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# *RELIANCE JIO INFOCOMM LIMITED*

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<TRUECONNECT>

END USER GUIDE -CONSENT AND CONTENT TEMPLATE  
REGISTRATION (PE)

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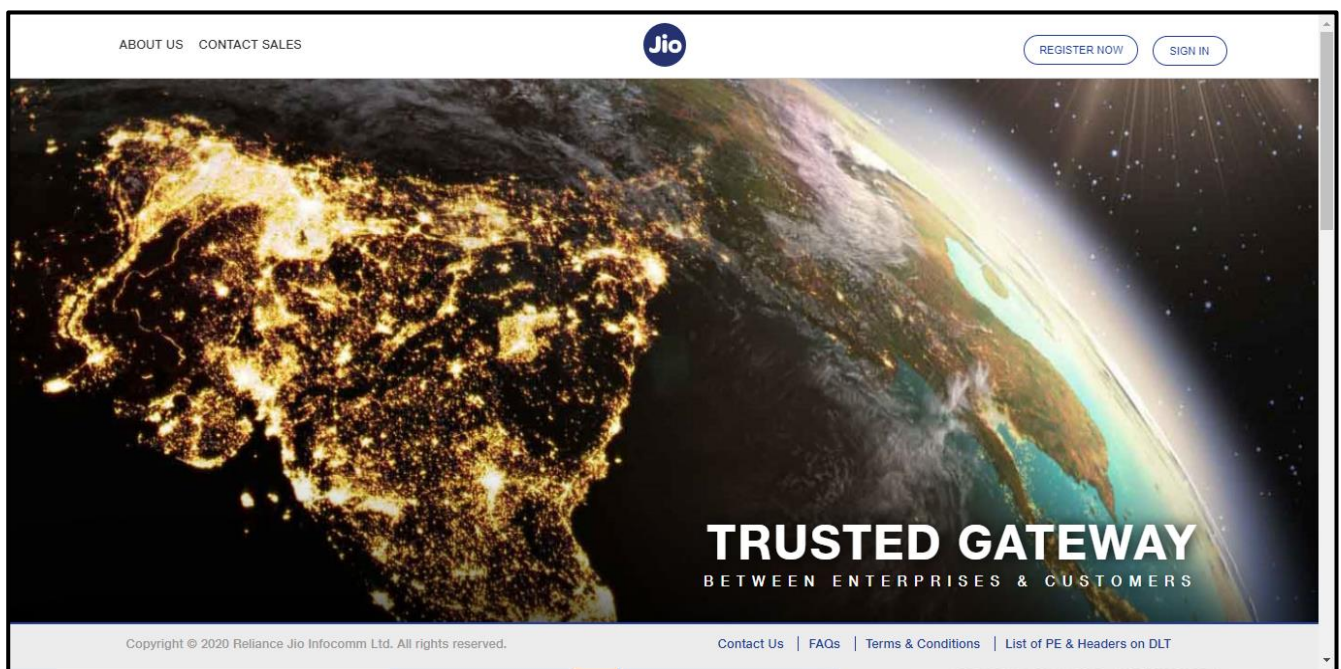
## 1. ABOUT THE DOCUMENT

### 1.1 DOCUMENT HISTORY

Document Owner	Jio Platforms Limited
Version Number	1.4
Last Release Date	15 <sup>th</sup> July 2021
Softcopy Filename	Content and Consent Template Registration (PE)

## 2. INTRODUCTION

### TRUECONNECT - CONSENT AND CONTENT TEMPLATE REGISTRATION



#### 1) Consent:

“Consent” means any voluntary permission given by the customer to send to receive commercial communication related to specific purpose, product, or service. Consent may be explicit or inferred.

“Explicit consent” means such consent has been verified directly from the Recipient in a robust and verifiable manner and recorded by Consent Registrar as defined under these regulations.

“Inferred Consent” means any permission that can be reasonably inferred from the customer’s conduct or the Relationship between the Recipient and the Sender

#### 2) Consent templates:



Means a template of content which is presented to the customer while acquiring his consent and clearly mentions purpose of the consent and details of sender.

### **3) Content Template:**

#### **a) For Transaction:**

means a template of content registered by any sender with the access provider for sending transactional message, service message or transactional voice call, service call for the purpose of commercial communication and contains content which may be a combination of fixed part of content and variable part of content, where fixed part of content is that part of content which is common across all commercial communications sent to different recipients for same or similar subject; variable part of content is that part of content which may vary across commercial communications sent to different recipients for same or similar subject on account of information which is very specific to the particular transaction for a particular recipient or may vary on account of reference to date, time, place or unique reference number;

Eg: Message which contains One Time Password (OTP) and requires to complete a banking transaction initiated by the bank customer.

#### **b) For Promotion**

means a template of content registered by any sender with the access provider for sending promotional message or promotional voice call for commercial communication and contains content which is fixed content and common across all commercial communications sent to different recipients for same or similar subject;

#### **c) For Service Inferred:**

Informative SMS other than OTP will fall into the category of Service Implicit route. Using this route, important notifications regarding product and services such as purchase confirmation messages, order status, alerts, reminder SMS, etc. can be conveyed to the customers. Promotional SMS cannot be transmitted using the Service Implicit route.

- 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 centers.

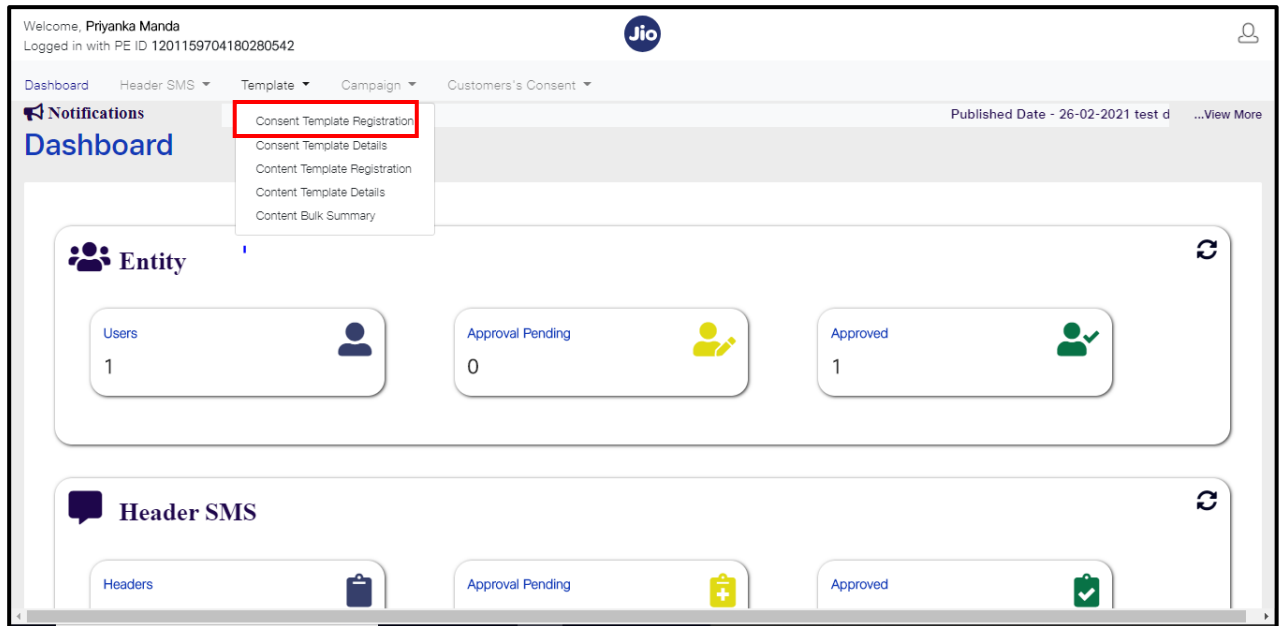
#### **d) For Service Explicit:**

SMS sent to the registered customers after receiving their consent will come under the category of Service Explicit SMS. As an example, if a ICICI Bank customer has given consent to receive promotional offers from ICICI, then these SMS will be included in the Service Explicit category. If at any point of time, the customer withdraws and opt-out of receiving these texts, then the SMS will be considered Promotional.

### 3. CONSENT TEMPLATE REGISTRATION

**Step1:** Login as principal entity using your user credentials

**Step2:** Click on “template” tab and select “consent template registration” option from the dropdown



**Step3:** Enter all the required Fields.

- 1) Template Name: name of the template to be registered
- 2) Brand Name: Brand name for which the consent is to be registered.
- 3) Template Content: template content Description

Error Messages received at the time of consent template registration:

- 1) If you are trying to use a template name that has already been used, then you will receive an error message “**Template name already exists**”. When you receive this error message, try using a different template name
- 2) If You use any objectional/restricted word in your content, then you will receive an error message “**You are using the following restricted word(s) in your template content: XYZ. Please change the content**”. When you receive this error message, modify your content by removing the restricted words

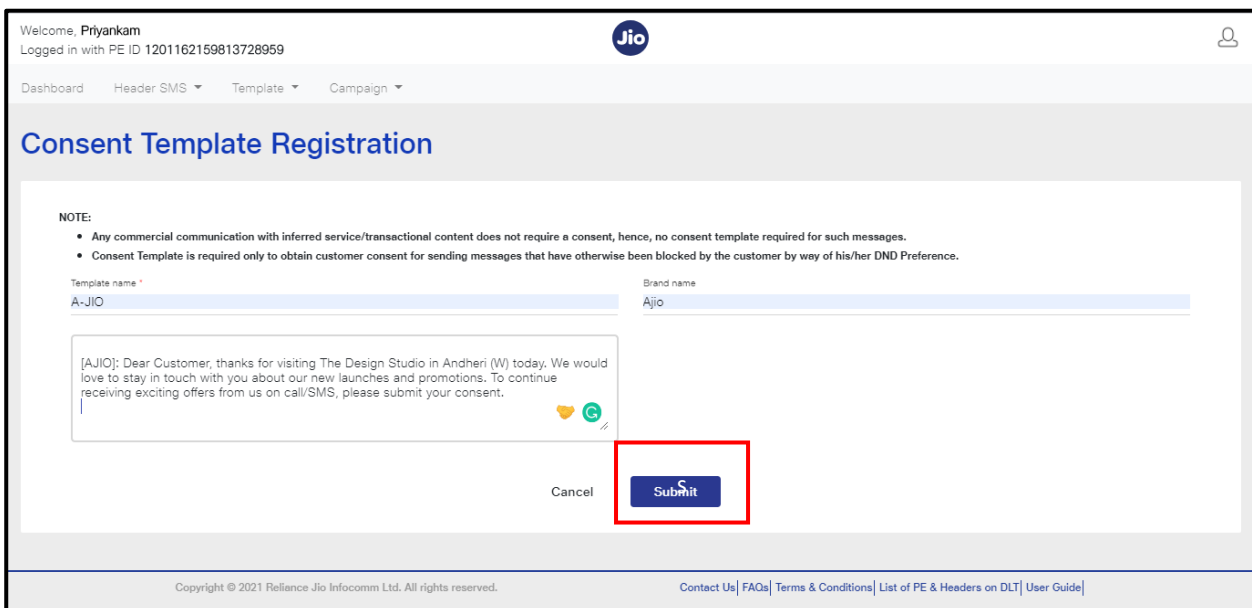
**Note:** 1) Any commercial communication with inferred service/transactional content does not require a consent, hence, no consent template required for such messages  
 2) Consent Template is required only to obtain customer consent for sending messages that have otherwise been blocked by the customer by way of his/her DND Preference.  
 3) Registration of the consent template is a pre-requisite for uploading the consents.  
 4) The Consent Template should not contain any variables  
 5) Brand/PE/Trade/Legal Name must be captured clearly in the consent template.

6) The purpose of the consent must also be mentioned explicitly in the consent templates.

#### Example of consent template:

1. [Brand Name]: Dear Customer, thanks for visiting The Design Studio in Andheri (W) today. We would love to stay in touch with you about our new launches and promotions. To continue receiving exciting offers from us on call/SMS, please submit your consent [Method of submitting consent to be appended by TSP; Not required from PE].
2. Dear Mr. XYZXYZ, we are pleased on your sign up with [Brand Name] today. To receive exciting promotions and offers on SMS/call, please submit your consent [Method of submitting consent to be appended by TSP; Not required from PE].
3. [Brand Name] : Dear Mr. ABCABC, thank you for submitting your property-related requirement on our website today. We will keep you informed on new listings suited to you. Please give your consent for receiving these listings through call/SMS. [Method of submitting consent to be appended by TSP; Not required from PE].

**Step4:** After entering all the required fields, click on submit Button



Welcome, Priyankam  
Logged in with PE ID 1201162159813728959

Dashboard Header SMS Template Campaign

### Consent Template Registration

**NOTE:**

- Any commercial communication with inferred service/transactional content does not require a consent, hence, no consent template required for such messages.
- Consent Template is required only to obtain customer consent for sending messages that have otherwise been blocked by the customer by way of his/her DND Preference.

Template name \* Brand name

A-JIO Ajo

[AJO]: Dear Customer, thanks for visiting The Design Studio in Andheri (W) today. We would love to stay in touch with you about our new launches and promotions. To continue receiving exciting offers from us on call/SMS, please submit your consent.

Cancel Submit

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**Step5:** Click on submit option if you have mentioned the brand name in your template.

Please note that Brand name is required in your template without which the consent template will not be approved.

WELCOME, Priyankam

LOGGED IN WITH PE ID 1201162159813728959

Jio

LOGO

Dashboard

Header SMS

Template

Campaign

Consent Template Registration

NOTE:

Any commercial communication with inferred service/transactional content does not require a consent, hence, no consent template required for such messages.

Consent Template is required only to obtain customer consent.

Template name \*

A-JIO

[AJIO]: Dear Customer, thanks for visiting The Design Studio. We love to stay in touch with you about our new launches and promotions. We continue receiving exciting offers from us on call/SMS, please submit your consent.

Submit

Cancel

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**Step6:** Click on confirm option. Your Request for Consent template registration will be Submitted Successfully

WELCOME, Priyankam

LOGGED IN WITH PE ID 1201162159813728959

Jio

LOGO

Dashboard

Header SMS

Template

Campaign

Consent Template Registration

NOTE:

Any commercial communication with inferred service/transactional content does not require a consent, hence, no consent template required for such messages.

Consent Template is required only to obtain customer consent.

Template name \*

A-JIO

[AJIO]: Dear Customer, thanks for visiting The Design Studio. We love to stay in touch with you about our new launches and promotions. We continue receiving exciting offers from us on call/SMS, please submit your consent.

Submit

Cancel

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Welcome, Priyankam  
Logged in with PE ID 1201162159813728959

Dashboard Header SMS Template Campaign

## Consent Template Details

Pending Approval Rejected Registered

Date From Date To Apply Clear All

Search

Template ID	Template Name ↑	Brand Name ↑	Template Content ↑	Requested Date ↓
1208162619959913714	A-JIO	Ajo	[Ajo]: Dear Customer, thanks for visiting Th...	13-07-2021

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

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**Step7:** once your request for consent template registration is submitted successfully to the approver, you will receive a confirmation of registration through Email and SMS

### Sample Registration Email:

-----Original Message-----  
 From: [support.trueconnect@jio.com](mailto:support.trueconnect@jio.com) <[support.trueconnect@jio.com](mailto:support.trueconnect@jio.com)>  
 Sent: 04 August 2020 16:27  
 To: Priyanka Manda <>  
 Subject: Jio Trueconnect - Confirmation of Registration request for Template (Consent)

Dear User,

We have received your registration request for Template (Consent) and it has been submitted to Jio's Managed Commercial Communication (MCC) portal.

Request Number : SR1596538592729

A confirmation message will be sent on completion of the registration process.

Thank you,  
 Jio Trueconnect Team

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

Once your consent template registration request is approved by the approver, you will receive confirmation mail and SMS on your registered Email id and Mobile Number

## Sample Approval Email:

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

From: [support.trueconnect@jio.com](mailto:support.trueconnect@jio.com) <[support.trueconnect@jio.com](mailto:support.trueconnect@jio.com)>

Sent: 04 August 2020 17:06

To: Priyanka Manda

Subject: Jio Trueconnect - Approval of Registration request for Template (Consent)

Dear User,

Your request for Template (Consent) registration has been approved.

Kindly find the Template (Consent) details below :

Consent                      Template ID : 1208159653859272972

Thank you,  
Jio Trueconnect Team

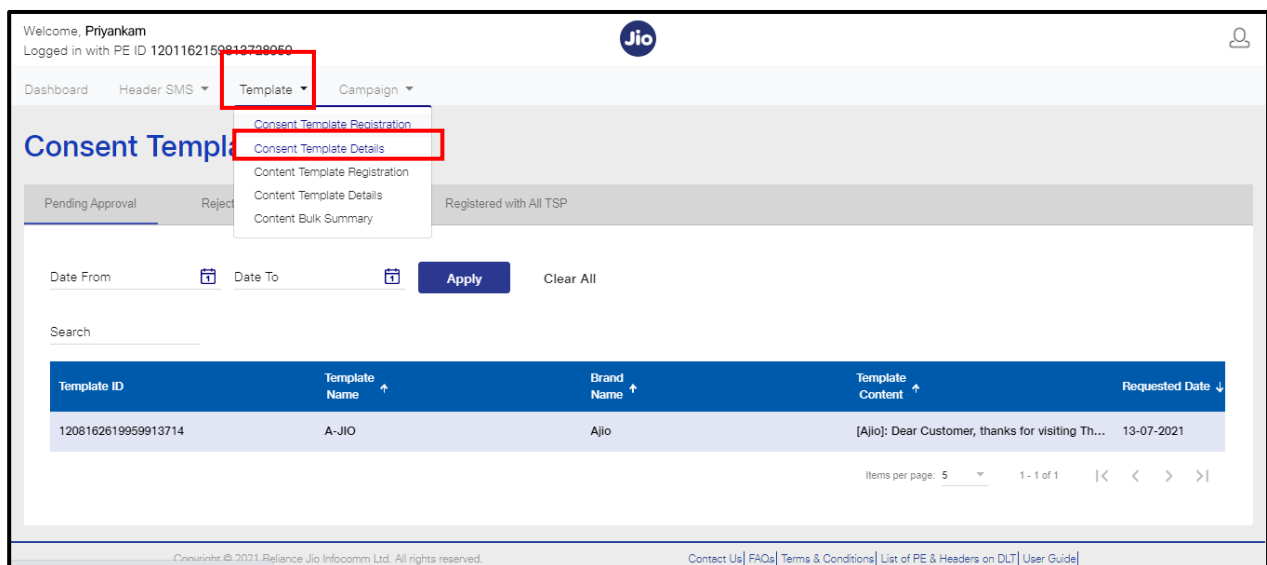
Disclaimer: This is a system generated email, please do not reply

Once the consent templates are approved, you can link it to your content templates.

### 3.1 CONSENT TEMPLATE DETAILS

To view the details of your registered consent, follow the below steps

**Step1:** Click on “template” tab and select “consent template details” option from the dropdown



The screenshot shows the Jio Trueconnect dashboard. The user is logged in as Priyanka Manda. The 'Template' dropdown menu is open, and 'Consent Template Details' is selected. The dashboard displays a table of consent templates with the following data:

Template ID	Template Name	Brand Name	Template Content	Requested Date
1208162619959913714	A-JIO	Ajio	[Ajio]: Dear Customer, thanks for visiting Th...	13-07-2021

**“Pending Approval” tab:** This provide list of Consent Templates “Pending” for approval by the Registrar

Welcome, Priyankam  
Logged in with PE ID 1201162159813728959

Dashboard Header SMS Template Campaign

## Consent Template Details

Pending Approval Rejected Registered Registered with All TSP

Date From  Date To   Clear All

Search

Template ID	Template Name ↑	Brand Name ↑	Template Content ↑	Requested Date ↓
1208162619959913714	A-JIO	Ajio	[Ajio]: Dear Customer, thanks for visiting Th...	13-07-2021

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

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**“Rejected”** tab: This provide list of Consent Templates “Rejected” by the Registrar

**The consent template 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, **Priyankam**  
Logged in with PE ID 1201162159813728959

Dashboard Header SMS Template Campaign

## Consent Template Details

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

Date From  Date To  [Apply](#) [Clear All](#) [Download as Excel](#)

Search

Template ID	Template Name ↑	Brand Name ↑	Template Content ↑	Rejected Date ↓	Reason ↑
1208162632935180873	TESTINGGGGG	JIO JIO	dhajsdjhsjddhdjdsajscasdsjCjsbj...	15-07-2021	Invalid format
1208162619926246985	A-JIO	Ajio	[AJIO]: Dear Customer, thanks for...	13-07-2021	Invalid format

**“Registered”** tab: This provide list of Consent Templates “approved” by the Registrar

Welcome, **Priyankam**  
Logged in with PE ID 1201162159813728959

Dashboard Header SMS Template Campaign

## Consent Template Details

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

Date From  Date To  [Apply](#) [Clear All](#) [Download as Excel](#)

Search

Template ID	Template Name ↑	Brand Name ↑	Template Content ↑	Approved Date ↓	Status ↑
1208162159952361431	testdevdit	Jio Trueconnect	Need consent for testing dev dlt. ...	21-05-2021	Active



Items per page: 5 6 - 6 of 6 < >

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**“Registered with All TSP”**: This Provides list of Consent Templates registered by the entity across all Telecom Service Providers (TSPs).

Welcome, Priyanka Manda

Logged in with PE ID 1201159704180280542

[Dashboard](#)
[Header SMS](#)
[Template](#)
[Campaign](#)
[Customers's Consent](#)

## Consent Template Details

[Pending Approval](#)
[Rejected](#)
[Registered](#)
[Registered with All TSP](#)

**Note:** Downloaded Excel will contain Consent Templates registered by the entity across all Telecom Service Providers(TSPs).

Global Status

Active ▼

Date From 📅

Date To 📅

[Apply](#)

[Clear All](#)

[Download as Excel](#)

Search

Template ID	Template Name <span style="font-size: 0.8em;">↑</span>	Brand Name <span style="font-size: 0.8em;">↑</span>	Template Content <span style="font-size: 0.8em;">↑</span>	Creator <span style="font-size: 0.8em;">↑</span>	Created Date <span style="font-size: 0.8em;">↑</span>	Status <span style="font-size: 0.8em;">↑</span>
1208160567570722765	GRABCONSENT	THUGLIFE	We are here to get your c...	Jio	18-11-2020	Active

Items per page: 5 ▼

1 - 1 of 1

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To Download the list in Excel Format, click on “Download as Excel” Option

Welcome, Priyanka Manda

Logged in with PE ID 1201159704180280542

[Dashboard](#)
[Header SMS](#)
[Template](#)
[Campaign](#)
[Customers's Consent](#)

## Consent Template Details

[Pending Approval](#)
[Rejected](#)
[Registered](#)
[Registered with All TSP](#)

**Note:** Downloaded Excel will contain Consent Templates registered by the entity across all Telecom Service Providers(TSPs).

Global Status

Active ▼

Date From 📅

Date To 📅

[Apply](#)

[Clear All](#)

[Download as Excel](#)

Search

Template ID	Template Name <span style="font-size: 0.8em;">↑</span>	Brand Name <span style="font-size: 0.8em;">↑</span>	Template Content <span style="font-size: 0.8em;">↑</span>	Creator <span style="font-size: 0.8em;">↑</span>	Created Date <span style="font-size: 0.8em;">↑</span>	Status <span style="font-size: 0.8em;">↑</span>
1208160567570722765	GRABCONSENT	THUGLIFE	We are here to get your c...	Jio	18-11-2020	Active

Items per page: 5 ▼

1 - 1 of 1

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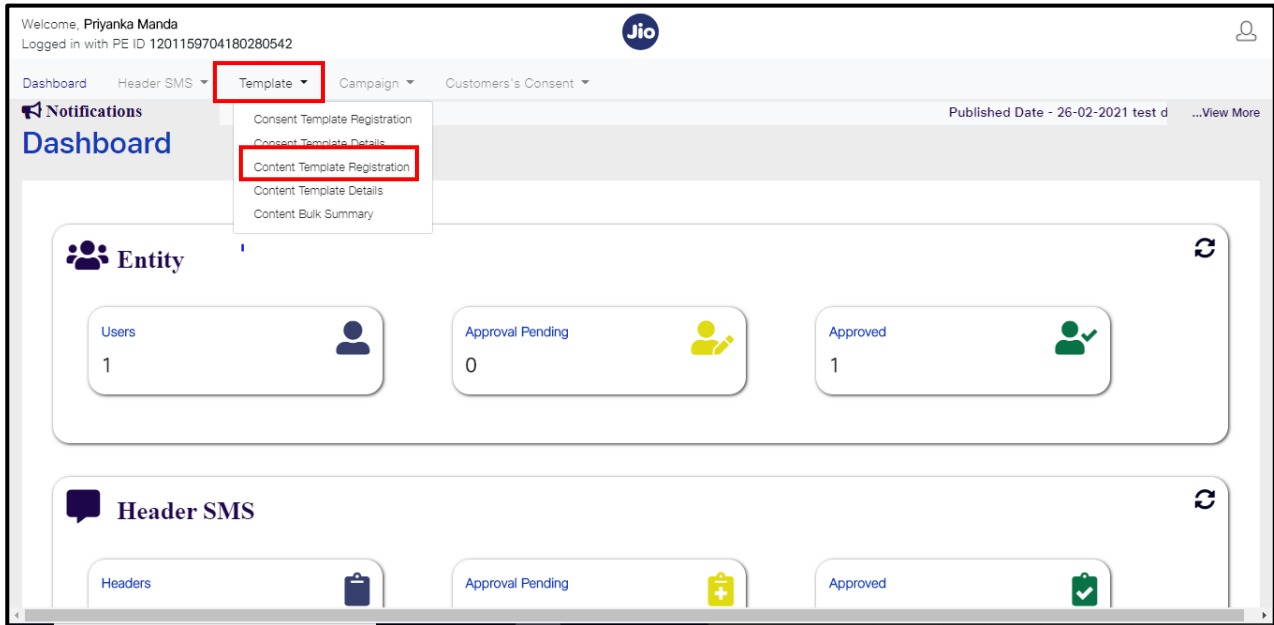
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#### 4. CONTENT TEMPLATE REGISTRATION

**Step1:** login as Principal Entity using your user credentials

**Step2:** Click on “template” tab and select “content template registration” option from the dropdown



**Step3:** Enter all the required Field

- 1) Category: Select the category of the content as below
  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
  0. Others – Category that doesn't appear in 1-8
- 2) Type of Communication: Select Promotion/Service Explicit/Service Inferred/ Transaction.
 

Promotional message template:

Promotional message means commercial communication that can be sent to a mobile subscriber whose preferences are not set (not on DND). Or, any commercial communication that an enterprise can send to an intended Recipient after taking consent to send such messages.

Eg: *Get XYZ Pro again for just ₹33/month or pick XYZ Plus upgrades tailored for you like the Unlimited XYZTunes Plan or the Ad-Free Music Plan for ₹25/month!*

Transaction message template:



Transactional message means a message which contains One Time Password (OTP) and requires to complete a banking transaction initiated by the bank customer. This is applicable to all banks including national/ scheduled/ private/ Govt. and MNC banks.

Eg: 12345 is the OTP for your transaction & is valid till 1pm. IST for one transaction upto Rs. 1-XYZ Bank

**Note: Type of communication “transaction” will only be available if the category type selected is “banking/insurance/financial products/credit cards”**

Service Inferred message template:

Service Inferred: Any 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. These messages may or may not be triggered by a subscriber-initiated transaction and will not be blocked for subscribers who have otherwise blocked service messages also.

Refer samples below:

- 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 home operator; Messages from schools regarding attendance/transport
- Messages from hospitals/clinics regarding appointment/discharge reports
- Govt./TRAI/DoT mandated messages, advisories, messages from state Govt., LEAs, local authorities, traffic advisories, election commission, disaster management advisories
- Service messages from car workshops, gadget service centres
- Day-end/ month-end settlement alerts to securities/demat account holders

Service explicit message template:

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.

Eg: Welcome to XYZ App!. Your Subscription is now active till 1<sup>st</sup> May. Login now to play add free and download music offline!

- 3) Consent ID: Select the consent ID to be associated with the content template (Consent id Field is optional for promotional and Service Explicit Messages and not required for Service Inferred and transactional messages)

**Note:** All your Consent templates registered with Jio (TrueConnect) that are in active state will be displayed in the dropdown list

4) Template Type: Select SMS/VOICE

5) Content Template Name: Name of the template

6) Choose Header: choose header from the dropdown list to be associated with the content template

**Note:** All your registered headers across all the TSP’S that are in active state will be displayed in the dropdown list.

More than one header can be selected from the dropdown

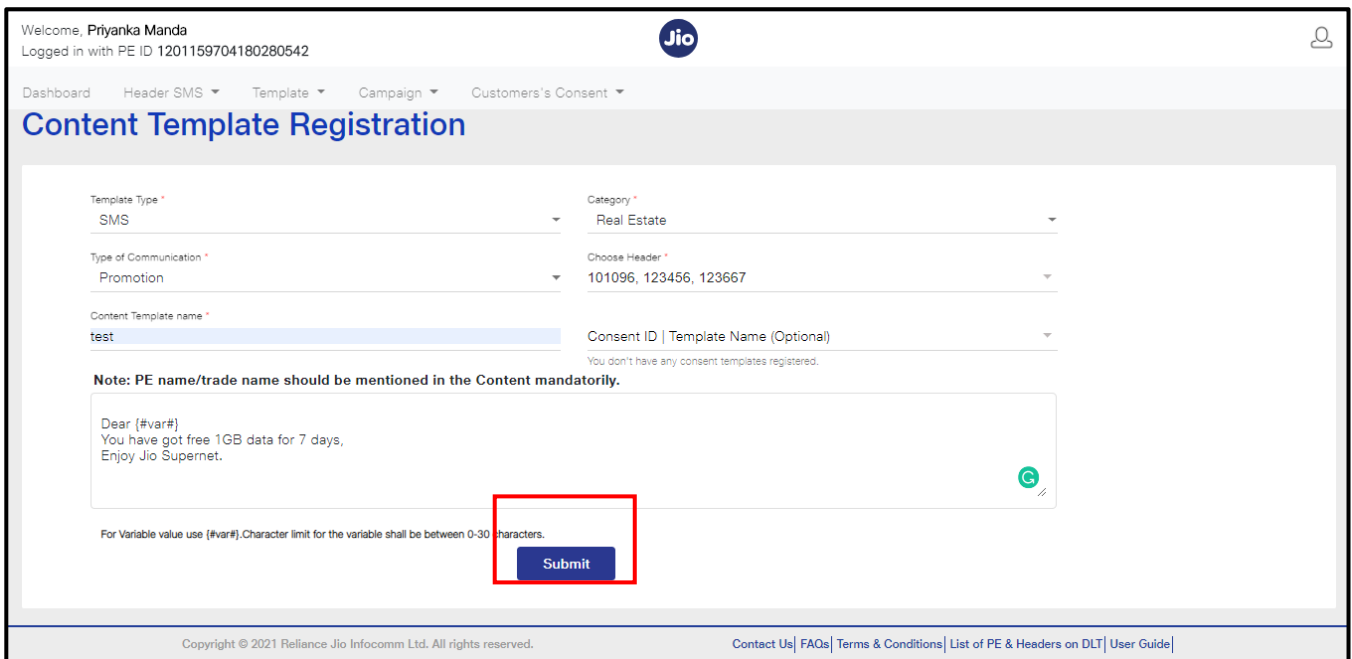
7) Template Content: Template of the content to be used for commercial communication

**Note:**

1. For variable values in the content use {#var#} without any space. It is to be noted that once template is approved, the allowed length of variable character while scrubbing the message, is between zero (0) to Thirty (30) characters.”
2. promotional content in service explicit category messages will not be approved
3. Request you to review all your Service Explicit contents, and if they are promotional in nature, pls re-register them under promotional category.
4. The registrar shall be reviewing all previously approved content templates in service explicit category.
5. If observed promotional content in service explicit, the registrar shall blacklist/block/deactivate that particular content
6. It is mandatory to have brand name in all category of messages from 22nd April 2021 onwards. Any template requests without brand/entity/trade name will be summarily rejected.

**Example of content template:** Dear{#var#}, ← For Customer Name  
 You have got free 1GB/DAY data for 7 days  
 Enjoy Jio Super Net.

**Step4:** After entering all the required fields, click on submit Button



**Step6:** Your template content will be validated. If you have mentioned your brand name in the requested template, then click on submit button and if not then click on cancel button and mention your brand name in the template.

Welcome, Priyanka Manda  
Logged in with PE ID 1201159704180280542

Dashboard Header SMS Template Campaign Customers's Consent

## Content Template Registration

Template Type \* SMS Category \* Personal/Corporate

Type of Communication \* Promotion Choose Header \*

Content Template name \* test

Note: PE name/trade name should be

Dear {#var#}  
You have got free 1GB data for 7 days,  
Enjoy Jio Supernet.

For Variable value use {#var#}. Character limit for the variable shall be between 0-30 characters.

Submit

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Your template content is validated. Have you inserted your brand/trade/legal name in the requested template ?

Submit Cancel

Validations at the time of content template registration:

- 1) If you are trying to use a template name that has already been used, then you will receive an error message **"Template name already exists"**. When you receive this error message, try using a different template name
- 2) If You use any objectional/restricted word in your content, then you will receive an error message **"You are using the following restricted word(s) in your template content: XYZ. Please change the content"**. When you receive this error message, modify your content by removing the restricted words

Dashboard Header SMS Template Campaign Customers's Consent

Type of Communication \* Promotion Consent ID | Template Name (Optional) 1208158827362436894 | Transaction & Service Implicit

Template Type \* SMS Category \* Education

Content Template name \* test sn

Note: PE name/trade name should be

Dear {#var#},  
You Have got free 1GB Day data for  
Enjoy Jio supernet.

For Variable value use {#var#}. Character limit for the variable shall be between 0-30 characters.

Submit

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Are you sure you want to submit Template?

Cancel Confirm

**Step7:** Once you click on confirm, your request for content template registration will be submitted successfully.

Welcome, Priyanka Manda  
Logged in with PE ID 1201159704180280542

Dashboard Header SMS Template Campaign

## Content Template Details

Requested Rejected Registered

Date From  Date To

Apply Clear All

Template ID	Requested Date ↓	Content Template Name ↑	Header Name	Template Type ↑	Communication Type ↑
1207161460618936602	01-03-2021	hdfcc	bhvhbj	SMS	Service Inferred
1207161132969140351	22-01-2021	multitest	267868,133333	SMS	Promotion
1207160985764989699	05-01-2021	teesst1	123456,101096	SMS	Promotion
1207160985758572985	05-01-2021	teesst	267868,123456	SMS	Promotion
1207160629185168003	25-11-2020	jhbjkmbj	123456	SMS	Promotion

**Content Registration** ×

✓

Request for Content Registration has submitted for approval

OK

Once your registration request is successful, you will receive a confirmation through your registered email ID and SMS

### Sample Registration Email:

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

From: [support.trueconnect@jio.com](mailto:support.trueconnect@jio.com) <[support.trueconnect@jio.com](mailto:support.trueconnect@jio.com)>

Sent: 29 July 2020 17:15

To: Priyanka Manda

Subject: Jio Trueconnect - Confirmation of Registration request for Content Template (<SMS/VOICE>)

Dear User,

We have received your registration request for Content Template (<SMS/VOICE>) and it has been submitted to Jio's Managed Commercial Communication (MCC) portal.

Request Number : SR1596023101991

A confirmation message will be sent on completion of the registration process.

Thank you,

Jio Trueconnect Team

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

Once the content template is approved by the approver, you will receive an approval SMS and now you can use the template for commercial communication

## Sample Approval Email:

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

From: [support.trueconnect@jio.com](mailto:support.trueconnect@jio.com) <[support.trueconnect@jio.com](mailto:support.trueconnect@jio.com)>

Sent: 24 July 2020 16:57

To: Priyanka Manda

Subject: Jio Trueconnect - Approval of Registration request for Content Template (<SMS/VOICE>)

Dear User,

Your request for Content Template (<SMS/VOICE>) registration has been approved.

Kindly find the Content Template (<SMS/VOICE>) details below :

Content Template ID : 1207159524068962002 Category : Tourism and Leisure Template Type : SMS Content Template (<SMS/VOICE>) : SNZC1PHLXT

Associated Headers : 101252,101202)

Associated Consent Template : test consent (1208158678674129323)

Thank you,

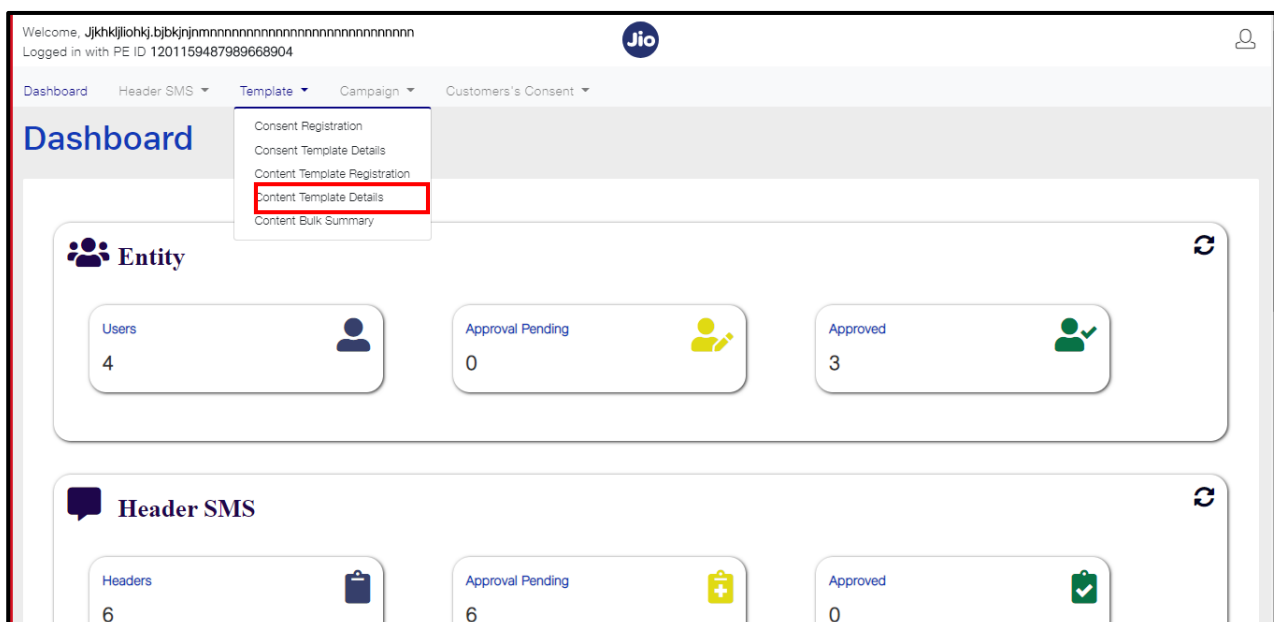
Jio Trueconnect Team

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

## 4.1 CONTENT TEMPLATE DETAILS

To view the details of your registered template, follow the below steps

**Step1:** Click on “template” tab and select “content template details” option from the dropdown



“Requested” tab, this provide list of Content Templates “Pending” for approval by the Registrar

Dashboard Header SMS Template Campaign Customers's Consent

## Content Template Details

Requested Rejected Registered Registered with All TSP

Date From  Date To

Search

Template ID	Consent ID	Requested Date ↓	Content Template Name ↑	Header Name	Template Content ↑	Template Type ↑	Communication Type ↑	Category Type ↑
120715952406905...	120815867867412...	20-07-2020	99ZJTT3CEP	101252,101202	{#var#} VF1V5IUM...	SMS	Promotion	Tourism and Leis....ure
120715952406903...	120815867867412...	20-07-2020	DJSX9QDWHS	101252,101202	{#var#} RRBXY35...	SMS	Promotion	Tourism and Leis....ure
120715952406902...	120815867867412...	20-07-2020	32O3I5I2C0	101252,101202	{#var#} KWWQ00T...	SMS	Promotion	Tourism and Leis....ure
120715952406900...	120815867867412...	20-07-2020	0F1R4XWVJ	101252,101202	{#var#} Z23Q21WX...	SMS	Promotion	Tourism and Leis....ure
120715952406897...	120815867867412...	20-07-2020	3J1BQB5JNX	101252,101202	{#var#} 0GZ2NMX...	SMS	Promotion	Tourism and Leis....ure

**“Rejected”** tab, this provide list of Content Templates “Rejected” by the Registrar

Dashboard Header SMS Template Campaign Customers's Consent

Requested **Rejected** Registered Registered with All TSP

Date From  Date To

Search

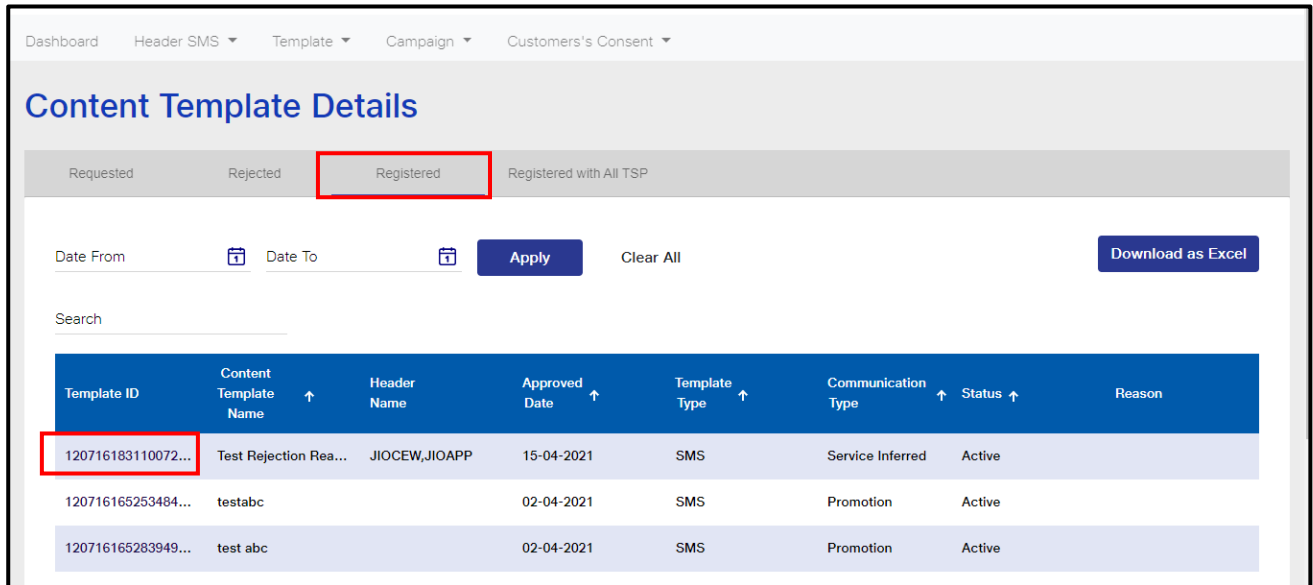
Template ID	Content Template Name ↑	Header Name	Rejected Date ↑	Reason ↑	Template Type ↑	Communication Type ↑
1207161949638933176	INTERNAL TRAINING - 1	ENTPCO,JIOAPP,ISOC...	27-04-2021	This was created for Tr...	SMS	Service Inferred
1207161949594658003	INTERNAL TRAINING	601121,602121,116266	27-04-2021	This was created for Tr...	SMS	Promotion
1207161900334020427	adcdcd	602121,603121	21-04-2021	Misleading content	SMS	Promotion
1207161900072033373	qwertygkljhgfdsgvjnh...	116266	21-04-2021	Invalid format	SMS	Promotion
1207161898639365506	testTimeStamp	JIOARW,JIOAPP	21-04-2021	Invalid format	SMS	Service - Explicit

**The content template registration request can be rejected by the approver due to the following Reasons**

- 1) The Content template already exists
- 2) The format of the content template is invalid
- 3) The template is too long
- 4) The Content template includes objectionable word(s)
- 5) There are too many variables in the template
- 6) Where it appears to the Registrar that the variable character length in the content template may be more than the maximum allowed limit of Thirty (30) characters.

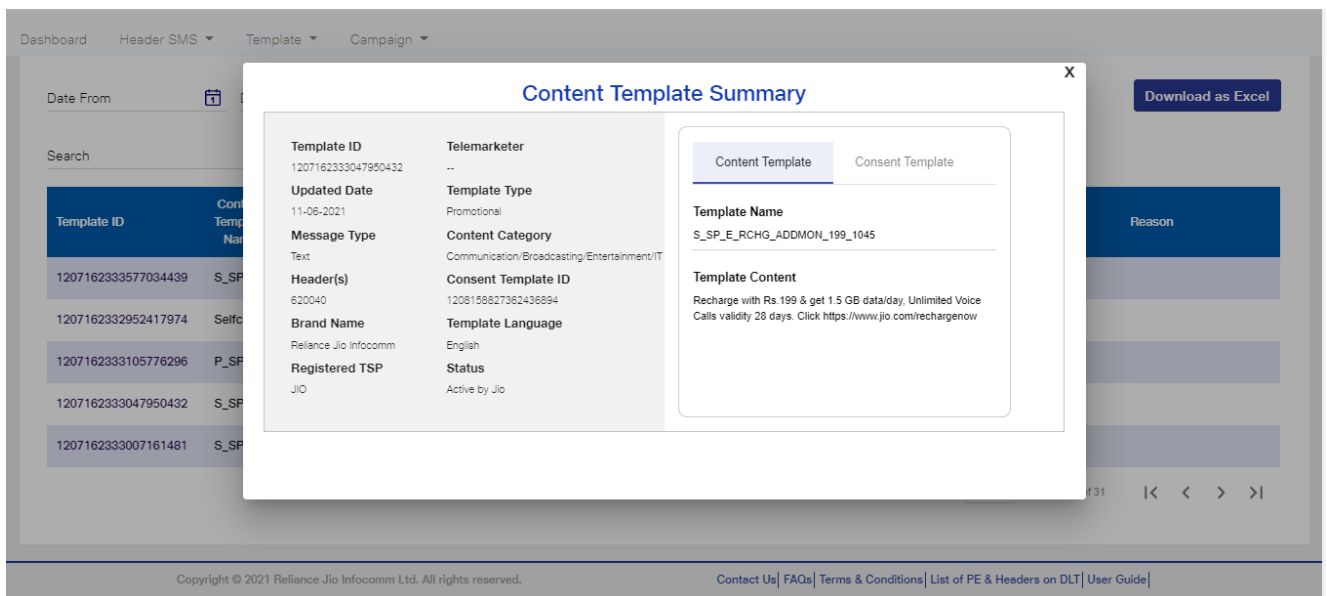
- 7) The content is misleading
- 8) The Content matches with another Entity's template
- 9) Against SEBI policy
- 10) Look-alike with a government programs/initiatives etc

**“Registered”** tab, this provide list of Consent Templates “approved” by the Registrar



Template ID	Content Template Name	Header Name	Approved Date	Template Type	Communication Type	Status	Reason
120716183110072...	Test Rejection Rea...	JIOCEW,JIOAPP	15-04-2021	SMS	Service Inferred	Active	
120716165253484...	testabc		02-04-2021	SMS	Promotion	Active	
120716165283949...	test abc		02-04-2021	SMS	Promotion	Active	

In order to view the details of single template, click on the template ID.



Template ID	Telemarketer
1207162333047950432	..
Updated Date	Template Type
11-06-2021	Promotional
Message Type	Content Category
Text	Communication/Broadcasting/Entertainment/IT
Header(s)	Consent Template ID
620040	1206156827362436884
Brand Name	Template Language
Reliance Jio Infocomm	English
Registered TSP	Status
JIO	Active by Jio

**Registered with all TSP's:** This Provides list of all the content templates registered by the entity across all Telecom Service Providers (TSPs).

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Logged in with PE ID 1201159704180280542

Dashboard Header SMS Template Campaign Customers's Consent

## Content Template Details

Requested Rejected Registered Registered with All TSP

Note: Downloaded Excel will contain content templates registered by the entity across all Telecom Service Providers(TSPs).

Global Status Date From Date To Apply Clear All Download as Excel

Search

Template ID	Content Template Name	Creator	Created Date	Header Name	Communication Type	Template Type	Communication Type
1207158134	Test Bulk Template	jio.com	24-11-2017		U	SMS	Promotion
1207158135	Test Bulk Template	jio.com	24-11-2017		U	SMS	Promotion
1207158136	Test Bulk Template	jio.com	24-11-2017		U	SMS	Promotion
1207158137	Test Bulk Template	jio.com	24-11-2017		U	SMS	Promotion
1207158138	Test Bulk Template	jio.com	24-11-2017		U	SMS	Promotion

In order to Download the list in Excel Format, click on “Download as Excel” Option

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Dashboard Header SMS Template Campaign Customers's Consent

## Content Template Details

Requested Rejected Registered Registered with All TSP

Note: Downloaded Excel will contain content templates registered by the entity across all Telecom Service Providers(TSPs).

Global Status Date From Date To Apply Clear All Download as Excel

Search

Template ID	Content Template Name	Creator	Created Date	Header Name	Communication Type	Template Type	Communication Type
1207158134	Test Bulk Template	jio.com	24-11-2017		U	SMS	Promotion
1207158135	Test Bulk Template	jio.com	24-11-2017		U	SMS	Promotion
1207158136	Test Bulk Template	jio.com	24-11-2017		U	SMS	Promotion
1207158137	Test Bulk Template	jio.com	24-11-2017		U	SMS	Promotion
1207158138	Test Bulk Template	jio.com	24-11-2017		U	SMS	Promotion

The list of all the templates registered by you across all the TSP will be available in the excel format

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23
HEADER	TEMPLATE_ID	TEMPLATE_NAME	CONSENT_ID	TEMPLATE_TYPE	CATEGORY	TEMPLATE_CONTENT	JIO_STATUS	REGISTERED_BY	VARIABLE_COUNT	APPROVAL_DATE												
	1207158134	Test Bulk Template		Promotional	Banking/Insur	Dear Subscriber, This is	Active	JIO	0	23-11-2017												
	1207158135	Test Bulk Template		Promotional	Banking/Insur	Dear Subscriber, This is	Active	JIO	0	23-11-2017												
	1207158136	Test Bulk Template		Promotional	Banking/Insur	Dear Subscriber, This is	Active	JIO	0	23-11-2017												
	1207158137	Test Bulk Template		Promotional	Banking/Insur	Dear Subscriber, This is	Active	JIO	0	23-11-2017												
	1207158138	Test Bulk Template		Promotional	Banking/Insur	Dear Subscriber, This is	Active	JIO	0	23-11-2017												
	1207158139	Test Bulk Template		Promotional	Banking/Insur	Dear Subscriber, This is	Active	JIO	0	23-11-2017												
	1207158140	Test Bulk Template		Promotional	Banking/Insur	Dear Subscriber, This is	Active	JIO	0	23-11-2017												
	1207158141	Test Bulk Template		Promotional	Banking/Insur	Dear Subscriber, This is	Active	JIO	0	23-11-2017												
	1207158142	Test Bulk Template		Promotional	Banking/Insur	Dear Subscriber, This is	Active	JIO	0	23-11-2017												
	1207158143	Test Bulk Template		Promotional	Banking/Insur	Dear Subscriber, This is	Active	JIO	0	23-11-2017												
	1207158144	Test Bulk Template		Promotional	Banking/Insur	Dear Subscriber, This is	Active	JIO	0	23-11-2017												
	1207158145	Test Bulk Template		Promotional	Banking/Insur	Dear Subscriber, This is	Active	JIO	0	23-11-2017												
	1207158146	Test Bulk Template		Promotional	Banking/Insur	Dear Subscriber, This is	Active	JIO	0	23-11-2017												
	1207158147	Test Bulk Template		Promotional	Banking/Insur	Dear Subscriber, This is	Active	JIO	0	23-11-2017												
	1207158148	Test Bulk Template		Promotional	Banking/Insur	Dear Subscriber, This is	Active	JIO	0	23-11-2017												
	1207158149	Test Bulk Template		Promotional	Banking/Insur	Dear Subscriber, This is	Active	JIO	0	23-11-2017												
	1207158150	Test Bulk Template		Promotional	Banking/Insur	Dear Subscriber, This is	Active	JIO	0	23-11-2017												
	1207158151	Test Bulk Template		Promotional	Banking/Insur	Dear Subscriber, This is	Active	JIO	0	23-11-2017												
	1207158152	Test Bulk Template		Promotional	Banking/Insur	Dear Subscriber, This is	Active	JIO	0	23-11-2017												
	1207158153	Test Bulk Template		Promotional	Banking/Insur	Dear Subscriber, This is	Active	JIO	0	23-11-2017												
	1207158154	Test Bulk Template		Promotional	Banking/Insur	Dear Subscriber, This is	Active	JIO	0	23-11-2017												
	1207158155	Test Bulk Template		Promotional	Banking/Insur	Dear Subscriber, This is	Active	JIO	0	23-11-2017												

## 5. CONSENT TEMPLATE AND CONTENT TEMPLATE LINKING

In order to link your registered content templates with registered consent templates follow the below steps:

Step1: Click on template tab and select content template details

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Dashboard
Header SMS
Template
Campaign
Customers's Consent

Notifications
Dashboard

Consent Template Registration  
Consent Template Details  
Content Template Registration  
Content Template Details  
Content Bulk Summary

...View More

Entity

Approved 2
Approval Pending 1
Rejected 0

Header SMS

Approved
Approval Pending
Rejected

Step2: Click on registered tab. A list of all your registered content templates will be displayed. Click on the template Id which is to be linked with a consent template ID

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Dashboard Header SMS Template Campaign Customers's Consent

## Content Template Details

Requested Rejected **Registered** Registered with All TSP

Date From  Date To  **Apply** **Clear All** **Download as Excel**

Search

Template ID	Content Template Name	Header Name	Approved Date	Template Type	Communication Type	Status	Reason
1207162680429773655	A-JIO	459687	20-07-2021	SMS	Promotion	Active by Jio	
1207162642340255739	test 13	abcdef	16-07-2021	SMS	Service - Explicit	Active by Jio	
1207162641845383093	test 9	359684	16-07-2021	SMS	Promotion	Active by Jio	

Step3: Click on "link consent template" tab

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Dashboard Header SMS Template Campaign Customers's Consent

## Content Template

Requested Rejected Registered Registered with All TSP

Date From  Date To  **Apply** **Clear All** **Download as Excel**

Search

**Content Template Summary**

Template ID: 1207162680429773655

Updated Date: 22-07-2021

Message Type: Text

Header(s): 459687

Brand Name: ..

Registered TSP: JIO

Telemarketer: ..

Template Type: Promotional

Content Category: Communication/Broadcasting/Entertainment/IT

Consent Template ID: ..

Template Language: English

Status: Active by Jio

**Content Template** | Consent Template

Template Name: test 26

Template Content: xgvvhbjnkl

**Link Consent Template**

Template ID	Content Template Name	Header Name	Approved Date	Template Type	Communication Type	Status	Reason
1207162696900168688							
1207162696886767623							
1207162695718541997							
1207162694874464706	SI LINK	abcdef	22-07-2021	SMS	Service Inferred	Active by Jio	
1207162694859262222	SE LINK	abcdef	22-07-2021	SMS	Service - Explicit	Active by Jio	

Step4: Select the consent template ID to be linked with the content template from the dropdown

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[Header SMS](#)
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[Customers's Consent](#)

## Content Template Details

[Requested](#)
[Rejected](#)
[Registered](#)
[Registered with All TSP](#)

Template ID	Content Template Name
1207162696900168688	test 26
1207162696886767623	test 25
1207162695718541997	JIOJIO
1207162694874464706	SI LINK
1207162694859262222	SE LINK

### Content And Consent Template Linking

Template ID : 1207162696900168688  
 Header(s) : 459687  
 Registered TSP : JIO  
 Template Language : English  
 Status : Active by Jio

Telemarketer : 1208162272348236803 | Hi how a ...  
 Template Type : Prom  
 Content Category : 1208162393550235714 | DDDD...  
 Consent Template ID : 1208162626129101999 | Ajio-ajio  
 Consent Template Content : 1208162694225241438 | LINKING  
 1208162694581237274 | LINK2

**Note:** Only active and registered consent templates will be available in the dropdown option

Step5: Click on Submit button

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## Content Template Details

[Requested](#)
[Rejected](#)
[Registered](#)
[Registered with All TSP](#)

Template ID	Content Template Name
1207162696900168688	test 26
1207162696886767623	test 25
1207162695718541997	JIOJIO
1207162694874464706	SI LINK
1207162694859262222	SE LINK

### Content And Consent Template Linking

Template ID : 1207162696900168688  
 Header(s) : 459687  
 Registered TSP : JIO  
 Template Language : English  
 Status : Active by Jio

Telemarketer :  
 Template Type : Promotional  
 Content Category : Communication / Broadcasting / Entertainment / IT  
 Consent Template ID : 1208162626129101...  
 Consent Template Content : Ajio-ajio

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Logged in with PE ID 1201162159813728959

Dashboard Header SMS Template Campaign Customers's Consent

## Content Template Details

Requested Rejected Registered Registered with All TSP

Date From Date To

Search

Template ID	Content Template Name
1207162696900168688	test 26
1207162696886767623	test 25
1207162695718541997	JIOJIO
1207162694874464706	SI LINK
1207162694859262222	SE LINK

**Confirm Updation**

Are you sure you want to link the consent template

Yes No

Submit Cancel

Your registered consent template will be Successfully linked with your registered content template.

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Dashboard Header SMS Template Campaign Customers's

## Content Template Details

Requested Rejected Registered Registered with All TSP

Date From Date To Apply Clear All Download as Excel

Search

Template ID	Content Template Name	Header Name	Approved Date	Template Type	Communication Type	Status	Reason
1207162690429773655	A-JIO	459687	20-07-2021	SMS	Promotion	Active by Jio	
1207162642340265739	test 13	abcdef	16-07-2021	SMS	Service - Explicit	Active by Jio	
1207162641845363093	test 9	369684	16-07-2021	SMS	Promotion	Active by Jio	
1207162641832873476	test 8	abcdef	16-07-2021	SMS	Service - Explicit	Active by Jio	
1207162641556768248	test6	abcdef	16-07-2021	SMS	Service Inferred	Active by Jio	

Items per page: 5 1 - 5 of 27

**NOTE:** Consent templates can only be linked to promotional and service Explicit templates and not to transactional and Service inferred templates.

If your consent template or content template is blacklisted or inactive, you will not be able to link your content template with the consent template.



## Need More Help?

If u need any further Help During the Content and consent Registration Process, you can reach out to our support team at [Jio.ISOMCCSupport@ril.com](mailto:Jio.ISOMCCSupport@ril.com)

THANK YOU