

**This document explains different type of Headers with examples.**

**“Header”** means an alphanumeric string of maximum eleven characters or numbers assigned to an individual, business or legal entity under these regulations to send commercial communications;

## **PROMOTIONAL**

Headers that can be used for sending Promotional messages fall under PROMOTIONAL type. **“Promotional messages”** means commercial communication message for which the sender has not taken any explicit consent from the intended Recipient to send such messages;

**“Promotional voice call”** means commercial communication voice call for which the Sender has not taken any explicit consent from the Recipient to make such voice calls to him;

**Header (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/Central/State Government Departments**

**Ex:** 123890, 154987

### **2. Real Estate**

**Ex:** 234567, 264789

### **3. Education**

**Ex:** 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, Real Estate**

**Ex:** 896321, 816934

**0 (Zero) Others** – Category that doesn't appear in **1-8**

**Ex:** 012389, 098654

## **OTHER**

Headers that can be used for sending Transactional, Service message fall under **OTHER type**. Same Header can be used against above two type of messages. **All These Headers are Case Sensitive and should be registered in Capital letters.**

**Header (6-alpha):** TRUBLQ, KLMNOP, **DLTDLT**, etc.

**Transactional: “Transactional message”** means a message triggered by a transaction performed by the Subscriber, who is also the Sender’s customer, provided such a message is sent within thirty minutes of the transaction being performed and is directly related to it.

Provided that the transaction may be a banking transaction, delivery of OTP, purchase of goods or services, etc.

**Ex:** TRHDFC,

**“Service message or Service Call”** means a message sent to a recipient or voice call made to recipient either with his consent or using a template registered for the purpose, the primary purpose of which is-

- (i) to facilitate, complete, or confirm a commercial transaction that the recipient has previously consented to enter into with the sender; or
- (ii) to provide warranty information, product recall information, safety or security information with respect to a commercial product or service used or purchased by the recipient;

to provide—

- (A) notification concerning a change in the terms or features of; or
- (B) notification of a change in the recipient’s standing or status with respect to; or
- (C) at regular periodic intervals, account balance information or other type of account statement with respect to, a subscription, membership, account, loan, or comparable ongoing; or
- (D) commercial relationship involving the ongoing purchase or use by the recipient of products or services offered by the sender; or
- (E) information directly related to an employment relationship or related benefit plan in which the Recipient is currently involved, participating, or enrolled; or
- (F) information relating to delivery of goods or services, including product updates or upgrades, that the recipient is entitled to receive under the terms of a transaction that the recipient has previously consented to enter into with the sender;

**Ex:** ABCDE, BSNLDL

**OTHER – Govt.**

Only Govt. entities can register these Headers that can be used for sending Transactional and Service messages.

**Header (3 to 9 numeric and should start with 1):** 1444, 19898, 15555, 19090909, etc.