



RELIANCE JIO INFOCOMM LIMITED

<TRUECONNECT>
END USER GUIDE - <HEADER REGISTRATION>

CONTENTS

1. Introduction.....	2
2. Header Registration:.....	4
2.1 Header Summary Details	7
3. Surrender Registered Headers	10

1. INTRODUCTION

Headers:

Header is a unique 3-9-digit string created by a legal entity under TRAI's Regulation for sending commercial communication. Header should be connected to entity's business category and relevance.

Type of Headers:

1) Promotional:

Headers that can be used for sending Promotional messages fall under PROMOTIONAL type. Promotional message means commercial communication that can be sent to a mobile subscriber whose preferences are not set (not on DND).

Header Examples (6 numeric): 565690, 787878, 987123, 555555, etc.

Promotional Headers should start with the number that matches with the category (as per DND Preferences).

1. Banking/Insurance/Financial products/ credit cards. For ex. 123459, 167897
2. Real Estate. For ex. 265666, 268978
3. Education Eg : 397134, 321456
4. Health Ex: 467931, 444654
5. Consumer goods and automobiles Ex: 582974, 564123
6. Communication/Broadcasting / Entertainment/IT Ex: 631469, 693147
7. Tourism and Leisure Ex: 789456, 714369
8. Food and Beverages Ex: 896321, 816934
0. Others – Category that doesn't appear in 1-8 Ex: 012389, 098654

2) Others:

Headers that can be used for sending Transactional, Service Implicit and Service Explicit message fall under OTHER type.

Header Examples:

TRUBLQ, trublq, KLMNOP, DLTdt, etc.

Transactional: Message which contains One Time Password (OTP) and requires to complete a banking transaction initiated by the bank customer. Ex: TRHDFC, DCBmsg, MkotaK

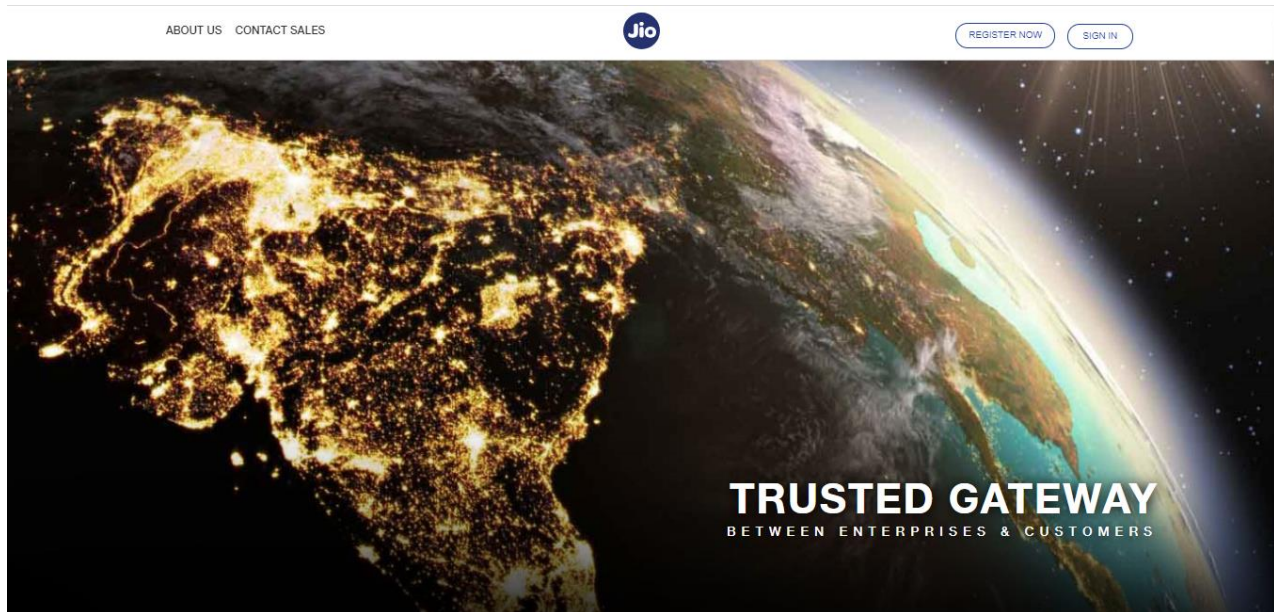
Service Inferred: Messages arising out of customer's actions or his relationship with the Sender, that is not promotional, and is not in the interest of the customer to block such communications.

- 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 schools regarding attendance/transport.
- Messages from hospitals/clinics regarding appointment/discharge reports.
- Service messages from car workshops, gadget service centres.

Ex: ABCDE, AFioma, uniFco

Service Explicit: 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. Ex: NUTUKI, PRizem, semRTA

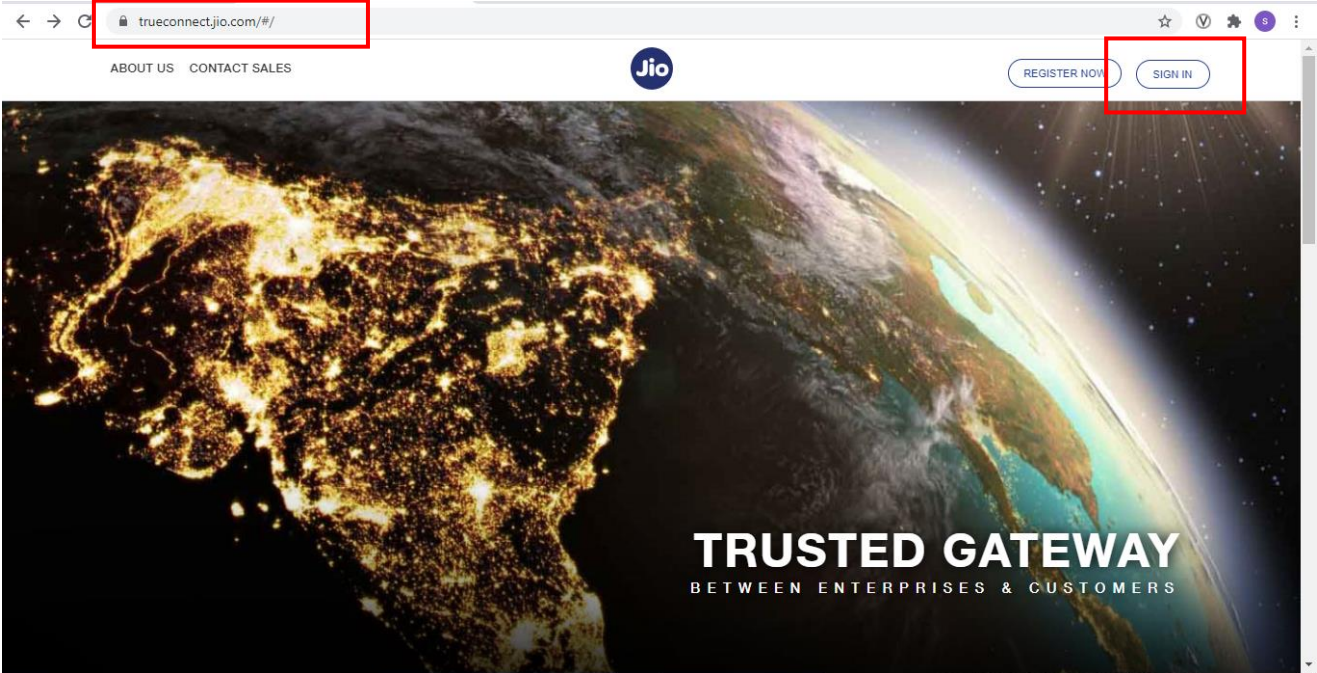
HEADER REGISTRATION



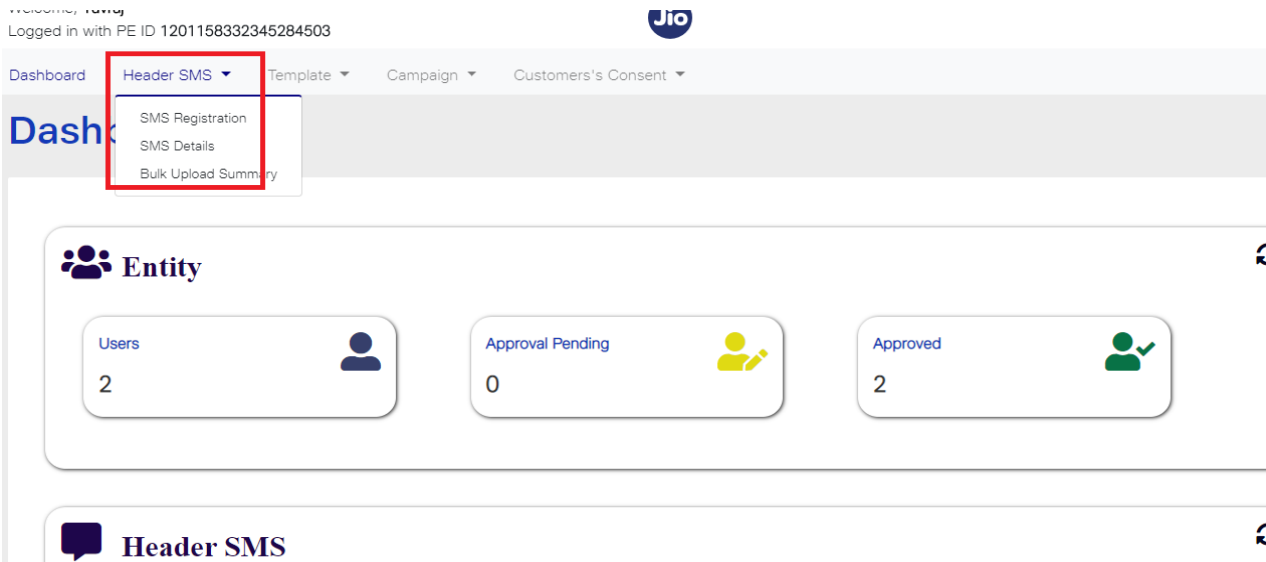
2. HEADER REGISTRATION:

Step1: Go to the link <https://trueconnect.jio.com>

Step2: Login to TrueConnect platform as a PE with valid Credentials



Step3: Click on Header SMS tab and Select "SMS registration" option from the dropdown



- Step4:** Enter all the required fields
- 1) Header type: Promotional/ Others
 - 2) Category: Select the category from the dropdown depending on the type of header

1. Banking/Insurance/Financial products/ credit cards.
2. Real Estate.
3. Education
4. Health Ex
5. Consumer goods and automobiles
6. Communication/Broadcasting / Entertainment/IT
7. Tourism and Leisure
8. Food and Beverages
9. Others – Category that doesn't appear in 1-8

3) Create Header: Header name According to the category

A Government Entity to register a header:

- Promotional Header: Should be numeric (6 digits only), should start with the number that matches with the category
- Other Header:
 - a. For Numeric header: Header should start with 1 (3-8 digits except 6)
 - b. For Alphanumeric header: Length should be 3-9.

A Non-Government Entity to register a header:

- Promotional Header: Should be numeric (6 digits only), should start with the number that matches with the category
- Other Header:
 - a. For Numeric header: Not permitted
 - b. For Alphanumeric header: Should not start with a number, length should be 3-9

Note: For header type “promotional” the header should contain numeric characters
For all other header types, the header can contain numeric characters or alphabets

Step5: After entering all the required fields, Click on Submit button

Welcome, Priyanka Manda
 Logged in with PE ID 1201158071768450517



Dashboard Header SMS Template Campaign Customers's Consent

Header SMS Registration

Note: If your Header is already registered with any other TSP's, you need not register it again with JIO.

Header Type

Category

Cancel

Submit

Copyright © 2020 Reliance Jio Infocomm Ltd. All rights reserved.

[Contact Us](#) | [FAQs](#) | [Terms & Conditions](#) | [List of PE & Headers on DLT](#)

Step6: Your Request for Header registration will be Submitted Successfully.

Header	Header Type	Requested Date
678903	Promotional	04-08-2020
JIO	Others	22-07-2020
056789	Promotional	27-05-2020
899878	Promotional	27-05-2020

once your request for header registration is submitted successfully to the approver, you will receive a confirmation of registration through Email and SMS

once your Header registration request is approved by the approver, you will receive a confirmation mail and SMS on your registered Email id and Mobile Number

Sample Approval mail:

-----Original Message-----

From: support.trueconnect@jio.com <support.trueconnect@jio.com>

Sent: 28 July 2020 19:06

To: [Privanka Manda <Privanka.Manda@ril.com>](mailto:Privanka.Manda@ril.com)

Subject: Jio Trueconnect - Approval of Registration request for Header (SMS)

Dear User,

Your request for Header (SMS) registration has been approved.

Kindly find the Header details below :

Header ID : 1205159540752754716

Header (SMS) : 450455

Thank you,

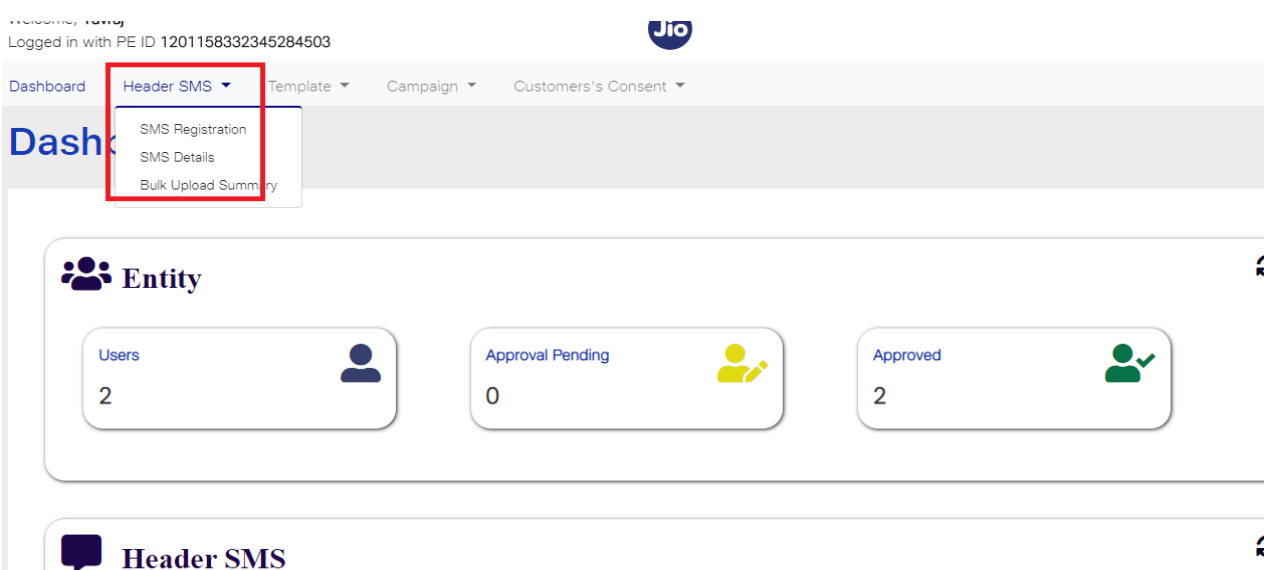
Jio Trueconnect Team

Disclaimer: This is a system generated email, please do not reply

2.1 HEADER SUMMARY DETAILS

To view your Registered header details follow the below steps:

Step1: Click on Header SMS tab on the home page and select "Header SMS details" from the dropdown



The screenshot shows the Jio Trueconnect dashboard. At the top, there is a navigation bar with the Jio logo and the text "Logged in with PE ID 1201158332345284503". Below the navigation bar, there are several tabs: "Dashboard", "Header SMS", "Template", "Campaign", and "Customers's Consent". The "Header SMS" tab is selected, and a dropdown menu is open, showing options: "SMS Registration", "SMS Details", and "Bulk Upload Summary". Below the navigation bar, there is a card titled "Entity" with three sub-cards: "Users" (2), "Approval Pending" (0), and "Approved" (2). The "Approval Pending" card is highlighted in yellow.

Step 2: You can see a list of all the header that are registered by you and are pending for approval by the approver in "pending for approval" tab. You can search for a header using the search filters.

Welcome, **Aneesh**
 Logged in with PE ID 1201157710432824731

Dashboard Header SMS Template Campaign Customers's Consent

Pending Approval Rejected Registered Registered with All TSP

Date From Date To **Apply** Clear All

Search

Header	Header Type ↑	Requested Date ↓
678903	Promotional	04-08-2020
JIO	Others	22-07-2020
056789	Promotional	27-05-2020
899878	Promotional	27-05-2020
145674	Promotional	27-05-2020

Step3: All your header requests rejected by the approver will be available in the rejected header tab

The Header registration request can be rejected by the approver due to the following Reasons

- 1) The Consent template already exists
- 2) The format of the consent template is invalid
- 3) The template is too long
- 4) The Consent template includes objectionable word(s)
- 5) There are too many variables in the template
- 6) The content is misleading
- 7) The Content matches with another Entity's template
- 8) Against SEBI policy
- 9) Look-alike with a government programs/initiatives etc

Welcome, **Aneesh**
 Logged in with PE ID 1201157710432824731

Dashboard Header SMS Template Campaign Customers's Consent

Header SMS Details

Pending Approval **Rejected** Registered Registered with All TSP

Date From Date To **Apply** Clear All

Search

Header	Header Type ↑	Rejected Date ↓	Reject Reason ↑
509876	Promotional	04-05-2020	Against SEBI policy for bulk messages, Loo...
rejectkar	Others	04-05-2020	Objectionable keyword(s), Too long, Mislead...
harshadad	Others	24-04-2020	Already exists

Items per page: 5 1 - 3 of 3

Step4: All your Header registration request that are Successfully approved by the approver will be available in the **“Registered”** tab

Welcome, **Aneesh**
 Logged in with PE ID 1201157710432824731

Dashboard Header SMS Template Campaign Customers's Consent

Header SMS Details

Pending Approval Rejected **Registered** Registered with All TSP

Date From Date To **Apply** Clear All

Search

Header	Header Type ↑	Approved Date ↓	Status	Reason	Release/ Surrender Header
278675	Promotional	03-08-2020	Active		↓
787878	Promotional	18-03-2020	Blacklisted	Reason	↓
898989	Promotional	18-03-2020	Active		↓

Items per page: 5 1 - 3 of 3

Step5: All your headers Registered across all the TSP's will be available in the **“Registered with all TSP”** Tab

Welcome, **Aneesh**
 Logged in with PE ID 1201157710432824731

Dashboard Header SMS Template Campaign Customers's Consent

Pending Approval Rejected Registered **Registered with All TSP**

Global Status Date From Date To Apply Clear All

Search

Header	Header ID	Header Type ↑	Created Date ↑	Category ↑	Creator ↑	Global Status ↑
787878	1205158452214606217	Promotional	18-03-2020	Tourism and Leisure	Jio	Blacklisted
898989	1205158452217433971	Promotional	18-03-2020	Food and Beverages	Jio	Active
278675	1205159645941747894	Promotional	03-08-2020	Real Estate	Jio	Active

Items per page: 5 1 - 3 of 3

3. SURRENDER REGISTERED HEADERS

In order to release a Header into the free pool , Follow the below steps

Step1: Click on Header SMS tab on the home page and select “Header SMS details” from the dropdown

Welcome, **Aneesh**
 Logged in with PE ID 1201158332345284503

Dashboard **Header SMS** Template Campaign Customers's Consent

- SMS Registration
- SMS Details**
- Bulk Upload Summary

Entity

Users: 2 Approval Pending: 0 Approved: 2

Header SMS

Step2: Click on the registered tab to view all you registered headers

Welcome, **Aneesh**
 Logged in with PE ID 1201157710432824731

Dashboard Header SMS Template Campaign Customers's Consent

Header SMS Details

Pending Approval Rejected **Registered** Registered with All TSP

Date From Date To **Apply** Clear All

Search

Header	Header Type ↑	Approved Date ↓	Status	Reason	Release/ Surrender Header
278675	Promotional	03-08-2020	Active		↑↓
787878	Promotional	18-03-2020	Blacklisted	Reason	↑↓
898989	Promotional	18-03-2020	Active		↑↓

Items per page: 5 1 - 3 of 3

Step3: Click on ↑↓ icon available in Release/Surrender header column to release a particular header.

Step4: Click on confirm option

Welcome, **Aneesh**
 Logged in with PE ID 1201157710432824731

Dashboard Header SMS Template Campaign Customers's Consent

Pending Approval Rejected **Registered** Registered with All TSP

Date From Date To **Apply** Clear All

Search

Are you sure, you want to release this header ?

Cancel **Confirm**

Header	Header Type ↑	Approved Date ↓	Status	Reason	Release/ Surrender Header
278675	Promotional				↑↓
787878	Promotional	18-03-2020	Blacklisted	Reason	↑↓
898989	Promotional	18-03-2020	Active		↑↓

Items per page: 5 1 - 3 of 3

Copyright © 2020 Reliance Jio Infocomm Ltd. All rights reserved. [Contact Us](#) [FAQs](#) [Terms & Conditions](#) [List of PE & Headers on DLT](#)

Step5: Your header will be released successfully

Welcome, **Aneesh**
Logged in with PE ID 1201157710432824731


Dashboard Header SMS Template Comp

Pending Approval Rejected Register

Date From Date To

Search

Release Header ×


Header is successfully released/surrendered

Header	Header Type ↑	Approved Date ↓	Status	Reason	Release/ Surrender Header
787878	Promotional	18-03-2020	Blacklisted	<u>Reason</u>	↑↓
898989	Promotional	18-03-2020	Active		↑↓

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

Copyright © 2020 Reliance Jio Infocomm Ltd. All rights reserved. [Contact Us](#) | [FAQs](#) | [Terms & Conditions](#) | [List of PE & Headers on DLT](#)



Need More Help?

If u need any further Help During the Header Registration Process, you can reach out to our support team at Jio.ISOMCCSupport@ril.com

