

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: dprtasupport@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 <u>PE (Principal Entity)</u> and <u>TM (Telemarketer)</u> 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 them selves 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



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Commercial

Communication

Platform

Manage Telemarketer Registration

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- Manage Enterprise Registration
- Manage Headers & Templates

Enter Login ID/Registered Er	hail to login	
PASSWORD		
Enter Password		
LOGIN		
EW USER REGISTRA	FION FORGOT PASSWORD HELP PAGE TEMPLATE GUIDELINES	
rvised from 1st Aug'23,Co	ssume remain quota by 31 July'23,Unused quota will be revised basis new pricing.	
Communication to Bring	and Entities (REe) Reporting recent TRAI Directions, CLICK HERE	

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





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



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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) .

UPTO

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To Exit

Click Here

Click here to add

TM Id

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.

START CREATING



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Telemarketer Workflow

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	NAME	



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2 **Telemarketer Workflow** View the full SMS delivery chain from organisation to termination, including the telemarketer(TM) recieving your request and delivering the SMS to the Telecom Service Provider(TSP). Steps to Create Flow Step 1 Step 2 Search Telemarketer Need Enter TM Name here to search Your NAME ÷ Step 3 Telemarketer Please enter value Search Cancel

Go Back X

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Telemarketer Workflow

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Telemarketer Workflow

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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).

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Go Back X 2 **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) . **Post Clicking** on Save buttong 5 by PE **Request Sent Testing Account** 1001221111111518171 You have added TM - Airtel Digital Limited(1002466620000023188) in your PE-TM relationship. We have sent the notification email to TM for TM Need Reviewing and further actions will be done by respective TM . to Approve the **Request & further** We will notify when TM take any action on your request. declaration Ok Got It



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Binding Journey For Telemarketers



PE-TM Binding – Action For Telemarketer



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

→ C 2 airtel.in/business/commercial-communication/auth/entity/tagging/entity-tm-list/workflow/tagging-workflow



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) .

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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



3. Enter your Email Address and password

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

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

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6. Chain initiation Page

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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,

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

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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)

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2. Enter the OTP to login to the BSNL portal

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

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

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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

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6. Verify and login to the BSNL DLT Portal

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

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

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

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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

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A secured DLT platform to manage your commercial communications	Existing Telemarketer O Telemarketer(Only for PE-TM Chain) Enter your small address
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2. Click on chains option to view the active and pending chain requests and click on actions for taking action on chains.

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Please Enter Cham ID	АЛ	÷ Δ1		SEABON				
Please Enter Chain ID	CHAIN NAME	· AI	REQUESTER NAME	REQUESTER ID	DATE REQUESTED	CHAIN STATUS	STATUS	ACTIONS

- 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.

Sector and the sector and sector	g Request							
Chain ID 1415172986008854409	Chain Name BSNL TEST1	Requester Type Telemarketer	Requester Name TEST AF	Date Requested 2024-10-25 18:25:18	Date Actioned NA	Next TM Name NA	Chain State	Status Active
Distribution Mapping Here is the TM that yo	Lineage u are being mapp	ed by Please ch	eck and Add next 1	elemarketer to the chain	6			
Entity type: Telemarketer Aggregi	sor					Entity type: Telemarket	ler Delivery	
TEST AF (1402386480000	072024)					Test T/ (14024	M 155110000072	2002)
						Requested o	n:	
Requested on: 2024-10-25 18:11:29						2024-10-23	518:25:18	


and the second se	×	
Are you sure you want to Approve the	e chain mapping?	TEMPLATES :
- Chai	CANCEL CONTINU	_
Chart El Chart Name Repartier Type Repartie Name 1415172090008854408 SSNL TEST1 Telemanketer TEST AF	Data Respectivel Data Antonias New TM Name (TMA) 1740 2 2019-10-25 18:25:18 NA NA NA	ana. Chin
Distribution Mapping Lineage	and the tage	
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TERT AF (1452286480000572624)	7wst 174 (148245511000007200	25
Bassistan 2004 1923 18.11.20	Repeated in 2024-10-25 18-25 18	
Bullions, Justification MA	Bootness Auditization NA	
	ALACT APPROV	3

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

	Chain Approved successfully: BSNL TEST1	DARD INTITES HEADERS TEMPLATES
Chain Mapping Request	yye Hujumberson Out Hojanbul Ture Actino ner TESTAF 2072-10-25 18:25 18.	nt Nari 110 Name Chimitather Status No Chimitather Active
Distribution Mapping Lineage Here is the TM that you are being mapped by Pleas Ently type Tolemarkater Appregator	as obeck and Add next Telenariseter to the chain.	Entity type Telemanketer Delivery
TEST AF (1402386480000072524)		Test TM (1482455118000072082)
Responded on 2023-10-25 10:11/29 Database Justification No		Perpendidan 2024-10-25 10:25:10 Ostimes.intification NA
		REJECT



Enterprise Login

1. Click on actions to view pending chain requests

SSNL							- E		
		DASHBOARD	HEADERS	TEMPLATES	TELEMARKETERS	01499	CONSENTS ACQUISITION	CTA WH	ITELISTING
PE-TM BINDIN	G						1	(+10	W CHAIN
Showing results in between	een the dates A	irli 25, 2024 - Oid	toiber 25, 2024 🧳						
timer bitmature -	AB		M		SEMICH				
CHAIN ID	CHAIN NAME	CREATED ON	FIRST TELEMA NAME	ARKETER	FIRST TELEMARKETER	NUMBER OF	APPROVAL STATUS	STATUS	ACTIONS
		Section 44							

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

DASH	BOARD HEADERS TEMPLATES TELEMARKETERS	CONSENTS ACQUISITION CTA WHITELISTEN
← Chain Mapping Request		
Chain ID Chain Name 1415172986008854409 BSNL TESTI Status Active/Suspend Active –	Date Created Last Modified Mapped 2024-10-25 18:11:28 2024-10-25 18:38:54 TEST Ai	TM No Of Members Peint Of Delivery Chain State F 2 Added: Test TM
Distribution Mapping Lineage Here is the TM that you are being mappe Entity type: Entangles	d by, Please check and Add next Telemarketer to the chai Entity type: Telemarketer Amenator	in. Enlity type: Telemarketer Delivery
Test Entity (1401562280000068765)	TEST AF (1402386480000072024)	Test TM (1402455110000072002)
Requested on 2024-10-25 18:11-28	Requested on 2024-10-25 18 11:29	Requested ov: 2024-10-25 18:25;18
Businers Justification; NA	Business Justification: NA	Businets Justification: NA



Are you sure you	vant to Approve the chain mappi	ng?	WHITELETING	
← Chain I		CANCEL	CONFIRM	
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Distribution Mapping Lineage Here is the TM that you are being mapped b	Flease check and Add next Telemarketer to the chain.			
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(1401362280000068765)	(1402366480000072624)		[14024353110000072002]	
Requested on 2024-10-25 19:11:28	Respected on 2024-10-25 18:17 (26	1640 283	erited un: 4-10-25 18-25-18	
Business Justification MA	Business Just/Rothon NA	Duni NA	nese Justification:	
			ATTENDYE	

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Cham D Cham Hame Date Cham 1415172006006854400 BSHLTEST1 202413	OK C	Memora Polit Dr Delvery Chan Blate Ind Test TM Enclose
Status Active/Datpene Active -		
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Test Entity (1401562280000068765)	TEST AF (1402385480000072824)	Test TM (1402455110000072002)
Reconstant on 2024-15-25 18:11 28	Requested on 2024-10-25 18:11 29	Requested on 2024-10-25 10:25:10
Business Justification NA	Basivers Autoration NA	Builtons Justification NA
		ALLEUT TOLEVE



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

BSH							la Ia		-
		DASHBOARD	HEADERS	TEMPLATES	TELEMARKETERS	CHAINS	CONSENTS ACCUISITION	СТА МН	CTEL/STING
PE-TM BINDIN	G							+10	N CHIMIN
Showing results in betw	oon the dates Al	Fincanda 🖌							
Scient Internations +	201		AL.	24	-				
CHAIN ID	CHAIN NAME	CREATED ON	FIRST YELEI NAME	MARKETER	FIRST TELEMARKETER 10	NUMBER (H APPROVAL BTATUS	STATUS	ACTIONS



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 seperator 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() {
```

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



Output

Chain1

c0c951afca257c5b87c3da535c09112080483f35b7e6faf35e2428b3b526b694

Chain 2

ba 38 bb e4 ab 3780 a70 aad 6071 c006 e720 eed 8 ef c1 ff 70 b006 91 d3 b6844 e6497 e2 back above a back above a

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

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TCCCPR 2018 TRAI Regulations

SMS PE-TM Binding



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







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



Principal Entity -

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

Telemarketer -

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

There are 2 types of Telemarketers-

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



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



Principal Entity

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

Jio Telemarketer

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



Non Jio Telemarketer

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



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





Use Cases



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

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

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

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





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

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

Principal Entity – Chain Initiation



TrueConnect \rightarrow Jio registered PE Login \rightarrow Username & Password \rightarrow Mobile OTP

Welcome to JIO's Managed (Pla	commercial Communication DLT tform	
Principal Entity TM not re) TM registered with Jio gistered with Jio	
Login As: Principal Entity User Name *		
Password *	ନ୍ଦ	
OTP has been successful 9xxx	y sent to your phone number xxx389	The second s
Lo	pin	
Forgot Password	New Registration	



MY TELEMARKETERS \rightarrow My SMS Telemarketers





My SMS Cha	in(S)		+ Crosts New C
inj olio olio			T CITALE NEW C
Requested	Pending for Approval Registered Rejected		
Search			
*			Note. Chain ID is clickable to view details
Chein ID	Telemarketar Name 🛉	Telemarkater ID 🛧	Raquested Date 🛧
			terns per page 5 → 0 p() (< < > >)
e			



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

e, in with PE ID <mark>120</mark> 1			
Create New C	hain		
Search and Select Teleme	rkelers		
Selected Telemarketers: Refusest Pytictla inclusion/inte	INFIGURE ARE PYTICO IN 1201711122053387, ARE PYTICO IN 2001117423415018, ARE EFT	A FVT LTD (12: 1/02/11/06/26H60566) 000/20/10/21 2020/12/21/47/25/2111	
		Can select upto 5 TMs only	
Search TMID/TM Name abhi			
Select	DI MT	Name	
0	1202171767185800428	ABHIJEET PVT LTD	
0	1202171767220668280	ABHI PVT LTD	
0	1202171767240660588	ABHIJEET PVT LTD	
0	1202171767283880668	ABHIJEET SA PVT LTD	
		Herris per page 1 + 4 of 4	(c. < > 1
		Create Cancel	







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

Welcome, Logged in v	with PE ID 120		Jio	2
0	My SMS Chain(S)			+ Create New Chain
	Requested Pending for Approval	Registered Rejected		
■ × ⊟ ×	Search			Note: Chain ID is clickable to view details
. ≜ : ∽	Chein ID	Telemarketer Name 🔶	Teixmarketer ID 🔶	Requested Dats (*)
9 ~	1215172969697146280	ABHIJEET AUTO PVT LTD	1202171767269348364	22-10-2024
₽ ~ ©	<u>1215172969039325414</u>	ABHIJEET PVT LTD	1202171767185890428	22-10-2024 bema per page: 5 1-2 sf2 [< < > >]
*				

Telemarketer Login



- 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

Welcome to JIO's Maneged C Pla	ommarcial Communication DLT Iform	
O Principal Entity	TM registered with Jio	
C) TM not re	gistered with J.a	
Login As: Registered TeleM UserName* a	larketer	
Password *	Ø	
OTP has been successful 7xxx	y sent to your phone number xxx679	
0TP	RESEND OTP 0	
Lo	pin New Registration	



PE-TM SMS Chain \rightarrow Pending for Approval \rightarrow Chain ID hyperlink

Welcome, Logged in as TM I	D 1204		Ji 0				9		
G	PE-TM SMS Chain(S)								
SMS Voice ∨	Search Requested	Pending for Approval	Approved Rejected		Note	Chain ID is clickable to view details	3.		
	SL NO.	Temp Chain ID	PE/TM Name	Initiation Date	Chain Status	Action			
	1	1215172959425498538	BOMBAY INFOTECH PRIVATE LIMITED	22-10-2024	Pending	Action			
					ltoms per page. 8 - Dis	ro (< < > >)			

Telemarketer Aggregator Action



Action \rightarrow Approve

Welcome, Logged in	/	2}		Ji	•					<u>0</u>
0	My SMS C	hain / Pending Detail								
۳ د	Detail	s Of My SMS (Chain							e Back
	Search TMI	D/TM Name				1				
	Sr. No	Telemarketer ID	Requester Telemarketer Name	Telemarketer ID	Telemarketer Name	Request Date	Status	Role	Approve Date	Action
	1	1201164603939521640	BOMBAY INFOTECH PRIVATE LIMITED	-	-	22-10-2024	Requested	Pending		Action -
										Approve Reject



Select role (Telemarketer Aggregator) from drop-down

Welcome, Logged in as T	FM D 1202			2
● ■ [、、	My SMS Chain / Pending Detail			← Back
5	eerch The Select Telemark Telemarketer Aggregate Telemarketer Delivery (eter Role r (Intermediary) lubmits traffic to TSP) Submit Cancel	× Action Action ~	



Search and select other TMs \rightarrow Approve

Wy SMS Chelle / Feeding Detail Detail Select Telemarketer Role Select of Telemarketers: Univ Holds (b): 1007Hestass55289270; Select Time Aggregator (Intermediary) Select Time Manne Select Time D Name Status: 1 Univ Holds (b): 1007Hestass55289270; Select Time Time Time Time Time Time Time Time	100 million (100 million)
Detail Select Telemarketer Role Select Telemarketer Role Select Telemarketer Role Select Telemarketer Aggregator (intermediary) Select TMD Name Status 1 1 1 Name Status 1 <th></th>	
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Select MM Select Role Select TMID/TM Name Sr. No Select TM ID Name 1 Select TM ID Name 1 1202166564522989273	C Bad
Select TM ID Name Status 1 1202166564522969273 URVI INDIA Active	
1 202166564522969273 URVI INDIA Active	Action
	Action 👻
ments per page <u>a</u> - 1+1 of 1	
Submit Cancel	





Telemarketer Login



- 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

Welcome to JIO's Managed Co Plat	ommercial Communication DLT	Commence of the	
🔘 Principal Entity 🥑	TM registered with Jlo	and the second	
O TM not reg	istered with Jio	the second s	
Login As: Registered TeleMa	arketer		5
Password *	8		f.
OTP has been successfully 8xxxx OTP	sent to your phone number xx302 RESEND OTP		
Log	in		
Forgot Password	New Registration		



My SMS Chain \rightarrow Pending \rightarrow Chain ID hyperlink

Welcome, Logged in as TM I	ID 1202		Jio				<u>Q</u>
¢	PE-TM SMS	Chain(S)					
📄 SMS	Search Requested	Pending for Approval	Approved Rejected			Note: Chain ID is clickable to view detai	is
	SI. NO.	Temp Chain D	PE/TM Name	Initiation Date	Chain Stehus	Action	
	1	1215172959425499538	ABHIJEET AUTO PVT LTD	22-10-2024	Pending	Action	
					items për page . <u>•</u> ••	ucr≎ (< < ≻)	

Telemarketer Delivery Action



Action \rightarrow Approve

Welcome, ¹ Logged in a	as TM ID 1202				Jio						8
	My SMS Ch	ain / Pending Detail S Of My SMS Chi	ain								
د.~	Search TMD	/TM Name				_				¢	Sack
		Requester Tolomarkater ID Tolomarkator Nama		Request Sent To			-		-		
	Sr. No			Telemarketer ID Telemarketer Nam		Request Date	Status	Role	Approve Date	Action	
	1	1202171767259348364	ABHIJEET AUTO PVT LTD			22-10-2024	Requested	Pending		Action - Approve Reject	



Select role (Telemarketer Delivery) from drop-down \rightarrow Approve








Principal Entity The registered with Jio The nergistered with Jio Login As: Principal Entity Ver Name* Passnoord * OTP has been successfully sent to your phone number goocoocd88 OTP has been successfully sent to your phone number goocoocd88 OTP has been successfully sent to your phone number goocoocd88 OTP has been successfully sent to your phone number goocoocd88	Welcome to JIO's Managed Co	ommercial Communication DLT	
Login As: Principal Entity Uter Name* Password* Password* OTP has been successfully sent to your phone number soccoox389 OTP Mathematic Copin Copin	Principal Entity) TM registered with Jio aistered with Jio	
User Name* Password * OTP has been successfully sent to your phone number gxxxxxx389 OTP Corp <	Login As: Principal Entity		
Pessword* CTP has been successfully sent to your phone number SxxxxxxX389 CTP Contract Reserved A contraction	User Name "		
OTP has been successfully sent to your phone number 9xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx	Password *	ø	
CTP RESEND OTP Q	OTP has been successfully 9xxxx	sent to your phone number xxx389	
Login	0TP	RESEND OTP Q	
Fornot vession New Veolstration	Log	in New Devictorian	



MY TELEMARKETERS \rightarrow My SMS Telemarketers \rightarrow Chain hyperlink

Welcome, Logged in with PE ID 120		Jio		ප
C	My SMS Chain(S)		+ Create New Chain	
DASHBOARD	Requested Pending for Approval Registered	Rejected		
HEADER SMS V	Gazerah			
TEMPLATE V			Note: C	hain ID is clickable to view details.
	Chain ID Telemarketer Name (Source)	↑ Telemarketer ID (Source)	Created Date	Action
My SMS Telemarketers	1215172969425498538 BOMBAY INFOTECH	PRIVATE LIMITED 12011646039395216	40 22-10-2024	Action 👻
My Voice Telemarketers	4		tems for range 5 - 1	* 540 12 2 5 51
CTA WHITELISTING 🗸				5865 IC C X XI
2 CUSTOMERS CONSENT V				
C TRANSACTION HISTORY				
CAMPAIGN DETAILS				

Principal Entity Action



Chain Summary with associated TM(s) details

with PE ID 120	1					
PE-TM	l Chain Summary	Details				<u> </u>
Chain ID:	1215172959425498538					
Search						
		Requester	я	equest Sent To		
Sr. No	Source ID	Source Name	Destination ID	Destination Name	Role	Chain Status
1	1201 164603939621640	BOMBAY INFOTECH PRIVATE LIMITED	1202171767269348364	ABHIJEET AUTO PVT LTD	Telemarketer Aggregator	Approved
2	1202171767259348364	ABHIJEET AUTO PVT LTD	1202166564522989273		Telemarketer Delivery	Approved
Showing 1	I to 2 of 2 entries				liento ser begs. § 1 - 2 of 2	IK K >

Principal Entity Action



Action \rightarrow Approve

Welcome, Logged in	with FE ID 120		Jio		2
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11 v	Chein ID	Telemarketar Name (Source) †	Telemerketer ID (Source)	Created Date	Action
• ~	1215172959425498538	BOMBAY INFOTECH PRIVATE LIMITED	1201164603939521640	22-10-2024	Action -
• ≁	4			Narra por paga. 5	- Approve C > >
4 8					

Principal Entity Action



'Confirm' to create chain on DLT

Welcome, Logged in	with FEID 120						<u>م</u>
0	My SMS Cha	ain(S)					+ Create New Chain
II	Requested	Pending for Approval	Registered Reject	ad :			
	Search						iole: Chain ID is clickable to view details
2 4 4 ×	Chain ID		Telemarketer Name (Source) 1	Do you wish to confirm approval of this chain?		Created Date	Action
• •	12151729594254986	36	BOMBAY INFOTECH PRIVATE LIMI		ō	22-10-2024	Action 👻
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*							



Welcome Loggad in	with PE ID 120		PE-TM Chain Initiation	×		2
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li	Riquestez	Feedbag for Appointal Elegisteries	Chain has been successfully approved			
	Search		ок			
- A	Chain ID	Tolumerkotor Namo (Source)	Telomasketur HD (Source)		Greated Date	Note: Unain ID is clocable to your details
•			No records found			
* ×					linen per pogie 🗄	<u></u>
*						



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

	Davisona (public			+ Creato N
Medresen Learning on with	Keysieres Kejeuss			
Search				
Chain ID	Telemerketer Name 🔶	Telenerketer ID 🛧	Requested Date 🛧	Chain Status +
1215172959425496538	ABHIJEET AUTO PVT LTD	1202171757259348354	22-10-2024	Active
1215172951284675706	URVI INDIA	1202166564522969273	21-10-2024	Active
1215172949606268463	ASASASAS	1202164387799068129	21-10-2024	Active
X			items per p	nga: <u>5 →</u> 0af0 ¢ < >



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)



Telemarketer Aggregator (Exceptions)



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

Welcome,						A.
Looged m	38 TM E 1201		Warning	×		
•	My SNIS Chan / Requested Denie	Select Telemarketer F	Please be informed that your requested rejection or blocking as it exceeds the participanta, including the Principal En Delivery, as recommended by the TRA proceed, kindly acknowledge the deci	PE-TM Chain may face e standard limit of 5 rity and Telemarketer I, Should you wish to aration and continue	×	
~ ~	Search TM	Selected Telemarketers: (Levrine):ere-rzceneereetcoestre SeactRoe Telemarketer Aggregator (Interm	OK Car ediary) - 12021	ncel 66564520989273		(+ Bask
	- 36 No.	Select	TMID	Name	Ontos	Alein Modification
	•	0	1202100004622909273	URVI INDIA	Active	*
			Submit	nere beroege <u>o</u> r Fritafi.	TC : C 3 31	

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.





THANK-YOU

TCCCPR 2018 TRAI Regulations SMS PE-TM Binding - FAQ

Jio

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- 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





Private & Confidential



Contents

Objective]
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Prerequisites]
Registration Flow]
Exceptions]
DLT Registration Journey]





Objective

Traceability

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

Acknowledgement of PEs & TMs

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

No engagement with UTMs

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

Control Untraceable communication

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





List of Abbreviations used

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



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

Prerequisites



PE to have Telemarketer ID of their respective TM



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

• PE's who are directly connected with TD, need to have DLT ID of their SMS Delivery Telemarketer (TD)

 Entities participating in the PE TM Binding process need to ensure the correct ID and validate the name on DLT before they proceed with request



Exceptions

FASTER SIMPLER CLOSER

>>



Initiate Request	End of PE – TM Chain	Visibility of Chain	Multiple Association of PE	Entities in one chain
 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 	 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 	 PE & TD can see all members and status of the chain Other members can only see their previous and next entities in the chain 	 In case a PE is associated with multiple TMs, separate bindings to be initiated by PE 	 Minimum - 2 entities - PE & TM Delivery Maximum 4 entities PE - TM 1 - TM 2 - TM D If a chain has more than 3 entities, 4th entity will be approved by TSP's registrar

6



Registration Flow



Principal Entity to Login to TTBS DLT Platform



https://telemarketer.tatateleservices.com/







Initiate PE – TM Binding Request

Welcome TEST12 Logged in as PE, 160	1431165415322185 Last Lo	ogged in 10/11/2024, 12:20:14 H	РМ							TATA Business S	Tele Big)	U
New Header SMS 🔹	TTSL Helpder 🗧 🗝	Manage Telemarketer Relation	ship - Content Templa	ate • Profile •	Consent •	Self Care 🕶	GST -	Consent Templat	e • Voice •	Others 🕶	Whitelistin	e *		
Template Reports	s To Be Viewed By PE	Create New Chain Request PE TM Binding List												
Infinitry Type Private	•••••				Entity N TESTI	2								
Search By	• Search	Date From	🖬 Date To		Apply	Clea	r All							
Justification is N	landatory for variable length	h more than 2 for verification												
URN TA	mplate ID SMS Header	Template Name Content Type	No of Variables Verify	Verified Time Stamp	Justification	Verification	Communication 7	Type Category	Status Consent Teo	aplare 🖾	Registration Date	Modify	Retisign	
				No	o records found									
									items per	page: <mark>6 - +</mark>	0 of 0	< <	> >1	
			Export as Excel											
4														Þ



Create New Request– TM Binding Request





Enter Details – Telemarketer ID





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Request created for binding with Telemarketer



Welcome TEST12 Logged in as PE, 1601431165415322185 Last Logged in 10/11/2024, 12:20:14 PM	ing Create New Chain	×	TATA T Butiness Ser	vices	U
New Header ShiS + TTSL Helpdeik + Manage Telemarketer Relationship + Conten	ang create riet chain	Consent Template +	Voice - Others -	Whitelisting -	
Manage Telemarketer Relationship List of Existing Chains PE ID 1601431165415322185 PE TM Chain TES	created successfully with URN 10000000000049				
URDY Chan ID Charpertagness Seq Role SequenceID RequestorName RespondentID RespondentName	Chain Franc	Contrad Date	Las Optima Dine	Arrae.	
10000000000000000000000000000000000000) Pending with TM/TA	11-10-2024 05:54 PM	11-10-2024 05:54 PM	Communits Communit is Required Reject	
	Export to Excel		items per page . 6. — -	Tetati TK K S	51
• TATA Tele Business Services	TATA is a registered trademark of Tata Sons Ltd. © 2019 Tata Teleservices Ltd.				



Login as Telemarketer to Approve Binding Request



Business Services

B1q

Select Manage Telemarketer Relationship





TM to Select Role in the Chain



Welco	ome, AL_T ed in as T!	esting_TM M, 1002100	310 00000000131	0 Last Logged in 10/11/20	024, 12:20:48 PM		PE TM Binding		Ĩ		TATA Tele Business Services	ilo il	Ċ
Profil	e* Se	elí Care =	GST +	TTSL Helpdesk *	Complaints -	Voice *							
Man	age Tele	marketer	Relationsh	цр			Do you like to Approve the PE TM Binding Telemarketer/Aggregator OTelemarketer Delivery						
	URN		Chan ID	Requestor ID	Requestor Name	Respoo	Test PE TM binding Remarks: *	11		Chain Status	Sequence Status	Action	
	10000000	0000049		1601431165415322185	TEST12	1002	Next Entity ID:* 100210000000001311 TM Name AI_Testing_TM311		8.000Z	Pending with TMTA	Pending with TM/TA	Approve Reject	
4	If Se thei sele	elects n next ected	- Teler t TM/1	marketer/Ag M Delivery	gregator to be	-	Ok estport to Excel	Cancel		ltents per page	<u>5 -</u> 1+1of1	i< < >	>1
Enter the details of next TM ID with remarks and click on "ok"				s of next TN ck on "ok"		TATA is a registered trademark of Tata Sons L ©2019 Tata Teleservices Ltd.	td.						

FASTER SIMPLER CLOSER

Click on Ok if sure to submit the request







Request is saved and moved to Next TM for Approval



Business Services





TM Can view the list and status

Welcome Logged i	, AI_Testing_TM n as TM, 1002100	1310 000000000131	0 Last Logged in 10/11/2024	, 12:20:48 PM					Busines	Services	(
rofile *	Self Care *	GST *	TTSL Helpdesk 🔹 C	omplaints • Voice •	Manage Telemarketer R	elationship 🝷					
Manage	e Telemarketer	Relationsh	úp								
t	<i>IRM</i>	Chain ID	Requester ID	Requestor Name	Raspondant ID	Respondant Name	Role	Action Date	Chain Status	Sequence Status	Action
10	000000000049		1002100000000001310	AI_Testing_TM310	1002100000000001311	AI_Testing_TM311	TM/TA	2024-10-11T12:27:41.000Z	Pending with TM/TA	Pending with TM/TA	
10	000000000049		1601431165415322185	TEST12	100210000000001310	AI_Testing_TM310	PE	2024-10-11T17:54:18.000Z	Pending with TM/TA	Approved by TM/TA	
						Export to Excel			items per page: 5	1-2 of 2 <	< > >
4											



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2





PE Can view the list and status







Next TM to Approve the Request




Next TM to Select Role in the Chain





PE Can view the list and status



Welcome TEST12 Logged in as PE, 1601431165415322185	Last Logged in 10/11/2024, 12:20:14 PM								TATA TA		Ċ
New Header SMS 🔹 🛛 TTSL Helpdesi	x - Manage Telemarketer Relationship -	Content Template 🔹	Profile *	Consent *	Self Care *	GST -	Consent Template 🕶	Voice *	Others *	Whitelisting *	
Manage Telemarketer Relationsh	ip D										
List of Existing Chains	Create New Chain										
PE ID 1601431165415322185		PE Name TEST12									
URN Chain ID Ch	sinparticipants(Seq Role RequestorID RequestorNa	me RespondantID Respond	autName)		Chain Status	8	Created Date	Last Updat	ed Date	Action	
10000000000049 2 1	TN/TA:1002100000000001311:AI_Testing TN/TA:1002100000000001310:AI_Testing PE 1601431165415322185:TEST12:10021	_TM311:100210000000 _TM310:100210000000 00000000001310:AL_Te	00001352:AI_ 00001311:AI_ sting_TM310	Testing_TM3 Testing_TM3	52 Pending	with TM/TA	11-10-2024.05:54 PM	11-10-2	0 <mark>24 06:07 PM</mark>	Comments Comment is Required Reject	
Pending status is I In above example	related to the latest TI it is pending with 3 rd	M/TA entity in cha	ain 🥮	port to Excel		i		ltams per paçe	5 -	1-1af1 < <	> >



Other TM/TA Can view the list and status



ome, AI_Testing_ ed in as TM, 1002	TM310 10000000000131	0 Last Logged in 10/11/2024,	12:20:48 PM					Business	Services Big	
e • Self Care	• GST •	TTSL Helpdesk • Co	mplaints • Voice •	Manage Telemarketer Re	lationship *					
nage Telemarke	ter Relationsh	ip		L						
1755	Citain ID	Requestor ID	Requestor Name	Respondent ID	Raspondant Nama	Role	Action Date	Chain Status	Saguence Status	Action
1000000000000049		1002100000000001310	AI_Testing_TM510	1002100000000001311	AJ_Testing_TM311	тмта	2024-10-11T12-27:41.000Z	Pending with TM/TA	Approved by TM/TA	
		•								
100000000000049		1601431165415322185	TEST12	100210000000001310	Al_Testing_TM310	PE	2024-10-11T17:54:18.000Z	Pending with TM/TA	Approved by TM/TA	(> >I
1000000000000049	TM311 1000000000133	1601431165415322185	TEST12	100210000000001310	Al_Testing_TM310	PE	2024-10-11T17:54:18.000Z	Pending with TMTA Itams per page 6 -	Approved by TM/TA	(> >I
100000000000049 come, Al_Testing_ ged in as TM, 1002 le * Self Care	TM311 21000000000131 •• GST •	1601431165415322185 11 Last Logged in TTSL Helpdesk + Co	TEST12 omplaints * Voice *	100210000000001310 Manage Telemarketer R	Al_Testing_TM310 elationship 💌	PE	2024-10-11T17:54:18.000Z	Pending with TMTA Items per page 5	Approved by TM/TA 1-2d/2 < < Tele ss Services	(> >
1000000000000049 come, AI_Testing_ red in as TM, 1003 le * Self Care nage Telemarke	TM311 210000000000133 • GST • eter Relationsh	1601431165415322185 II Last Logged in TTSL Helpdesk * Co tip	TEST12 omplaints * Voice *	100210000000001310 Manage Telemarketer R PE-TM Binding List	Al_Testing_TM310 elationship •	PE	2024-10-11T17:54-18.000Z	Pending with TMTA hams per page 5	Approved by TM/TA 1-2d/2 < <	ः > ः)।
100000000000049 nome, AI_Testing_ red in as TM, 1003 le * Self Care nage Telemarke	TM311 210000000000131 •• GST • eter Relationsh	1601431165415322185 Il Last Logged in TTSL Helpdeek * Co tip	TEST12 omplaints * Voice *	10021000000001310 Manage Telemarketer R PE-TM Binding List Reipondunt ID	elationship • Respondant Name	PE	2024-10-11T17:54-18.000Z	Pending with TMTA hams per page: 5 Susines Chain Status	Approved by TM/TA 1-2 df 2 < < Tele ss Services Egg Saquence Status	C > >I
100000000000049 come, Al_Testing_ red in as TM, 100: le * Self Care nage Telemarke UBN 100000000000049	TM311 21000000000131 •• GST • eter Relationsh Chein ID	1601431165415322185 II Last Logged in TTSL Helpdesk * Co tip Requestor ID 1002100000000001311	TEST12 omplaints * Voice * Requestor Name Al_Testing_TM311	10021000000001310 Manage Telemarketer R PE-TM Binding List Respondent ID 100210000000001352	Al_Testing_TM310 elationship • Respondant Name Al_Testing_TM352	PE Zule TM/TA	2024-10-11T17:54-18.000Z Action Dete 2024-10-11T12:27:41.000Z	Pending with TMTA hems per page: 6 Chain Status Pending with TMTA	Approved by TM/TA 1-2cf2 < (Tele Big Sequence Status Pending with TM/TA	C > >1

TM Not Registered with TTBS can login with OTP



https://telemarketer.tatateleservices.com/

Entity I 10021	0000000001352	
Send	OTP	
	OTP has been sent to DLT registered Mobile Number and Please enter valid OTP and proceed	Email
•••	I	
	Versity Potend 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





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Exception - More Than 4 Entities in a Chain



Welcome, AI_Testing_TM352	PE TM Binding			
Logged in as UTM, 10021000000001352 Manage Telemarketer Relationship -	Do you like to Approve the PE TM Binding		Business Services	
Manage Telemarketer Relationship	Telemarketer/Aggregator OTelemarketer Delivery Remarks			
URM Chaim ID Requestor ID Requestor Name	Remarks is Required	Citera Status	Seguence Sizius	Action
10000000000049 10021000000001311 Al_Testing_TM311	30 Next Entity ID:* Next Entity ID 4 Next Entity ID is Required 10002 TM Name TM Name	Pending with TM/TA	Pending with TMTA	Approve Reject
Such request go to TSP's registrar to review and approve Such TM needs to provide proper justification why so many entities are part of this chain	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	huma per paga	<u>5 -</u> 1-1ott	КСЭМ



Select Telemarketer Delivery





PE Can view the list and status



Welcome TEST12 Logged in as PE, 1601431165415322185 Last	Logged in 10/11/2024, 12:20:14 PM								Business Ser	vices Big	(
New Header SMS • TTSL Helpdesk •	Manage Telemarketer Relationship 🔹	Content Template *	Profile *	Consent *	Self Care +	GST -	Consent Template *	Voice *	Others -	Whitelisting *	
Manage Telemarketer Relationship											
Last of Existing Chains Gree	ate New Chain										
PE ID 1601431165415322185		PE Name TEST12									
URN Chain ID Chai	nparticipants(Seq Role RequestorID RequestorName Resp	ondantID RespondantName)			Chain Status		Crested Date	Last U	pásted Date	Action	
5: 4: 1000000000049 3: 1:1	TD:100210000000001336:AI_Testing_TM336:: TM/TA:1002100000000001352:AI_Testing_TM35 TM/TA:1002100000000001311:AI_Testing_TM33 TM/TA:1002100000000001310:AI_Testing_TM33 PE:1601431165415322185:TEST12:10021000000	52:1002100000000001336:4 1:1002100000000001352:A 10:1002100000000001311:A 00001310:AI_Testing_TM2	AI_Testing_TM2 AI_Testing_TM3 AI_Testing_TM2 310	336 52 111	Approved by	y TM Delivery	11-10-2024 05:54 PM	4 11-1	10-2024 06:22 PM	Comments Comment is Required Reject	
Status is related to the second secon	ne latest TM/TA lated to 5 th entity in 1	:he chain	Б	sport to Excel			-	ltems per pa	ge <u>5 +</u>	1+1of1 < <	> >1
-C	t	के									1



PE's Chain status and actions





Final Request Approved by PE With Remarks



anage Telemarketer Relationship					
List of Existing Chains Create New Chain					
PE ID 1601431165415322185	PE Name TEST12				
URN Chain ID Chainparticipants (Seq Role	RequestorID RequestorName RespondentID RespondantName)	Chinin Status	Created Date	Last Updated Date	Actes
5:TD: 1002100000000 4:TM/TA:100210000 1000000000049 3:TM/TA:100210000 2:TM/TA:100210000 1:PE:1601431165415	001336:AI_Testing_TM336:: 0000001352:AI_Testing_TM352:100210000000001336:AI_Testing_TM336 0000001311:AI_Testing_TM311:100210000000001352:AI_Testing_TM352 0000001310:AI_Testing_TM310:100210000000001311:AI_Testing_TM311 322185:TEST12:1002100000000001310:AI_Testing_TM310	Approved	11-10-2024 05:54 PM	11-10-2024 07:36 PM	
10000000000000000000000000000000000000	001312:AI_Testing_TM312:: 322185:TEST12:100210000000001312:AI_Testing_TM312		11-10-2024 06:28 PM	11-10-2024 07:53 PM	
5:TD:100210000000 4:TM/TA:100210000 10000000000051 3:TM/TA:100210000 2:TM/TA:100210000 1:PE:1601431165415	001336 AI_Testing_TM336:: 0000001352:AI_Testing_TM352:100210000000001336:AI_Testing_TM336 0000001311:AI_Testing_TM311:100210000000001352:AI_Testing_TM352 0000001312:AI_Testing_TM312:100210000000001311:AI_Testing_TM311 322185:TEST12:1002100000000001312:AI_Testing_TM312	Approved by Registrar	11-10-2024 07:38 PM	11-10-2024 07:50 PM	approved I Approve Reject
			Iter	ns per paga: 6 👘	-30/3 < < >





Final Request Approved by PE

lanage Telemarketer l	Relationship)	PE TM Binding Action	×			
Lint of Existing Cl PH 12 16014311654153221		Create New Cham 95 New TEST	Action Performed succesfully				
12735	Case.D	Champartarpanta Seq Role Registration Requestor/Name Responde	ОК	-1000	Cristel Date	Last Updavil Date	- Amer
10000000000049		5 TD 100210000000001336:AI_Terting_TM336: 4 TMTA-100210000000001352:AI_Terting_TMB52:10 5 TMTA-1002100000000001311:AI_Terting_TMB11:10 2 TMTA-1002100000000001310:AI_Terting_TMB10:10 1 PE-1601431165415322185 TEST12:100210000000000	0210000000001336 AI_Testing_TM336 02100000000001352 AI_Testing_TM352 02100000000001311 AI_Testing_TM311 1310 AI_Testing_TM310	Approved	11-10-2024 05 34 PM	11-10-2024 07:36 PM	
160000000000050		2.TD-100210000000001312.AJ_Testing_TM312 1 PE-1601431165415322185 TEST12-10021000000000	1912 AI_Terring_TM312		11-10-2024 06:28 PM	11-10-2024 07:53 PM	
10000000000051		5 TD:10021000000001336 Al_Tening_TMD36 4 TM/TA:100210000000001352 Al_Tening_TMD52 10 5 TM/TA:1002100000000001311 Al_Tening_TMD11 10 2 TM/TA:1002100000000001312 Al_Tening_TMD12 10 1 PE:1601431165415322185 TEST12 100210000000000	0210000000001336 AL_Testing_TM336 02100000000001352 AL_Testing_TM352 02100000000001311 AL_Testing_TM311 1312 AL_Testing_TM312	Approved	11-10-2024 07-38 PM	11-10-2024 07:51 PM 🖒	ž
					liansparpaga S	- 1-2013 IK	< >



PE's Chain status and actions





items per page 5 ~ 1-2 of 2 |< < > >|

Export to Excel



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



Velocame TEST12 Logged in as PE, 1601431165415322185 Last Logged in 10/11/2024, 12:20:14 PM Let def SMS + TTSL Helpderk + Manage Telemarketer Relationship + Content Template + Profile + Content * Self Care + GST + Content Template + Voice + Others + Janage Telemarketer Relationship List of Execting Chains Create New Chain PE ID 1601431165415322183 PE Name 1600000000001386AL Testing TAB36 STD 10021000000001386AL Testing TAB36 STD 10021000000001386AL Testing TAB36 STD 10021000000001386AL Testing TAB36 STD TABCING0000001386AL Testing TAB36 STD TABCING0000001386AL Testing TAB36 STD TABCING00000001386AL Testing TAB36 STD TABCING000000001386AL Testing TAB36 STD TABCING000000001386AL Testing TAB36 STD TABCING000000001386AL Testing TAB36 STD TABCING00000001386AL Testing TAB36 STD TABCING000000001386AL Testing TAB36 STD TABCING00000001386AL Testing TAB36 STD TABCING00000001386AL Testing TAB36 STD TABCING000000001386AL Testing TAB36 STD TABCING00000001386AL Testing TAB36 STD TABCING00000001386AL Testing TAB36 STD TABCING000000001386AL Testing TAB36 STD TABCING000000000000000000000000000000000000	
w Header SMS * TTSL Helpderk * Manage Telemarketer Relationship * Content Template * Profile * Consent * Self Care * GST * Consent Template * Voice * Others * anage Telemarketer Relationship List of Execting Chanas PE ID 1601431165415322183 TEST12 TRN Chain ID Comperticipant/Seg Sele Regenter/D Rege	ele Big
anage Telemarketer Relationship	Whitelisting *
Description Description PE Name 1601431165415322183 TEST12 URN Chain ID Chainpurticipants(Seg Role RequestorID RequestorName RespondantID Respondant/Name) Chain Status Created Date Last Updated 10000000000049 5.TD: 1002100000000001336:AL_Texting_TM336: 4.TM/TA: 100210000000001352:AL_Texting_TM352:100210000000001352:AL_Texting_TM356 3.TM/TA: 100210000000001310:AL_Texting_TM316: 1.PE: 1601431165415322185: TEST12:100210000000001310:AL_Texting_TM356 Approved 11-10-2024 05:54 PM 11-10-2024 1000000000000000000000000000000000000	
URN Chain ID Chainpurticipants(Seg Role RequestorID RequestorName RespondantID RespondentID RespondantID RespondentID	
5:TD:10021000000001336:AI_Testing_TM336:: 4:TM/TA:100210000000001352:AI_Testing_TM352:100210000000001336:AI_Testing_TM356 1000000000000013 5:TD:100210000000001311:AI_Testing_TM311:100210000000001352:AI_Testing_TM352 1000000000001311:AI_Testing_TM310:100210000000001311:AI_Testing_TM352 2:TM/TA:1002100000000001310:AI_Testing_TM310:100210000000001311:AI_Testing_TM310 2:TD:100210000000001312:AI_Testing_TM312::	red Date Action
2:TD:10021000000001312:AI_Testing_TM312::	1024 07:36 PM
1:PE:1601431165415322185:TEST12:10021000000001312:AL_Testing_TM312 Rejected by PE 11-10-2024 06:28 PM 11-10-2024	1024 07:33 PM

Hems per page: 6 - 1 - 2 of 2 |< < > >|





Other TMs can only view status of immediate entities

FASTER

SIMPLER CLOSER



Business Services

Other TMs can only view status of immediate entities





Final Request Status of Telemarketer Delivery

AI Testing TMB12

TEST12

100210000000001312

1601431165415322185

TATA Tele Big

Business Services





AI Testing TMB12

100210000000001312

TD

PE

2024-10-11T18-21-29.000Z

2024-10-11T18:28:23.000Z

2

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100000000000050



Rejected by PE

-

Approved by TM Delivery

1-4-014

14

2

> >1

Rejected

Rejected

Items per case: 5

Thank You!

#TimeToDoBig www.tatatelebusiness.com



PE TM Chain Creation

User Manual For Enterprises & Telemarketers



Overview

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

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

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

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

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

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

Enterprise Login

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





2. Select Login as Enterprise and Click on NEXT



3. Enter your Email Address and password

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

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5. On the DLT Home page, you will see the option of Chains, Click on chains option and further click on "New Chain" tab

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6. Chain initiation Page

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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,

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

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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

1. 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)

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2. Enter the OTP to login to the vilpower portal

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

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

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



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6. Verify and login to the vilpower Portal

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

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

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

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



TM – Delivery Function Login

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

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

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- 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.

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4. 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.

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Enterprise Login

1. Click on actions to view pending chain requests

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

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

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