



# Central Depository Services (India) Limited

Convenient + Dependable + Secure

## COMMUNIQUÉ TO DEPOSITORY PARTICIPANTS

CDSL/OPS/DP/POLCY/2024/695

November 14, 2024

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

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

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

**Annexure I - Airtel PE-TM Binding SOP**

**Annexure II - BSNL PE-TM Binding SOP**

**Annexure III - BSNL PE TM Mapping Chain Hash Logic**

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

**Annexure V - Reliance Jio Infocomm Limited PE-TM\_FAQ**

**Annexure VI - TATA Telle PE-TM Binding SOP**

**Annexure VII - VIL PE-TM Binding SOP**

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

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

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

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

sd/-

**Nilesh Shah  
Asst. Vice President**

# PE-TM BINDING



**For PE - Slide - 02 To 16**

**For TM - Slide - 17 To 20**

# PE-TM Binding – TRAI DIRECTIVE



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

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

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

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

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

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

# Important Points > PE -TM Binding



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

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

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

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

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

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

## List of Abbreviations used

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

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



← → ↻ airtel.in/business/commercial-communication/home ☆ 🏠 | 🔒

Commercial

Communication

Platform

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

**LOGIN AS**

Enterprise  Telemarketer

**LOGIN ID**

Enter Login ID/Registered Email Id

**PASSWORD**

Enter Password

LOGIN

**PE Need to enter User id & Password here to login**

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

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

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

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

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



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

Welcome to Airtel Commercial Communications

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

o.jha1507@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

**PE Need to click here**

# MANAGE SMS WORKFLOW PROCESS



ojha1507@gmail.com

DLT

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

## List of Entity Workflows

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

[Click here to add TM ID](#)

[Different Option to check Request Status](#)

ACTIVE	INACTIVE	PENDING WITH TM	PENDING	REJECTED		
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

- oaha1507@gmail.com
- DLT
  - HOME
  - MANAGE HEADERS
  - MANAGE TEMPLATES
  - MANAGE CONSENT TEMPLATES
  - MANAGE COMPLAINTS
  - PURCHASE CREDITS
  - CONSENT VIEW
  - MANAGE VOICE WORKFLOW
  - MANAGE VOICE TEMPLATES
  - MANAGE CTA
  - MANAGE SMS WORKFLOW**
- CAMPAIGN SCHEDULE
- ANTI-PHISHING
- PROFILE
- LOGOUT

## Telemarketer Workflow

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

To Exit  
Click Here

Go Back X

### 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



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, 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

Cancel

# MANAGE SMS WORKFLOW PROCESS



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

Go Back X

## Telemarketer Workflow

View the full SMS 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

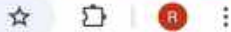
Cancel

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 X

## Telemarketer Workflow

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

### Steps to Create Flow

#### Step 1

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

#### Step 2

Submit a request to map to the chosen

#### Step 3

The TM will review your submission and

### 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) 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

#### 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



ojha1507@gmail.com

DLT

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

CAMPAIGN SCHEDULE

ANTI-PHISHING

PROFILE

LOGOUT

## Telemarketer Workflow

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

Go Back X

Click here to Exit if PE or TM name is incorrect



PE Name

TM Name

Save

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

# MANAGE SMS WORKFLOW PROCESS



Go Back X

## Telemarketer Workflow

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

Testing Account  
1001221111131518171

**Request Sent**

You have added TM - Airtel Digital Limited(1002465620000023188) 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



## List of Entity Workflows

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

ACTIVE **PENDING WITH TM** REJECTED

Click Here to check Active, Pending, Rejected status

Sl. No.	Workflow Id	View Tagged Entity Details	Creation Date	Update Date	Status	Workflow
1	WRFW_922843138490	<a href="#">VIEW TM DETAILS</a>	2024-10-21 11:07:40	2024-10-21 11:07:40	PENDING WITH TM	<a href="#">VIEW WORKFLOW</a>

Click Here to See/Validate Telemarketer details

Click Here to See Workflow Chain

# MANAGE SMS WORKFLOW PROCESS



## List of Entity Workflows

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

ACTIVE PENDING WITH TM REJECTED

Sl. No.	Workflow Id	View Tagged Entity Details	Creation Date	Updation Date	Status	Workflow
1	WRFW_922843138490				PENDING WITH TM	<a href="#">VIEW WORKFLOW</a>
2	WRFW_259170956202				PENDING WITH TM	<a href="#">VIEW WORKFLOW</a>
3	WRFW_618495513506				PENDING WITH TM	<a href="#">VIEW WORKFLOW</a>
4	WRFW_192291454424				PENDING WITH TM	<a href="#">VIEW WORKFLOW</a>

**TM Details**

Workflow Id: WRFW\_922843138490

**Airtel Digital Limited**  
1002466620000023188

[CLOSE](#)



# MANAGE SMS WORKFLOW PROCESS



Go Back X

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

## Telemarketer Workflow

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



REJECT

PE Can See Chain of PE-TM Here

# Binding Journey For Telemarketers



sourabh.saxena@6dtech.co.in

DLT

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

PROFILE

LOGOUT

## List of Entity Workflows

ACTIVE PENDING WITH TM REJECTED

Click Here to View Pending or other status

Sl. No.	Workflow Id	View Tagged Entity D...	Creation Date	Update Date	Status	Workflow
1	WRFW_670832423356	<a href="#">VIEW TM DETAILS</a>	2024-10-24 06:22:57	2024-10-24 06:22:57	PENDING WITH TM	<a href="#">VIEW WORKFLOW</a>

Post Login Click Here to See detail

Click to View TM Details

Click Here for Further action on Request

# PE-TM Binding – Action For Telemarketer



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

sourabh.saxena@6dtech.co.in

DLT

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

PROFILE


LOGOUT


Go Back X

### Telemarketer Workflow

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

WRFW\_670832423356

 **Airtel Payment**  
1001597039713559006

 **Six Dee Telecom Solution Private Limited**  
1001096933494198

**TM Name Who Recived Request**

**PE Name Who Sent Request**

**Action button as per Requirement**

Add TM APPROVE REJECT

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

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

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

# PE-TM Binding – Action For Telemarketer



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

Go Back X

## Telemarketer Workflow

View the full SMS delivery chain from organisation to termination, including the telemarketer(TM) receiving 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

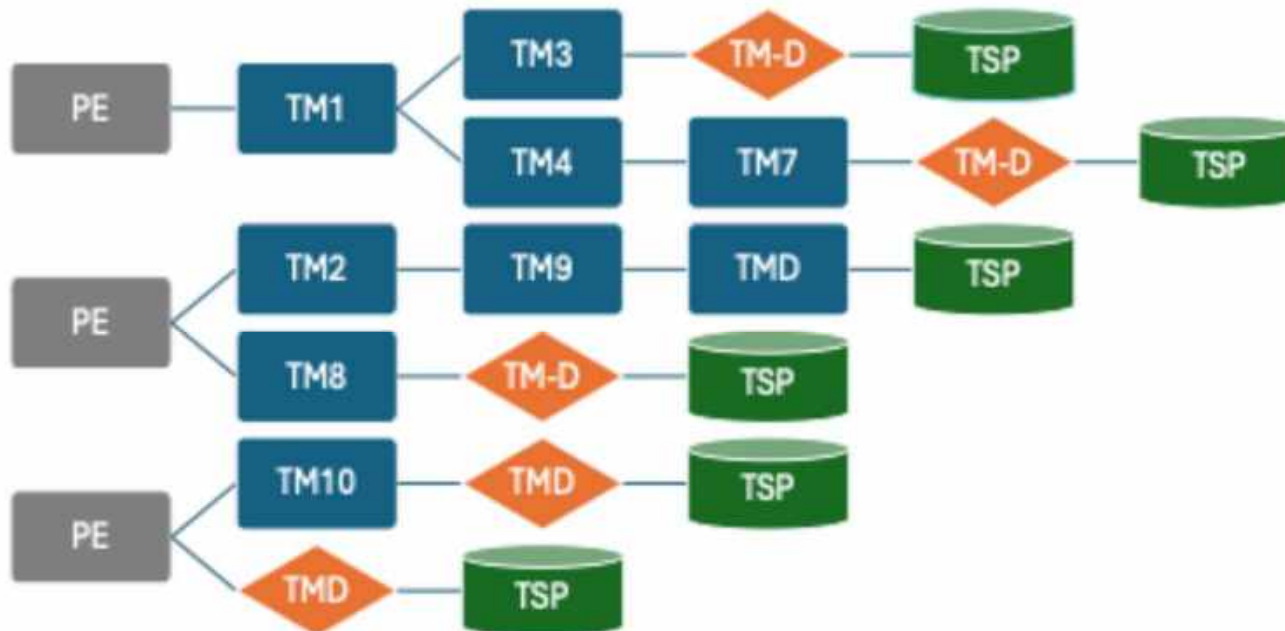
# PE - TM Binding Approval Process & Workflow

## 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

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 more.

**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.

### Select your Area of Operation to Login

As Enterprise [more info >](#)

As Telemarketer [more info >](#)

As Mobile Subscriber [more info >](#)

New User? [Signup Here](#)

## 3. Enter your Email Address and password

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 more.

**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.

### Enterprise Login

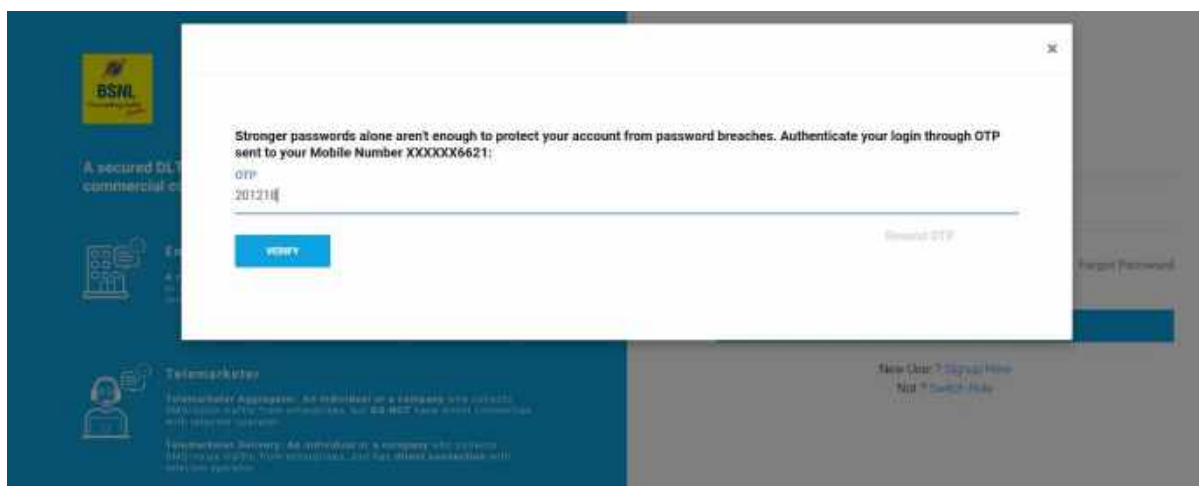
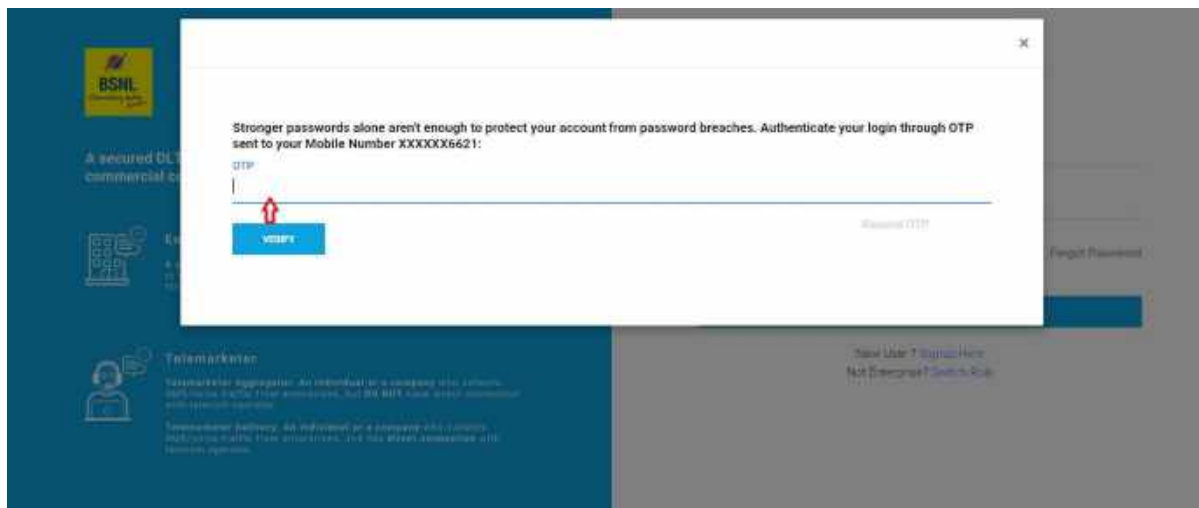
Enter your email address  
adbcd@gmail.com

Password  
.....

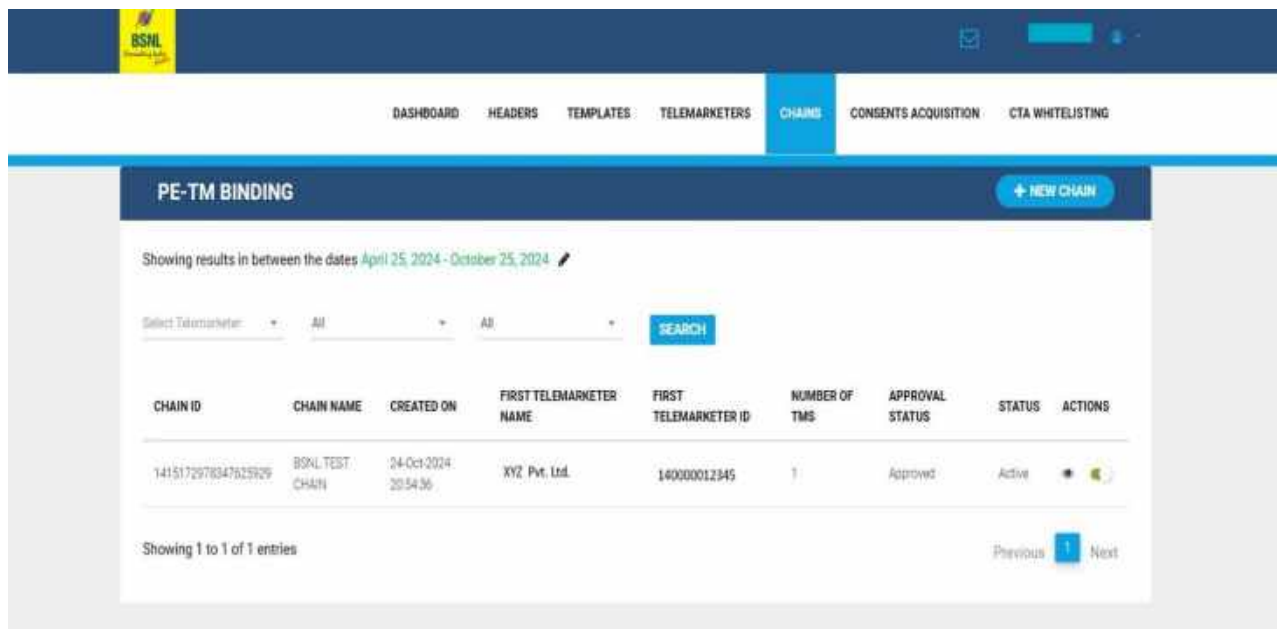
Remember Me [Forgot Password](#)

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

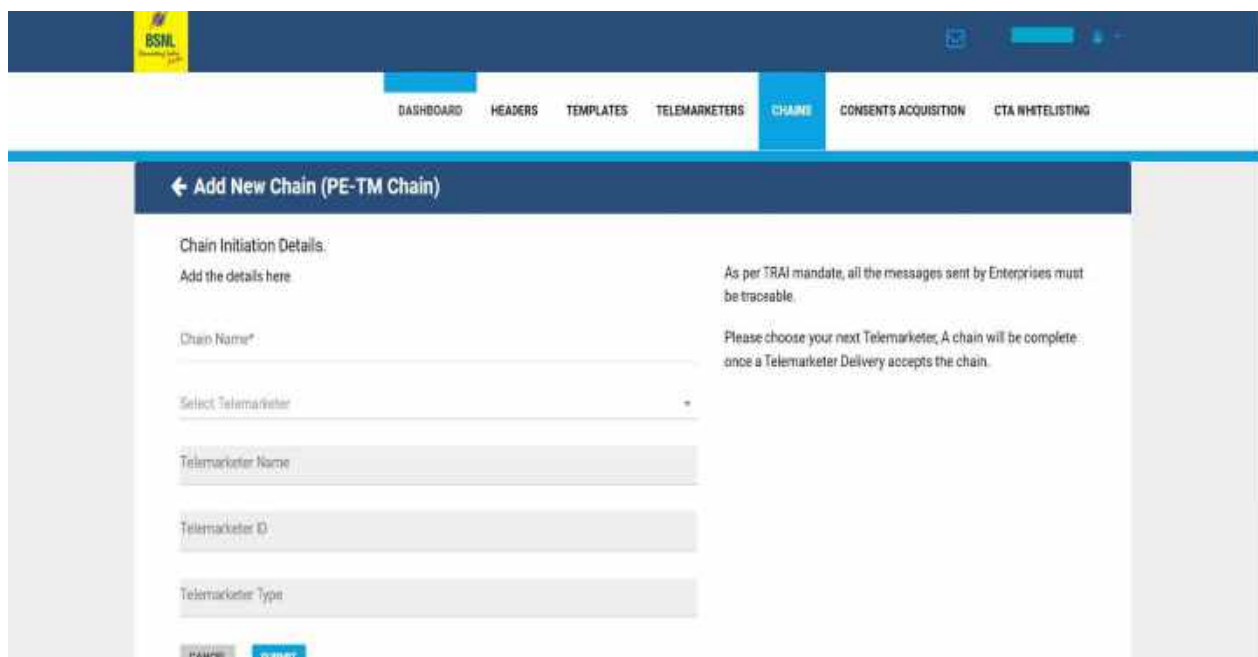
4. Enter the OTP received on your registered Mobile number and click Verify



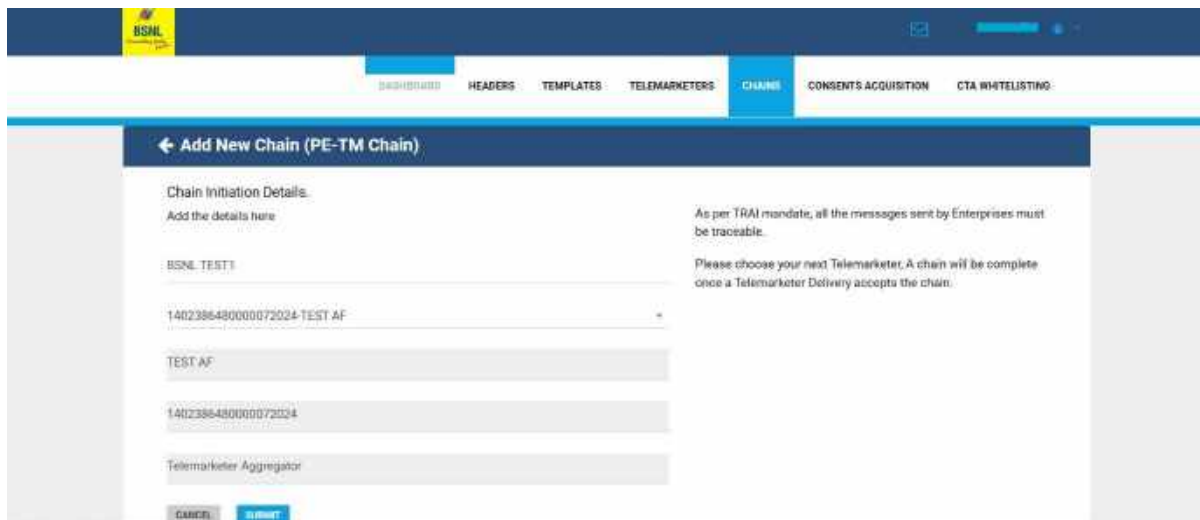
- On the DLT Home page, you will see the option of **Chains**, click on chains option and further click on “**+New Chain**” tab



- Chain initiation Page



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

140238648000072024-TEST AF

TEST AF

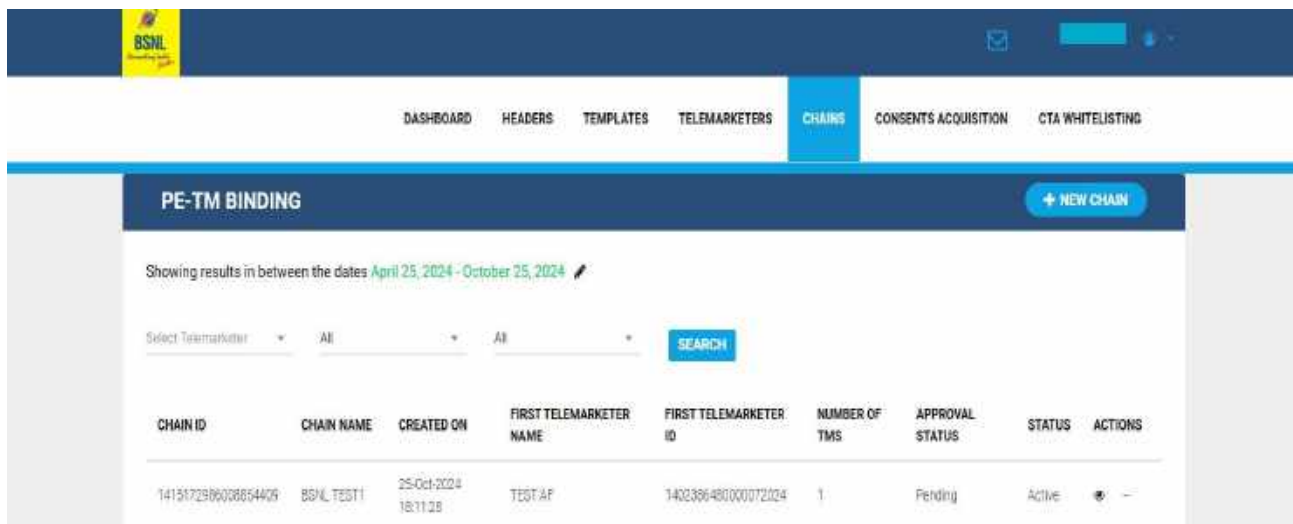
140238648000072024

Telemarketer Aggregator

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

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

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



**PE-TM BINDING**

Showing results in between the dates [April 25, 2024 - October 25, 2024](#)

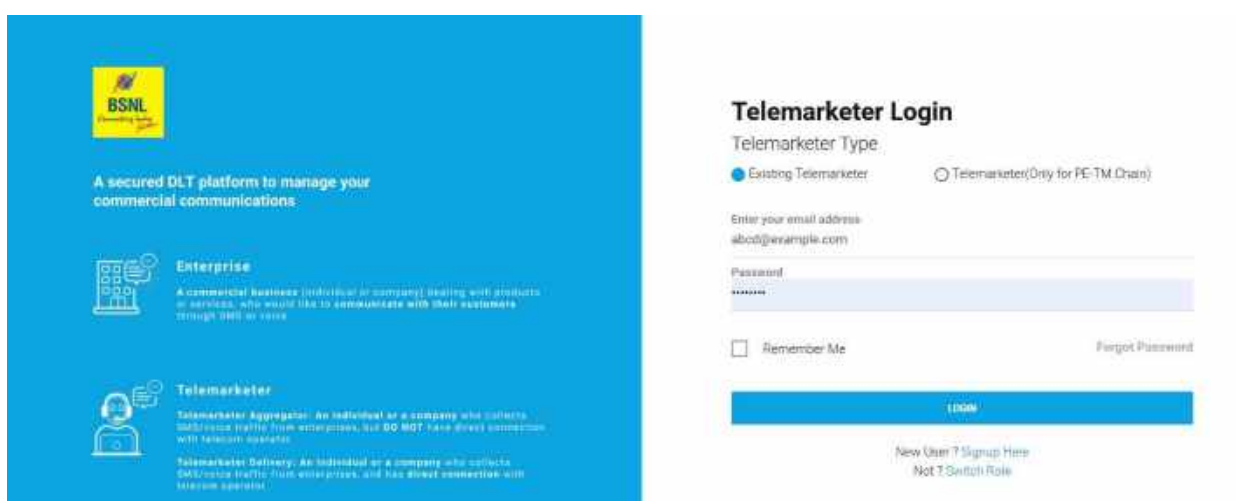
Select Telemarketer: All | All |

CHAIN ID	CHAIN NAME	CREATED ON	FIRST TELEMARKETER NAME	FIRST TELEMARKETER ID	NUMBER OF TMS	APPROVAL STATUS	STATUS	ACTIONS
1415172986036654409	BSNL TEST1	25-Oct-2024 18:11:28	TEST AF	140238648000072024	1	Pending	Active	

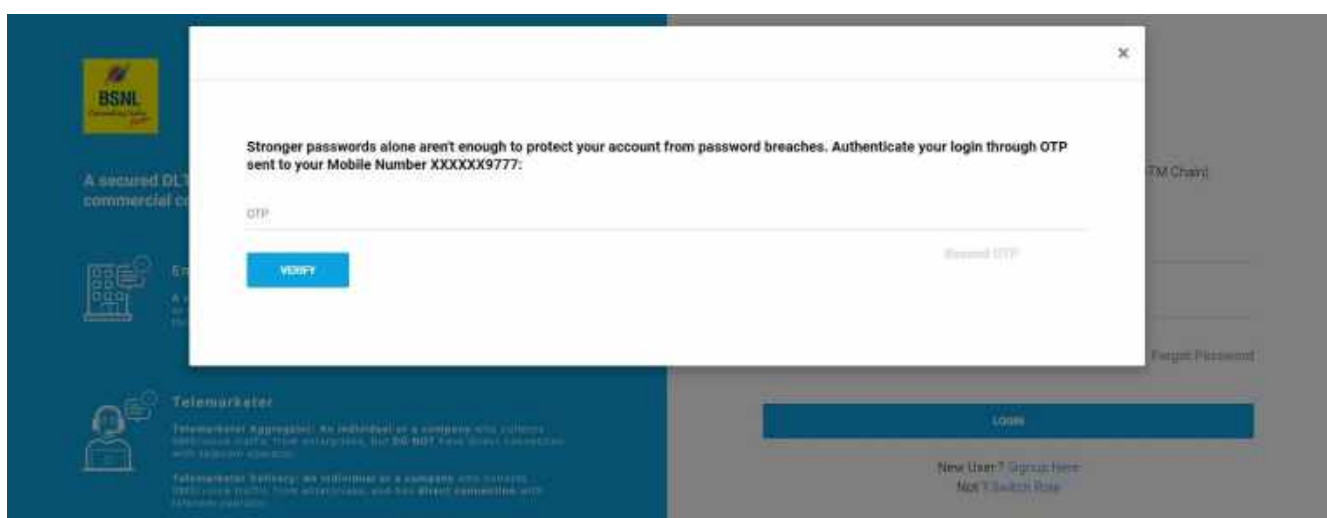
## TM – Aggregator Login

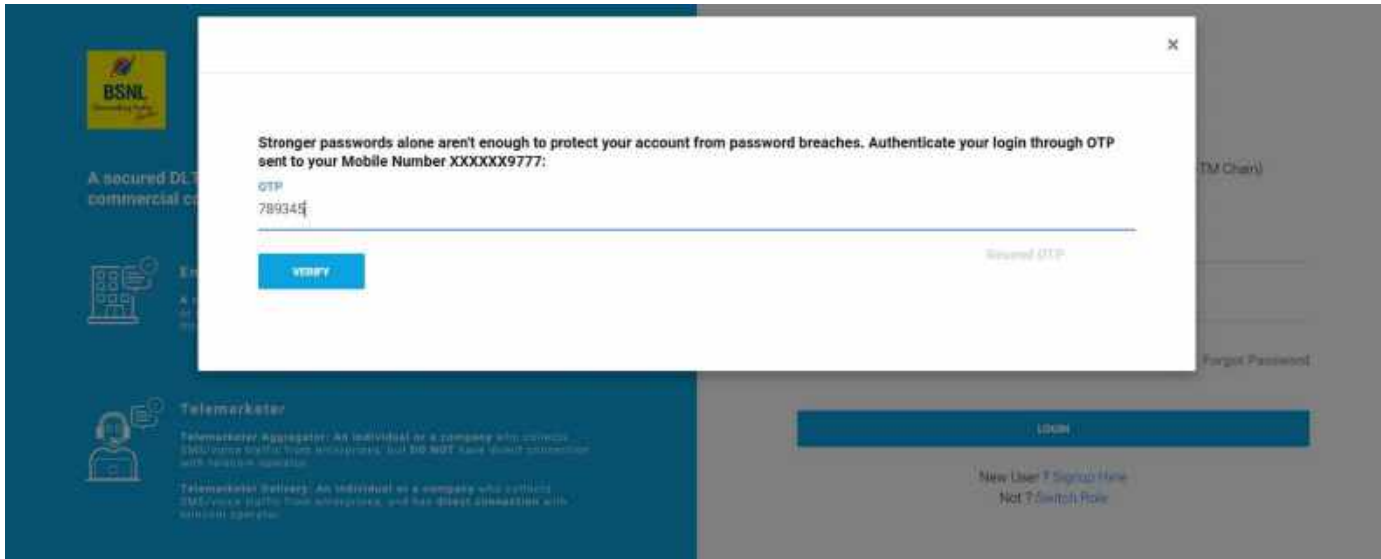
1. For TM with existing credentials with BSNL DLT, choose existing telemarketer for login and enter email and password. TM will receive a mail notification to their registered mail ID, to act on the PE-TM chain.

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

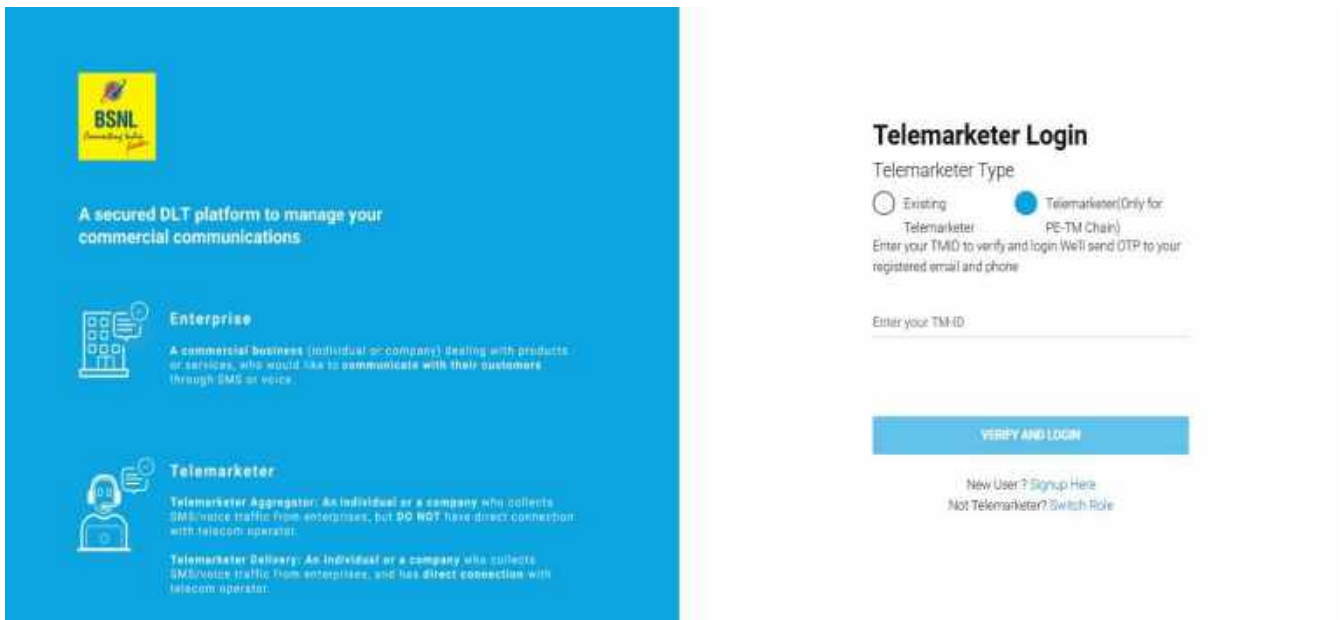


2. Enter the OTP to login to the BSNL portal

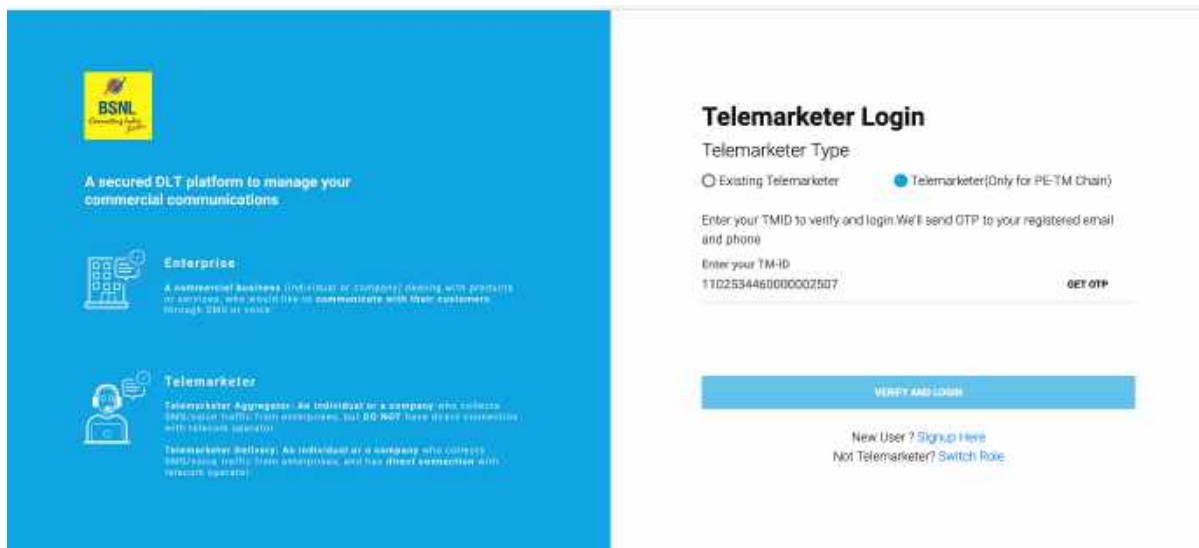




- For TM with no existing relationship with BSNL DLT portal, pl choose TM (only for PE-TM chain)

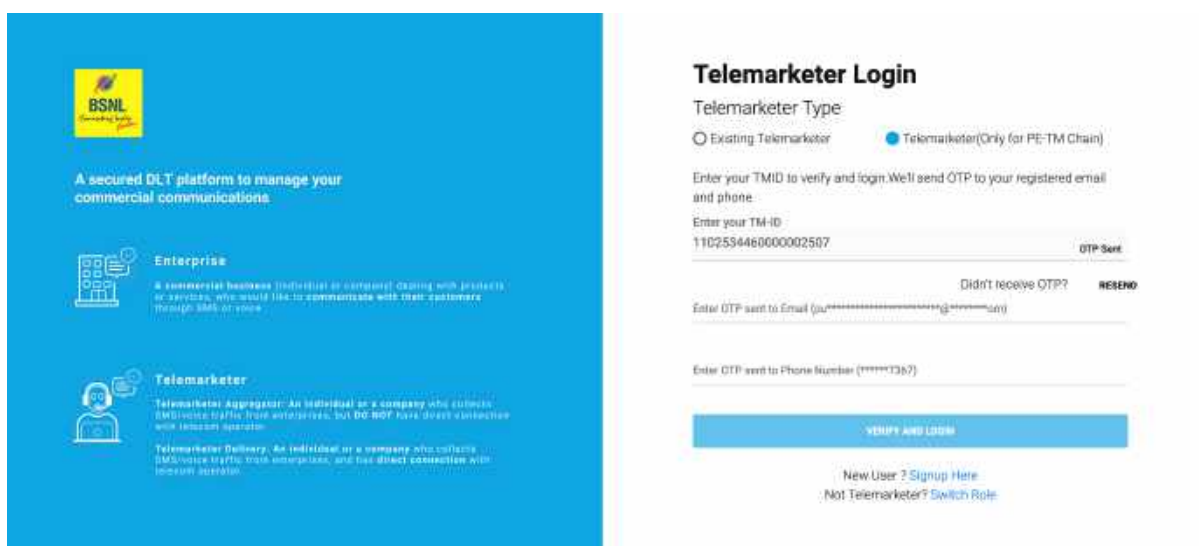


4. Please enter the Telemarketer ID issued by the DLT eco system



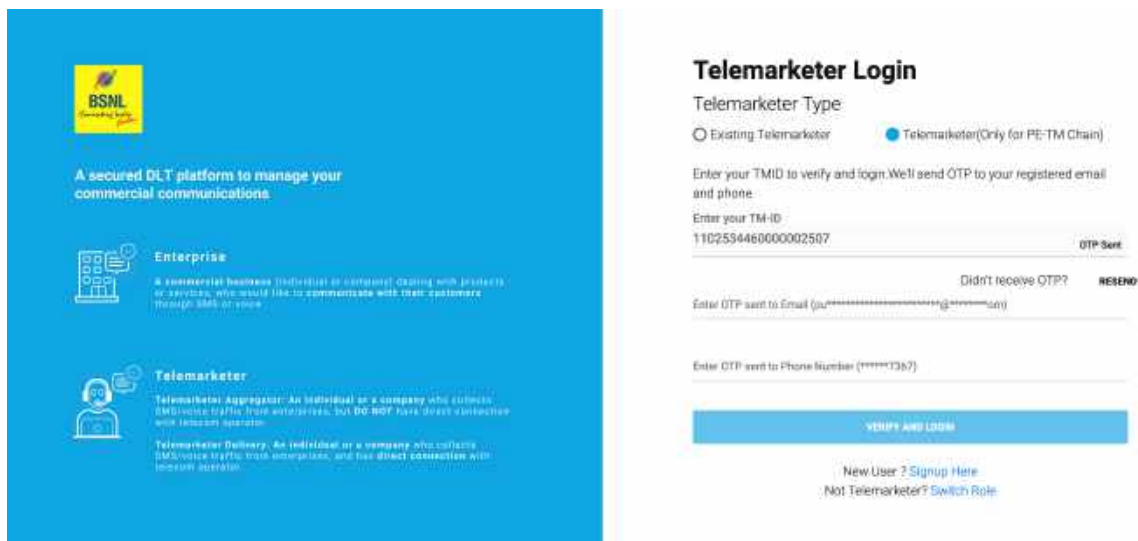
The screenshot shows the BSNL DLT Portal interface. On the left is a blue sidebar with the BSNL logo and text: "A secured DLT platform to manage your commercial communications." Below this are two sections: "Enterprise" (describing commercial businesses) and "Telemarketer" (describing Telemarketer Aggregators and Telemarketer Delivery). The main content area is titled "Telemarketer Login" and includes a "Telemarketer Type" section with radio buttons for "Existing Telemarketer" and "Telemarketer(Only for PE-TM Chain)". Below this is a form to "Enter your TMID to verify and login. We'll send OTP to your registered email and phone." The "Enter your TM-ID" field contains the value "110253446000002507" and a "GET OTP" button is visible. At the bottom of the form is a "VERIFY AND LOGIN" button and a link for "New User? Signup Here" or "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



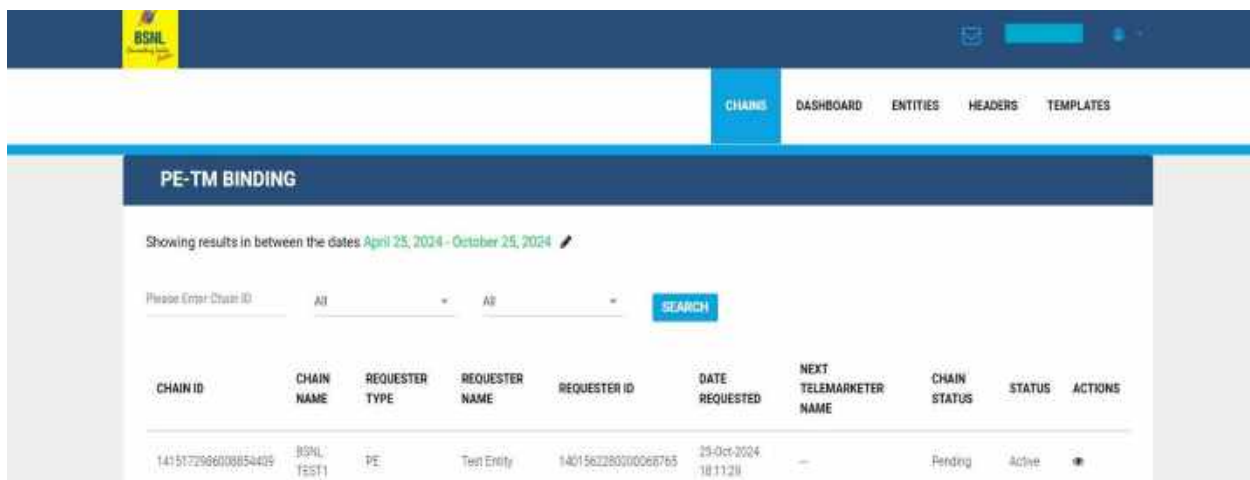
This screenshot shows the same BSNL DLT Portal interface as above, but at the OTP verification stage. The "Telemarketer Type" section remains the same. The "Enter your TM-ID" field now shows "110253446000002507" and a "GET OTP" button has been replaced by an "OTP Sent" button. Below the TM-ID field, there are two input fields for OTP verification: "Enter OTP sent to Email (00\*\*\*\*\*@\*\*\*\*\*.com)" and "Enter OTP sent to Phone Number (\*\*\*\*\*0367)". A "VERIFY AND LOGIN" button is positioned below these fields. At the bottom, the "New User? Signup Here" and "Not Telemarketer? Switch Role" links are still present.

## 6. Verify and login to the BSNL DLT Portal



The screenshot shows the BSNL DLT Portal interface. On the left, there is a blue sidebar with the BSNL logo and two main sections: 'Enterprise' and 'Telemarketer'. The 'Telemarketer' section is highlighted. On the right, the 'Telemarketer Login' form is displayed. It includes a 'Telemarketer Type' section with radio buttons for 'Existing Telemarketer' and 'Telemarketer(Only for PE-TM Chain)'. Below this, there is a text input field for 'Enter your TM-ID' containing '110253446000002507' and an 'OTP Sent' button. A 'Didn't receive OTP?' link is present. There are two more input fields for 'Enter OTP sent to Email' and 'Enter OTP sent to Phone Number'. A large blue 'VERIFY AND LOGIN' button is at the bottom, along with links for 'New User? Signup Here' and 'Not Telemarketer? Switch Role'.

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

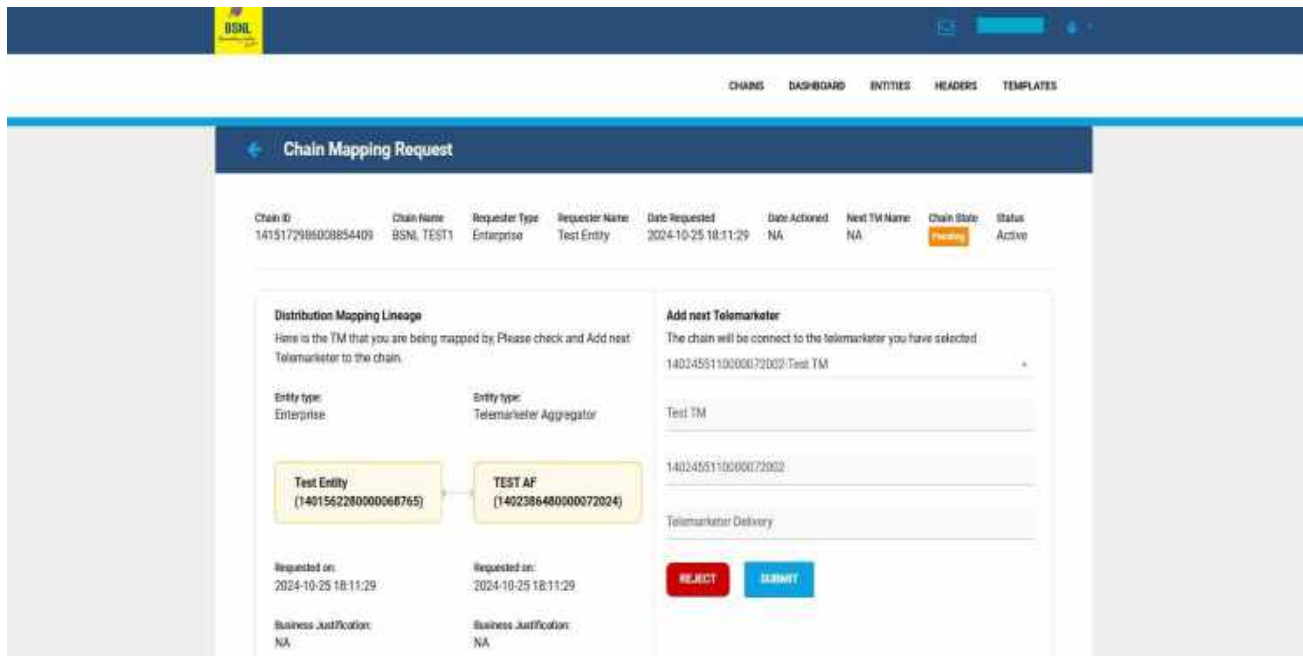


The screenshot shows the 'PE-TM BINDING' page in the BSNL DLT Portal. The page has a dark blue header with the BSNL logo and navigation tabs for 'CHAINS', 'DASHBOARD', 'ENTITIES', 'HEADERS', and 'TEMPLATES'. The 'CHAINS' tab is selected. Below the header, there is a search bar with 'Please Enter Chain ID' and a 'SEARCH' button. The main content area displays a table of results for the period 'April 25, 2024 - October 25, 2024'. The table has the following columns: CHAIN ID, CHAIN NAME, REQUESTER TYPE, REQUESTER NAME, REQUESTER ID, DATE REQUESTED, NEXT TELEMARKETER NAME, CHAIN STATUS, STATUS, and ACTIONS.

CHAIN ID	CHAIN NAME	REQUESTER TYPE	REQUESTER NAME	REQUESTER ID	DATE REQUESTED	NEXT TELEMARKETER NAME	CHAIN STATUS	STATUS	ACTIONS
1415172986008854405	BSNL-TEST1	PE	Test Entity	14015622807000e6765	25-Oct-2024 10:11:28	-	Pending	Active	



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



**Chain Mapping Request**

Chain ID	Chain Name	Requester Type	Requester Name	Date Requested	Date Actioned	Next TM Name	Chain State	Status
1415172906009854405	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**  
(140156228000066765)

**TEST AF**  
(140238648000072024)

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

Business Justification: NA

**Add next Telemarketer**

The chain will be connect to the telemarketer you have selected

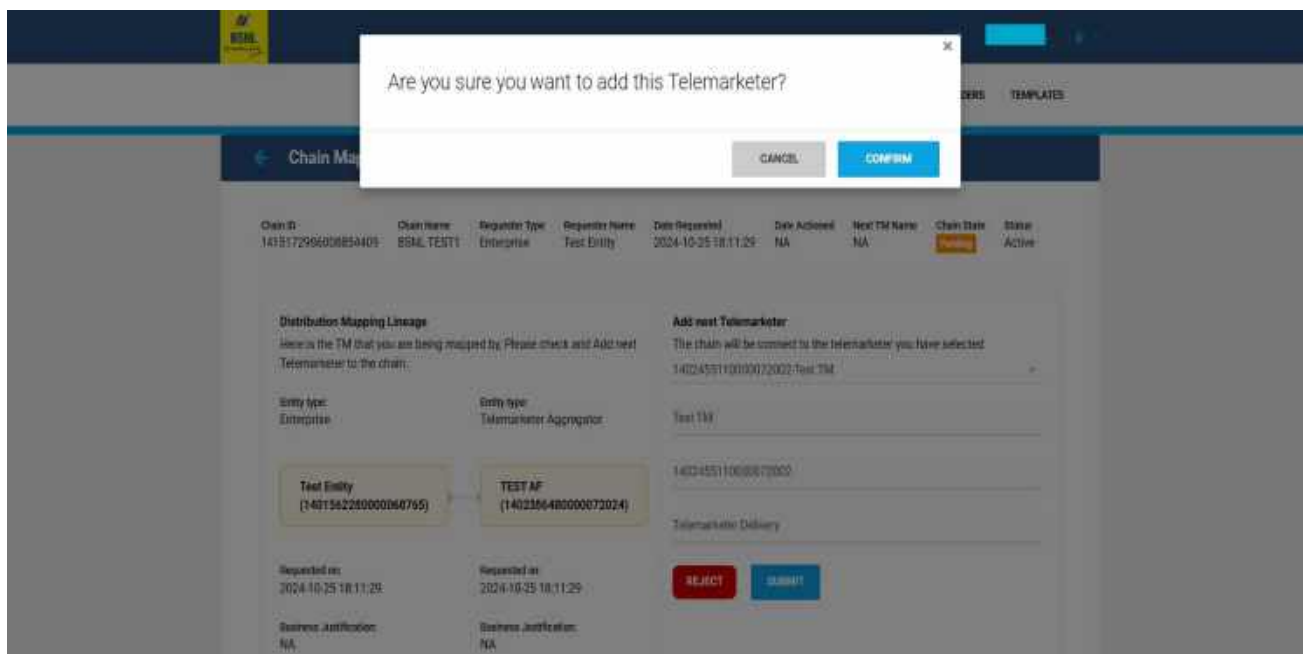
1402455110000072002:Test TM

Test TM

1402455110000072002

Telemarketer Delivery

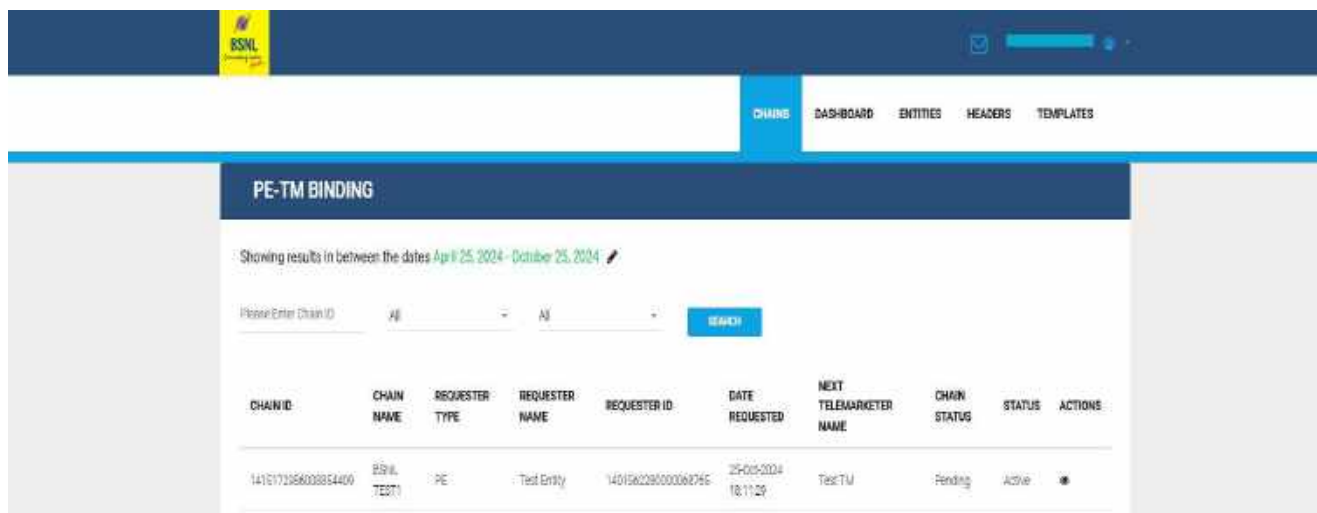
**REJECT** **CONFIRM**




Are you sure you want to add this Telemarketer?

**CANCEL** **CONFIRM**

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



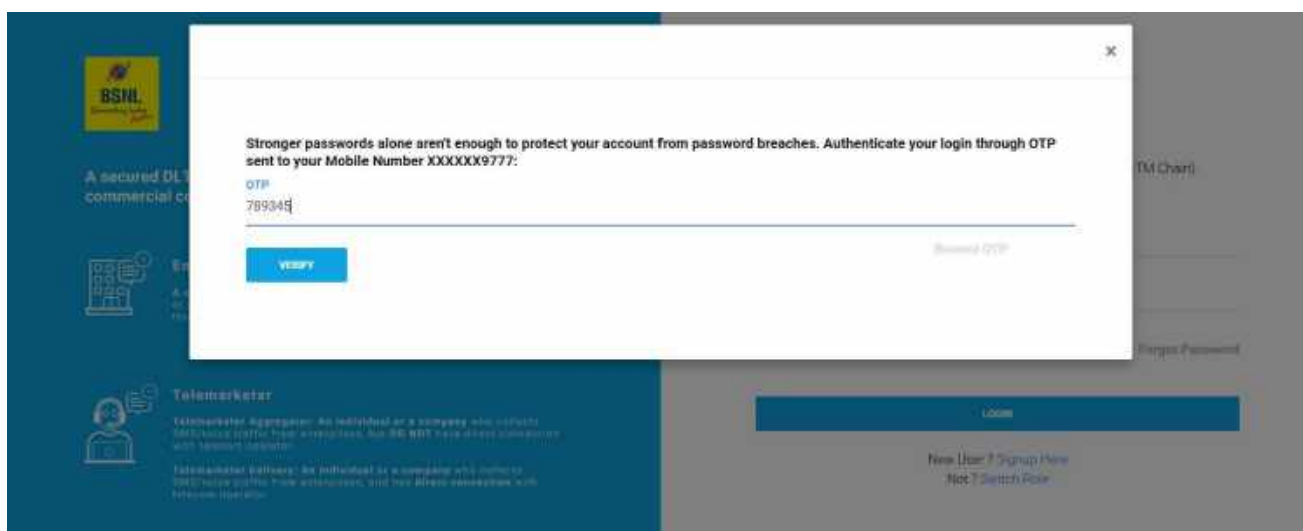
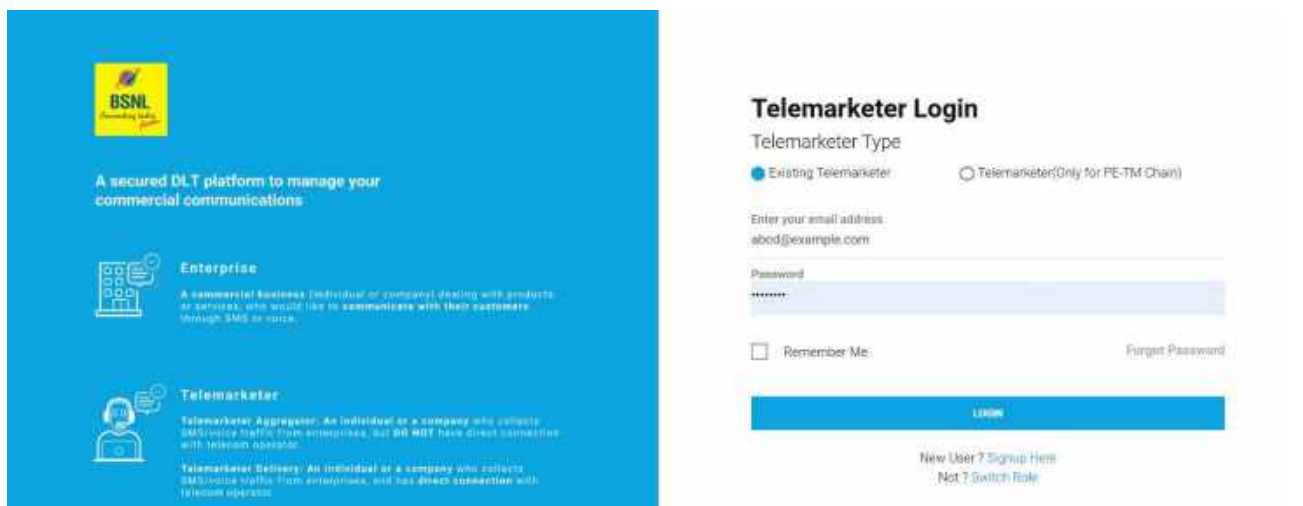
The screenshot shows the 'PE-TM BINDING' section of a BSNL web application. It includes a search bar with 'Please Enter Chain ID' and a 'SEARCH' button. Below the search bar is a table with the following data:

CHAIN ID	CHAIN NAME	REQUESTER TYPE	REQUESTER NAME	REQUESTER ID	DATE REQUESTED	NEXT TELEMARKETER NAME	CHAIN STATUS	STATUS	ACTIONS
1416171966038854400	BSNL TEST1	PE	Test Entity	1401562280000060745	25-05-2024 18:11:29	Test TM	Pending	Active	

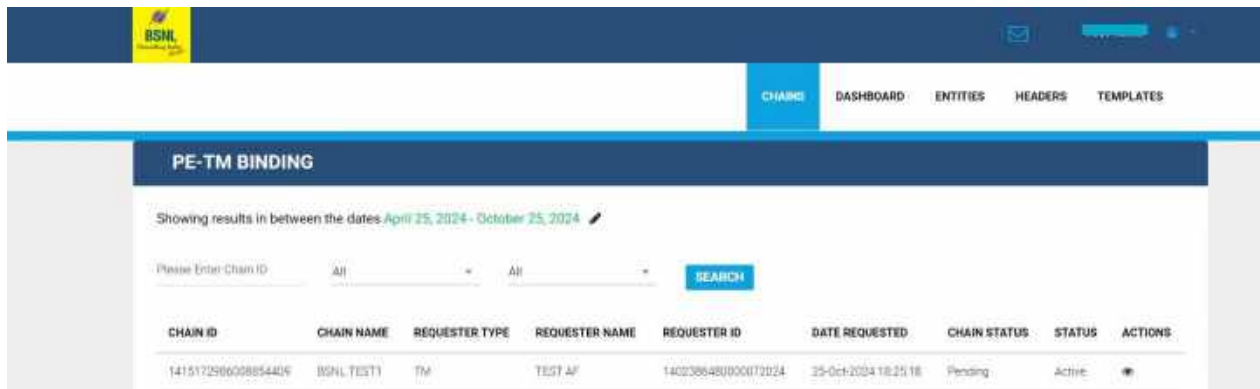
10. Suitable Justification is mandatory for adding more than 3 TM-AF in the chain

## TM – Delivery Function Login

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



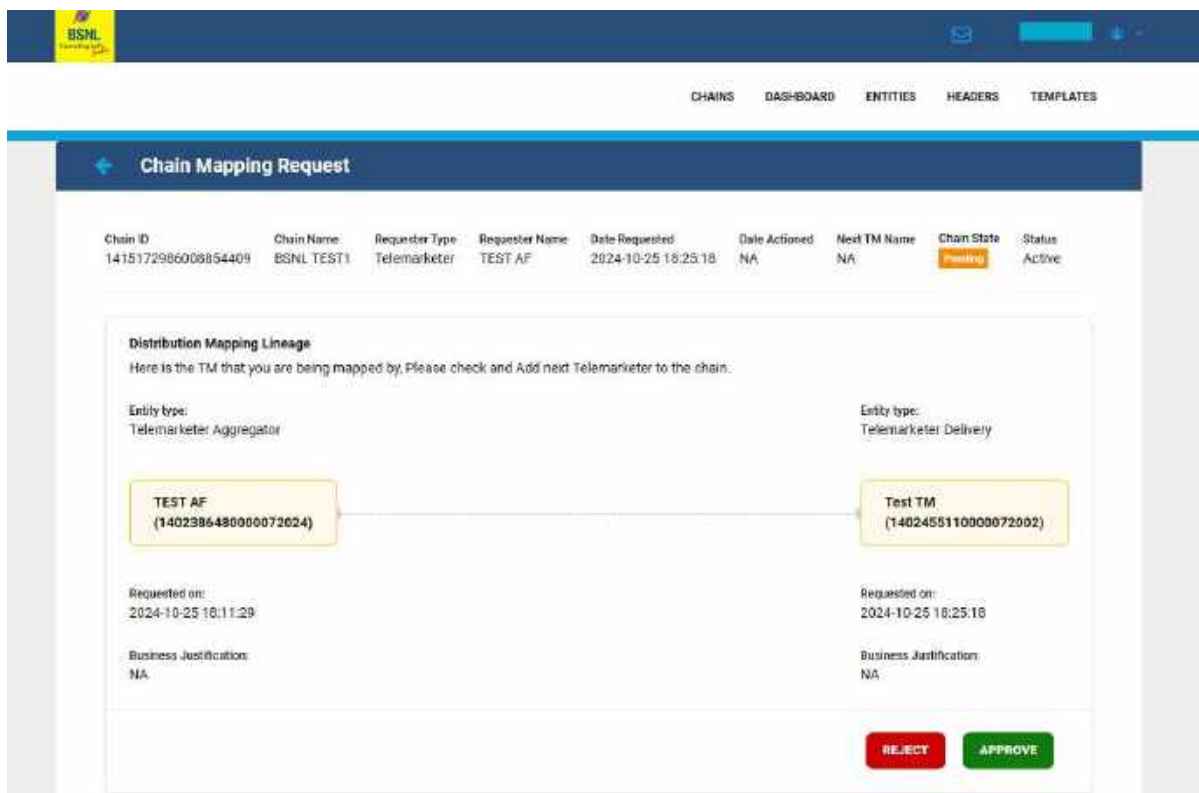
2. Click on chains option to view the active and pending chain requests and click on actions for taking action on chains.



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

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

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 view. It includes a summary table and a distribution mapping lineage diagram.

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

```

graph LR
    A["TEST AF  
(140238648000072024)"] --- B["Test TM  
(1402455110000072002)"]
  
```

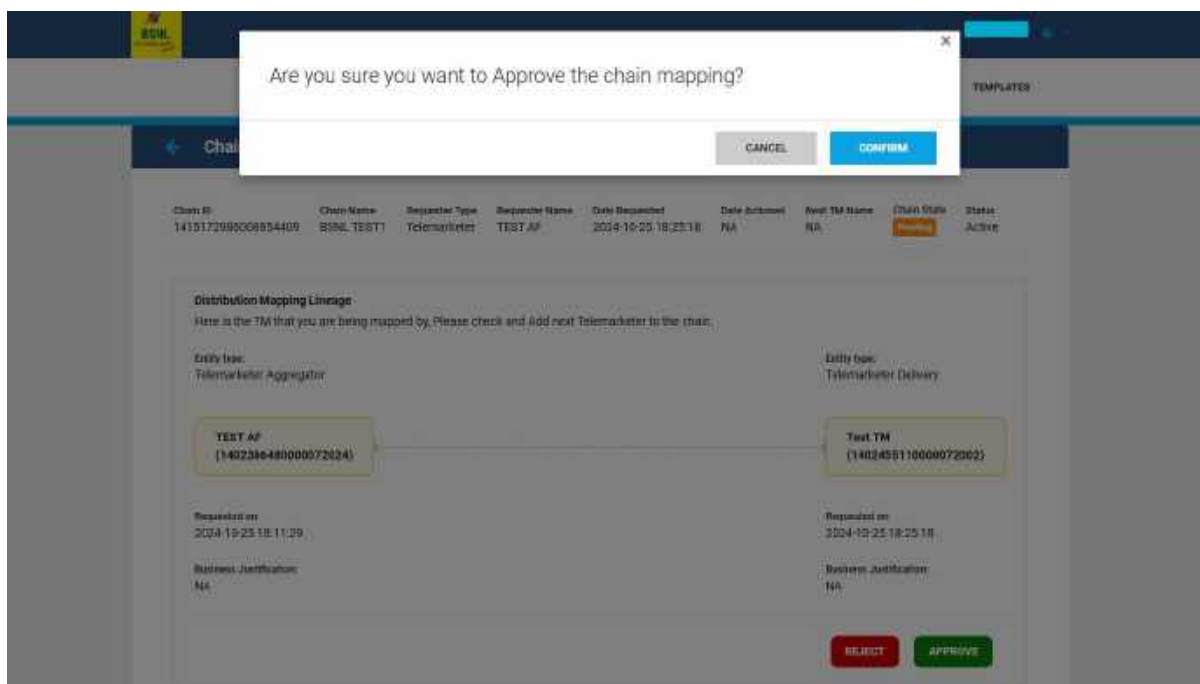
Requested on: 2024-10-25 18:11:29

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

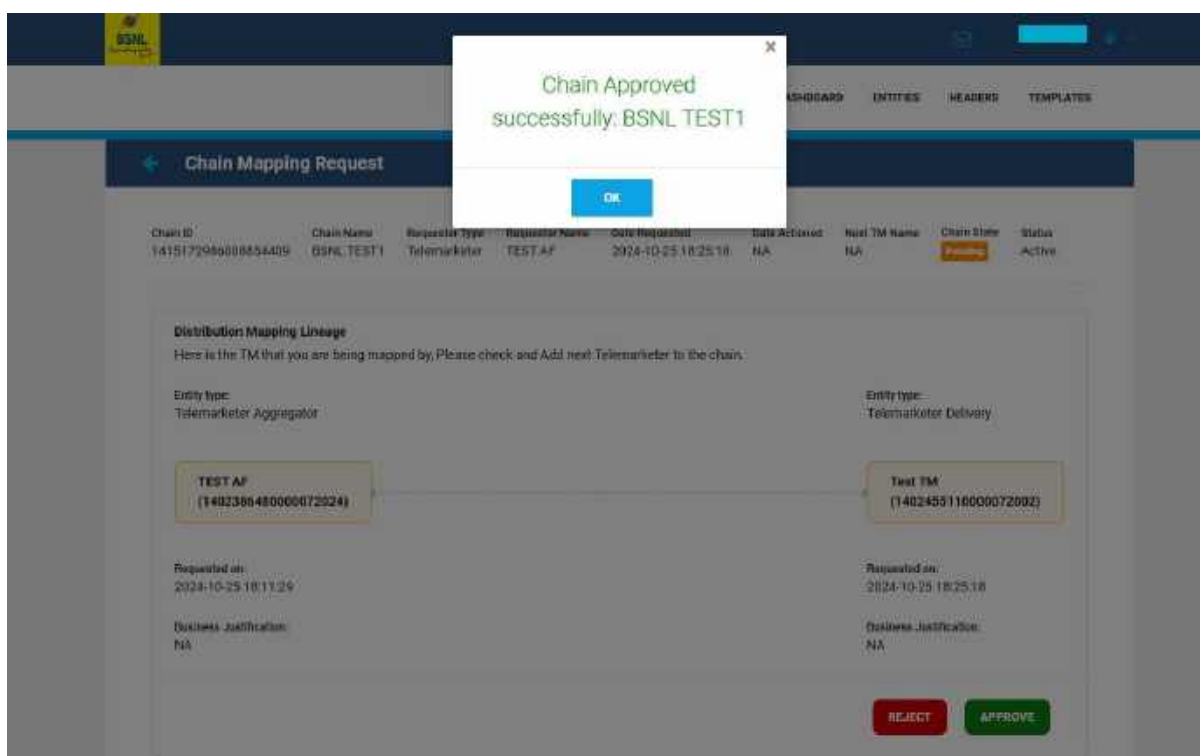
Business Justification: NA

Business Justification: NA

Buttons: **REJECT** (red), **APPROVE** (green)

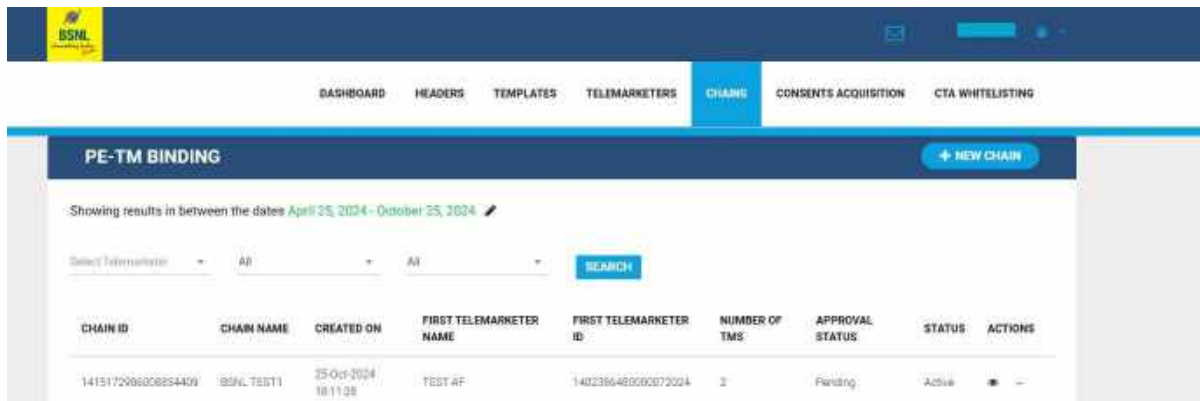


- Post Chain approval, it will go to home page of chains in pending state where final approval will be given by PE for complete chain.



## Enterprise Login

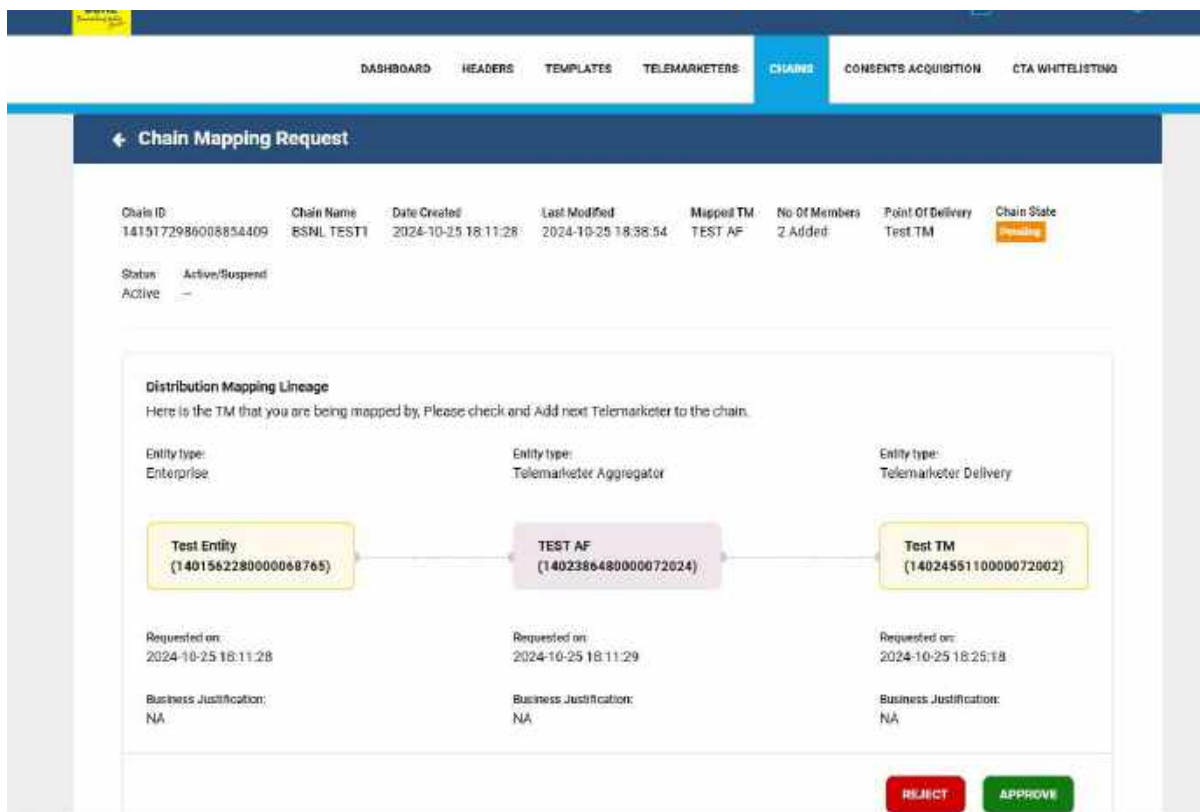
1. Click on actions to view pending chain requests



The screenshot shows the 'PE-TM BINDING' dashboard. At the top, there are navigation tabs: DASHBOARD, HEADERS, TEMPLATES, TELEMARKEETERS, CHAINS (selected), CONSENTS ACQUISITION, and CTA WHITELISTING. Below the tabs, there's a '+ NEW CHAIN' button. The main content area shows a filter for 'Showing results in between the dates April 25, 2024 - October 25, 2024'. There are dropdown menus for 'Select Telemarketer' and 'All', and a 'SEARCH' button. Below this is a table with the following data:

CHAIN ID	CHAIN NAME	CREATED ON	FIRST TELEMARKEETER NAME	FIRST TELEMARKEETER ID	NUMBER OF TMS	APPROVAL STATUS	STATUS	ACTIONS
1415172096008854409	BSNL TEST1	25-Oct-2024 18:11:28	TEST AF	1402386480000072024	2	Pending	Active	

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



The screenshot shows the 'Chain Mapping Request' page. At the top, there are navigation tabs: DASHBOARD, HEADERS, TEMPLATES, TELEMARKEETERS, CHAINS (selected), CONSENTS ACQUISITION, and CTA WHITELISTING. Below the tabs, there's a 'Chain Mapping Request' header. The main content area shows a table with the following data:

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	<span style="background-color: orange; padding: 2px;">Pending</span>

Below the table, there's a 'Status' section with 'Active/Suspend' and 'Active' options. The main content area is titled 'Distribution Mapping Lineage' and contains the following text: 'Here is the TM that you are being mapped by. Please check and Add next Telemarketer to the chain.'

The lineage diagram shows three entities connected by arrows:

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

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

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 18:36:54	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

```

graph LR
    A[Test Entity (1401562280000068765)] --> B[TEST AF (140238648000072024)]
    B --> C[Test TM (1402455110000072002)]
  
```

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

Business Justification	Business Justification	Business Justification
NA	NA	NA

REJECT APPROVE

Chain Approved successfully : BSNL TEST1

OK

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 18:36:54	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

```

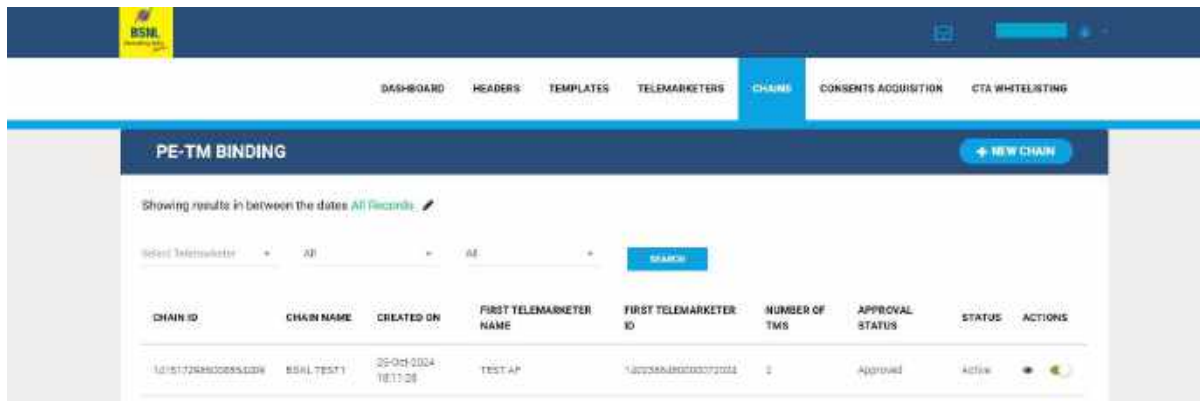
graph LR
    A[Test Entity (1401562280000068765)] --> B[TEST AF (140238648000072024)]
    B --> C[Test TM (1402455110000072002)]
  
```

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

Business Justification	Business Justification	Business Justification
NA	NA	NA

REJECT APPROVE

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



The screenshot displays the 'PE-TM BINDING' section of the BSNL Enterprise interface. It includes a navigation menu with options like DASHBOARD, HEADERS, TEMPLATES, TELEMARKETERS, CHAINS, CONSENTS ACQUISITION, and CTA WHITELISTING. The main content area shows a search filter for 'Select Telemarketer' set to 'All' and a 'SEARCH' button. Below the search is a table listing chain details.

CHAIN ID	CHAIN NAME	CREATED ON	FIRST TELEMARKETER NAME	FIRST TELEMARKETER ID	NUMBER OF TMS	APPROVAL STATUS	STATUS	ACTIONS
1d1817268402655028	BSNL TEST1	25-01-2024 10:11:28	TEST-AP	1d181818181818181818	0	Approved	Active	





# PE TM Chain Hash Generation

User Manual  
For Enterprises & Telemarketers



## Overview

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

It is expected to generate the hash using SHA256.

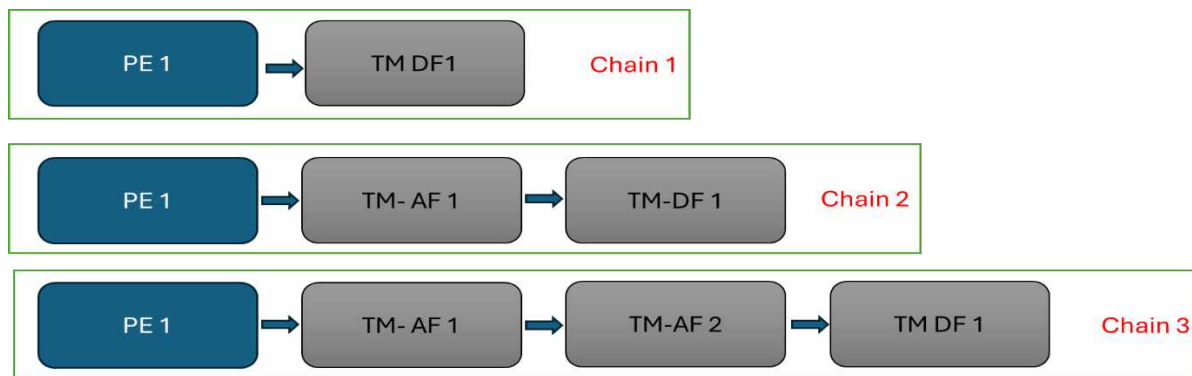
Below steps for Hash Generation by TM-DF will be applied after the chain is approved at all stages by all respective stakeholders like TM-AF as well as TM-DF. The Selection of TM-DF will mark the end of chain and it will be assumed that traffic will be submitted by TM-DF to the Telco DLT Network. Once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

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

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

## Hash Generation

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



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

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

## Possible Chains and hash

### Chain 1: PE to TMDF1,

Hash will be SHA256(PEID,TMDF1ID)

### Chain 2: PE to TMAF1 to TMDF1,

Hash will be SHA256(PEID,TMAF1ID,TMDF1ID)

### Chain 3: PE to TMAF1 to TMAF2 to TMDF1

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

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

## Program Example (Golang)

-----

```
package main

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

func GenerateSHA256Signature(input string) string {

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

func main() {

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

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

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

## Output

### Chain1

c0c951afca257c5b87c3da535c09112080483f35b7e6faf35e2428b3b526b694

### Chain 2

ba38bbe4ab3780a70aad6071c006e720eed8efc1ff70b00691d3b6844e6497e2

### Chain3

d3133e436040034d9e95932ea93a1f82c37e1d98803229f835d8f3124e77e07f

## Program Example (Java)

-----

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

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

### Output:

#### Chain 1

c0c951afca257c5b87c3da535c09112080483f35b7e6faf35e2428b3b526b694

#### Chain2

ba38bbe4ab3780a70aad6071c006e720eed8efc1ff70b00691d3b6844e6497e2

#### Chain3

d3133e436040034d9e95932ea93a1f82c37e1d98803229f835d8f3124e77e07f

### TLV Parameter

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

TLV TagID: 5122

### SMPP Error Codes

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

ErrorCodes:

PE\_TM\_HASH\_NOT\_RECEIVED = 614

PE\_TM\_HASH\_NOT\_REGISTERED = 615

PE\_TM\_HASH\_INACTIVE = 616

PE\_TM\_HASH\_BLACKLISTED = 617

PE\_TM\_HASH\_SUSPENDED = 618

TCCCPR 2018 TRAI Regulations

SMS PE-TM Binding



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



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



## **Principal Entity -**

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

## **Telemarketer -**

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

There are 2 types of Telemarketers-

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

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

## Principal Entity

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

## Jio Telemarketer

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

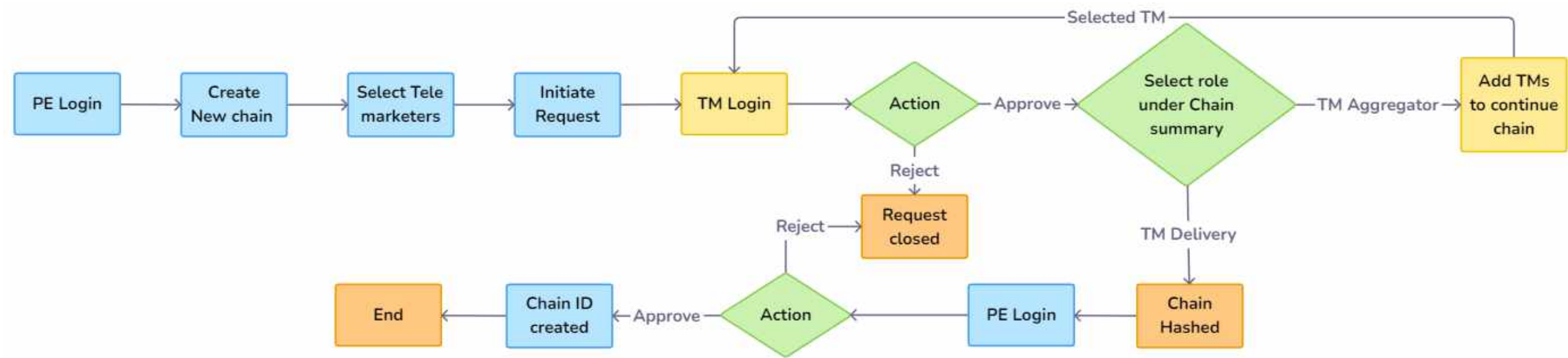


## Non Jio Telemarketer

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

# Why PE-TM binding ?

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



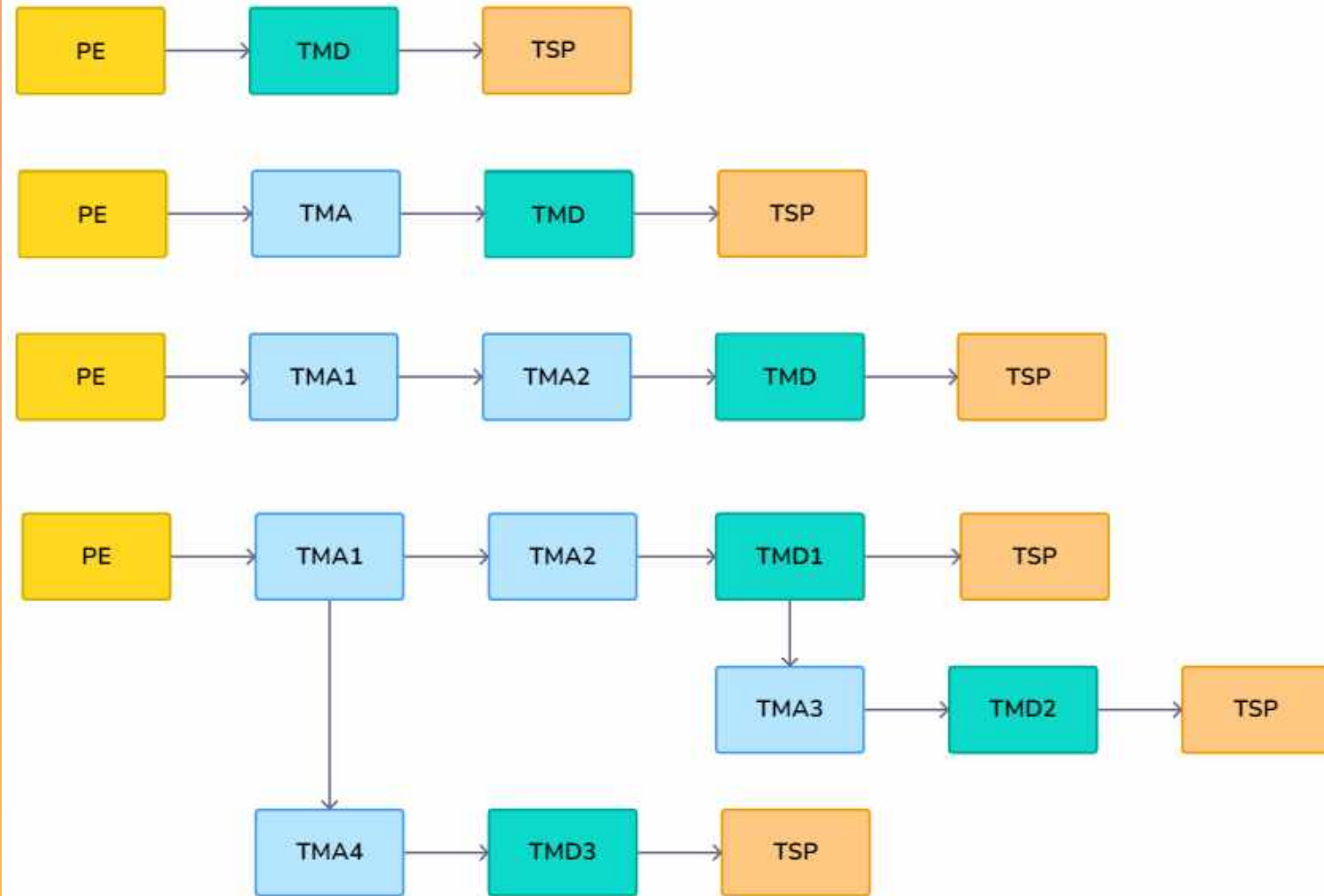
# Use Cases

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

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

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

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



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

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

# Principal Entity – Chain Initiation

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

The screenshot displays the Jio login interface. At the top center is the Jio logo. Below it, the text reads "Welcome to JIO's Managed Commercial Communication DLT Platform". There are three radio button options: "Principal Entity" (which is selected and highlighted with a red box), "TM registered with Jio", and "TM not registered with Jio". Below these options, it says "Login As: Principal Entity". The form includes a "User Name" field, a "Password" field with a visibility toggle, and an OTP field. A message states "OTP has been successfully sent to your phone number 9xxxxxx389". There is a "RESEND OTP" button with a visibility toggle. At the bottom of the form is a blue "Login" button. Below the login button are links for "Forgot Password" and "New Registration". To the right of the form is a background image of a hand using a computer mouse.

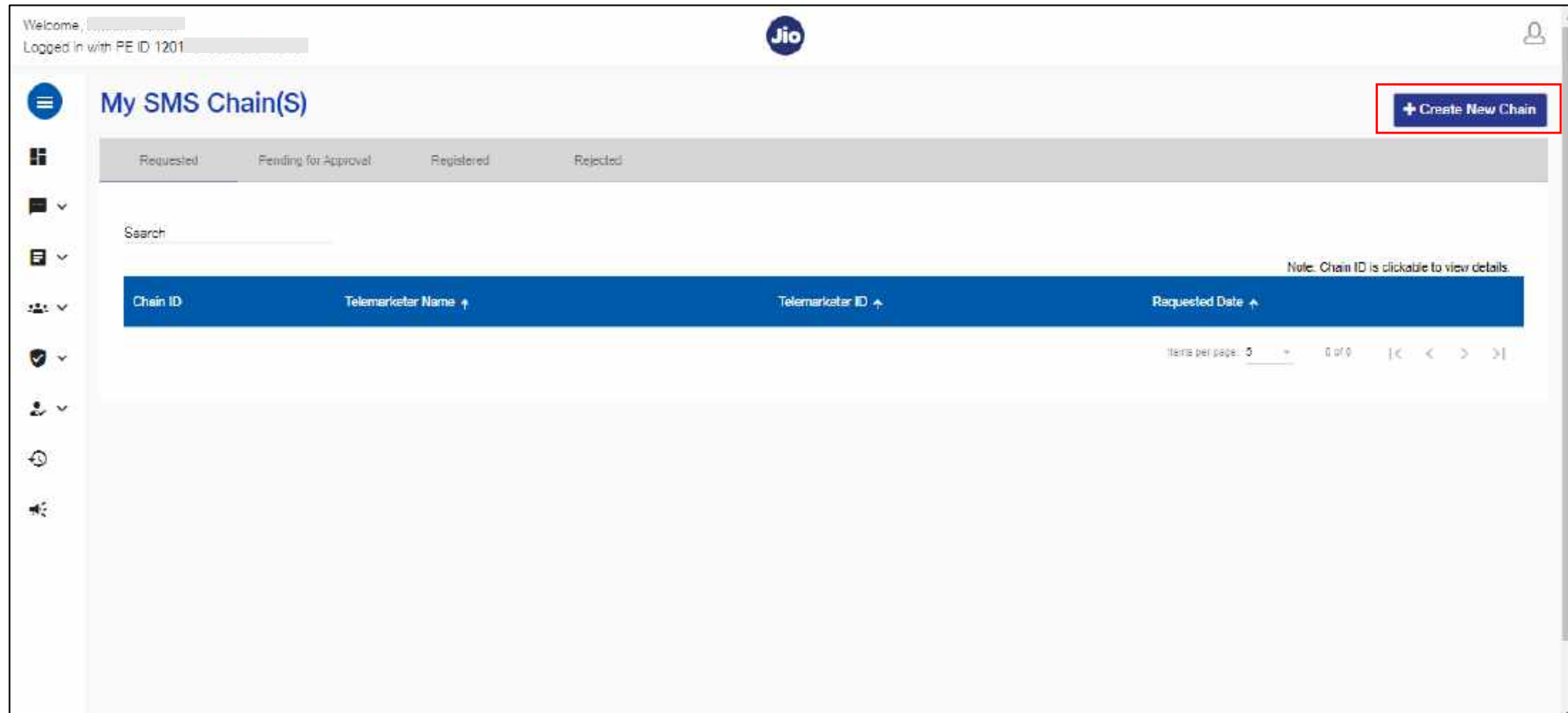


# Principal Entity – Chain Initiation

MY TELEMARETERS → My SMS Telemarketers

The screenshot shows a web dashboard for 'My SMS Telemarketers'. The top navigation bar includes a 'Welcome' message, a 'Logged in with PE ID 120' indicator, the 'Jio' logo, and a user profile icon. A notification bell icon is present, and a 'Published Date - 28-08-2024 | Important TRAI N...' message is visible. The left sidebar contains a menu with 'DASHBOARD', 'HEADER SMS', 'TEMPLATE', 'MY TELEMARETERS', 'My SMS Telemarketers', 'My Voice Telemarketers', 'CTA WHITELISTING', 'CUSTOMERS CONSENT', 'TRANSACTION HISTORY', and 'CAMPAIGN DETAILS'. The main content area is titled 'Dashboard' and features three sections: 'Entity', 'Header SMS', and 'Consent Template'. Each section displays counts for 'Approved', 'Approval Pending', and 'Rejected' items, along with refresh and add icons.

Section	Approved	Approval Pending	Rejected
Entity	1	0	0
Header SMS	0	3	0
Consent Template	-	-	-



Welcome, [redacted]  
Logged in with PE ID 1201

## My SMS Chain(S)

[+ Create New Chain](#)

Requested Pending for Approval Registered Rejected

Search

Note: Chain ID is clickable to view details.

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

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

# Principal Entity – Chain Initiation

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

Can add upto 5 Telemarketers in creation request

The screenshot shows a web interface for creating a new chain. At the top, it says 'Welcome' and 'Logged in with PE ID 1201'. The main heading is 'Create New Chain'. Below this, there is a section 'Search and Select Telemarketers'. A 'Selected Telemarketers:' box shows four entries: 'ABHIJEET PVT LTD (ID: 120217176718580428)', 'ABHI PVT LTD (ID: 1202171767220668280)', 'ABHIJEET PVT LTD (ID: 1202171767240660388)', and 'ABHIJEET SA PVT LTD (ID: 1202171767283880668)'. A yellow banner below this says 'Can select upto 5 TMs only'. A search bar contains 'abhi'. Below the search bar is a table with columns 'Select', 'TM ID', and 'Name'. The table lists four telemarketers, each with a checked selection box. At the bottom right, there is a 'Items per page' dropdown set to 4, and a '1-4 of 4' indicator. At the bottom center, there are 'Create' and 'Cancel' buttons.

Select	TM ID	Name
<input checked="" type="checkbox"/>	120217176718580428	ABHIJEET PVT LTD
<input checked="" type="checkbox"/>	1202171767220668280	ABHI PVT LTD
<input checked="" type="checkbox"/>	1202171767240660388	ABHIJEET PVT LTD
<input checked="" type="checkbox"/>	1202171767283880668	ABHIJEET SA PVT LTD

# Principal Entity – Chain Initiation

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

## My SMS Chain(S)

Requested Pending for Approval Registered

Search

[+ Create New Chain](#)

**PE-TM Chain Initiation**

chain creation has been successfully initiated Successful IDs:  
1202171767259348364

[OK](#)

Chain ID	Telemarketer Name	Telemarketer ID	Requested Date
<a href="#">1215172959697146260</a>	ABHIJEET AUTO PVT LTD	1202171767259348364	22-10-2024
<a href="#">1215172959039325414</a>	ABHIJEET PVT LTD	1202171767185890428	22-10-2024

Note: Chain ID is clickable to view details

Items per page: 5 1 - 2 of 2

# Principal Entity – Chain Initiation

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

Welcome: .....  
Logged in with PE ID 120'

**My SMS Chain(S)** + Create New Chain

Requested | Pending for Approval | Registered | Rejected

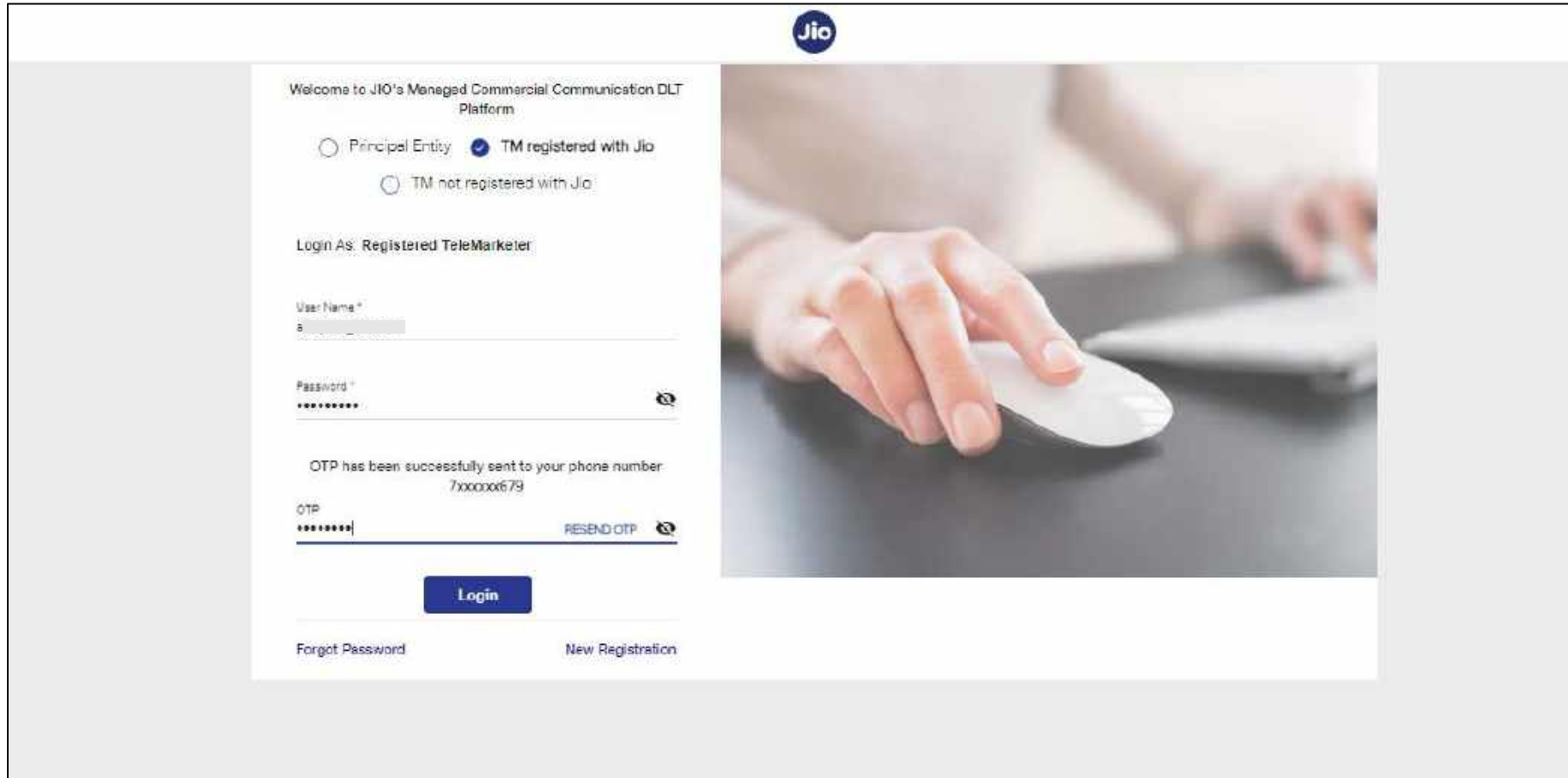
Search

Note: Chain ID is clickable to view details

Chain ID	Telemarketer Name	Telemarketer ID	Requested Date
<a href="#">1215172969697146280</a>	ABHIJEET AUTO PVT LTD	1202171767269348364	22-10-2024
<a href="#">1215172969039325414</a>	ABHIJEET PVT LTD	1202171767186890428	22-10-2024

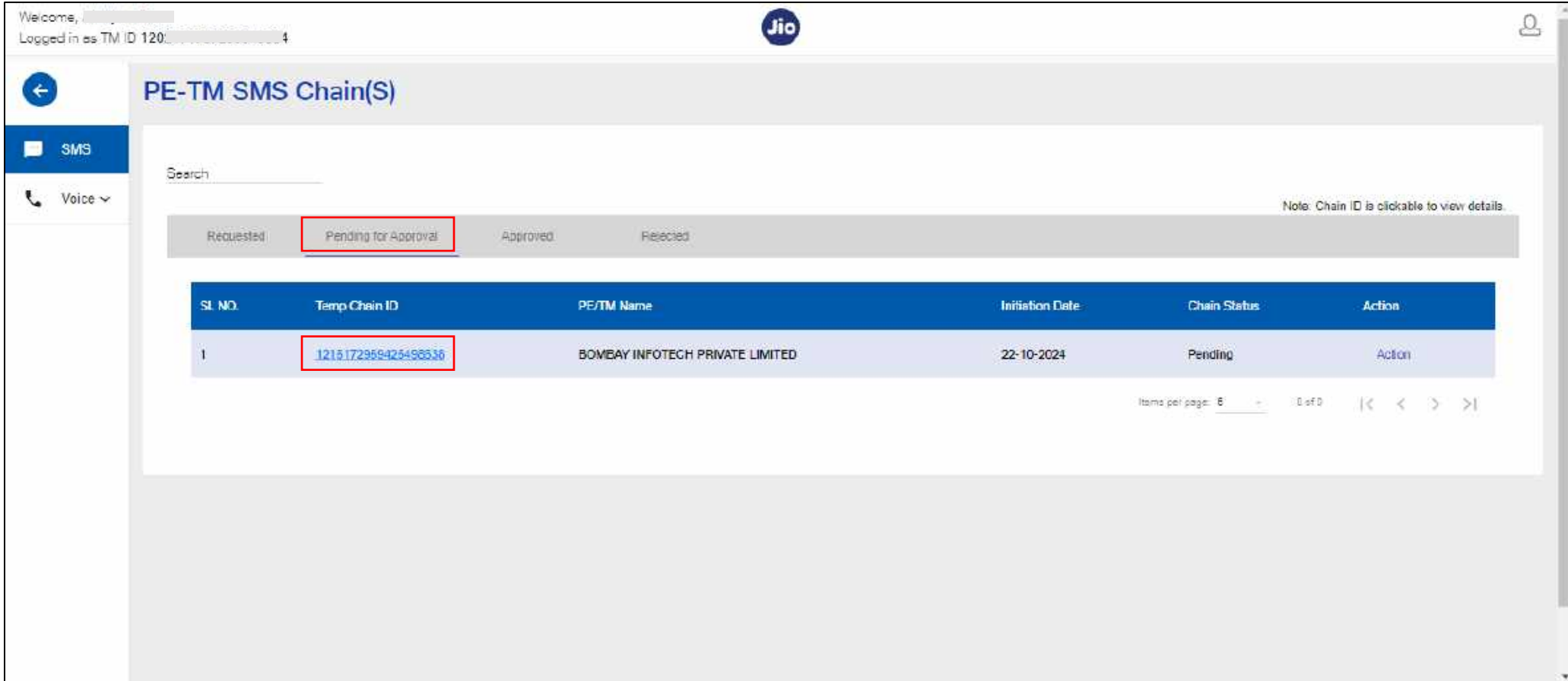
Items per page: 5 | 1 of 2 | < >

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



The screenshot shows the Jio login interface for Telemarketers. At the top center is the Jio logo. Below it, the text reads "Welcome to JIO's Managed Commercial Communication DLT Platform". There are three radio button options: "Principal Entity", "TM registered with Jio" (which is selected), and "TM not registered with Jio". Below these options, it says "Login As: Registered TeleMarketer". The form includes a "User Name" field with a small 'a' icon, a "Password" field with a toggle for visibility, and an "OTP" field with a "RESEND OTP" link and a toggle for visibility. A message states "OTP has been successfully sent to your phone number: 7xxxxxx679". At the bottom of the form is a blue "Login" button. Below the button are links for "Forgot Password" and "New Registration". To the right of the form is a blurred image of a person's hand using a computer mouse.

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



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

## PE-TM SMS Chain(S)

Search

Note: Chain ID is clickable to view details.

Requested | **Pending for Approval** | Approved | Rejected

Sl. NO.	Temp Chain ID	PE/TM Name	Initiation Date	Chain Status	Action
1	<a href="#">1215172959425498536</a>	BOMBAY INFOTECH PRIVATE LIMITED	22-10-2024	Pending	Action

Items per page: 6 | 1 of 1 | << < > >>

Action → Approve

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

My SMS Chain / Pending Detail

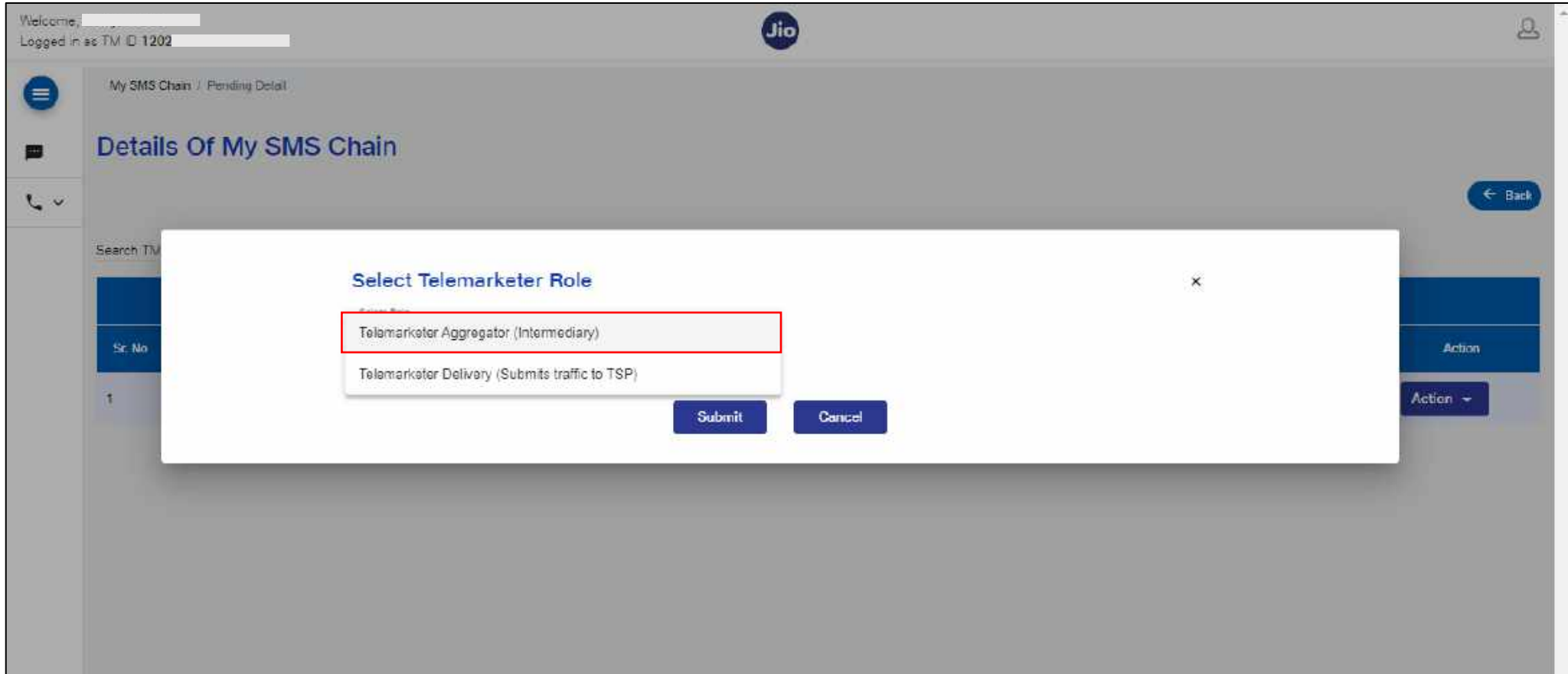
### Details Of My SMS Chain

Search TMID/TM Name

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



Select role (Telemarketer Aggregator) from drop-down



Search and select other TMs → Approve

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

My SMS Chain / Pending Detail

### Select Telemarketer Role

Selected Telemarketers:  
URVI INDIA (ID: 1202188564522989273)

Select Role: Telemarketer Aggregator (Intermediary)      Search TMID/TM Name: 1202188564522989273

Select	TM ID	Name	Status
<input checked="" type="checkbox"/>	1202188564522989273	URVI INDIA	Active

Items per page: 8      1 - 1 of 1

Submit      Cancel


Welcome [redacted]  
Logged in as TM ID 1202[redacted]

My SMS Chain / Pending Detail

## Details Of My SMS Chain

Search TMID/TM Name

**Success** ✕



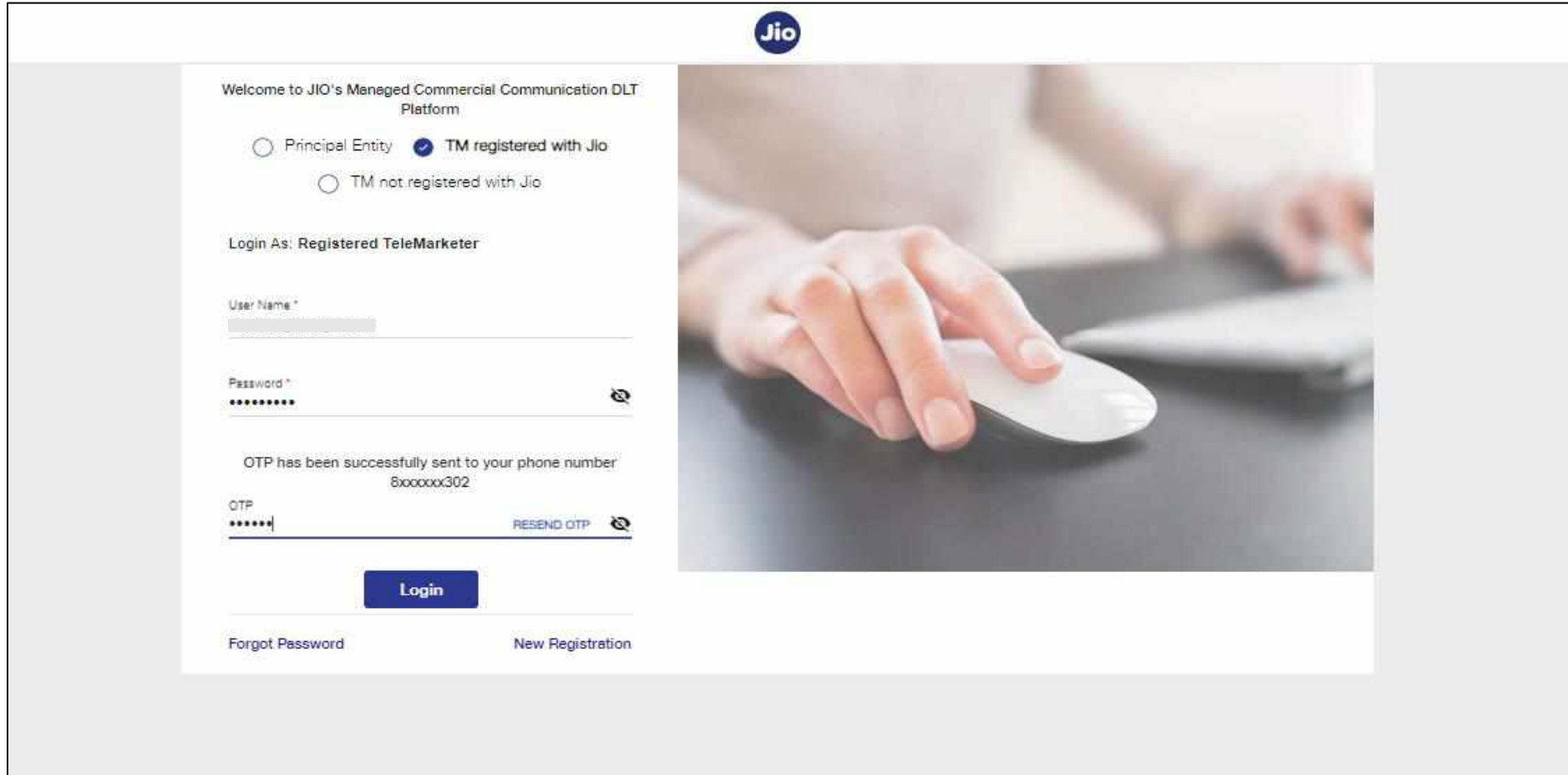
Approval processed successfully for IDs:  
1202166564522989273

**OK**

Sr. No	Requester		Request Sent To		Request Date	Status	Role	Approve Date	Action
	Telemarketer ID	Telemarketer Name	Telemarketer ID	Telemarketer Name					
1	1201164503939521640	BOMBAY INFOTECH PRIVATE LIMITED	--	--	22-10-2024	Requested	Pending		Action ▾

[← Back](#)

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



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

My SMS Chain → Pending → Chain ID hyperlink

The screenshot shows the 'PE-TM SMS Chain(S)' interface. At the top, it says 'Welcome, [redacted]' and 'Logged in as TM ID 1202, [redacted]'. The Jio logo is in the top right. On the left, there are navigation options for 'SMS' and 'Voice'. The main area has a search bar and a status filter bar with options: 'Requested', 'Pending for Approval', 'Approved', and 'Rejected'. A note states 'Chain ID is clickable to view details.' Below this is a table with the following data:

Sl. No.	Temp Chain ID	PE/TM Name	Initiation Date	Chain Status	Action
1	<a href="#">1215172959425498538</a>	ABHIJEET AUTO PVT LTD	22-10-2024	Pending	Action

At the bottom right of the table, there is a pagination control showing 'Items per page: 5' and '0 of 0'.

Action → Approve

Welcome, [User Name]

Logged in as TM ID 1202

My SMS Chain / Pending Detail

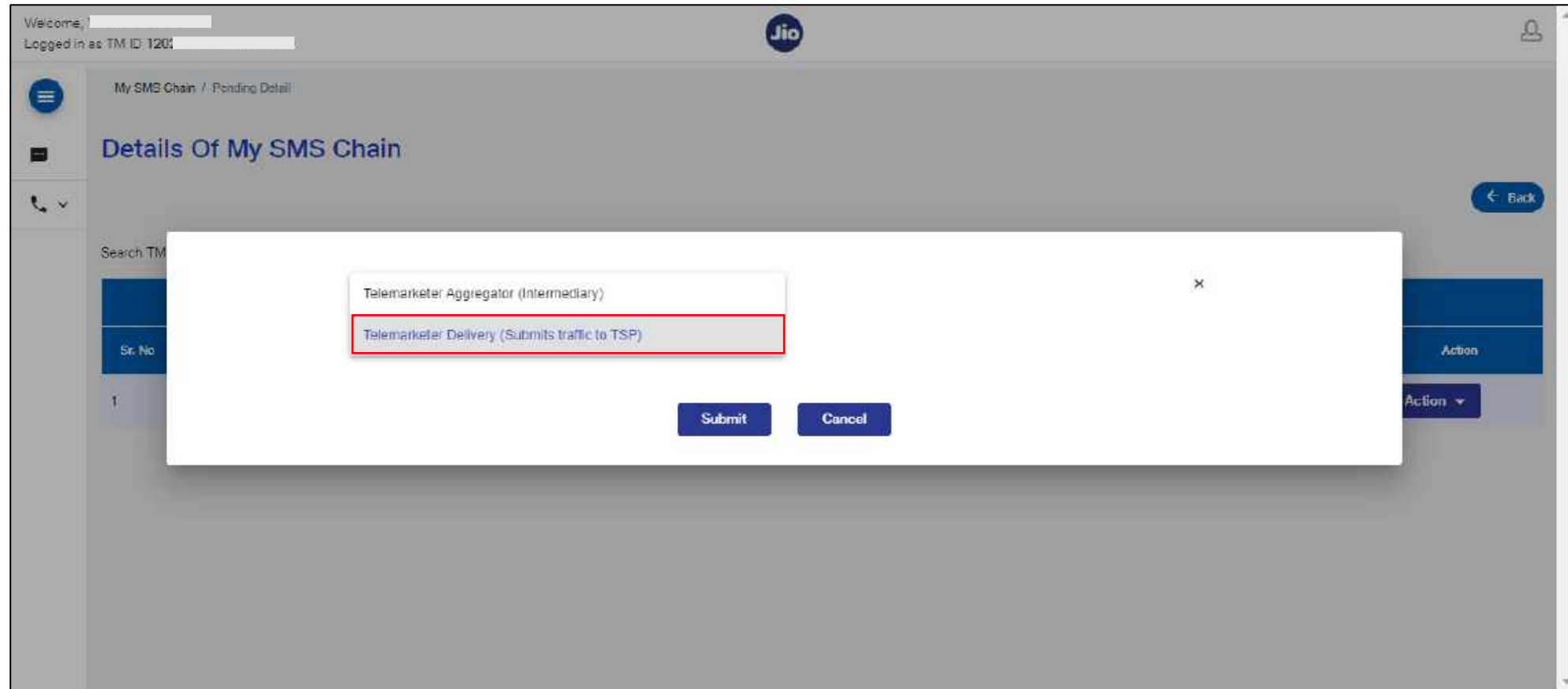
## Details Of My SMS Chain

[← Back](#)

Search TMD/TM Name: \_\_\_\_\_

Sr. No	Requester		Request Sent To		Request Date	Status	Role	Approve Date	Action
	Telemarketer ID	Telemarketer Name	Telemarketer ID	Telemarketer Name					
1	1202171767259348364	ABHIJEET AUTO PVT LTD	-	-	22-10-2024	Requested	Pending		<a href="#">Action</a> Approve Reject

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




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

My SMS Chain / Pending Detail

### Details Of My SMS Chain

Search TMD/TM Name

**Success**



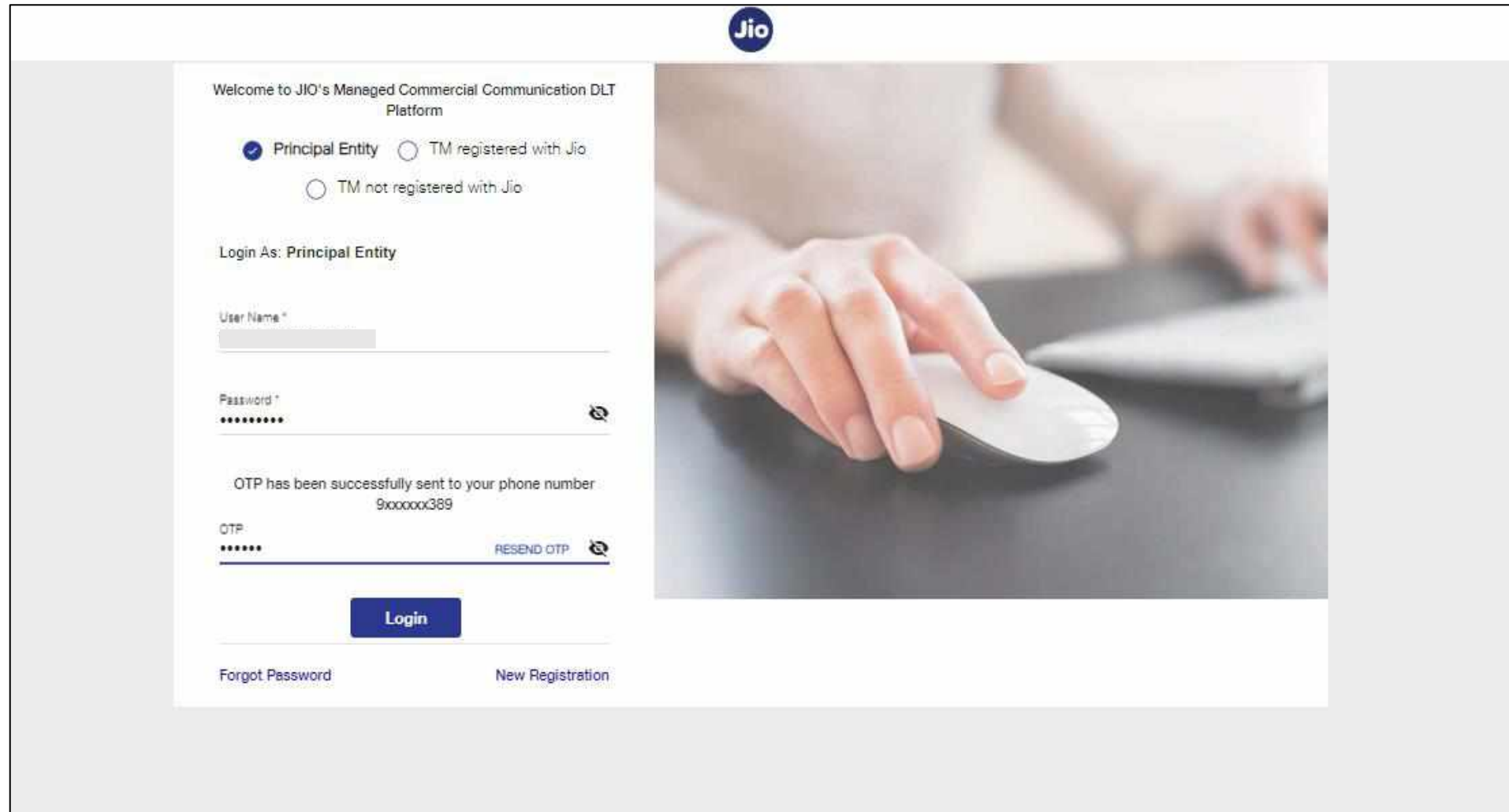
Chain request has been successfully sent to PE for final approval

**OK**

[← Back](#)

Requester			Request Sent To							
Sr. No	Telemarketer ID	Telemarketer Name	Telemarketer ID	Telemarketer Name	Request Date	Status	Role	Approve Date	Action	
1	1202171767269348364	ABHJEET AUTO PVT LTD	-	-	22-10-2024	Requested	Pending		<a href="#">Action</a>	





Welcome to JIO's Managed Commercial Communication DLT Platform

Principal Entity  TM registered with Jio  
 TM not registered with Jio

Login As: Principal Entity

User Name \*

Password \*

OTP has been successfully sent to your phone number  
9xxxxxx389

OTP

RESEND OTP

Login

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

# Principal Entity Action

MY TELEMARETERS → My SMS Telemarketers → Chain hyperlink

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

### 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
<a href="#">1215172959426498538</a>	BOMBAY INFOTECH PRIVATE LIMITED	1201164603939521640	22-10-2024	Action

Items per page: 5 | 1 - 2 of 2



Action → Approve

Welcome, [User Name]  
Logged In with PE ID: 1201

### My SMS Chain(S)

[+ Create New Chain](#)

Requested | **Pending for Approval** | Registered | Rejected

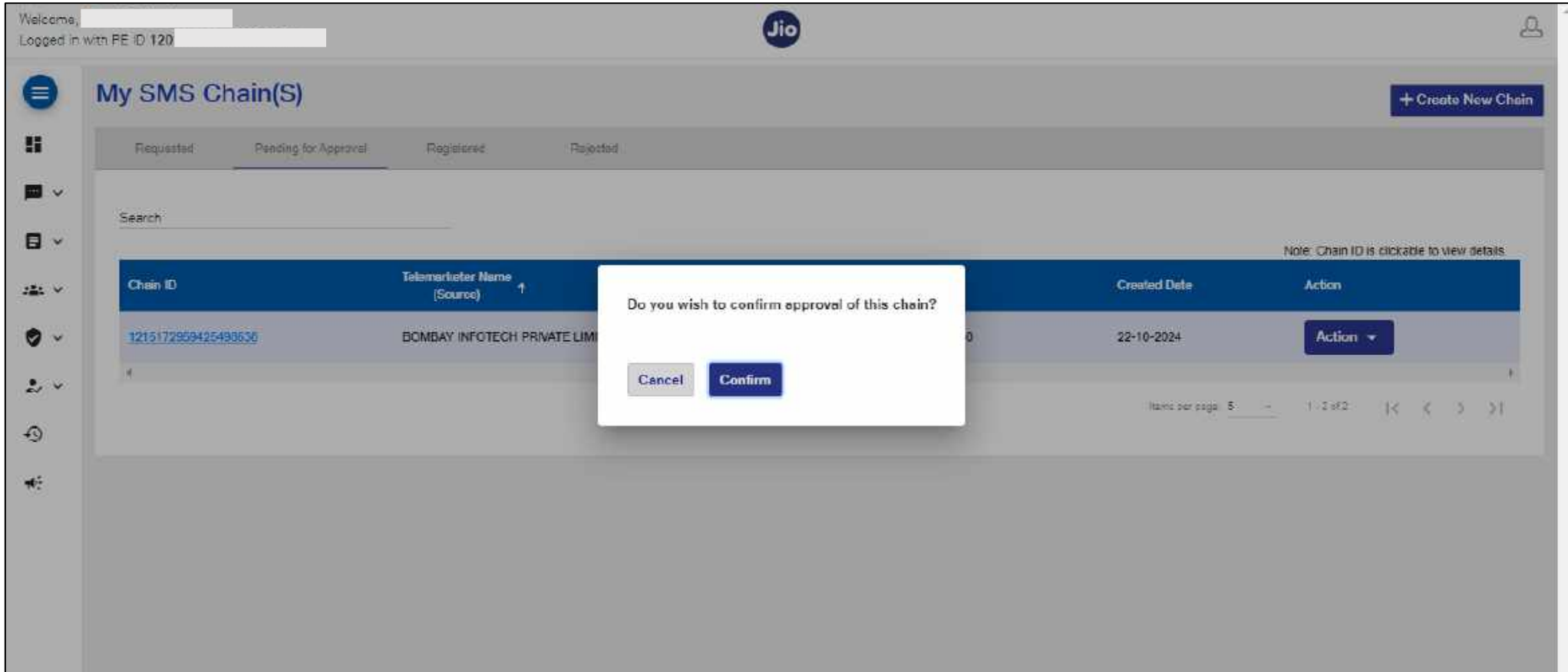
Search

Note: Chain ID is clickable to view details.

Chain ID	Telemarketer Name (Source)	Telemarketer ID (Source)	Created Date	Action
<a href="#">1215172959425498538</a>	BOMBAY INFOTECH PRIVATE LIMITED	1201164603939521640	22-10-2024	<b>Action</b> Approve Reject

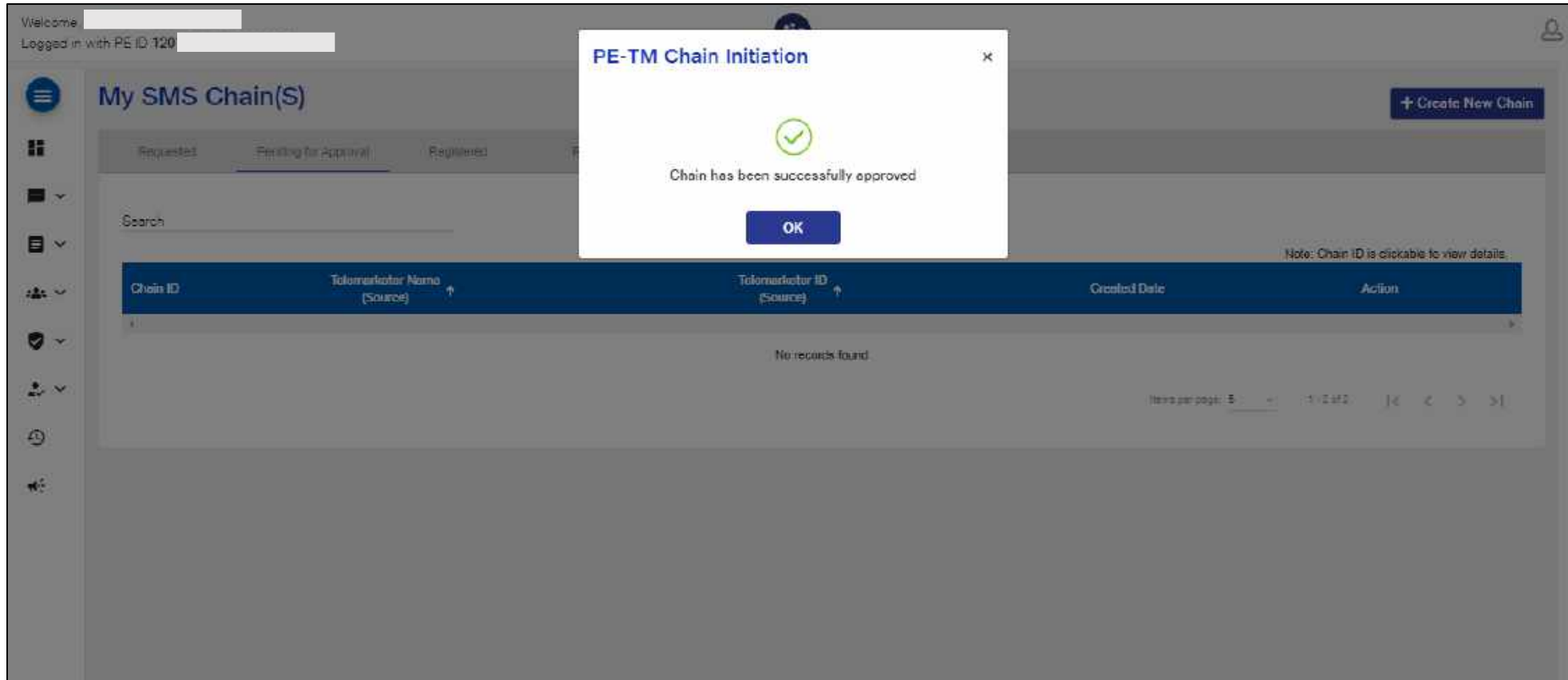
Items per page: 5

'Confirm' to create chain on DLT



The screenshot displays the 'My SMS Chain(S)' interface in the Jio system. The user is logged in with FE ID 120. The interface shows a table of SMS chains with columns for Chain ID, Telemarketer Name (Source), Created Date, and Action. A confirmation dialog box is overlaid on the table, asking 'Do you wish to confirm approval of this chain?' with 'Cancel' and 'Confirm' buttons. The table contains one entry with Chain ID 1215172858425498636 and Telemarketer Name BOMBAY INFOTECH PRIVATE LIM. The Action column for this entry has a dropdown menu with 'Action' selected. The interface also includes a search bar, a '+ Create New Chain' button, and a sidebar with navigation icons.

Chain ID	Telemarketer Name (Source)	Created Date	Action
<a href="#">1215172858425498636</a>	BOMBAY INFOTECH PRIVATE LIM	22-10-2024	Action



The screenshot displays a web application interface. At the top left, it says 'Welcome [redacted]' and 'Logged in with PE ID: 120 [redacted]'. The main heading is 'My SMS Chain(S)' with a '+ Create New Chain' button on the right. Below the heading are tabs for 'Requested', 'Pending for Approval', and 'Registered'. A search bar is present. A modal dialog box titled 'PE-TM Chain Initiation' is centered, showing a green checkmark and the text 'Chain has been successfully approved' with an 'OK' button. Below the dialog is a table with columns: 'Chain ID', 'Telomarketer Name (Source)', 'Telomarketer ID (Source)', 'Created Date', and 'Action'. The table is currently empty, displaying 'No records found'. A pagination control at the bottom right shows 'Items per page: 5' and '1 of 0 items'.

# Principal Entity Action

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

Welcome  
Logged in with PE ID 12X

### My SMS Chain(S)

[+ Create New Chain](#)

Requested   Pending for Approval   **Registered**   Rejected

Search

Notes: Chain ID is clickable to view details.

Chain ID	Telmarketer Name ↑	Telmarketer ID ↑	Requested Date ↑	Chain Status ↑
<a href="#">1215172959425436538</a>	ABHJEET AUTO PVT LTD	1202171757259348354	22-10-2024	Active
<a href="#">1215172951284575706</a>	URM INDIA	1202166584522969273	21-10-2024	Active
<a href="#">1215172949605268463</a>	ASASASAS	1202164387799068129	21-10-2024	Active

Items per page: 5   0 of 0

# Telemarketer Extension

If the TM wants multiple chains (Requested, Pending, Registered),

Extension → Select Role (for another chain) → Approve

If Telemarketer Delivery then no further nomination

If Telemarketer Aggregator then nominate further TM(s)

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

My SMS Chain / Requested Detail

### Details Of My SMS Chain

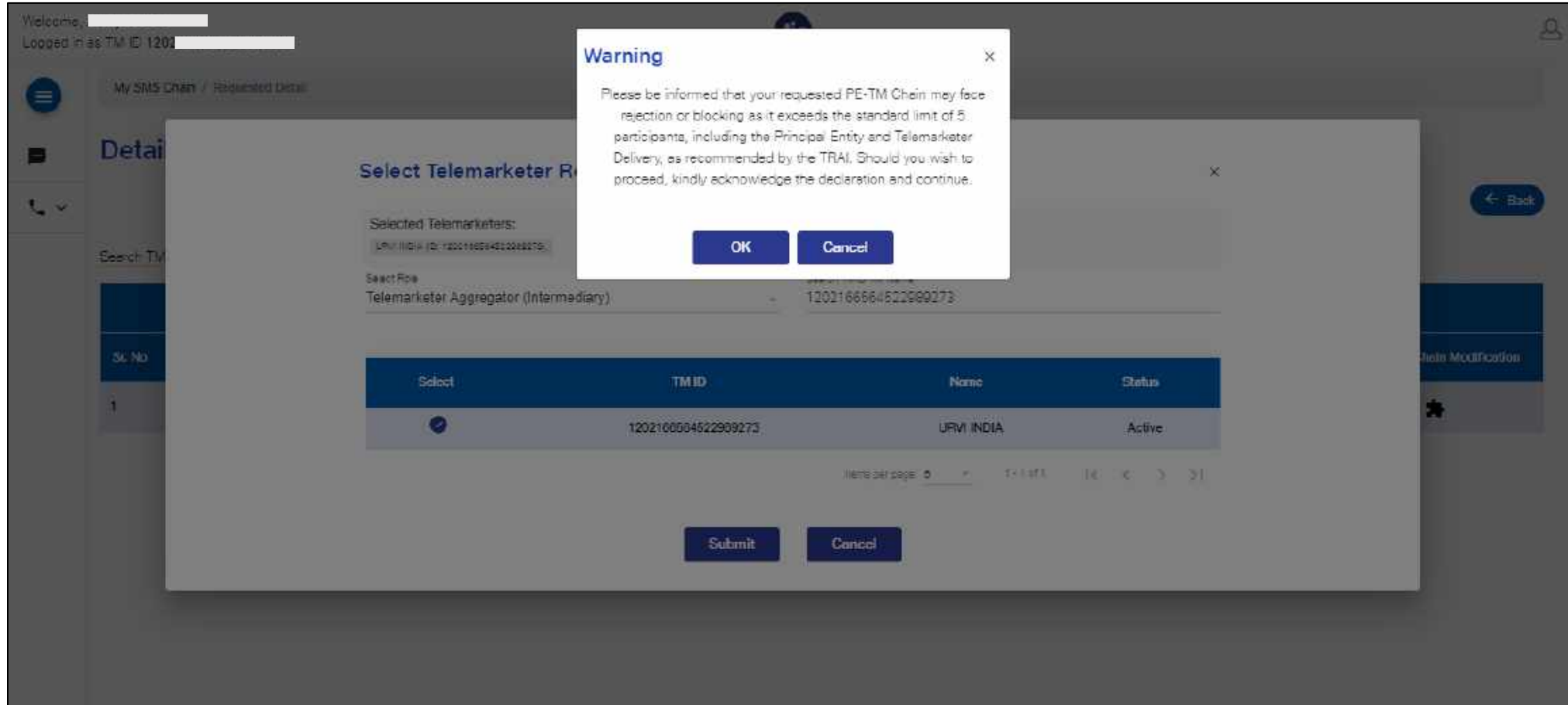
Search TMID/TM Name

Sr. No.	Source ID	Source Name	Destination ID	Destination Name	Request Date	Status	Role	Approve Date	Extension
1	1202168564522989273	URVI INDIA	-	-	17-10-2024	Approved	TMD	17-10-2024	+

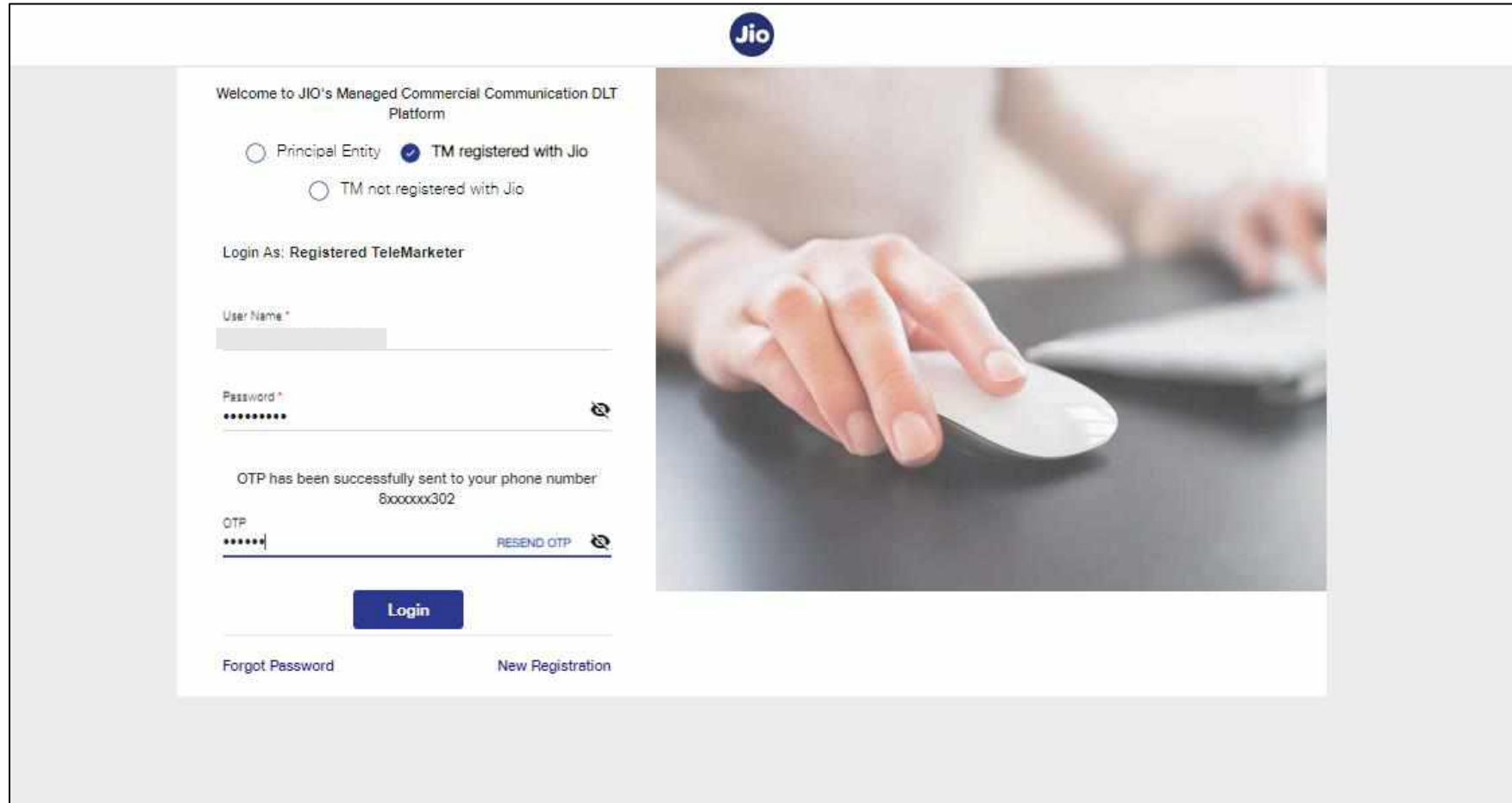


# Telemarketer Aggregator (Exceptions)

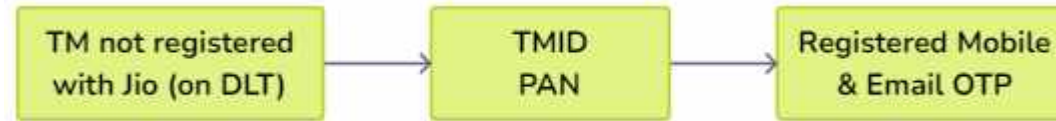
If total number of chain participants exceed 5, TM & PE will have to acknowledge the same.



# Login - Telemarketer registered with Jio



# 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.

Welcome to JIO's Managed Commercial Communication DLT Platform

Principal Entity  TM registered with Jio  
 TM not registered with Jio

Login As: Non Jio TeleMarketer

TeleMarketer ID  
ID

PAN No.  
PAN

OTP has been successfully sent to your phone number 9xxxxxx928 and email address yaXXXXXXXXe@ril.com

Enter Mobile OTP  
\*\*\*\*\*

Enter Email OTP  
\*\*\*\*\*

Login

# 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

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DLT Registration Journey

# Objective

## Traceability

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

## Acknowledgement of PEs & TMs

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

## No engagement with UTMs

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

## Control Untraceable communication

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

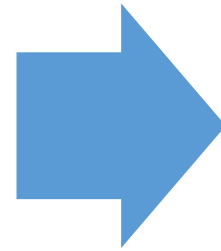
# List of Abbreviations used

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

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

# Prerequisites

PE to have Telemarketer  
ID of their respective  
TM



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

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

# Exceptions

## Initiate Request

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

## End of PE – TM Chain

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

## Visibility of Chain

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

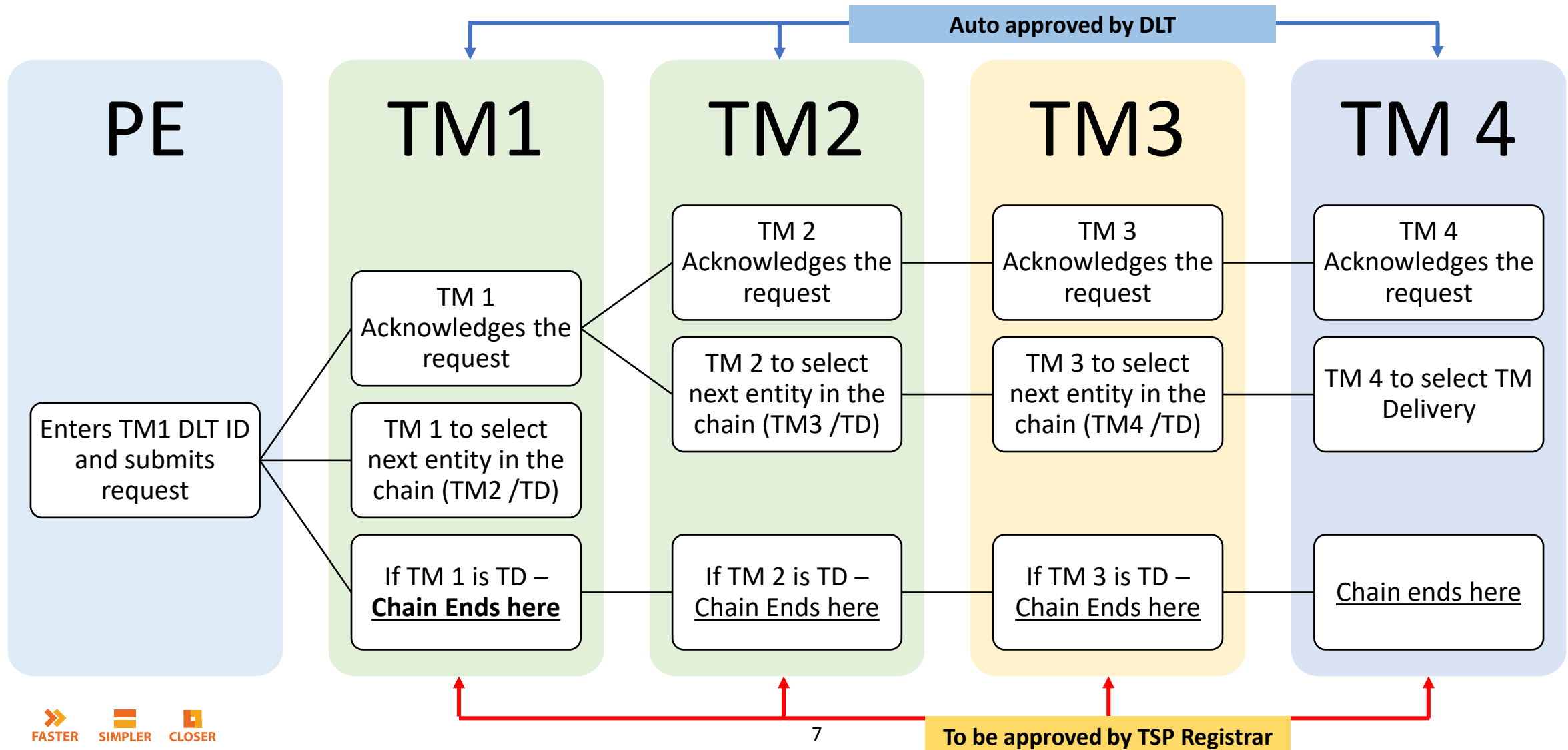
## Multiple Association of PE

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

## Entities in one chain

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

# Registration Flow



# Principal Entity to Login to TTBS DLT Platform

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

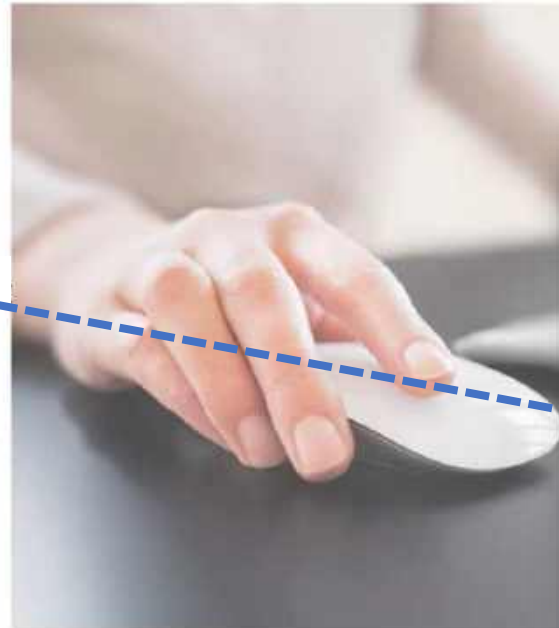
Welcome to TATA's Unsolicited Commercial Communication Management DLT platform

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

TATA Tele Business Services DO Big

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

Template Reports To Be Viewed By PE

- Create New Chain Request
- PE TM Binding List

Industry Type: Private Entity Name: TEST12

Search By Search Date From Date To Apply Clear All

Justification is Mandatory for variable length more than 2 for verification

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

Items per page: 5 0 of 0 < >

Export as Excel

# Create New Request– TM Binding Request

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

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

Manage Telemarketer Relationship

Create New Chain Request  
PE TM Binding List

List of Existing Chains Create New Chain

Creation of New Chain:

TM ID \*

TM NAME

Create New Chain Clear All

# Enter Details – Telemarketer ID

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

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

## Manage Telemarketer Relationship

List of Existing Chains

Create New Chain

Creation of New Chain:

TM ID \*

1002100000000001310

TMNAME

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 - Consent Template - Voice - Others - Whitelisting

### Manage Telemarketer Relationship

List of Existing Chains Create New Chain

PE ID: 1601431165415322185

PE TM Binding Create New Chain

PE TM Chain created successfully with URN 100000000000049

OK

URN	Chain ID	Chain participant: Seq Role RequestorName RespondantID RespondantName	Chain Status	Created Date	Last Updated Date	Action
100000000000049		1:PE:1601431165415322185:TEST12:1002100000000001310:AI_Testing_TMR10	Pending with TM/TA	11-10-2024 05:34 PM	11-10-2024 05:34 PM	Comments Comment is Required Reject

Items per page: 5 1-1 of 1

Export to Excel

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# Login as Telemarketer to Approve Binding Request

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

Welcome to TTBS Unsolicited Commercial Communication Management DLT Platform

Login As: Registered TeleMarketer

Entity ID or Unique Reference ID

1002100000000001310

Password

\*\*\*\*\*

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

OTP

\*\*\*\*|

Verify

Resend OTP

[Forgot Password](#)

[New Registration](#)

For registration process [Click](#)

For KYC Policy process [Click](#)

## IMPORTANT ANNOUNCEMENT !!!!



- All Principal Entities (PEs) to ensure URLs/OTT links/APKs which are sent in SMS using variables in content template to be whitelisted in DLT. Wef 1<sup>st</sup> 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 1<sup>st</sup> Oct 2024 **NEW**
- PEs to acquire DLT Digital Consent to connect to DND customers using 140XXXX numbers else calls will not get connected to DND customers. [Steps to acquire Digital consent](#) **NEW**

# Select Manage Telemarketer Relationship

Welcome, AI\_Testing\_TM310  
Logged in as TM, 100210000000001310 Last Logged in 10/11/2024, 12:20:48 PM

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

Manage Telemarketer Relationship

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	100210000000001310	AI_Testing_TM310	PE	2024-10-11T17:54:18.000Z	Pending with TM/TA	Pending with TM/TA	Approve Reject

Request list with status

Export to Excel

Can be approved or rejected by TM

# TM to Select Role in the Chain

Welcome, AI\_Testing\_TM310  
Logged in as TM, 1002100000000001310 Last Logged in 10/11/2024, 12:20:48 PM

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

### Manage Telemarketer Relationship

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

#### PE TM Binding

Do you like to Approve the PE TM Binding

Telemarketer/Aggregator  Telemarketer Delivery

Remarks: \*

Next Entity ID: \*

TM Name

Ok Cancel

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

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

Export to Excel

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# Click on Ok if sure to submit the request

Welcome, AI\_Testing\_TM310  
Logged in as TM, 1002100000000001310 Last Logged in 10/11/2024, 12:20:48 PM

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

### Manage Telemarketer Relationship

**PE TM Binding**

Do you like to Approve the PE TM Binding

Ok Cancel

VEN	Chain ID	Requestor ID	Requestor Name	Requestor	Chain Status	Sequence Status	Action		
10000000000000049	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: 6 | 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	Pending with TM/TA	Pending with TM/TA	
100000000000049		1601431165415322185	TEST12	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	Requester ID	Requester Name	Respondent ID	Respondent Name	Role	Action Date	Chain Status	Sequence Status	Action
100000000000049		1002100000000001310	AI_Testing_TM310	1002100000000001311	AI_Testing_TM311	TM/TA	2024-10-11T12:27:41.000Z	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

# PE Can view the list and status

## Manage Telemarketer Relationship

List of Existing Chains Create New Chain

PE ID: 1601431165415322185 PE Name: TEST12

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

Items per page: 5 1-1 of 1

Export to Excel

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

# Next TM to Approve the Request

Welcome, AI\_Testing\_TM311  
Logged in as TM, 1002100000000001311 Last Logged in

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

PE-TM Binding List

Manage Telemarketer Relationship

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

Items per page: 5 1 - 1 of 1

Export to Excel

# Next TM to Select Role in the Chain

Welcome, AI\_Testing\_TM311  
Logged in as TM, 1002100000000001311 Last Logged in

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

### Manage Telemarketer Relationship

URN	Chain ID	Requester ID	Requester Name	Requester Role	Chain Status	Sequence Status	Action
1000000000000049	1002100000000001310	AI_Testing_TM310	100	41,000Z	Pending with TM/TA	Pending with TM/TA	Approve Reject

**PE TM Binding**

Do you like to Approve the PE TM Binding

Telemarketer/Aggregator
  Telemarketer Delivery

Remarks: \*

Next Entity ID: \*

TM Name

Ok Cancel

**PE TM Binding**

✔

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

**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:10021000000000001311:AI_Testing_TM311:10021000000000001352:AI_Testing_TM352 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 06:07 PM	Comments Comment is Required Reject

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

Export to Excel

# Other TM/TA Can view the list and status

Welcome, AI\_Testing\_TM310

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



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

## Manage Telemarketer Relationship

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

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

Welcome, AI\_Testing\_TM311

Logged in as TM, 1002100000000001311 Last Logged in



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

PE-TM Binding List

## Manage Telemarketer Relationship

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

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

# TM Not Registered with TTBS can login with OTP

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

Welcome to TATA's Commercial Communication Management DLT platform

Entity ID  
1002100000000001352

Send OTP

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


OTP  
\* \* \*


Verify Resend OTP


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

Such TMs to select TTBS Unregistered Telemarketer option

Welcome To TTBS Commercial Communication Management DLT Platform

 Telecom Service Provider

 Principal Entity/TeleMarketer/  
Aggregator

 TTBS Unregistered Telemarketer



# TTBS Unregistered TMs will get only one option

Welcome, AI\_Testing\_TM352  
Logged in as UTM, 1002100000000001352



Manage Telemarketer Relationship

PE-TM Ending 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	<a href="#">Approve</a> <a href="#">Reject</a>

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

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

**PE TM Binding**

Do you like to Approve the PE TM Binding

Telemarketer/Aggregator  Telemarketer Delivery

Remarks: \*

Remarks is Required

Next Entity ID: \*

Next Entity ID is Required

TM Name

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

Justification: \*

Justification is Required

Ok Cancel

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

# Select Telemarketer Delivery

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

PE TM Binding

Do you like to Approve the PE TM Binding

Telemarketer/Aggregator  Telemarketer Delivery

Remarks: \*

Ok Cancel

# PE Can view the list and status

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

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

## Manage Telemarketer Relationship

List of Existing Chains

Create New Chain

PE ID

1601431165415322185

PE Name

TEST12

URN	Chain ID	Chainparticipants(Seq Role RequestorID RequestorName RespondantID RespondantName)	Chain Status	Created Date	Last Updated Date	Action
100000000000049		5:TD:1002100000000001336:AI_Testing_TM336: 4:TM/TA:1002100000000001352:AI_Testing_TM352:1002100000000001336:AI_Testing_TM336 3:TM/TA:1002100000000001311:AI_Testing_TM311:1002100000000001352:AI_Testing_TM352 2:TM/TA:1002100000000001310:AI_Testing_TM310:1002100000000001311:AI_Testing_TM311 1:PE:1601431165415322185:TEST12:1002100000000001310:AI_Testing_TM310	Approved by 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 | < >

Export to Excel

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

# 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

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

Long chain is pending with Registrar

Short chain is auto approved by DLT system

Finally, PE to approve the request

Export to Excel

# 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 RespondentID RespondentName)	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 07:53 PM	
100000000000051		5:TD:1002100000000001336:AI_Testing_TM336: 4:TM/TA:1002100000000001352:AI_Testing_TM352:1002100000000001336:AI_Testing_TM336 3:TM/TA:1002100000000001311:AI_Testing_TM311:1002100000000001352:AI_Testing_TM352 2:TM/TA:1002100000000001312:AI_Testing_TM312:1002100000000001311:AI_Testing_TM311 1:PE:1601431165415322185:TEST12:1002100000000001312:AI_Testing_TM312	Approved by Registrar	11-10-2024 07:38 PM	11-10-2024 07:50 PM	<div style="border: 2px dashed blue; padding: 5px;"> <p>approved I</p> <p>Approve</p> <p>Reject</p> </div>

Items per page: 5 | 1-3 of 3 | < >

# Final Request Approved by PE

Manage Telemarketer Relationship

List of Existing Chains Create New Chain

PE ID: 1601431165415322185 PE Name: TEST

PE TM Binding Action

✓

Action Performed successfully

OK

ID	Chain ID	Chain Participants (Seq Role Requestor ID Requestor Name Respondent)	Status	Created Date	Last Updated Date	Action
100000000000049		5:TD:1002100000000001336:AI_Testing_TM36: 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 05:34 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_TM36: 4:TM(TA:1002100000000001352:AI_Testing_TM352:1002100000000001336:AI_Testing_TM336 3:TM(TA:1002100000000001311:AI_Testing_TM311:1002100000000001352:AI_Testing_TM352 2:TM(TA:1002100000000001312:AI_Testing_TM312:1002100000000001311:AI_Testing_TM311 1:PE:1601431165415322185:TEST12:1002100000000001312:AI_Testing_TM312	Approved	11-10-2024 07:38 PM	11-10-2024 07:51 PM	

Items per page: 5 1-3 of 3

Export to Excel

# PE's Chain status and actions

Welcome TEST12

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



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

## Manage Telemarketer Relationship

List of Existing Chains

Create New Chain

PE ID  
1601431165415322185

PE Name  
TEST12

Approved by Registrar

Finally, PE to approve the request

URN	Chain ID	Chainparticipants(Seg Role RequestorID RequestorName RespondantID RespondantName)	Chain Status	Created Date	Last Updated Date	Action
100000000000049		5:TD:100210000000001336:AI_Testing_TM336: 4:TM/TA:100210000000001352:AI_Testing_TM352:100210000000001336:AI_Testing_TM336 3:TM/TA:100210000000001311:AI_Testing_TM311:100210000000001352:AI_Testing_TM352 2:TM/TA:100210000000001310:AI_Testing_TM310:100210000000001311:AI_Testing_TM311 1:PE:1601431165415322185:TEST12:100210000000001310: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:100210000000001312:AI_Testing_TM312: 1:PE:1601431165415322185:TEST12:100210000000001312: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 Chams

Create New Cham

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

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

Export to Excel

# Other TMs can only view status of immediate entities

## Manage Telemarketer Relationship PE-TM Binding List

URN	Chain ID	Requestor ID	Requestor Name	Respondant ID	Respondant Name	Rela	Action Date	Chain Status	Sequence Status	Action
100000000000049		100210000000001311	AI_Testing_TM311	100210000000001352	AI_Testing_TM352	TM/TA	2024-10-11T12:27:41.000Z	Approved	Approved by TM/TA	
100000000000049		100210000000001310	AI_Testing_TM310	100210000000001311	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	Respondent ID	Respondent 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](http://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.

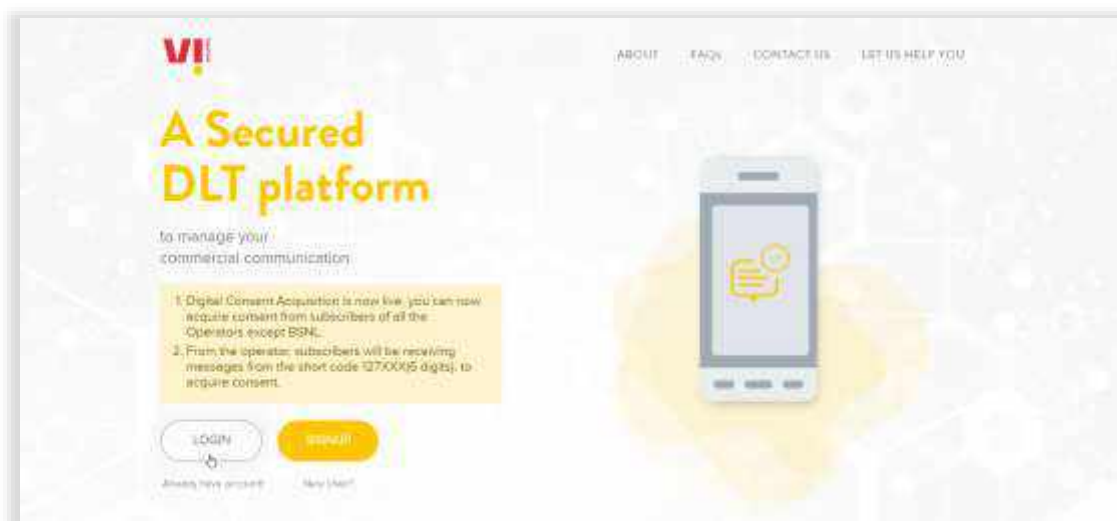
PE as well as TM-AF are required to choose only the next hop to whom the traffic is being directly submitted. TM-DF will have no option to choose any next hop.

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

Please contact our Support Team before the sign-up process, in case you are confused to choose as Enterprise or Telemarketer.  
Phone: +91-9619 500 300 (10AM to 5PM - Monday to Friday) | Email: support@vilpower.in

Select your Area of Operation

As Enterprise
   
 As Telemarketer
   
 As Mobile Subscriber

New User? [Sign Up](#)

## 3. Enter your Email Address and password

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**Enterprise Login**

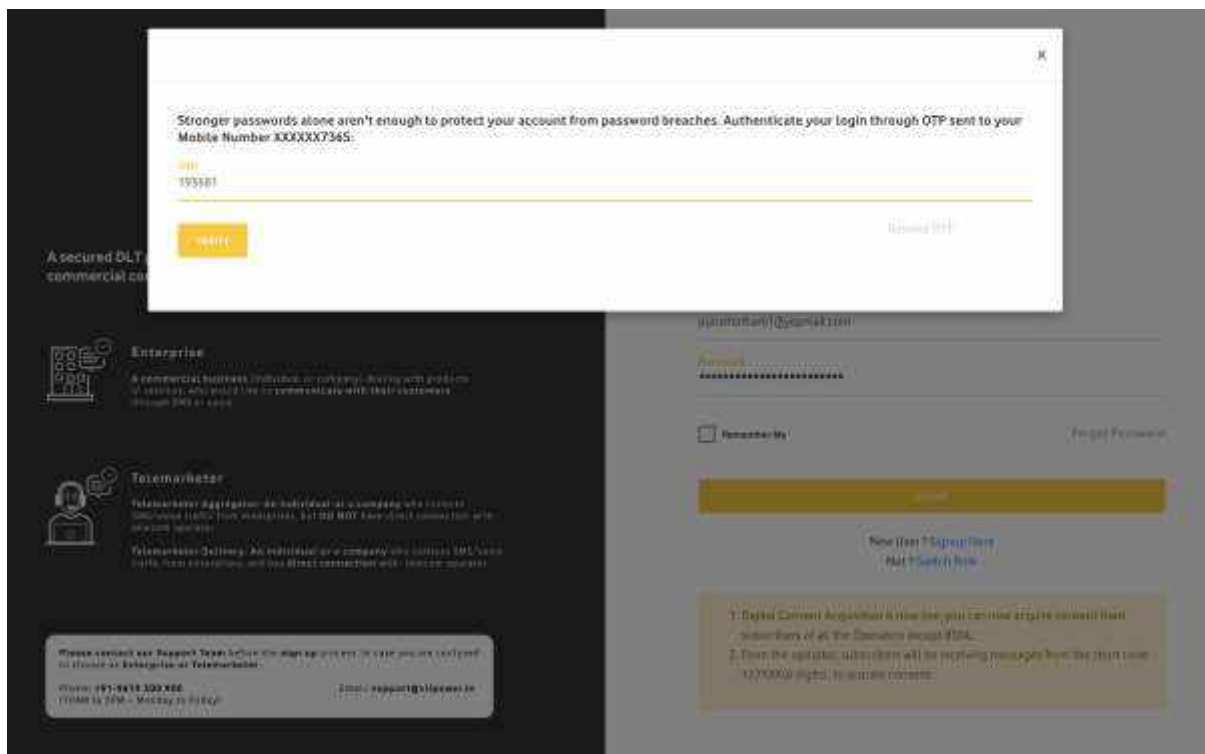
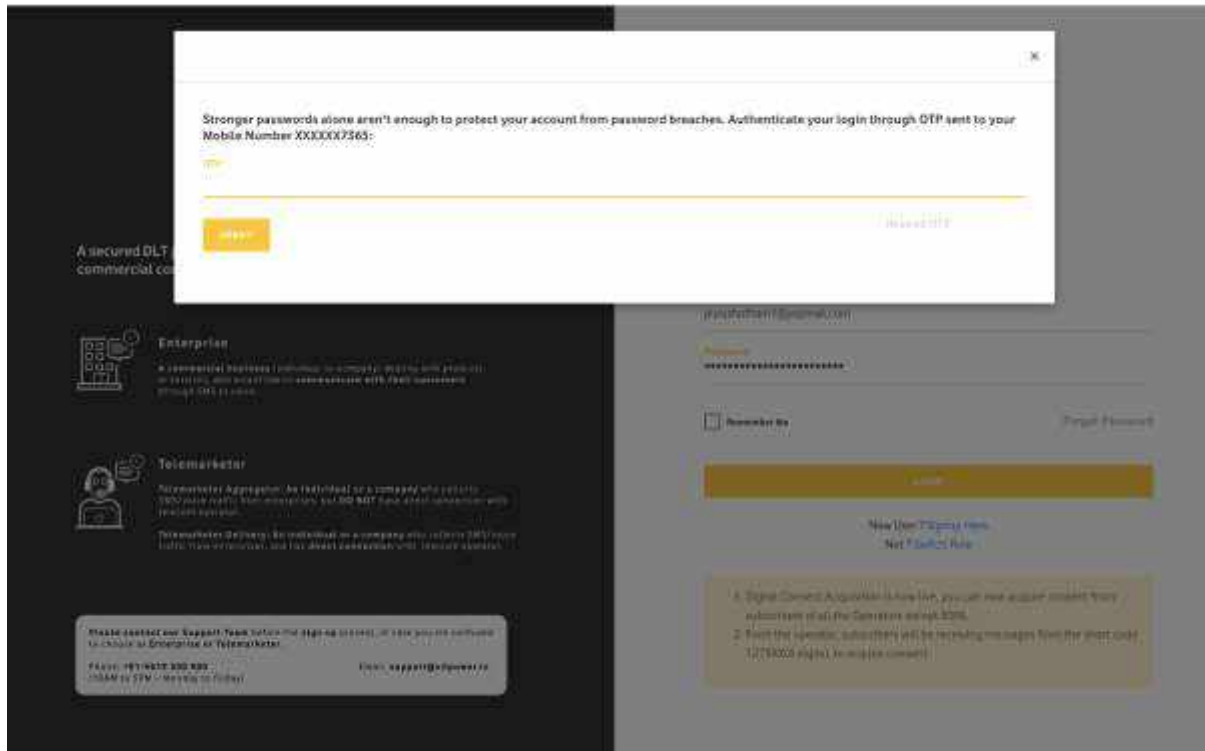
Remember Me
 [Forgot Password](#)

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

1. Digital Content Regulation in our lives, you can now enjoy content from subscribers of all the Operators except ESPE.  
 2. From the operator, subscribers will be receiving messages from the short code 107XXXXX Digital, to update content.



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



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

Showing results in between the dates: August 1, 2019 - October 21, 2024

Chain ID	Chain Name	Created On	First Telemarketer Name	First Telemarketer ID	Number of TMs	Approval Status	Status	Actions
111517291809564891	Widerchain2	22-Oct-2024 11:05:56	TMAIone	110238458000000215	1	Approved	Active	
111517291809564892	Widerchain1	22-Oct-2024 10:34:48	Widerchain1Test	14024075000000182	1	Pending	Active	
111517291809564893	Regulchain2	22-Oct-2024 15:08:11	TMAIone	110242150000000216	2	Approved	Active	
111517291809564894	Regulchain1	22-Oct-2024 14:51:23	Regulchain1Test	140240767000000183	1	Approved	Active	
111517291809564895	PE Rejected Case	22-Oct-2024 12:31:54	TMAIone	110238458000000215	1	Rejected	Active	
111517291809564896	Rejected Case New	22-Oct-2024 12:45:59	TMAIone	110238458000000215	4	Rejected	Active	

## 6. Chain initiation Page

**Chain Initiation Details:**  
Add the details here:

Chain Name\*

Select Telemarketer:

Telemarketer Name

Telemarketer ID

Telemarketer Type

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

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

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

**Chain Initiation Details:**  
Add the details here:

Sample Chain

1102374430000002522-TMAFseven

TMAFseven

1102374430000002522

Telemarketer Aggregator

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.

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

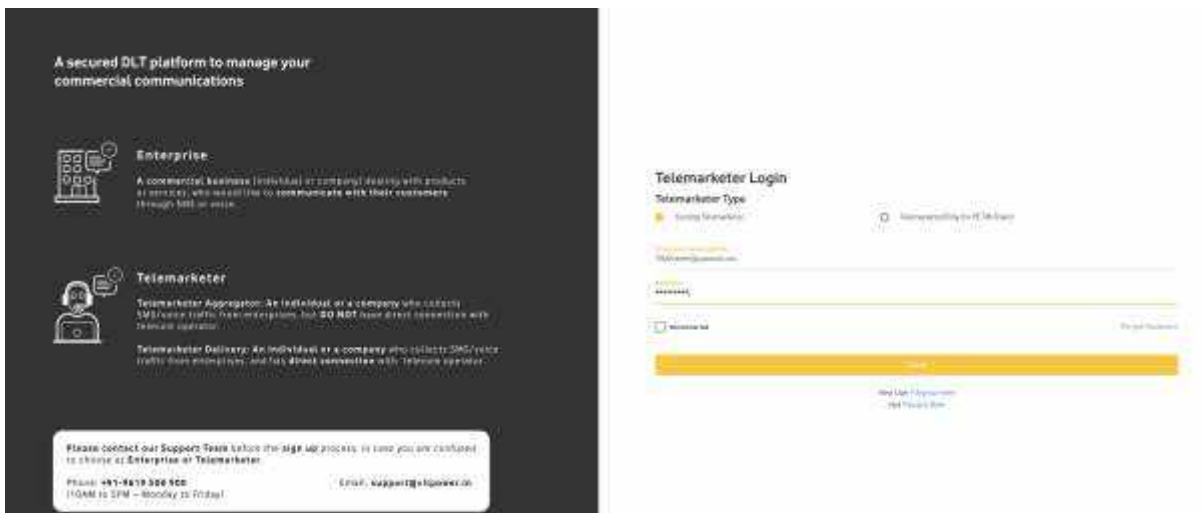
Select Telemarketer: All | All |

Chain ID	Chain Name	Created On	First Telemarketer Name	First Telemarketer ID	Number Of TMs	Approval Status	Status	Actions
1113172986704181321	Sample Chain	23-Oct-2024 12:42:23	TMAFseven	1102374430000002522	1	Pending	Active	<input type="button" value="edit"/> <input type="button" value="delete"/>

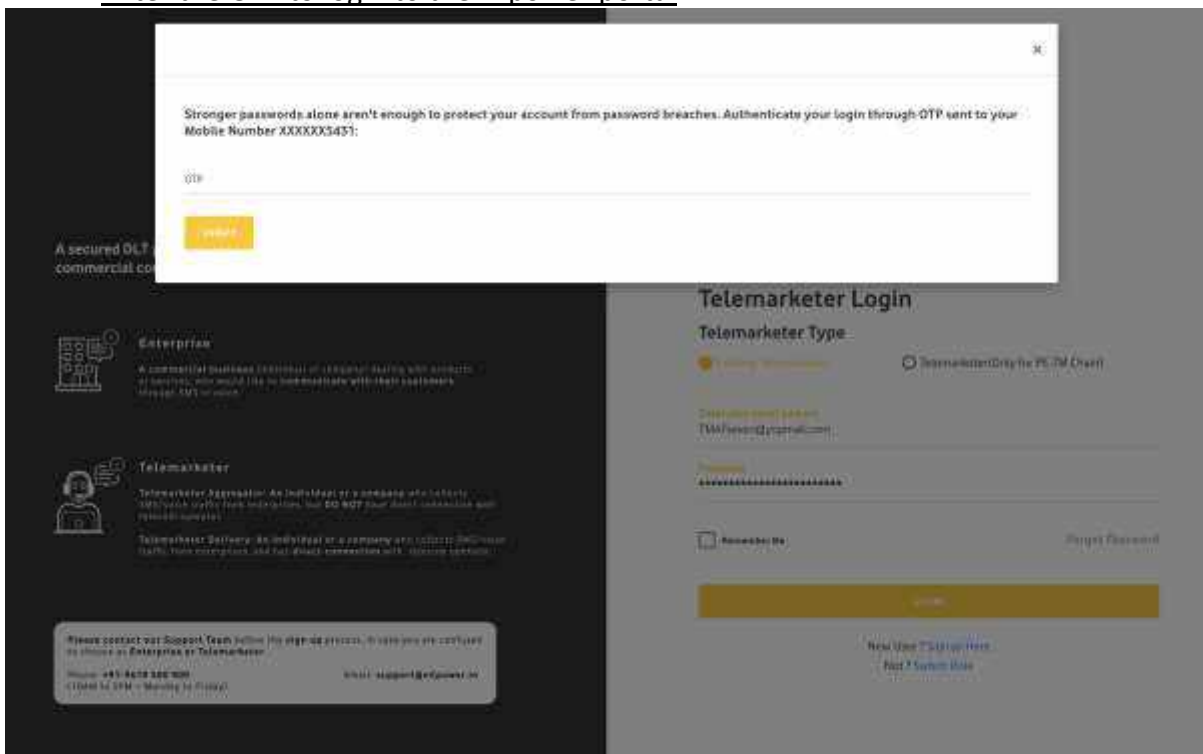
9. TM(who are registered on VILPOWER) will receive a mail notification to their registered mail ID, to act on the PE TM chain.

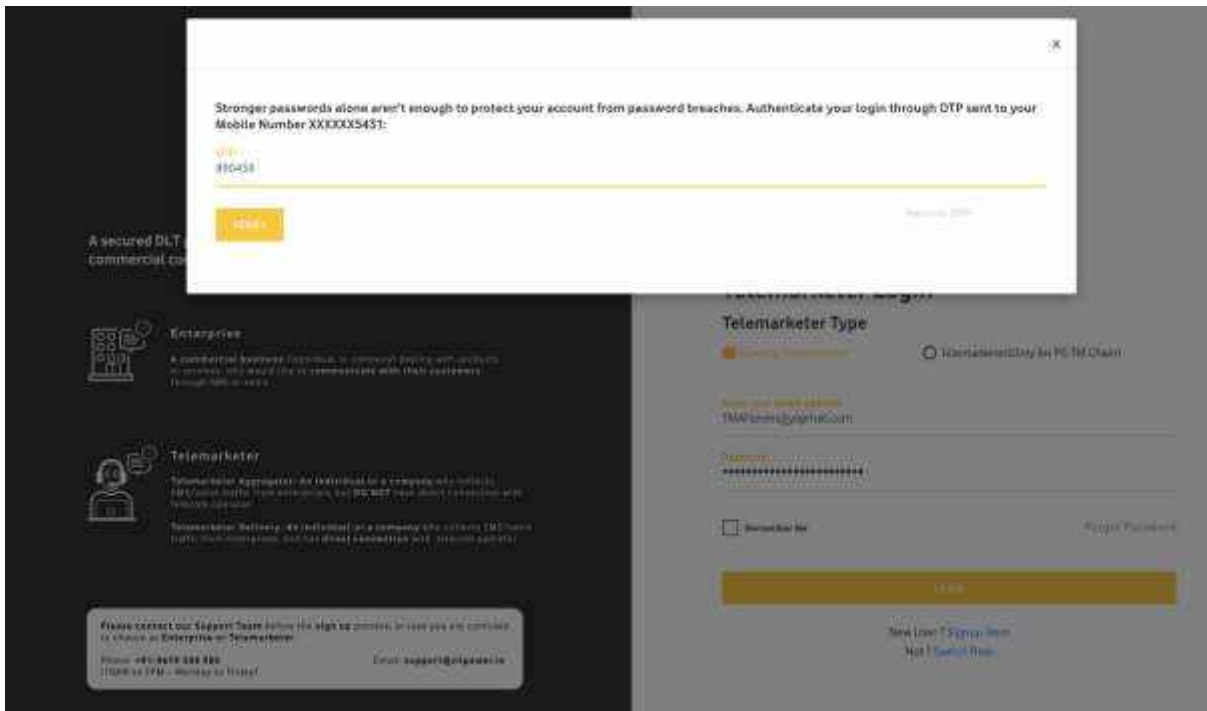
## TM – Aggregator Login

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



- Enter the OTP to login to the vilpower portal





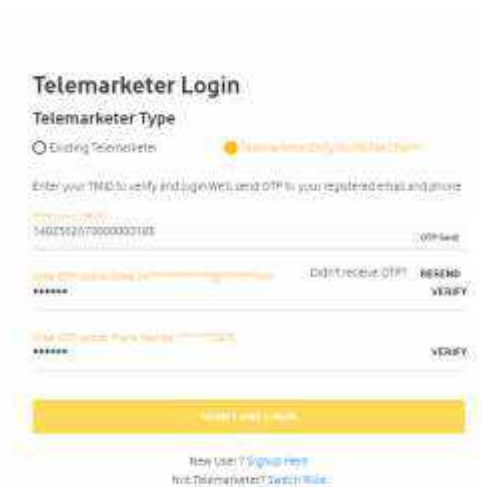
- For TM with no existing relationship with vilpower portal, pl choose TM (only for PE-TM chain)



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



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



## 6. Verify and login to the vilpower Portal

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Telemarketer Aggregator: An individual or a company who collects SMS/calls from enterprises, but DO NOT have direct contact with business customer.  
Telemarketer Delivery: An individual or a company who collects SMS/calls from enterprises, and has direct connection with Telecom operator.

Please contact our Support Team before the sign up process, in case you are confused. It is located in Enterprise or Telemarketer.

Phone: +91-9619 888 900 | Email: support@vilpower.in  
10AM to 5PM - Monday to Friday

### Telemarketer Login

Telemarketer Type

Existing Telemarketer  New Telemarketer (for PE-TM only)

Enter your TMID to verify and login with OTP to your registered email and phone

Telemarketer TMID:

OTP received (OTP):

Phone Number (If Business Number is not available):

[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

Showing results in between the dates: August 1, 2019 - October 25, 2024

Week End Chain ID:  -

Chain ID	Chain Name	Requester Type	Requester Name	Requester ID	Date Requested	Next Telemarketer Name	Chain Status	Status	Actions
111102960734101321	Simple Chain	PE	Prato Business	110143046000002350	23-Oct-2024 12:42:32	-	Pending	Active	<input type="button" value="Action"/>
111112492016740097	TestFinalChain	PE	Peetanding	110110047700000124	24-Oct-2024 16:16:08	-	Pending	Active	<input type="button" value="Action"/>
11111215284601207	Requestforverification	PE	VijaySankar	100144440000002001	23-Oct-2024 15:01:01	-	Pending	Active	<input type="button" value="Action"/>

Showing 1 to 3 of 3 entries

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

**Chain Mapping Request**

Chain ID	Chain Name	Requester Type	Requester Name	Date Requested	Date Actioned	Next TM Name	Chain State	Status
1105172966754181321	Simple Chain	Enterprise	primo business	2024-10-23 12:42:22	NA	NA	Completed	Active

**Distribution Mapping Lineage**

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

Entity type: Enterprise

Entity type: Telemarketer/Aggregator

```

graph LR
    A["primo business  
(110143046000002390)"] --> B["TMAFService  
(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.

110233902000002508-irofvoice

irofvoice

110233902000002508

Telemarketer Delivery

**REJECT** **ADD**

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
1105172966754181321	Simple Chain	Enterprise	primo business	2024-10-23 12:42:22	NA	NA	Completed	Active

**Distribution Mapping Lineage**

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

Entity type: Enterprise

Entity type: Telemarketer/Aggregator

```

graph LR
    A["primo business  
(110143046000002390)"] --> B["TMAFService  
(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.

110233902000002508-irofvoice

irofvoice

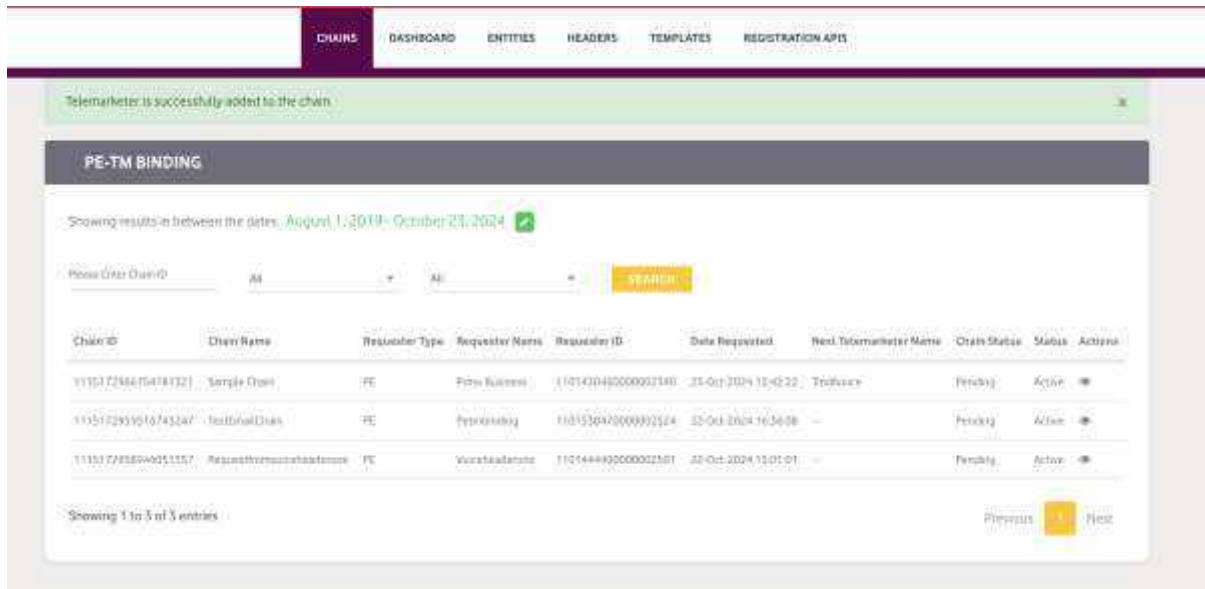
110233902000002508

Telemarketer Delivery

**REJECT** **ADD**



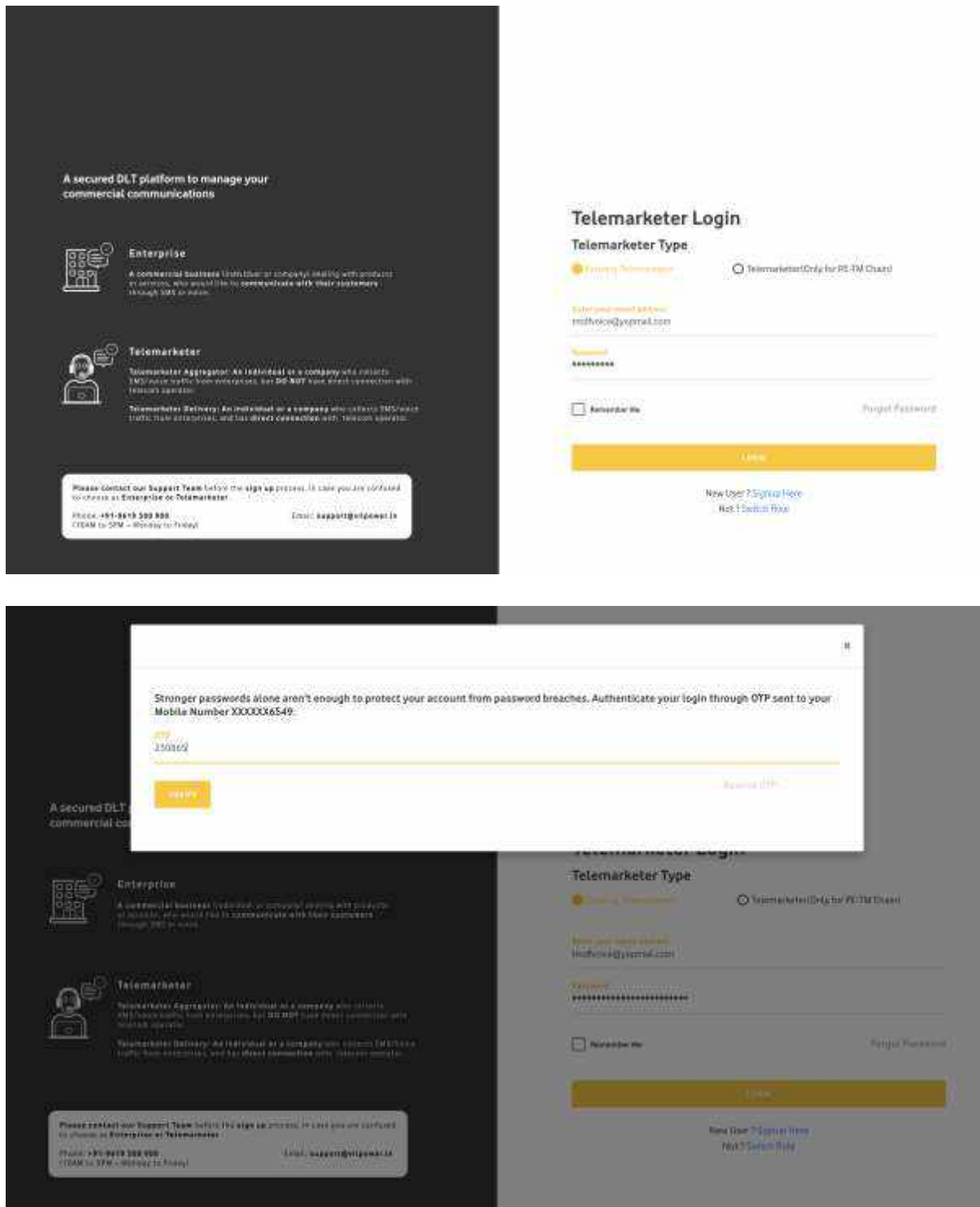
- Only the TM-AF or TM-DF is chosen, it will show in pending state with Telemarketer name in Next TM Name.



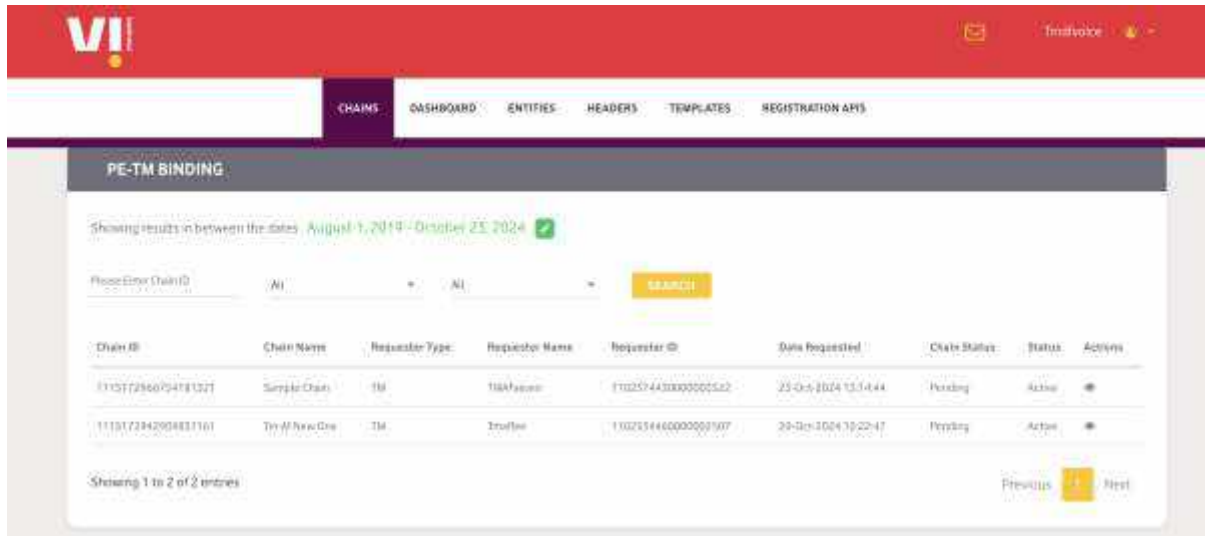
- Suitable Justification is mandatory for adding more than 3 TM-AF in the chain

## TM – Delivery Function Login

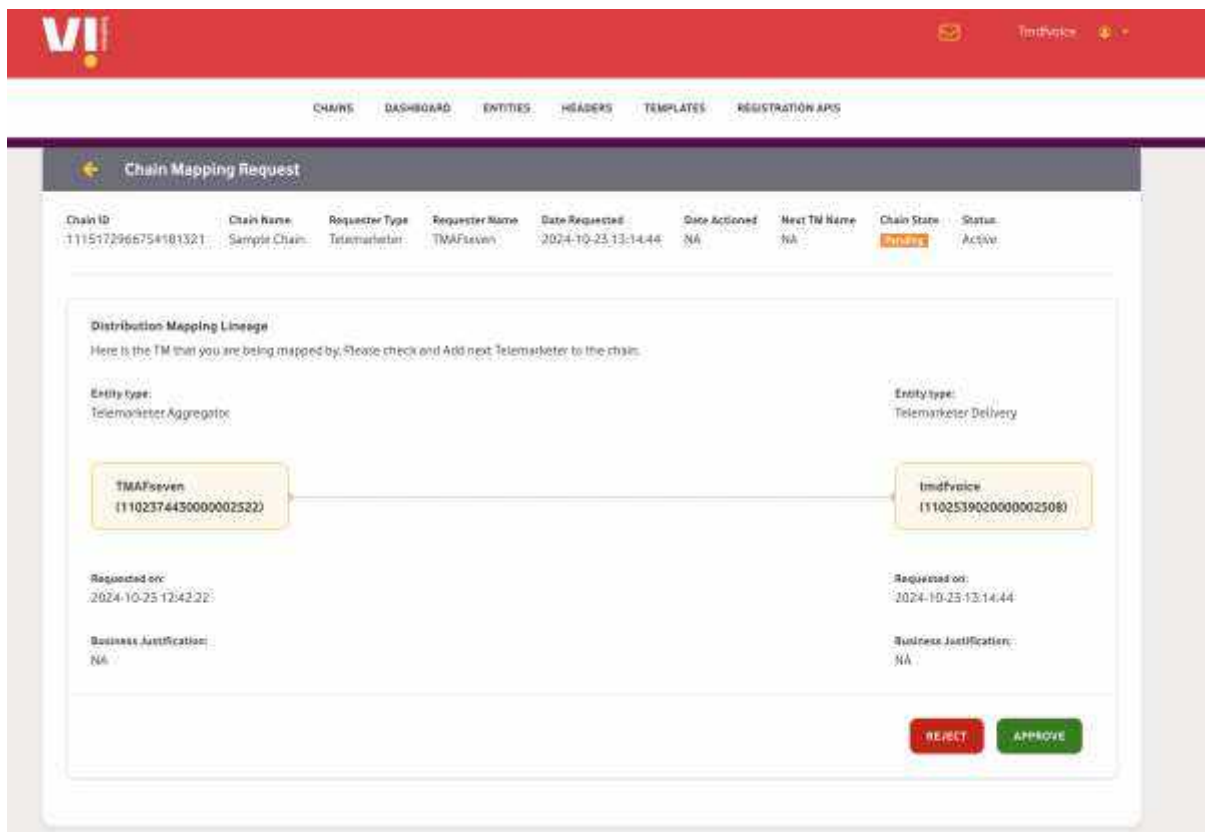
1. Login with existing credentials or with login only for PE TM Chain creation on the VILpower portal

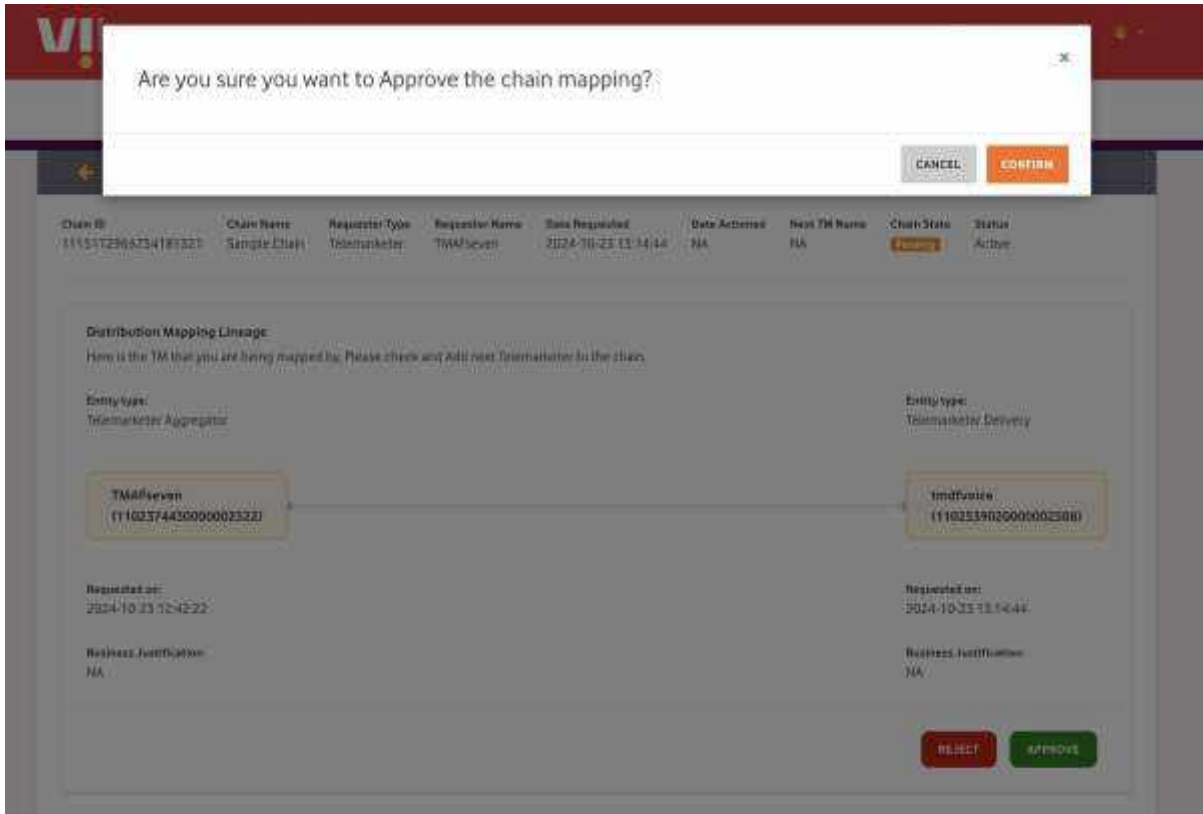


2. Click on chains option to view the active and pending chain requests and click on actions for taking action on chains.

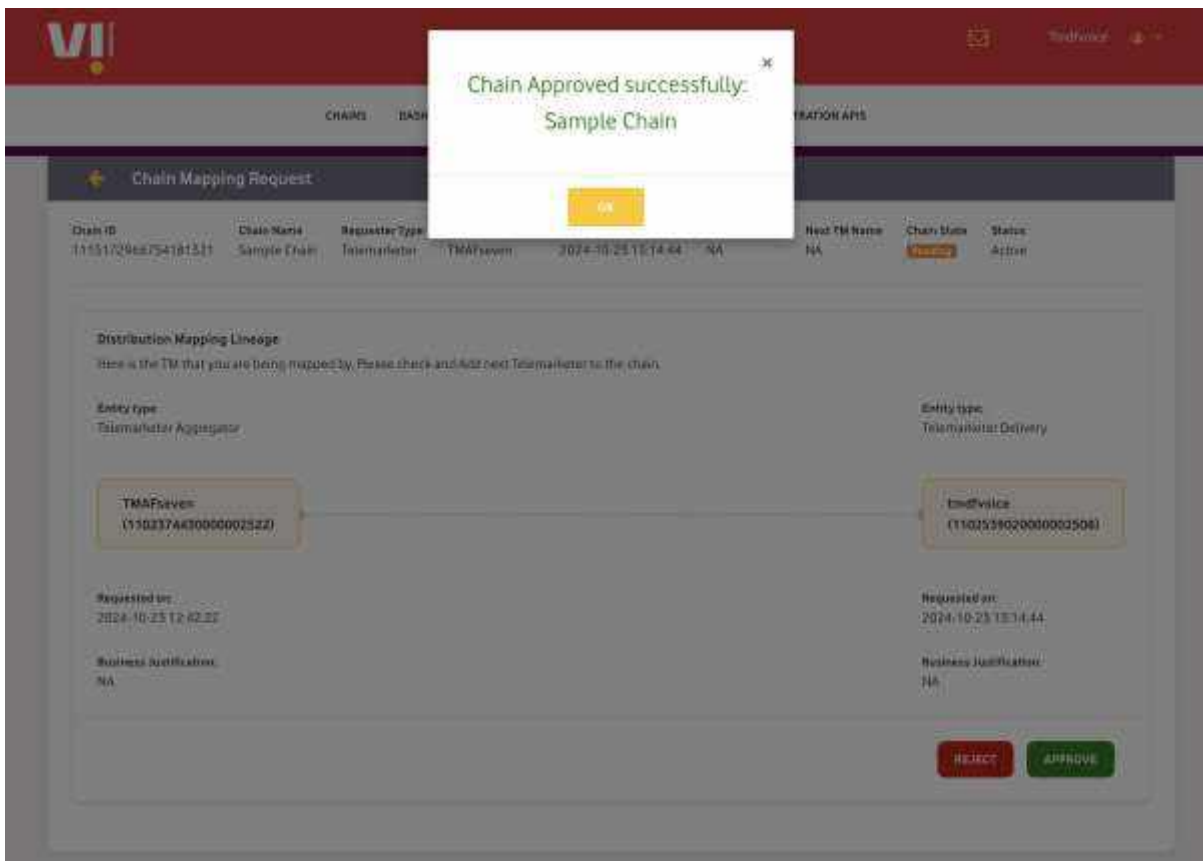


3. View the request and approve and reject the request.
  - a. PI note that TM DF will have no visibility of PE in case the request has been raised by TM-AF
  - b. TM-DF cannot choose further TM-DF, as there is only single TM-DF allowed in the chain.





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



## Enterprise Login

1. Click on actions to view pending chain requests

PE-TM BINDING + NEW CHAIN

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

Select Date Ranges: All | All | SEARCH

Chain ID	Chain Name	Created On	First Telemarketer Name	First Telemarketer ID	Number Of TMs	Approval Status	Status	Actions
1115172966754181521	Sample Chain	23-Oct-2024 12:42:22	TMAFseven	1102374430000002522	2	Pending	Active	👁️

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

Chain Mapping Request

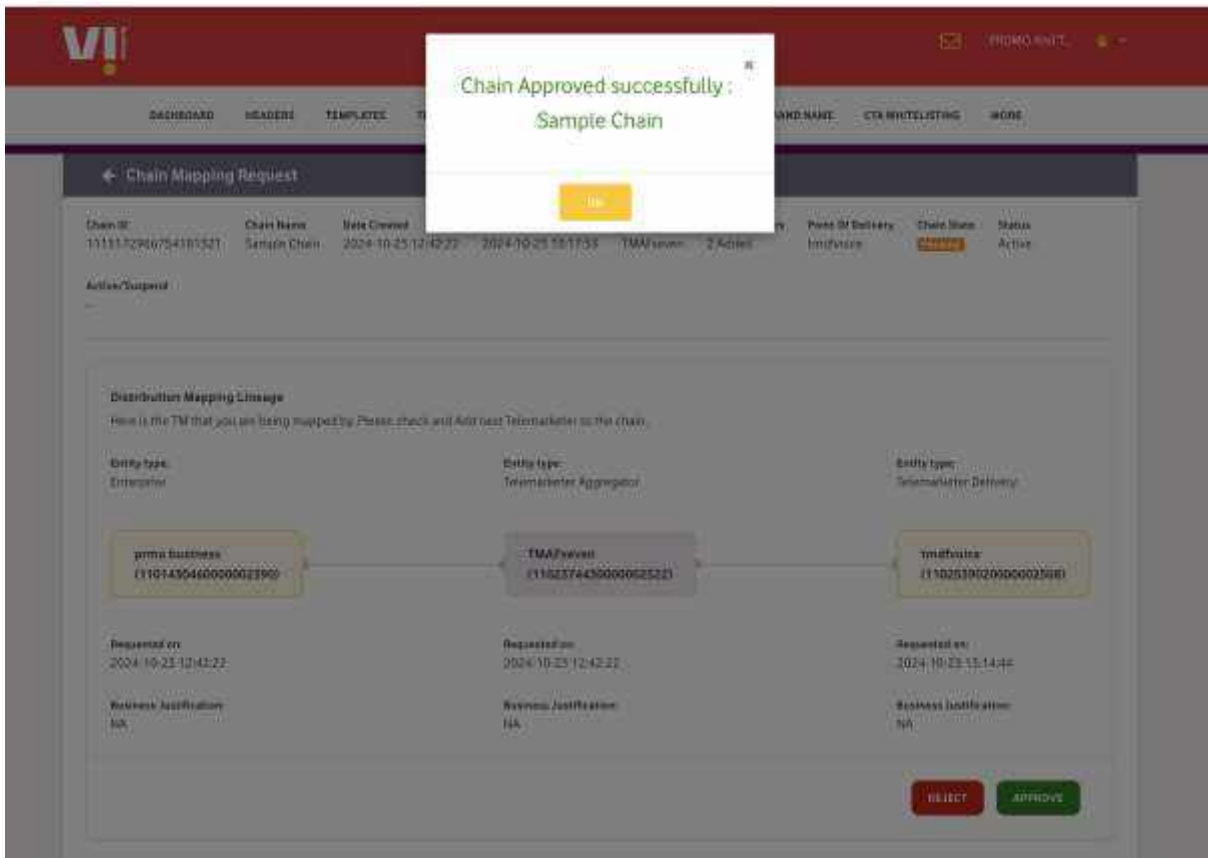
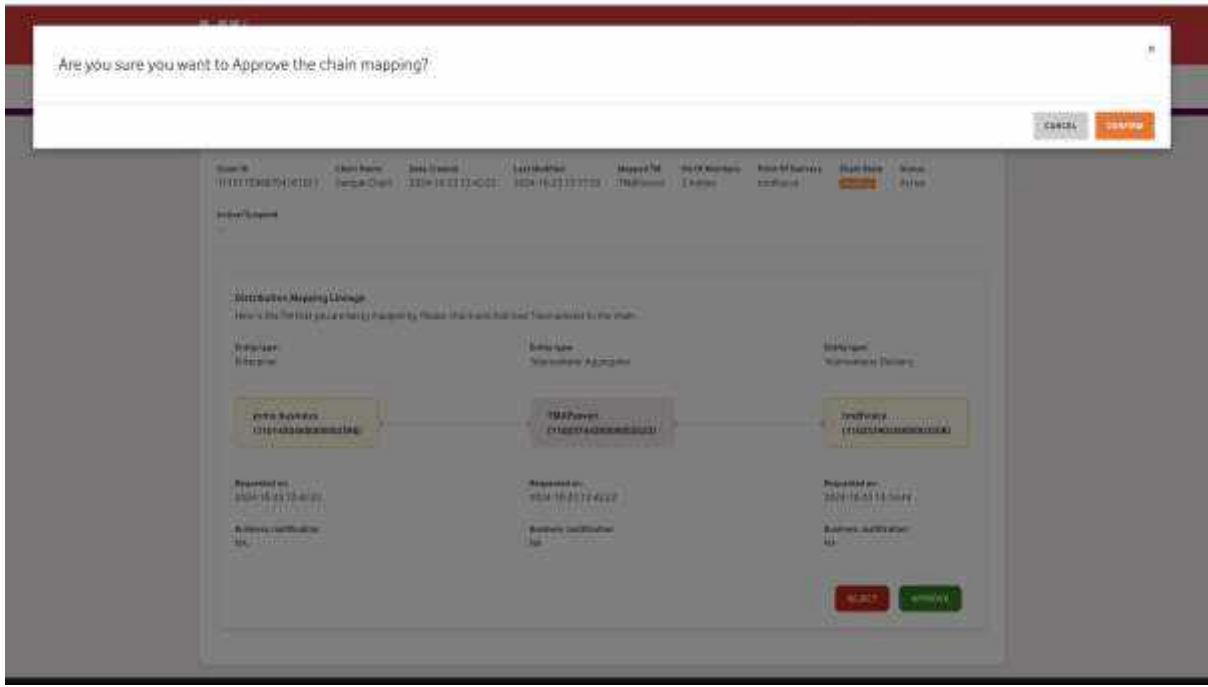
Chain ID	Chain Name	Date Created	Last Modified	Mapped TM	No Of Members	Point Of Delivery	Chain State	Status
1115172966754181521	Sample Chain	2024-10-23 12:42:22	2024-10-23 13:17:55	TMAFseven	2 Added	tmdfvoice	Pending	Active

Active/Suspend

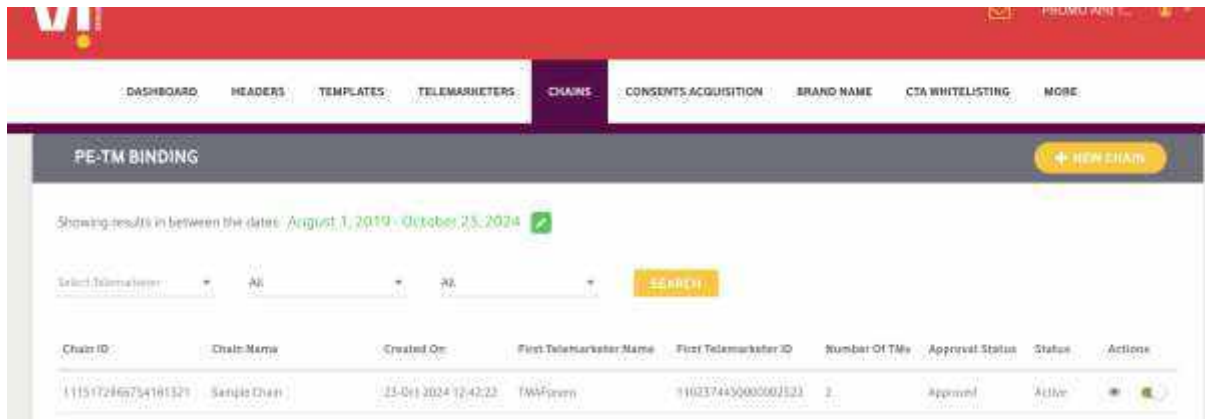
**Distribution Mapping Lineage**  
Here is the TM that you are being mapped by. Please check and Add next Telemarketer to the chain.

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

REJECT APPROVE



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



PE:TM BINDING + NEW CHAIN

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

Select Telemarketer:   SEARCH

Chain ID	Chain Name	Created On	First Telemarketer Name	First Telemarketer ID	Number Of TMs	Approval Status	Status	Actions
111517286754181321	Sample Chain	23-Oct-2024 12:42:23	TMSystem	1102374450000001321	2	Approved	Active	<span style="color: blue;">✖</span> <span style="color: green;">✔</span>