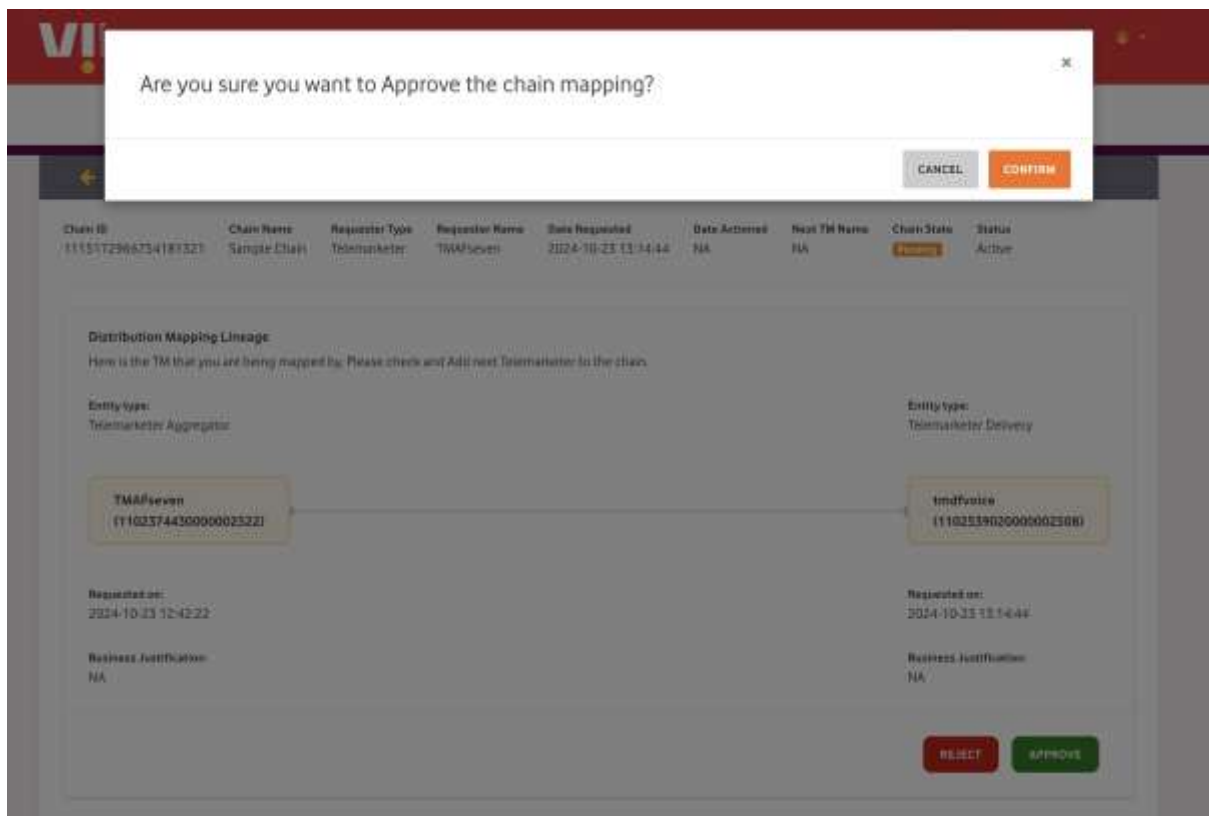
Requested on: 2024-10-23 12:42:22

Requested on: 2024-10-23 13:14:44

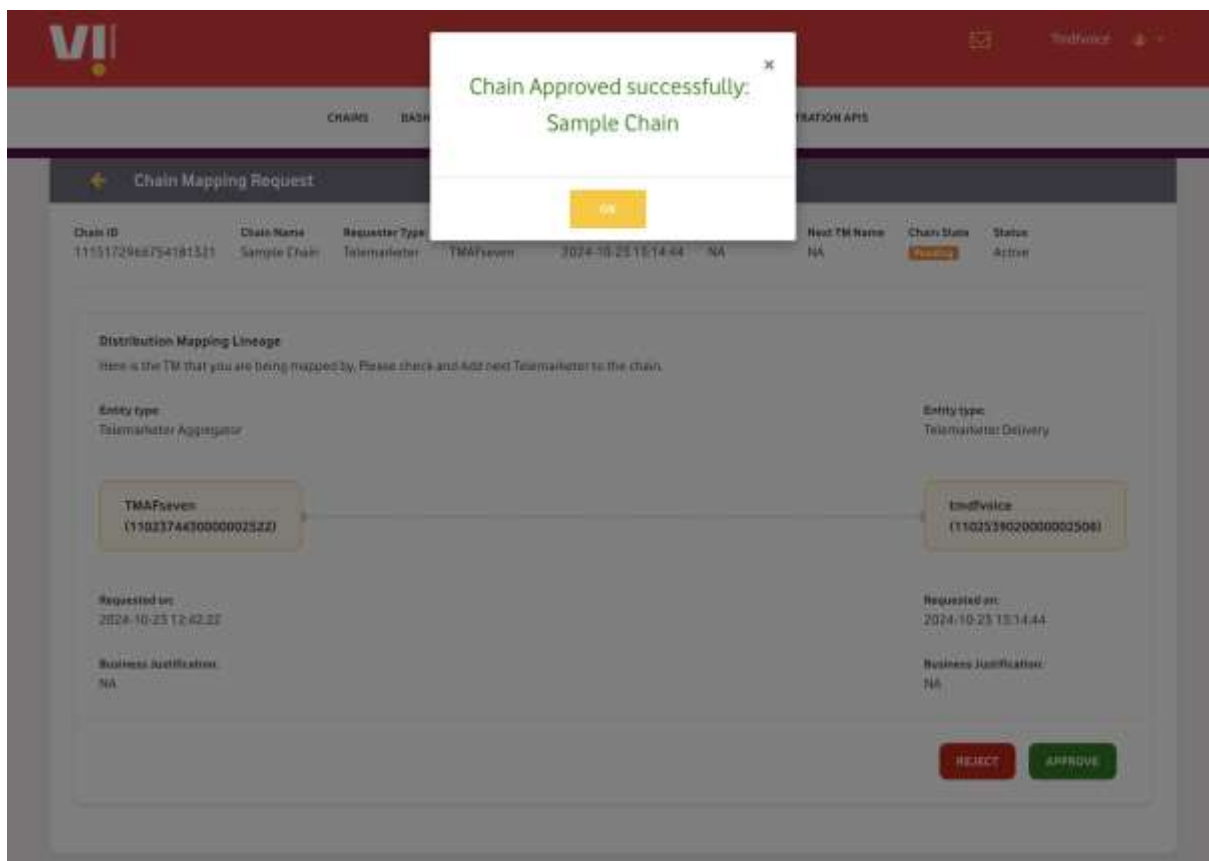
Business Justification: NA

Business Justification: NA

Buttons: REJECT, APPROVE

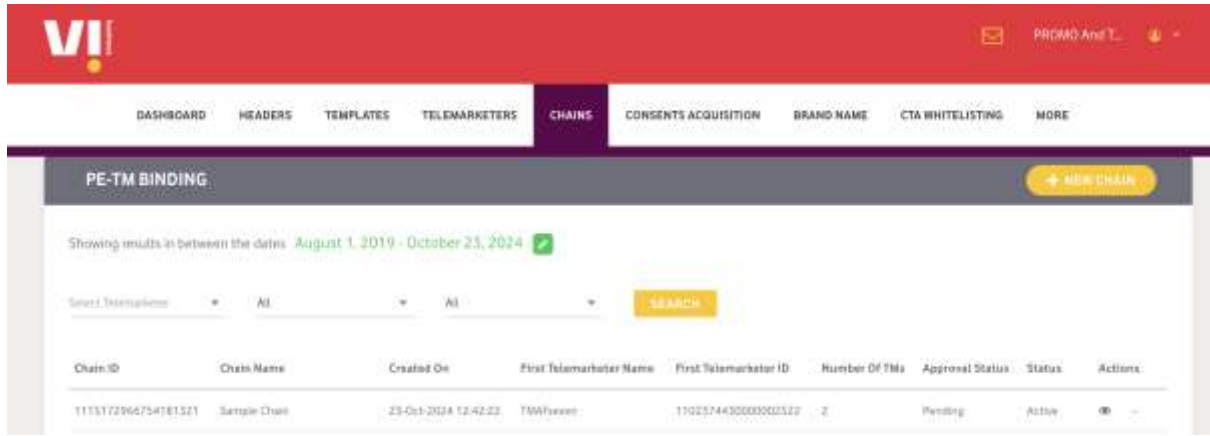


- Post Chain approval, it will go to home page of chains in pending state where final approval will be given by PE for complete chain.



Enterprise Login

1. Click on actions to view pending chain requests



VI business

PROMO And T...

DASHBOARD HEADERS TEMPLATES TELEMARKETERS CHAINS CONSENTS ACQUISITION BRAND NAME CTA WHITELISTING MORE

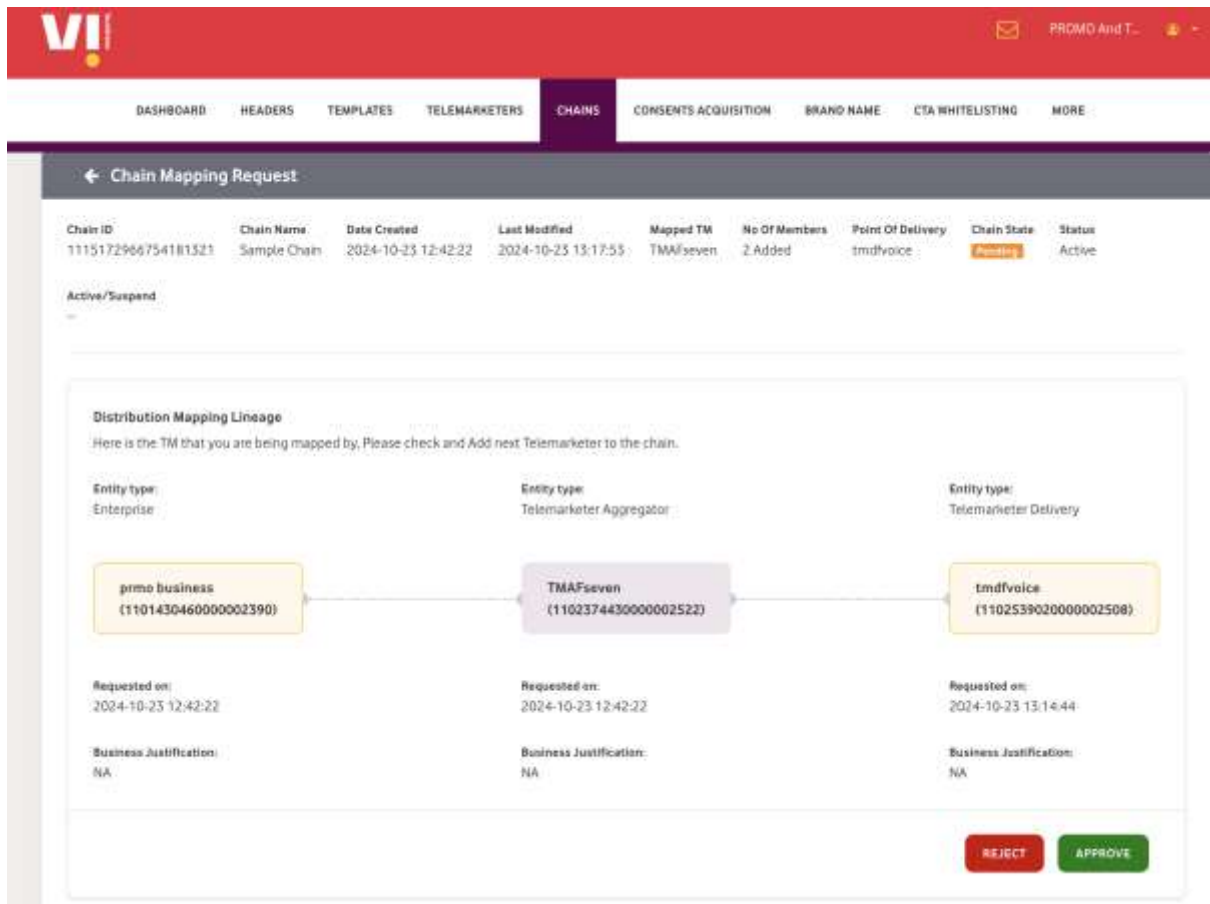
PE-TM BINDING + NEW CHAIN

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



VI business

PROMO And T...

DASHBOARD HEADERS TEMPLATES TELEMARKETERS CHAINS CONSENTS ACQUISITION BRAND NAME CTA WHITELISTING MORE

← 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

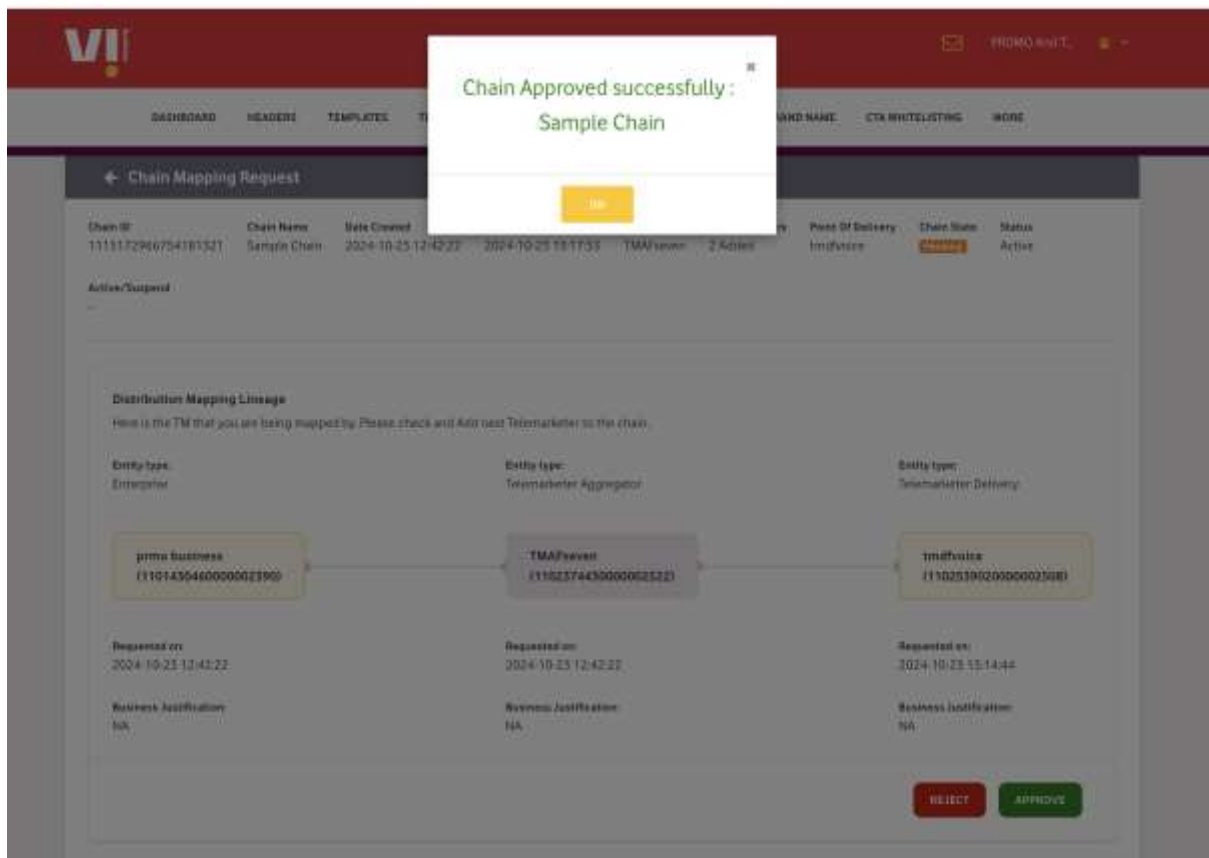
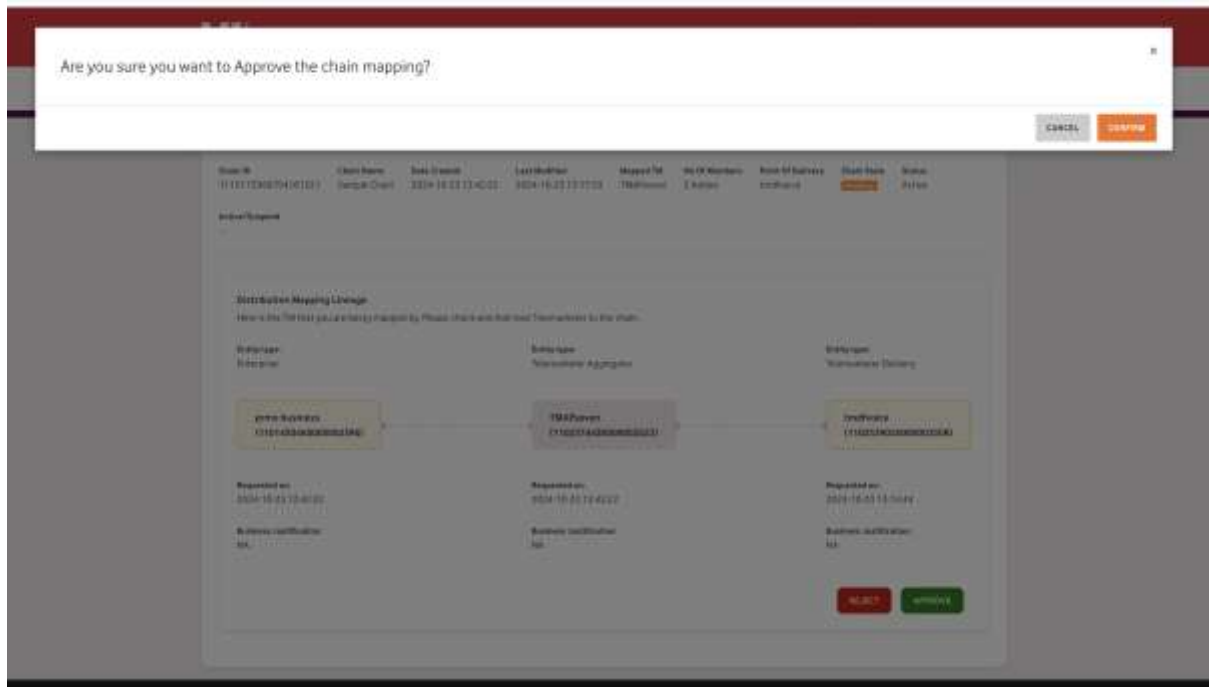
Active/Suspend

Distribution Mapping Lineage

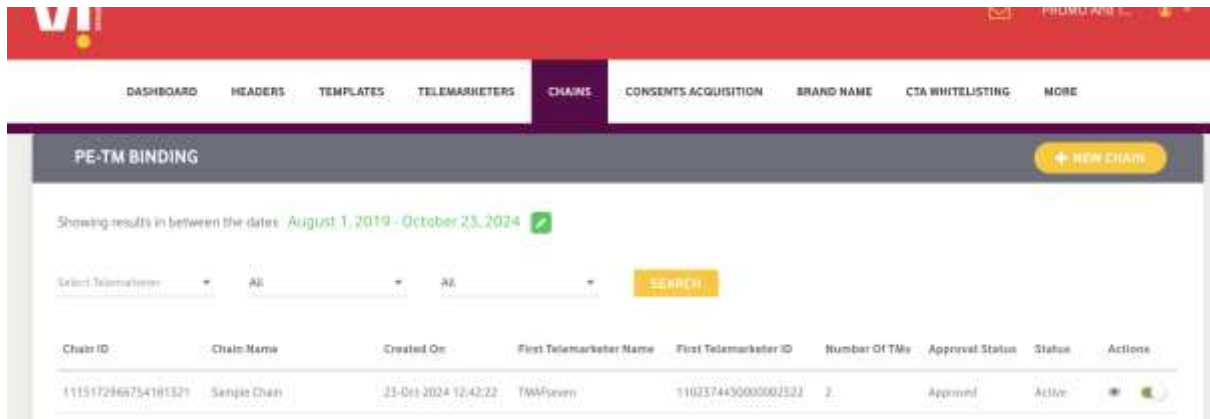
Here is the TM that you are being mapped by, Please check and Add next Telemarketer to the chain.

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: All All [SEARCH](#)

Chain ID	Chain Name	Created On	First Telemarketer Name	First Telemarketer ID	Number Of TMs	Approval Status	Status	Actions
1115172965754181321	Sample Chain	23-Oct-2024 12:42:22	TMAForum	1102374430000002321	2	Approved	Active	 