

Important Service Related Notice - Please Go through Carefully

Eventually, after a long controversy, wait & confusions NCCPR (National Consumer Preference Register) scheduled to go into effect on the **27th Sep 2011**, in this regard it is important to understand how these guidelines change the way we operate.

Messages can be classified as two

1. Transactional Messages
2. Marketing/Promotional Messages

Transactional Messages

“Transactional message” means an SMS containing only—

1. Information sent to its customer(s) by the Bank or financial institution or insurance company or credit card company
2. Information given by Airlines or Indian Railways or its authorised agencies to its passengers regarding travel schedules, ticket booking and reservation;
3. Information from a registered educational institution to parents or guardians of its students;

Marketing/Promotional Messages

“Promotional message” means message containing promotional material or advertisement of a product or service

Message Submission Timings

As per new regulations, no telemarketing (Voice Call or SMS) is permitted between **9.00 PM to 9.00 AM** to any mobile subscribers strictly irrespective whether the number is registered with NCCPR Registry or not.

Changes : Messages would not accept after 9 PM till morning 9 AM.

Sender ID/Header for promotional Messages

From 27th Sep 2011 onwards dynamic Sender ID would not be provided for any customers for sending marketing/promotional messages. Instead of Dynamic Sender ID we will provide you with a unique 5 digit number assigned by Operator to us

Example

BA-154234

Where ‘B’ stands for the operator code here its “BSNL”

‘A’ stands for the service area here its “Andhra”

‘-’ is the delimiter

‘1’ defines the category of promotional message from 1-7 of partially blocked category

‘54234’ indicates five digits allocated to us by our operator

Changes: From 27th Sep 2011 onwards dynamic Sender ID would not be provided for any customers for sending marketing/promotional messages.

Categories available for a customer to subscribe

Code	Category
1	Banking/Insurance/Financial products/credit cards
2	Real Estate
3	Education
4	Health
5	Consumer goods and automobiles
6	Communication/Broadcasting/Entertainment/IT
7	Tourism and Leisure.

Sender ID/Header for Transactional Messages

BA-ABCDEF

Where 'B' stands for the operator code here its "BSNL"

'A' stands for the service area here its "Andhra"

'-' is the delimiter

'ABCDEF' indicates six alphabets for company or organization sending transactional SMS

Transactional Gateway will be allocated only to following category of business

1. Registered Companies
2. Registered Banks & Financial Institution
3. Insurance Company
4. Credit Card Companies
5. Registered Education Instituted (Only for sending information to parents)
6. Airlines & Railway (Only for sending ticket & PNR details to passengers)

Only API Access will be given for sending transactional message with max 2 Sender ID's (Subjected to Approval)

Changes: From 27th Sep 2011 onwards all allocated NON-DND route will be terminated and scrubbed against NCCPR Registry. We will be sending more details and documents required within a week to allocating transactional route.

If you require more clarification you can follow below links or feel free to contact us

[New Changes & Updates \(This Document\)](#)

[FAQ On NCCPR Registry by TRAI](#)

[Latest Amendment of Regulations by TRAI](#)

[All Amendments & Regulations by TRAI](#)

We always worked to help our customers, while being 100% compliant with the new TRAI regulations applicable and requested your kind co-operation.