DLT FAQs

General

Which browser should I use for registration/enrolment?
Our DLT application panel supports and works best with Google Chrome and Firefox so it is recommended to use latest versions of Chrome or Firefox browser

I am already registered but unable to login
1) Please check if the email ID (registered email id on DLT) and Password entered is correct.
2) Please Check your internet connection is working fine and try again
3) If still issue persist contact the helpdesk

When I try to login it is showing wrong password
1) Click on the "Forgot Password" link to generate new password and duly submit your registered email id. You will receive a new password on your registered email id.

During new registration, page is showing PAN/POI already registered
1) PAN card as Proof of Identity can be used only once for entity registration. Once an entity gets registered on DLT with a PAN card the same PAN card credentials cannot be used to register other entity on DLT. However, the same PAN card details can be used for the same Entity to register as Telemarketer or vice versa.

I am unable to upload the PDF/Image document during the registration process
1) Please check the file size, format as specified against the upload box. You can use image (JPG, JPEG, PNG, BMP, txt) file of size less than 100kb and PDF of size less than 2 MB or as specified in the particular section.

While registration, a pop-up message shows that email is invalid
1) Please check if the email typed is correct
2) Please check if there is space is entered before or after entry of email id
3) If the problem persist contact the helpdesk.

Can I use the same email ID and phone number for multiple registrations?
1) One email is restricted for one entity and one Telemarketer registration on DLT. Multiple Entities and TMs cannot be created using same email ID.
2) There is no restriction on use of mobile number however we recommend to use different mobile numbers for different entities and TM registrations

My issue is not covered in this FAQ
1) You can write to our support team on the mention email id: **dlt.helpdesk@vmipl.in**

While registration I am uploading files and it is attached, however during submission pop-up message shows upload respective file.
1) Please use supported browsers like Chrome and Firefox.
2) Select the upload link to upload the file and try again
3) If issue persists, refresh the page (CTRL+SHIFT+R) and try to register after refreshing of the page

On the TM/Entity registration form pop up message shows "Company e-mail already registered with us"

Check if the mentioned email id is already used for registration earlier and application is pending for approval.

Entity registration/Enrolment

Why is DLT registration required to send Commercial SMS?
As per TRAI Regulation, only registered entities will be allowed to send commercial communication (SMS) through any Operator.

What will happen if we as an Enterprise do not register on DLT Platform?
If not Registered the Entity won't be able to send the Commercial Communication.

How can we register on VMIPL if we are already registered with other Telcom Operator?
Choose Enrolment option available on the signup page and duly fill all the requisite details as mentioned in the Customer Acquisition Form with your latest KYC details and submit the CAF on Operator approval.

Do I need to pay DLT Registration Fees Rs/-.5000+GST (Rs.5900)?
Yes INR 5900 including GST, has to be paid to the telecom operator as DLT registration charge. If the entity is already registered with other Operator then, these charges are not applicable.

Will the PE id be unique across all the access provider?
Yes, while registration every PE gets the unique DLT number. Which can be used to get Enrol on other Operator's too.

What is the Entity type?
It is the type of your organization, which needs to be mentioned while submitting the form. It can be Pvt. ltd, Ltd, Govt, etc.

Can we choose multiple categories while registering on DLT?
No, only a single category can be chosen.

Why do you require both current as well as registered address while registering the Entity?
Sometimes, the registered address and current address of an Entity may vary hence both addresses are required. In case both addresses are same, you can click the checkbox "Same as Current" to auto fill the address.

Can we use the same email id, which is used by another Entity for registration on DLT?
No, the same id cannot be used by two different Entities for registration on DLT since it will be your user id for panel access and other notifications.

Is it mandatory to submit PAN for DLT registration?
PAN is mandatory for all Entities who plan to register on DLT portal for Commercial communication. For Government Entities TAN is an alternate Documentary proof in case they do not have PAN.

Why are Authorized Person details required?
Authorized person details are required for all kinds of official communication with the Entities registered on DLT. Hence, the details of the authorized person is mandatory.

Can we update Authorized person details, once submitted?

Yes, authorized person's details can be updated by the Entity by Requesting the same through Entity portal or through offline process by Furnishing requisite documents as desired by the Access provider and it is subject to the approval of the Telecom Operator.

On which number /email id, we will get the notifications and alerts?
Notifications and alerts will be sent to the Company's registered email id and authorized person's mobile number.

Can we register two different entities with the same documents?
No, two different entities cannot be registered with the same documents. POI submitted should be unique.

Do we need to register again, if already registered on another Operator?
The entity needs to register only once with any access provider to obtain an Entity id. Through that Entity id, it may enrol on another access provider.

Why do we need to submit KYC documents during enrolment?
KYC verification needs to be complied while registering an Entity on the DLT portal as per the TRAI guideline. Hence, the prospect needs to submit latest KYC documents while registering as Entity on DLT portal.

If already registered as an Entity. Can we register as Telemarketer also?
Yes, an Entity can registered as Telemarketer also, with same KYC documents.

Can I update my details once submitted?
The Entities can update limited details even after submission of the application by requesting the Telecom Operator.

Is there any limit to select telemarketer for Business?
There are no limits for Telemarketer selection, Entity can choose any number of Telemarketers for doing commercial communication Business, subject to Telemarketers approval. The entity has to choose at least 1 Telemarketer for Commercial Communication Business.

Can I re-submit my registration form, once gets rejected?
Yes, you will get an email notification on your registered email id with form Re-submission link. Once you clicked on that link, you will be able to correct the Details submitted earlier.

Where I can check the status of my application.
On the home page itself, there is an option to check status. You need to enter the Reference number to check the status of your application.

Why my status is showing "Blacklisted"?
The Entity id can be blacklisted, if found to be violating the rules as per the TCCCPR 2018 regulations.

Telemarketer Registration/Enrolment

Who is Registered Telemarketer (RTM)?
A registered telemarketer (RTM) refers to any telemarketer who is registered with any one Access provider/ DLT platform according to TRAI guidelines.

Is it possible to send Commercial Communication without getting registered on DLT Platform?

No, as per TRAI regulations, it is mandatory to register on DLT platform for the purpose of facilitating Commercial Communication.

How can we register on VMIPL if we are already registered with other Telecom Operator?
Choose Enrolment option available on the signup page and duly fill all the requisite details as mentioned in the Customer Acquisition Form and duly upload your latest KYC details and submit the CAF for Operator approval.

Do I need to pay DLT Registration Fees?
Yes, INR 5900 including GST and refundable security amount of INR 50,000, has to be paid to the telecom operator as DLT registration charge. If already registered in other TSP in that case only 50000 of refundable security has to be paid.

Will the TM id be unique across all the access provider?
Yes, while registration every TM gets the unique DLT number. Which can be used to get Enrol on other Operator's too.

What is the Telemarketer type?
It is the type of your organization, which needs to be mentioned while submitting the form. It can be Pvt ltd, Ltd, Govt, etc.

Why do you require both current as well as registered address while registering the Telemarketer?
Some Entities might have different address as Registered. That's why both Addresses are required. If it's the same, you can click on the checkbox (same as current).

Can we use the same email id, which is used by another Telemarketer for registration on DLT?
No, the same id cannot be used by two different Telemarketer for registration on DLT since it will be your user id for panel access and other notifications.

Is it mandatory to submit PAN for DLT registration?
PAN is mandatory for all Telemarketers who plan to register on DLT portal for commercial communication. For Government Telemarketers TAN is an alternate documentary proof in case they do not have PAN.

Why are Authorized Person details required?
Authorised person details are required for all kinds of official communication with the Telemarketer registered on DLT. Hence, the details of the authorised person is mandatory.

Can we update Authorized person details, once submitted?
Yes, authorised person's details can be updated by the Telemarketer by requesting the same through Telemarketer portal or through offline process by furnishing requisite documents as desired by the Access provider and it is subject to the approval of the Telecom Operator.

On which number /email id, we will get the notifications and alerts?
Notifications and alerts will be sent to the Company's registered email id and authorized person's mobile number.

Can we register 2 different Telemarketers with the same documents?
No, two different Telemarketers can't be registered with the same documents. POI submitted should be unique.

Do we need to register again, if already registered on another Operator?

The Telemarketer needs to register only once with any access provider to obtain the Telemarketer id. Through that Telemarketer id, it may enrol on another access providers as well.

What is the TAT for approval of Telemarketer?
The TAT for approval is 72hours. Though, email notification will also be sent to communicate the Approval/Rejection of application.

How can a Telemarketer view the report of Entity enrolled/Header creation etc ?
Through the Reports section on DLT panel, the Telemarketer can download the respective report.

Is there any validity of Telemarketer id?
Yes, validity is for 5 years. After completion of 5 years, renewal can be done

Can I update my details once submitted?
The Telemarketer can update limited details even after submission of the Application by requesting the Telecom Operator.

Can I resubmit my registration form, once gets Rejected?
Yes, you will get an email notification on your registered email id with form re-submission link. Once you clicked on that link, you will be able to correct the details submitted earlier.

Where I can check the status of my application.
At login page, there is an option to check status. You need to enter the Reference Number/PAN to check the status of your application.

Why my status is showing "Blacklisted"?
The TM id can be blacklisted, if found to be violating the rules as per the TCCCPR 2018 regulations.

Entity-TM Relation

What is the process to send request to Telemarketer for Commercial Communication Business?
On the DLT panel allotted to Entity, there is a Telemarketer Request section through which the Entity can send the Commercial Communication Business request to Telemarketer. The telemarketer accepts the request sent by the Entity, and then the process will be completed.

Is there any limit for Telemarketer to register/enrol Entities for Commercial Communication Business?
There is no limit for Entity registration/enrolment, Telemarketer can choose number of Entities for doing commercial communication Business, subject to the Operator's approval.

Whose approval will be required if Telemarketer wants to enrol with Entity for Commercial Communication Business?
The Operator's approval will be required to get enrol with entity for doing Commercial Communication Business.

Whose approval will be required if Entity wants to enrol with Telemarketer for Commercial Communication Business?
The Telemarketer's approval will be required if Entity wants to enrol with Telemarketer for Commercial Communication Business.

Once enroled with Entity for doing Commercial Communication Business, can we take the request back?
Yes, once enroled, request revoked option is there on panel, to break the Commercial Communication Business. Both Entity and Telemarketer has the right to revoke the request.

Whose approval will be required to revoke the request?
No approval will be required. Entity and TM both can revoke the request independently.

Once revoked, can we re-send the request again for Business Communication?
Yes, request can be re-send again for Business Communication.

If an Entity removes/revoked the Business request with Telemarketer, what will happened to the Header/Template registered by that Telemarketer.
The Entity is the actual owner of the Header/Template, whether they are registered by the Entity itself or by Telemarketer on behalf of the Entity.

Header Registration

What is a header?
A Header is the displayed value of who sent the message on user's Handset. Header is also called the "Sender ID.

Can I send SMS without header?
No, you cannot send SMS without Header.

Can a promotional SMS Header be alphanumeric?
No, currently promotional SMS can only be numeric and it should be 6 digit Header

What is other type header?
Other type of header Includes Transactional, Service Implicit and Service Explicit messages

What is Promotional Type header?
Promotional" type headers are those headers through which an Enterprise sends commercial communications which are promotional in nature either to promote their Products or Service. E.g.: A real estate company sending messages to prospect about their latest project details

Who will approve my header?
Only Operator has the right to approve the header. Based on the details submitted.

Why I am not able to register the promotional header of length more or less than 6?
As per the current Industry standards Promotional Headers should have 6 digit length and it should be numerical. Hence, Promotional Headers does not have length more or less than 6 digits.

How to create bulk header?
Through "New Header" option under header section, up to 20 headers can be created at a time.

Can I have more than one header?
Yes, multiple headers can be created, with different Header name.

What document are required to create a header?
The applicant can submit the ownership/Relationship document of a Header, they are going to register.

Why I am getting an OTP, while registering header?
It's a two-way check to ensure that the authorized person is doing the Activity

If I don't get an OTP on my Phone/ email then what to do?
Check spam folder of your email. If not received then go for Re-send OTP option.

Can I delete a registered header?
Entity cannot delete any registered header, but yes if registered header is not required any more then, Entity can surrender the same through panel also, with valid remarks.

What is the "OTHER" type of category?
There are 8 Categories as per the TCCCPR 2018 regulations and all those categories which does not fall under these given 8 categories would be treated as "OTHER" category.

Can "OTHER" type header be alphanumeric?
NO, "OTHER" type of headers can't be alphanumeric.

What will be the length of "OTHER" type header?
For Govt Numeric Headers: Header name must be between 3-8 digits, including auto generated prefix, length should not be = 6.
For Govt Alpha Headers: Header name must be between 3-6 alphabets For Non Govt only Alpha Headers are allowed: Header name must be between 3-6 alphabets

Where can I find my header ID?
Entity/TM can check the header details on the panel under Header section.

Can two header IDs be same?
No, Each Header will have its own unique Header id.

How will I get information about my header approval?
Auto Notification email will be sent on registered email id and status will be updated on panel also, under Header tab.

What is the minimum time to get a header approved?
It will take 1-2 working days, basis on the details submitted.

Can a header get blacklisted?
Yes, a Header can be blacklisted, if found to be violating the rules laid down by TCCCPR 2018 regulations.

Who can blacklist a header?
Any of the Telecom Operators can blacklist the header.

Can I use my blacklisted header on other operators?
No, the Blacklist status is Universal hence the blacklisted header cannot be used through any of the Operators.

Can I use my registered header with other operators, what is the process?
Yes, you can use your registered header with other Operator also only if it is in Active state.

If my header request gets rejected, how will I come to know about it?

There will be an auto email notification to inform the Principle Entity about the Rejection of header request with reason mentioned in it. Alternatively, the Principle Entity can check the reason on the DLT panel also.

What is the maximum number of headers I can register?
A Principle Entity can register as many headers they want with valid documents subject to the approval from the Telecom Operator.

How can telemarketer associated with entity use their header?
The Principle Entity will have to allot the header through DLT panel to the Specific Telemarketer in order to Send commercial communications.

Header Allotment

What is the allotment of Header?
Allotment of header by an Entity to an associated Telemarketer, is to provide the legal rights on DLT platform to telemarketer to send commercial communication with the allotted header.

Why is Header allotment required?
As per the TCCCPR regulation 2018, every Telemarketer should legally get the Sender ID's (Headers) allotted over DLT platform from their Clients (Principle Entities) before sending any type of commercial communication with any Sender IDs (Headers).

What is the process of Header allotment?
DLT Panel allotted to Entity, there is a Header Manager section through which the Entities can allot headers to their respective Telemarketers. Once the Telemarketer accepts the allotment request sent by the Entity the process will be completed.

Can entity take back it's allotted Headers from TM?
Yes, allotted headers can be taken back through the Revocation process provided in the Panel.

Is there any limit of allotment of Headers to any TM?
No, there is no limit of Headers allotment to TM.

Whose approval will be required for allotment of Header?
The Telemarketer to whom the header(s) are allotted needs to approve/Accept the same through the DLT panel.

Can I re-allocate the revoked Headers to the same TM?
Yes, the Revoked headers can be re-allotted to the same Telemarketer subject to the approval/acceptance by the Telemarketer.

Consent Template

What is a consent?
Consent means any voluntary permission given by customer to sender for receiving commercial communication related to specific purpose, product or Services. Consent may be explicit or inferred as defined in the TRAI regulations

Who is a Consent Acquirer?
Consent Acquirer or CA" means any sender with registered and valid header(s) who acquires consent from end customer through a prescribed process under the relevant regulations.

What is consent template?
Consent Template or CT" means a template of content which is presented to the customer while acquiring his consent and clearly mentions the purpose of the consent and details of the sender.

Is it necessary to register Consent Template?
Yes, it is necessary as per TRAI guidelines to register a Consent Template and acquire consent basis on the Template registered.

What will happen if I send SMS/call to customers without registering consent template?
As per the new TRAI guidelines any messages sent to the customer without the prior consent of the customer is liable to be penalized and hence, it could attract penalties to the Business Enterprise or the Message sender.

What should be the consent template name? Also, why is it required?
Consent Template Name should ideally be a name which the Sender could relate with the purpose of the Consent that he is trying to acquire from the customer.

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.

What will happen if I use other companies' brand names?
Using any other Companies brand name is not advisable and is subject to penalty from authorities.

Why my registered consent template is showing pending status?
Till the time it gets approved by the Operator, the status will be visible as "pending."

Why is it taking time in approval of my consent template?
Usually, the approval process takes 48 to 72 hours excluding non-working days. IF the application is still pending after the stipulated time frame you are requested to contact the help desk for support by writing an email to **dlt.helpdesk@vmipl.in**."

Can I register more than one consent template?
Yes, you can register more than one consent template, subject to the approval from the Registrar (TSP).

Why is it mandatory to register the consent template for Service Explicit Messages?
As per TRAI Regulations, any Principle Entity who wish to send Service Explicit messages to their customers need to acquire consent from their customers. If they do not acquire the same then such messages will not be delivered.

Hence, it is mandatory for a Principle Entity to register the consent Template and get the consent from the customer before sending messages to that customer.

What should be the content that can be used in the consent template?
The content of the consent template should specify the purpose of the consent taken from the customer with details of the Header, Type of message and the purpose clearly defining the commercial communication.
Please check the sample template on the panel under Consent Template section.

What is the significance of the content of the consent template?
The content of the Consent Template will clearly mention the details of the consent acquired from the customer, hence to avoid any kind of complaints in future with regard to the commercial communication done.

Will user get the consent template during acquisition?
Yes, the end customer will get the consent template during consent acquisition process.

Can I use the default consent template?
There are no default consent templates set for now. Hence, the Acquirer will have to create a specific Consent Template.

Can I edit the consent template once it approved?
No, once approved or submitted. It cannot be modified.

I have already registered a consent template at another operator, do I have to register again?
You can enrol the same through "Registered with other TSP" option under Consent Template section.

Why my consent template is showing inactive/ blacklisted status?
If there is any complaint, then Operator has the right to make Consent Template inactive.

Why my consent template needs approval from operator?
The template created should be as per TRAI guidelines. Hence, the Operator's approval is required.

Where can I use this consent template?
Consent Template can be used to take the customer's consent for sending Commercial communication.

Do I have to pay for any consent template registration?
Currently, there are no charges for creating Consent Templates.

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 part 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 in order to avoid spam messages and calls.

What will happen if entity send a commercial communication without registering a Template?
If an Enterprise 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 Enterprises need to register themselves as a principle Entities 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. Still Under Discussion.

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 verification of the content.

What is UNICODE and TEXT?
The messages which are written in English language are considered as 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.

How many variables can we use in a single Template?
There is no limit to using the variables in a single Template. 1 variable = max 30 characters.

Can we edit the Template once submitted/Registered?
Yes, Template can be edit if its status is "Pending" 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?

You can enrol the same through "Registerd with Other TSP" option under Template section.

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.

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