

September 2024

CTA URL / Number Whitelisting Information & Steps on DLT



Background

- CTA whitelisting process 'Call To Action' attributes to be whitelisted (URL/OTT link/APK/Call back number) Identifier based scrubbing will go live on **1st of October** for URL/OTT link/APK
- Variable tagging along with URL whitelisting is already live w.e.f. **4th August 2024** for New Template Registration
- A repository is created to whitelist all the URL/OTT link/APK/Callback number which are sent as part of Variable (Content Template) in the Actual SMS

Background

- Whitelisted URL/OTT link/APK will support to send SMS successfully from both Legacy and New Registered Templates (created after 4th August 2024)
- Contact details of ECOM delivery/ Field Staff/ Relationship managers to be pre tagged as Number and CTA whitelisting is not required for these
- If URL/OTT link/APK is sent through variable in SMS which is not a part of whitelisted database of PE, then SMS will fail as part of scrubbing

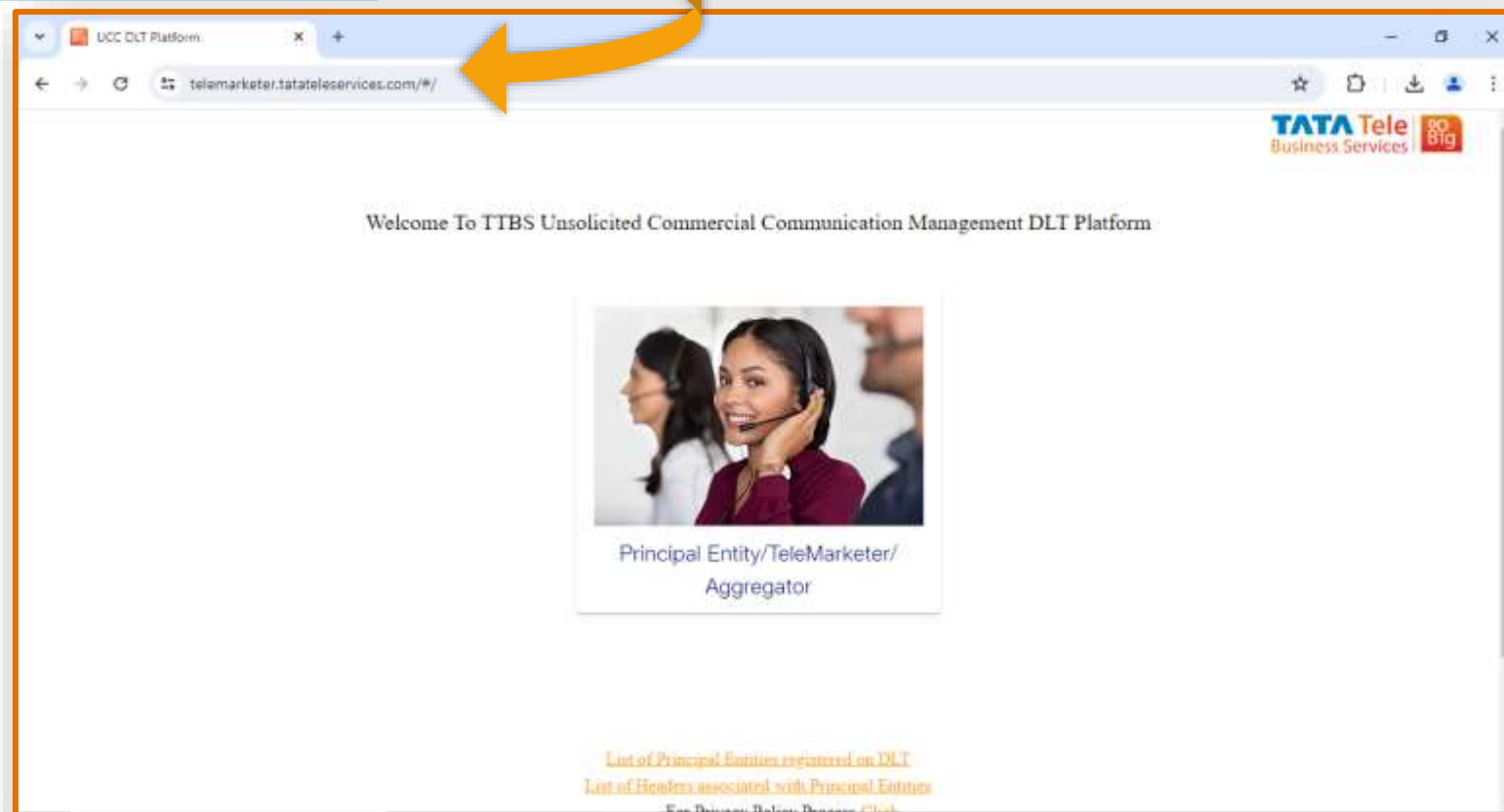
Steps for CTA Number Whitelisting on DLT

 **FASTER**  **SIMPLER**  **CLOSER**

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Visit our new DLT portal:

<https://telemarketer.tatateleservices.com/#/>



Login

Click on Principal Entity/ Telemarketer/ Aggregator & proceed to login with PE credentials

UCC DLT Platform

telemarketer.tatateleservices.com/#/tmpc-common-login

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Password sharing can lead to SMS fraud using your content templates and Headers . Pls ensure you DONOT share DLT login password with anyone

Welcome to TATA's Commercial Communication Management DLT platform

Entry ID or Unique Reference ID

Password

Sign in

Forgot Password New Registration

For registration process [Click](#)

For KYC Policy process [Click](#)

For TTBS DCA Process [Click](#)

IMPORTANT ANNOUNCEMENT!!!!

- Headers due for verification for this quarter are suspended on **10th April 2024**. Reactivate suspended headers within 60 days from suspension date by logging into DLT portal to avoid permanent disconnection. **NEW**
- DLT platform will be down from Friday **5th April 2024 10:00 PM** to **7th April 2024 10:00 PM** due to scheduled maintenance. New Registrations for PE/TM, Header and Templates will be impacted during this period. **NEW**
- Service Explicit Scrubbing going live on **15th Jan 2024**, All PEs requested to verify their Service Implicit & Transactional templates to avoid any promotional content in templates other than Promo & Service Explicit category. **NEW**
- As per the directive from TRAI, unused headers for the month of November 2023 are being suspended.

Number Whitelisting by PE

Click on Whitelisting tab →
Select Whitelisting
Registration by PE

10.104.52.6:8082/#/url-registration

Welcome Rupa
Logged in as PE, 16015081

New Header SMS - TTSL Helpdesk - Content Template - Profile - Consent - Self Care - GST - Consent Template - Voice - Other - **Whitelisting**


Whitelisting Registration By PE
Whitelisting Summary For PE

URL Registration

Entry ID: 16015081
Entry Name: Rupa

Template Attribute Type *
Template Sub Attribute Type *
Value *
PE Remarks *

Submit Clear

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10.104.52.6:8082/#/url-registration

Number Whitelisting by PE

Under Template Attribute Type dropdown → Select an appropriate option, i.e. Number

The screenshot shows a web browser window with the URL `10.104.52.6:8082/#/url-registration`. The page header includes the TATA Tele Business Services logo and a navigation menu with items like 'New Header SMS', 'TTSI Helpdesk', 'Content Template', 'Profile', 'Consent', 'Self Care', 'GST', 'Consent Template', 'Voice', 'Others', and 'Whitelisting'. The main content area is titled 'URL Registration' and contains the following fields:

- Entry ID: 1601
- Entry Name: Rupa
- Template Attribute Type: A dropdown menu with options 'Number', 'URL', and 'Email'. This dropdown is highlighted with a red rectangular box.
- Template Sub Attribute Type: An empty text input field.
- PE Remarks: An empty text input field.

At the bottom of the form, there are two orange buttons: 'Submit' and 'Clear'. The footer of the page features the TATA Tele Business Services logo and the text: 'TATA is a registered trademark of Tata Sons Ltd. ©2019 Tata Teleservices Ltd.'

Number Whitelisting by PE

Under Sub Template
Attribute Type dropdown
→ Select any one of
Mobile number, Landline
number or Tollfree number

Not secure 10.104.52.6:8082/#/url-registration

Welcome Rupa
Logged in as PE, 160150@

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New Header SMS - TTSL Helpdesk - Content Template - Profile - Consent - Self Care - GST - Consent Template - Voice - Others - Whitelisting -

URL Registration

Entry ID: 160150

Entry Name: Rupa

Template Attribute Type: Number

Template Sub-Attribute Type: Mobile Number, LandLine, Tollfree number

Value *

Submit Clear

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Number Whitelisting by PE

Mention the Number under Value attribute & Reason under PE Remarks

Thereafter, Click on Submit button to register the request.

Not secure 10.104.52.6:8092/#/url-registration

Welcome Rupa
Logged in as PE, 160150

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New Header SMS - TTSL Helpdesk - Content Template - Profile - Consent - Self Care - GST - Consent Template - Voice - Others - Whitelisting -

URL Registration

Entry ID: 16015

Entry Name: Rupa

Template Attrib Type: Number

Value: 9222222222

Template Sub Attrib Type: Mobile Number

PE Remarks: for call back number

Submit Clear

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Steps for CTA URL Whitelisting on DLT

 **FASTER**  **SIMPLER**  **CLOSER**

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URL Whitelisting by PE

Under Template Attribute Type dropdown → Select an appropriate option, i.e. URL

Not secure 10.104.52.6:8082/#/url-registration

Welcome Rupa
Logged in as PE, 160150

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New Header SMS - TTSL Helpdesk - Content Template - Profile - Consent - Self Care - GST - Consent Template - Voice - Others - Whitelisting -

URL Registration

Entry ID: 1601

Entry Name: Rupa

Template Attribute Type *

- Number
- URL**
- Email

Template Sub Attribute Type *

PE Remarks *

Submit Clear

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URL Whitelisting by PE

Under Template Attribute Type dropdown → Select an appropriate option,

The screenshot shows a web browser window at the URL 10.104.52.6:8082/#/url-registration. The page is titled "URL Registration" and is part of the TATA Tele Business Services portal. The user is logged in as PE, 160150\$. The form contains the following fields:

- Entry ID: 160150
- Entry Name: Rupa
- Template Attribute Type: URL
- Template Sub Attribute Type: A dropdown menu is open, showing the following options:
 - Static URL
 - Dynamic URL
 - APK URL
 - Short URL
 - OTT URL
- Value: (Empty field)

A "Submit" button is located at the bottom right of the form. The footer of the page includes the TATA Tele Business Services logo and the text: "TATA is a registered trademark of Tata Sons Ltd. ©2019 Tata Teleservices Ltd."

URL Whitelisting by PE

Mention the URL under Value attribute & Reason under PE Remarks

Thereafter, Click on Submit button to register the request.

Not secure 10.104.52.6:8082/#/url-registration

Welcome Rupa
Logged in as PE, 1601505

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New Header SMS - TTSL Helpdesk - Content Template - Profile - Consent - Self Care - GST - Consent Template - Voice - Others - Whitelisting -

URL Registration

Enter ID: 160150

Enter Name: Rupa

Template Attribute Type: URL

Template Sub Attribute Type: OTT URL

Value: http://netflix.com

PE Remarks: ott url to customer for subscription

Submit Clear

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Whitelisting Request Summary

Welcome Rupa
Logged in as PE, 1601508!

New Header SMS - TTSI Helpdesk - Content Template - Profile - Consent - Self Care - GST - Consent Template - Voice - Others - **Whitelisting**

Url List Summary - All Fields

Whitelisting Registration By PE
Whitelisting Summary For PE

Search By: Search Date From: Date To: Apply Clear All

URL	CTA Type	CTA Sub Type	CTA Value	Status	PE Remarks	Register Remarks	Action Taken	APR File	Created Date
1000000000000071	URL	OTTURL	http://netflix.com	P	ott url to customer for subscription				05-09-2024 11:36 AM
1000000000000068	Email	Email	saran@gmail.com	P	email to write back customer queries				30-08-2024 04:12 PM
1000000000000067	Number	Mobile Number	924630	A	call back number				30-08-2024 04:10 PM

Items per page: 5 1-3 of 3

Export to Excel

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On this page, the summary of all the request raised & their status is available

Thank You!

#TimeToDoBig

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