

VAS Cell,
BSNL Corporate Office,
2nd Floor Bharat Sanchar Bhawan,
New Delhi-110001
Ph. 011-23312300
Fax. 011-23358924



भारत संचार निगम लिमिटेड
(भारत सरकार का उपक्रम)
BHARAT SANCHAR NIGAM LIMITED
(A Govt. of India Enterprise)

TRAI MATTER

TOP PRIORITY

VAS-5/Impl. Of UCC Regln/2018(pt)

Dated: 18th February, 2020

To,
CGM- All Telecom Circles

Subject: Guidelines for approval of Headers-reg

Kindly find enclosed the guidelines for approving of headers in DLT portal.

- i. Header type with "Transactional" to be allowed only to banking and financial transactions (SBI; ICICI Bank; etc...)
- ii. Rest all enterprises should either choose Service-Implicit or Service-Explicit.
- iii. Header should be relevant to enterprise name. If enterprise has any trade name or product with different name, that can be allowed accordingly post validation.
- iv. If header is different from his enterprise name & enterprise has provided valid justification, still the header can not be allowed until it resemble other brands or enterprise names.
- v. Generic/reserved headers like BSNL, MTNL, AIRTEL, MUMBAI, ALERTS, OFFERS, SYSTEM, CELEBRITY NAME, CLAIMS, REFUND, INCOMETAX, ITREFUND, SEBI, RBI etc. should not be allowed as headers to avoid mislead.
- vi. Number headers (promotional): 1st char (1 to 8 preference category) should match the category enterprise fall under. Requested category & industry type in header request, should match with category & industry type of enterprise registered with.

The preference categories are as under,

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

For clarity and understanding different types of messages, tutorial is attached with the letter.

Encl: A/a


(Rajesh Kumar Chawla)
AGM(VAS)

Copy to:

1. PGM(NWO-CM), Sr.GM(Regln), GM(CDN) BSNL CO for info pl.
2. PGM/GM(CMTS) Nodal Centres Chandigarh, Trichy, Pune, Kolkata

Tutorials / Examples

Annexure - 1

Understanding different type of Messages

- ❑ "Promotional communication"- Communication indicating a **marketing communication, upsell or cross sell**. Promotions cannot be combined with service or transaction message.

PROMOTIONAL

Lose weight naturally!

Get MY DIET by <NAME OF CONSULTANT> & lose up-to 10Kg. No exercise. No machine. First free consultation Click <URL>

To revoke consent send SMS as REVOKE HEADER to 1909

- ❑ "Transactional communication" means a communication triggered by a transaction performed by the Subscriber, who is also the **Sender's customer**, provided such a communication is **sent within thirty minutes** of the transaction being performed and is directly related to it.

Provided that the transaction may be a banking transaction, delivery of OTP, purchase of goods or services, etc.

TRANSACTIONAL

Hello! Your A/C no. <XXXXX> has been debited by Rs. <XXXX> The A/C balance is Rs. <XXXX> on <DD/MM/YY> The A/C balance is Rs. <XXXX> Info: <TYPE>/<PURPOSE>/< Rs. of template OR REFERENCE NUMBERS

Understanding different type of Messages

- ☐ "Service message or Service Call" means a message sent to a recipient or voice call made to recipient either with his consent or using a template registered for the purpose, the primary purpose of which is to facilitate, complete, or confirm a commercial transaction that the recipient has previously consented to enter into with the sender; or to provide **warranty information, product recall information, safety or security information with respect to a commercial product or service used or purchased by the recipient**

Service Implicit

PNBHFL-SERVICE-IMPLICIT-TEMPLATE-1

SERVICE: Dear Customer, As per your request, contact details have been updated against your fixed deposit account.

PNBHFL-SERVICE-IMPLICIT-TEMPLATE-2

SERVICE: The loan application of Mr. NITIN BEER SINGH RAWAT vide application no. HOU/MUM/0319/661856 has been approved on 12-APR-19. Team PNBHFL

PNBHFL-SERVICE-IMPLICIT-TEMPLATE-3

SERVICE: Dear Customer, welcome to PNBHFL family. We are in receipt of your fixed deposit application and same is under process.

Service Explicit

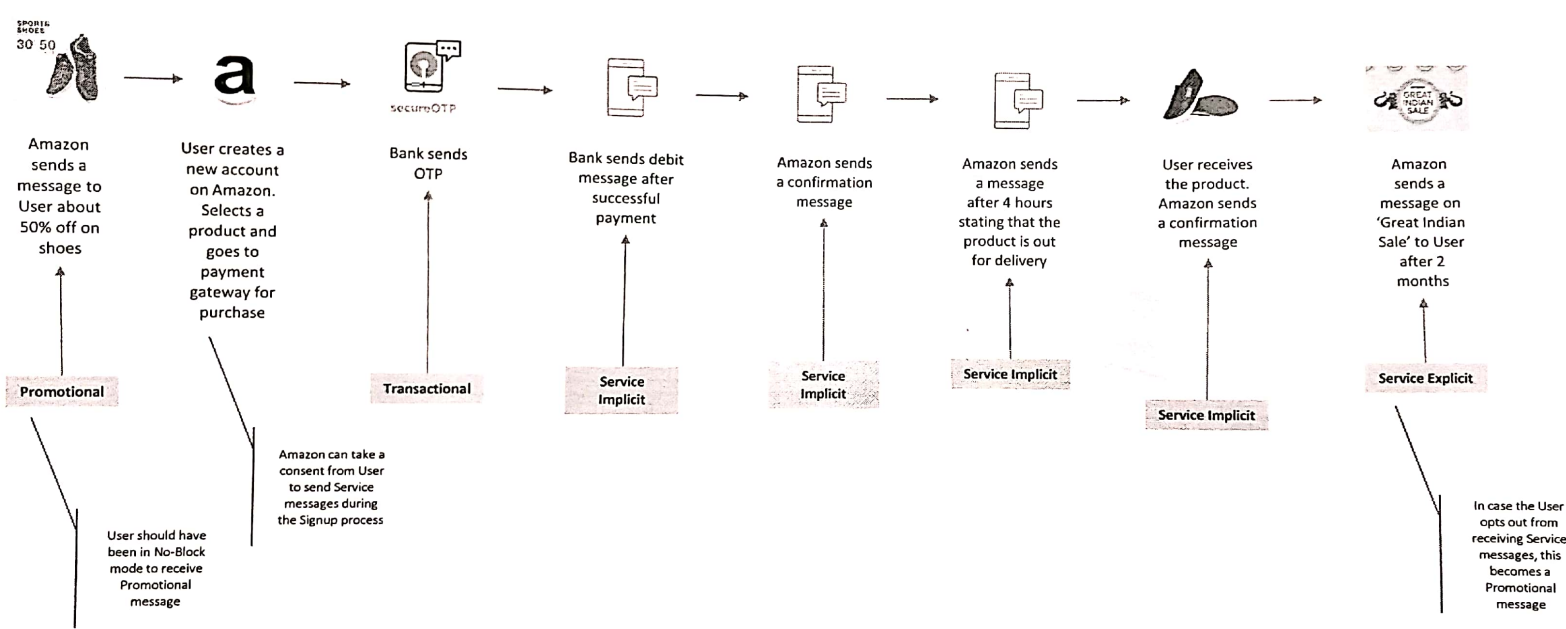
PNBHFL-SERVICE-EXPLICIT-TEMPLATE-1

SERVICE: Dear Customer, Congratulations on your Home Anniversary! Now avail a Top-up up to Rs 50 lacs* with ROI @9.20%* on your Home Loan. Call Toll Free 18001208800 *T&C

PNBHFL-SERVICE-EXPLICIT-TEMPLATE-2

SERVICE: Avail a per-approved Home Loan up to Rs. 1 crore and get 3 EMI holiday. Click here <https://www.pnbhousing.com/>. Regards, PNB Housing. T&C.

How to read different type of messages as per the new regulation



How to read different type of messages as per the new regulation

