

# FAQ

## (TTSL DLT Portal)

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## Principal Entity

### Principal Entity

An association, corporation, partnership, proprietorship, trust, etc. that has valid legal standing in the eyes of law & has the legal capacity to enter into agreements or contracts, and to be held responsible for its actions; who wishes to communicate with its customer(s) through SMS or voice through a Telemarketer with respect to the goods/ services dealt by him.

### How to register as Principal Entity on DLT platform:

- i. Visit TTL DLT platform and select to sign up as a Principal Entity <https://telemarketer.tatateleservices.com:8082/#/>
- ii. Enter the corporate email Id
- iii. Provide valid details of the organization - business PAN, complete address, details of authorised person (mobile no. & email ID),
- iv. Attach/upload the valid proofs for PAN & Proof of address as stated in the details entered
- v. On successful registration, the details provided & supporting proofs provided for the Entity will be validated by the Principal Entity within 3-7 working days.
- vi. Request will be Approved/Sent for Modification/Rejected by the registrar & Entity will be intimated accordingly on the registered email Id.
- vii. On approval the Principal Entity will be registered and a unique Entity ID will get generated which can be used for further communications by the PE
- viii. In case of any discrepancy, i.e. missing document or incorrect details, same will be duly intimated on the registered e-mail and mobile number in the defined TAT.
- ix. Post Principal Entity activation, each Principal Entity can login to the portal and carry out its functions as per business requirement.
- x. In case the Entity request gets rejected due to deficiency in documents, Principal Entity can reinitiate the request after correction of details

### What are the documents required for Principal Entity registration

Mandatory documents are as follows:

- i. Govt. registered entity - PAN or TAN along with an address proof, Letter of Intent/ Agreement issued by the Govt. of India or State Govt.
- ii. SEBI registered Entity - PAN, Certificate of registration issued by SEBI and address Proof
- iii. Others, Private or Public Limited - PAN & Address Proof (GST certificate, COAI ...etc.)

### What is the validity of Principal Entity registration certificate

The validity of a Principal Entity (PE) registration is 5 Year. Principal Entity can renew post expiry based on terms and conditions prevailing at that time.

### Can a registered Principal Entity send/deliver SMS/Voice communication to customers

As per the regulation, all Principal Entities and Telemarketers need to register on the DLT platform to facilitate commercial communication. A Principal Entity willing to perform the telemarketer function needs to register as a telemarketer (TM-DF for delivery) separately.

### Can a registered Principal Entity assign more than one Telemarketer for delivery function

Yes, a Principal Entity can assign multiple telemarketers to manage their accounts for delivering of commercial communication to their customers

### In a scenario of group company where multiple subsidiaries are also present, do all subsidiaries need to register separately on DLT

If a group company has multiple legal entities under it and each legal Entity has separate PAN details, then every legal Entity needs to be registered separately on the platform as different Principal Entity based on its line of business.

## Header

### What is SMS Header

Header is a unique 3-8 character string created by an entity for sending commercial communication. Header should be connected to Entity's business category and relevance.

### What is the number series allowed to make voice commercial communication

As per the regulation, number series for different types of commercial communication via voice are as follows:

- i. "140XX" for sending promotional calls
- ii. Fixed line number series for sending transactional/ service messages

### Can one Entity transfer the Header to another entity

No. Headers are non-transferrable. However, a Principal Entity can surrender a registered header. Surrendered Header is sent back to the header pool and can be allocated on request to any interested Principal Entity by header registrar

### What is the process of header registration

Header is a unique 3-8 characters alpha or 6 characters numeric string (depending of the entity type) assigned to a business or legal Entity for sending commercial communication.

Every principal Entity need to register Header with access providers as per the procedure below:

- i. Login to the DLT platform using Principal Entity login credentials
- ii. Go to SMS headers-> Add header in header page
- iii. Fill the requisite details such as header category, Header type, sender ID / header and provide details of sender, provide supporting documents & justification for header
- iv. The Header requested for should be for the Entity itself & not for any other entity. Also, there should be a relation between the Header & the Entity's name, line of business, brand etc.
- v. Submit the request for approval and make payment through available payment modes
- vi. Header registrar will validate and verify details provided by the Principal Entity within 2 working days
- vii. On successful registration, the registrar will action (approve/reject), register the Header on the DLT Platform
- viii. The registrar function will communicate successful registration or any discrepancy i.e. missing document or incorrect details with the applicant on the registered e-mail and mobile number in the defined TAT.

### What are the types of headers which the Principal Entity can request for

Principal Entity can request for headers to send Service communication, Transactional Communication and Transactional Communication (Service & Transactional Header - Others & Promotional Headers - Promotional)

### What is Header Category

Header category is related to category of organization

### What is the validity of Header

Header is applicable till life time of the PE.

### Is there any limit on header count per Entity

Till now as per regulation there is no limit on the number of headers registered by a principal entity. However, Principal Entity would get headers which are related to their organization name.

### Are there any restricted headers and PEs are not allowed to register

Yes, there is an exclusive header list which cannot be used by a Principal Entity n-behalf of a Principal Entity at the time of header registration.

The list covers various categories below are few samples:

- i. Names of celebrities, politicians
- ii. Trademarks
- iii. Registered companies, brands
- iv. Any obscene material
- v. Generic headers
- vi. Govt., SEBI related headers (for Non Govt, no SEBI registered entities)

### Can a Principal Entity request headers in bulk

Yes, Principal Entity can request up to 10 headers in bulk

### Does a Principal Entity need to register headers being used for internal employee communication or for School/colleges communication ...etc.

Yes, all headers to be registered in DLT, to register headers a Principal Entity needs to register in DLT 1<sup>st</sup>

### Can a Telemarketer request for Principal Entity registration, header registration, content Template or Consent template registration on behalf of a PE

No, all PEs have to initiate all the related registration request by themselves

## What are the SMS types

### Promotional Message

Promotional message means commercial communication that can be sent to a mobile subscriber whose preferences are not set (not on DND). Or, any commercial communication that an enterprise can send to an intended Recipient after taking consent to send such messages.

Header (6-digits): 565690, 787878, 987123, 555555, etc.

Sample SMS template1: Happiness Sale on 21 & 22 Dec. Get up to 71% OFF on over 100 brands. Register & get EXTRA Rs. 100/- OFF. Give missed call to 808XXXX234. TnC

Sample SMS template2: 24 Hr Kitchen Furniture SALE up to 35% OFF, till 22 Dec, T&C

Sample SMS template3: Get MY DIET by <NAME OF CONSULTANT> & lose up-to 10Kg. No exercise. No machine. First free consultation Click <URL>. To revoke consent, send SMS as REVOKE HEADER to 1909

### Transactional Message

Transactional message means a message which contains One Time Password (OTP) and requires to complete a banking transaction initiated by the bank customer. This is applicable to all banks including national/ scheduled/ private/ Govt. and MNC banks.

Header (6-alpha): KLMNOP, TRUBLQ, DLTDLT, etc.

Sample SMS template1: 763892 is the OTP for txn of INR 9876.90 at ABCD App with your card XX0000. OTP is valid for 10 mins. Pls do not share it with anyone.

Sample SMS template2: 763892 is OTP for txn of INR 373.32 at ABCD on XYZ Bank Credit Card XX0000. OTPs are SECRET. DO NOT disclose it to anyone. Bank NEVER asks for OTP.

### Service Implicit Message

Service Implicit: Any messages, arising out of customer's actions or his relationship with the Sender, that is not promotional, and is not in the interest of the customer to block such communications. These messages may or may not be triggered by a subscriber-initiated transaction and will not be blocked for subscribers who have otherwise blocked service messages also.

Confirmation messages of a net banking or a credit/debit transaction;  
Product purchase confirmation; delivery status of a parcel;  
OTP required for e-commerce website, app login, social media apps, KYC, etc.;  
Messages from home operator; Messages from schools regarding attendance/transport;  
Messages from hospitals/clinics regarding appointment/discharge reports;

Govt./TRAI/DoT mandated messages, advisories, messages from state Govt., LEAs, local authorities, traffic advisories, election commission, disaster management advisories;  
Service messages from car workshops, gadget service centers;  
Day-end/ month-end settlement alerts to securities/demat account holders.

Header (6-alpha): ABCDE, AFIOMA, UNFOCO, etc.

Sample SMS template1: Hello! Your A/C no. <XXXXXX> has been debited by Rs. <XXXX> The A/C balance is Rs. <XXXX> on <DD/MM/YY> The A/C balance is Rs. <XXXX> Info: <TYPE>/<PURPOSE>/< Rs. of template OR REFERENCE NUMBERS

Sample SMS template2: Dear Customer, as per your request, contact details have been updated against your fixed deposit account.

Sample SMS template3: Dear Customer, your order has been picked up by the delivery boy and is on his way. Your delicious pizza is reaching early!

#### Service Explicit Message

Any service message which doesn't fall under the category of service message (Implicit) will be sent only against service explicit, digitally verified/verifiable consent that has been taken from the subscriber by the respective enterprise.

Header (6-alpha): NUTUKI, PRIZEM, ZSERTA, etc.

Sample SMS template1: Dear Customer, Congratulations on your Home Anniversary! Now avail a Topup up to Rs 50 lacs\* with ROI @9.20%\* on your Home Loan. Call Toll Free 1800XXXXXX00 \*T&C

Sample SMS template2: Dear , based on your relationship, we are approving a per-approved Home Loan up to Rs. 1 crore. Click here <https://www.domain.com/> . Regards, QT Housing. T&C.



## Consent Template

### How to register consent templates in DLT

For a principal entity, it is required to register consent template on DLT platform to acquire consent from new subscribers prior to transmission of commercial communication.

To register a consent template, a principal entity needs to follow below mentioned steps:

- i. Login to DLT module using principal entity credentials
- ii. Go to Consent template -> Register consent template
- iii. Provide details like consent template name, content of message and brand name
- iv. Further, provide details to revoke the consent and submit
- v. Consent template registrar will validate and verify details provided by the principal Entity within 2 working days.
- vi. On successful registration, the consent template registrar will action (approve/reject) on approval, register consent template ID on DLT platform
- vii. The registrar function will communicate successful registration or any discrepancy in case of incorrect details with the applicant on the registered e-mail and mobile number in the defined TAT.

### Can a Principal Entity continue to acquire customer's consent without registering consent templates

As per regulation, a principal entity it is required to register consent template on DLT platform to acquire consent from new subscribers prior to transmission of commercial communication.

## Content Template

### How to register content templates in DLT

To register a content template, a principal entity needs to follow below mentioned steps:

- i. Login to DLT using principal entity credentials
- ii. Go to Content template -> Register new content template
- iii. Define template type – Promotional/Transactional/Service
- iv. Select category of content and a registered header
- v. Provide content for fixed part and mention variable content in the template as {#var#}
- vi. Entity to provide justification for variables and actual SMS in description box for templates having more than 2 variables.
- vii. Consecutive variables allowed only for Name & Address.
- viii. Submit template for verification
- ix. Content template registrar will validate and verify details provided by the principal Entity within 2 working days

- x On successful registration, the content template registrar will actions (approve/reject) and post approval register content template ID on DLT platform
- xi. The registrar function will communicate successful renewal or any discrepancy in case of incorrect details with the applicant on the registered e-mail and mobile number in the defined TAT.

### What Principal Entity needs to do if fixed part of the content to be changed

Once the template is registered, only the variable part of template can be changed, however, a Principal Entity can register multiple templates as per business requirements.

### Is there any limit on content template count per Entity

Till now as per regulation there is no limit on the number of content templates registered by a principal entity. However, Principal Entity would get content templates which are related to their business.

### Does DLT accept content templates in regional languages

Yes, all template needs to be whitelisted including regional language contents template

### Will a Principal Entity be penalized sending commercial communication which is not as per the content template?

Yes, if the commercial communication is not in line with subscriber's consent and preference or does not adhere to the regulation, the Principal Entity will be penalized

## Header & Template Verification Process

As per TRAI revised guidelines published on 16<sup>th</sup> Feb 2023, Entities to mandatorily verify their Headers and Templates every quarter and resources which are not in use should be verified as NO to TSP to block the same and refrain from any misuse.

## Consent

### What is consent

Consent is a voluntary permission given by mobile subscriber to a entity/ enterprise to receive commercial communication related to specific purpose, product or service. Consent is given only for Promotional and Service Explicit messages. Consent is not required for Transactional and Service Implicit messages.

### What is Inferred Consent

Any consent that has been verified directly from the subscriber/ recipient in a robust and verifiable manner and recorded by consent registrar is known to be explicit in nature.

Example:

Any individual who registers his/ her e-mail Id on a website to receive newsletters/ information about new products and services.

Whereas, an inferred consent is any permission that can be reasonably inferred from the subscriber's conduct or the relationship between the subscriber and the telemarketer/ principal entity.

Example: An individual takes personal loan from a bank and receives messages related to loan settlement.

## What Is Explicit Consent

Any consent that has been verified directly from the subscriber/ recipient in a robust and verifiable manner and recorded by consent registrar is known to be explicit in nature.

Example:

Any individual who registers his/ her e-mail Id on a website to receive newsletters/ information about new products and services.

Whereas, an inferred consent is any permission that can be reasonably inferred from the subscriber's conduct or the relationship between the subscriber and the telemarketer/ principal entity.

Example: An individual takes personal loan from a bank and receives messages related to loan settlement.

## Will Consent given by recipient to a Principal Entity will override the preference

Yes, consent given to principal Entity will override preference set by subscriber for service and promotional communication. For example, if a consumer blocks retail as category in his preferences, but has given a consent to Nature's Basket, he will receive communication from Nature's Basket.

## What is the validity of consent

The validity of an acquired consent is 12 months.

## How to register consent with a Principal Entity to receive commercial communication

To register a consent to receive commercial communication, a subscriber can visit PE's Website or download mobile Application and Provide consent on the web portal or mobile application of the desired Principal Entity through one-time password (OTP) authentication

## How a subscriber can revoke consent given to a PE

To revoke a consent given to a PE, a subscriber can visit PE's Website or download mobile Application and request for consent revocation from the desired Principal Entity.

## Example of Consent Template

To receive messages regarding updates and promotions from <Organisation Name> please click on the link below: <LINK>"

## Preference

How can a customer register/modify the preference

TTL wireline customer can register / modify preferences in DLT Portal  
(<https://telemarketer.tatateleservices.com:8082/#/subscriber-login>) for Centrex / Standard Wireline Dels.

For SIP/PRI customer needs to write to [1515@tatatel.co.in](mailto:1515@tatatel.co.in) along with Preference choices for all the Pilot and channels/DID range

### What are the different categories available for preference registration/modification

Variable categories for preference modification are as follows:

- i. Content category:
  - a. Banking/Insurance/Financial products/ credit cards,
  - b. Real Estate
  - c. Education
  - d. Health
  - e. Consumer goods and automobiles
  - f. Communication/Broadcasting/ Entertainment/ IT
  - g. Tourism and Leisure
  - h. Food and Beverages
- ii. Mode of commercial communication:
  - a. Voice call
  - b. SMS
  - c. Auto dialer call (with pre-recorded announcement)
- i. Time band:
  - a. 00:00 hrs. to 06:00 hrs.
  - b. 06:00 hrs. to 08:00 hrs.
  - c. 08:00 hrs. to 10:00 hrs.
  - d. 10:00 hrs. to 12:00 hrs.
  - e. 12:00 hrs. to 14:00 hrs.
  - f. 14:00 hrs. to 16:00 hrs.
  - g. 16:00 hrs. to 18:00 hrs.
  - h. 18:00 hrs. to 21:00 hrs.
  - i. 21:00 hrs. to 24:00 hrs.
- i. Day-type:
  - a. Monday
  - b. Tuesday
  - c. Wednesday
  - d. Thursday
  - e. Friday
  - f. Saturday

- g. Sunday
- h. Public holiday and National holiday

### What is Fully Block and Promo/partial Block preference scenario

FULLY BLOCK option shall put the customer in Fully Blocked state and block service as well as promotional types of commercial communications for all categories of content, mode, time band and day types

BLOCK PROMO option shall block only promotional types of commercial communications for all categories of content, mode, time band and day types except service and transaction type of commercial communications.

## Telemarketer

### Who is a Telemarketer with Delivery Function

A person or legal Entity who has direct connectivity with telecom service provider(s) and is engaged in the activity of aggregation & delivery of SMS and voice communication.

### Who is a Telemarketer aggregator

A person or legal Entity who doesn't have direct connectivity with telecom service provider, but is engaged in the activity of aggregation of SMS or voice communication (aggregate traffic from multiple enterprises).

### Who is a registered telemarketer

A registered telemarketer (RTM) refers to any telemarketer who is registered with any one Access provider(s)/ DLT platforms in accordance with the requisite procedures stated in the regulation.

### What are the functions of a Telemarketer

To facilitate commercial communication, a registered telemarketer (RTM) is eligible to perform following functions:

- i. Register on DLT platform as Telemarketer for Aggregator function (TM-AF) and Telemarketer for Delivery function (TM – DF)
- ii. Initiate scrubbing of commercial communication by providing relevant details
- iii. TM-DF with telecom resource connectivity to Access provider can initiate delivery of commercial communication to the scrubbed target list
- iv. Maintain data repository of all commercial communication sent by RTM for future reference and traceability"

### How to register as Telemarketer on DLT platform

- i. Visit TTL DLT platform and select to sign up as an Telemarketer.
- ii. Provide valid business PAN, details of authorised person (mobile no. & email ID), business proofs and upload the documents.
- iii. Telemarketer registrar will validate and verify details provided by the Telemarketer within 3-7 working days.
- iv. On successful registration, the Telemarketer registrar will action on request (Approve/Reject), on approval Telemarketer will be registered and Telemarketer ID will get generated on DLT.
- v. The registrar function will inform successful registration or any discrepancy, i.e. missing document or incorrect details with the applicant on the registered e-mail and mobile number in the defined TAT.

- vi. Post Telemarketer ID activation, each Telemarketer can login to the portal and carry out its functions as per the business requirement. vii. In case the Telemarketer request gets rejected due to deficiency in documents, Telemarketer can reinitiate the request after correction of details

### What are the DLT charges of TM/PE registration

Registration charge for TM/PE is INR 5,000/- + GST

### Is there any security deposit required to be paid by TM

Yes, Security deposit (refundable) of INR 50,000/- to be paid by Telemarketer (Delivery) to the operator at the time of resource allocation.

### What is the validity of Telemarketer registration certificate

The validity of a Telemarketer (TM) registration is 5 Year. Principal Entity can renew post expiry based on terms and conditions prevailing at that time.

### Does an existing Telemarketer who was registered by TRAI or the operator and have valid Telemarketer ID/certificate need to do DLT registration

Yes, all Telemarketers need to register with Originating Access Provider's DLT platform to be able to deliver commercial communication.

### Can a telemarketer continue to deliver commercial communication without registering itself on DLT

No, as per the regulation, it is mandatory for a Telemarketer to register on DLT platform for the purpose of facilitating commercial communication. Failing which there could be penal actions on unregistered telemarketers as per regulation

### Is the DLT Telemarketer ID unique across all the operators

Yes, registered telemarketer (RTM) ID is unique across all access providers/ DLT platforms.

### Does a Telemarketer have to register with all operators

Yes, a telemarketer needs to complete the KYC process with all operators, however the Telemarketer ID would be unique across all DLT platforms with all operators.



## Scrubbing & Delivery

### Who will perform Scrubbing and delivery

A Telemarketer will initiate request for scrubbing on DLT module and only Telemarketer can deliver the communication

### How will SMS Scrubbing take place

TM would submit details in the module, B Party No, Content Template, Header and SMS text.  
System would validate details and basis the content template type scrubbing would be done.  
For Promotional & Service Explicit communication - post the validation of header ID and Content ID, scrubbing would be done against customer's consent and Preference  
For Service Implicit and transaction - Header ID, Content Template ID would be validated

### Will a Telemarketer be penalised under the regulation

Yes, if the commercial communication is not in line with subscriber's consent and preference or does not adhere to the regulation, the Telemarketer will be penalised.

### What are the scenarios of Telemarketer getting black listed

The different scenarios leading to blacklisting of a telemarketer are as under:

- i. Sending continuous UCC messages to subscribers
- ii. Failure to produce relevant business information, agreements
- iii. Submission of fraudulent documents while registering on DLT platform

Also, a telemarketer may have to pay penalties on UCC violations as per the regulations such as:

- i. Restrict provision of telecom resource to a blacklisted telemarketer by any access provider during the period of blacklisting
- ii. Names of the blacklisted telemarketers will be communicated to all access providers
- iii. Rs. 10 k penalty per violation till 12th violation before blacklisting & disconnection

## Support and Escalation Matrix

Customer can call our call centre number [ 1800-266-1515 ] & Press # 3 to reach UCC skilled agent , He can also write to us at [TTLDLT@tatatel.co.in](mailto:TTLDLT@tatatel.co.in)

### Escalation Matrix

Level	L1	L2	L3	L4
Name	Angad Singh Rekhi	Kumar Chitranjan	Paramjeet Singh Shiva Chandra	Rupa Saharan
Email id	7455946567 <a href="mailto:angadsingh.rekhi@tatatel.co.in">angadsingh.rekhi@tatatel.co.in</a>	9654383664 <a href="mailto:chitranjan.kumar@tatatel.co.in">chitranjan.kumar@tatatel.co.in</a>	9958123570 9711309542 <a href="mailto:Shiva.Chandra@tatatel.co.in">Shiva.Chandra@tatatel.co.in</a>	9246307003 <a href="mailto:Rupa.saharan@tatatel.co.in">Rupa.saharan@tatatel.co.in</a>