Template

- What is a Template?

  Template means a Content Template registered by any Enterprise with the DLT Registrar (Operator) for sending commercial communication, which may include fixed or a combination of fixed and variable parts of content approved by the access provider and registered in DLT.

- Why do we need to register a Template?

  Template registration is a requirement as per the TRAI regulation 2018 and this is mandatory to avoid spam messages and calls.

- What will happen if an entity sends a commercial communication without registering a Template?

  If an Entity sends a commercial communication with a template which is not registered then, such messages will not be delivered by the access provider and there could be legal action also if not adhered to the regulation set by TRAI.

- How do entities create a Template?

  In order to create a Template for commercial communication the Entity need to register themselves as a principle Entity on DLT through any of the Telecom Operator and using the DLT panel provided by the Telecom Operator, Templates can be created against a Header.

- How many Templates can be made?

  The Enterprises can create as many Templates as they require for commercial communication subject to the approval from Registrar (Telecom Operator).

- Is there any format in which Templates needs to be created?

  There is no specific format to create a Template. However, a Template may contain fixed as well as variable part depending on the category and the purpose of the Template.

- What is a Template Name?

  The name of the Template usually signifies the purpose of subject/SMS.

- Is there any character limit for Template Name?

  There is no limit on the character while creating a Template.

- Why do we need to linked our Headers/CLI with Template?

Active Headers/CLI needs to linked with Template. Only associated Headers can be used to send commercial communication for associated templates.

- Why do we require the Operator's approval to register the Content Template?

  As per the TRAI regulation 2018, Content Template created by an Entity should be approved by the Operator after content verification.

- What is UNICODE and TEXT?

  The messages written in English are considered TEXT and all other languages are considered as UNICODE.

- Is there any character length defined for the message?

  Yes, for Text message 160-character length would be considered as a single message and for UNICODE it is 70 characters.

- Can we edit the Template once submitted/created?

  Yes, Template can be edited if it is in "WIP(work in progress)" status.

- Why my Template status is showing "Blacklisted"?

  If there is any complaint, then the Operator has the right to blacklist the Template.

- If the status of Template got "Blacklisted," what will happen to my Headers, bound with the Template?

  The Headers already associated with Template will remain linked as it is.

- Can I use the default Template?

  As of now, default Template functionality is not available.

- What is the minimum and maximum length of the variable?

  The length of the variable can vary from 1(minimum) to 30 (maximum) characters.

- Is it mandatory to add a variable in Template?

  No, it's not mandatory. You can create Template without variable

- I have already registered Template at another Operator; do I have to register again?

  If you are already registered Template with other Operator then, there is no need to register the Templates again. On your enrolment with the Operator the Template will get automatically enrolled.

- What is Copy paste option available in the message section of Template?

  In the copy/paste option you can copy the content from a different source and paste the same to create as a Template. In case you wish to convert a fixed part as variable select the specific word and then click on the Add variable button.

- What is Create New option in the Message section of Template?

  You can create a message as per your specific requirement for the commercial communication.

- Is there any charges/Fee for registering the Content Template?

  No, there are currently no charges for registering Content Template.

- What is the Content Category?

  Content category is the category that has been selected by the Entity while registering the Content from the list of categories as per the TRAI regulation 2018.

- In which all Content Category can I create Templates?

  You can create Template in all Content Categories, subject to the approval from the DLT registrar (Operator)

- Once Blacklisted, can I whitelist my Templates?

  Whitelisting of Template is subject to the approval from the Operator.

- While registering the Template, do I have to mention the Brand name?

  While creating the Content of Template (Both Copy paste and Create New Message option)-It is mandatory to mention the Entity's Brand Name (Complete Business Name/Brand Name/Trademark) in the content field.

sample Content: -

Congratulations!
You have received shopping voucher worth Rs. {#var#}. Valid till {#var#}. - **<Brand Name>**

- Can I use a brand name which is not registered/associated to my company officially?

  Ideally a Business Entity could use only the Brand Name for which they are registered.