

PE-TM BINDING



For PE - Slide - 02 To 16

For TM - Slide - 17 To 20

PE-TM Binding – TRAI DIRECTIVE



Mandated by TRAI w.r.t TCCCPR 2018. This directive requires immediate action to prevent the use of Header, Template & PE id.

Indian Cyber Crime Coordination Centre (hereinafter referred to as “T4C”) through its various reports, has brought to the notice of the Authority many cases of misuse of Entity ID, Header ID, and Content Template ID, and indicated the need to trace the Telemarketer who had sent messages using the compromised Headers, and further, I4C has also suggested to ensure traceability of messages by implementing the Telemarketers and Principal Entities chain binding:

Vide another Direction No. RG-25/(6)/2022-QoS dated 16th February, 2023, directed all the Access Providers to, inter alia, ensure traceability of

messages from Principal Entity (PE) to the recipient at all times in all modes of transmission by obtaining from the PE the complete chain of the telemarketers engaged by such PE, including the registered telemarketers used in the chain between PE and OAP, for transmission for each message; reject all messages where the chain of TMs is not defined or does not match: and bar all telemarketers, who are not registered on Distributed Ledger Technologies (hereinafter referred to as "DLT") platform from handling the content template, scrubbing and delivery of messages to Access Provider:

Hence as per TRAI New directive industry has started PE-TM binding process on DLT, Proposed scrubbing date is – 01-11-2024

This document outlines the step-by-step process for the **PE (Principal Entity)** and **TM (Telemarketer)** tagging workflow. It provides a clear guide for PEs to register and manage their workflows effectively.

Important Points > PE -TM Binding



•All Principal Entities will be required to define their Telemarketer (TM)/Aggregator on the respective DLT Portals.

•**Telemarketers (TM) must then either:**

1. Define whether they themselves are acting as the Telemarketer Delivery

•(TMD) who is responsible for final message delivery via Telecom Service Provider (TSP), or

2. Select another TM who will further define their role as TMD or select an additional TM in the chain.

•Once the entire PM -> TM -> TM -> TMD chain is defined, the TMD must then hash the entire workflow to ensure compliance during SMS submission for DLT scrubbing.

List of Abbreviations used

Abbreviations	Details
PE	Principal Entity – Business Owner
TM	Telemarketer - Who is connected to PE and he is further connecting to another TM and/or TD but not with Operator.
TMD	Telemarketer Delivery - Who is directly connected with Operator (TSP) for SMS submission for delivery.
TSP	Telecom Service Provide- From where the SMS is getting originating
OAP	Originator Access Provider – Airtel, Jio, TATA, VIL, MTNL, BSNL Etc.

Principal Entity (PE)-Telemarketer (TM) Binding - Process For PE



Commercial

Communication

Platform

- Manage [Telemarketer Registration](#)
- Manage [Enterprise Registration](#)
- Manage [Headers & Templates](#)

LOGIN AS



Enterprise



Telemarketer

LOGIN ID

Enter Login ID/Registered Email Id

PASSWORD

Enter Password

LOGIN

PE Need to enter User id & Password here to login

[NEW USER REGISTRATION](#) | [FORGOT PASSWORD](#) | [HELP PAGE](#) | [TEMPLATE GUIDELINES](#)

Revised from 1st Aug'23, Consume remain quota by 31 July'23, Unused quota will be revised basis new pricing.

[Communication to Principal Entities \(PEs\) Regarding recent TRAI Directions -CLICK HERE](#)

In terms of TRAI Regulation "The Telecom Commercial Communication Customer Preference Regulation (TCCPR) dated 19th July 2018, all the entities are mandated to seek digitally registered consents from their customers. To enable the digital consent, Airtel has deployed the digital consent acquisition platform which is live on Airtel DLT. You are requested to initiate all consents from your customers via this DCA facility effective 30.09.2023. Please visit DLT help section to know the consent acquisition journey.

Principal Entity (PE)-Telemarketer (TM) Mapping on DLT



airtel.in/business/commercial-communication/auth/entity

Welcome to Airtel Commercial Communications

ojha1507@gmail.com

DLT

HOME

- MANAGE HEADERS
- MANAGE TEMPLATES
- MANAGE CONSENT TEMPLATES
- MANAGE COMPLAINTS
- PURCHASE CREDITS
- CONSENT VIEW
- MANAGE VOICE WORKFLOW
- MANAGE VOICE TEMPLATES
- MANAGE CTA
- MANAGE SMS WORKFLOW**

CAMPAIGN SCHEDULE

ANTI-PHISHING

PROFILE

LOGOUT

5
Active Headers

BLACKLISTED	PENDING	REJECTED
0	0	1

VIEW HEADERS

35
Active Templates

BLACKLISTED	PENDING	REJECTED
1	0	7

VIEW CONTENT TEMPLATES

Enter New Brand Name

SUBMIT

100
Total Credits

BALANCE	CONSUMED
64.36	35.64

VIEW CREDITS

Brand Names

1.	IRCTC	REJECTED
2.	Testing Account	REJECTED
3.	Testing Account.	APPROVED

Account Details

Entity Name:	Testing Account
Type:	ENTERPRISE
Reference ID:	AIR3997810550
Status:	REGISTERED
Creation Date:	May 24, 2023
Registration ID:	1001221111131518171
Validity:	June 13, 2025

DOWNLOAD CERTIFICATE

EXTEND VALIDITY

VIEW ENTITY DETAILS

PE Need to click here

MANAGE SMS WORKFLOW PROCESS



ojha1507@gmail.com

DLT

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List of Entity Workflows

[Click here to register New PE-TM Relationship Mapping.](#)

ACTIVE INACTIVE PENDING WITH TM PENDING REJECTED

[Click here to add TM ID](#)

[Different Option to check Request Status](#)

Sl. No.	Workflow Id	View Tagged Entity D...	Creation Date	Updation Date	Status	Workflow
No rows						

0-0 of 0

MANAGE SMS WORKFLOW PROCESS



airtel.in/business/commercial-communication/auth/entity/tagging/entity-tm-list/workflow/tagging-workflow



To Exit
Click Here

Go Back X

Telemarketer Workflow

View the full SMS delievery chain ,from organisation to termination , including the telemarketer(TM) recieving your request and delivering the SMS to the Telecom Service Provider(TSP) .

Steps to Create Flow

Step 1

Search and select your TM using either the Airtel Reference ID,TM,DLT ID or Name.

Step 2

Submit a request to map to the chosen TM.

Step 3

The TM will review your submission and approve the request.

Click
here to add
TM Id

START CREATING

- ojha1507@gmail.com
- DLT
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MANAGE SMS WORKFLOW PROCESS



Go Back X

Telemarketer Workflow

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Steps to Create Flow

Step 1

Search and select your TM using either the Airtel Reference ID,TM,DLT ID or Name.

Step 2

Submit a request to map to the chosen

Step 3

The TM will review your submission and

PE Need to select any one option to search TM

Search Telemarketer

Select an option ▲

AIRTEL REF ID

DLT ID

NAME

ST [] Cancel

MANAGE SMS WORKFLOW PROCESS



airtel.in/business/commercial-communication/auth/entity/tagging/entity-tm-list/workflow/tagging-workflow

Go Back X

Telemarketer Workflow

View the full SMS delievery chain ,from organisation ,to termination , including the telemarketer(TM) recieving your request and delivering the SMS to the Telecom Service Provider(TSP) .

Steps to Create Flow

Step 1

Search and select your TM using either the Airtel Reference ID,TM,DLT ID or Name.

Step 2

Submit a request to map to the chosen

Step 3

The TM will review your submission and

Search Telemarketer

NAME

Please enter value

Search

Cancel

Need Enter
TM Name here to
search Your
Telemarketer

MANAGE SMS WORKFLOW PROCESS



airtel.in/business/commercial-communication/auth/entity/tagging/entity-tm-list/workflow/tagging-workflow



Go Back

Telemarketer Workflow

View the full SMS delivery chain, from organisation to termination, including the telemarketer(TM) receiving your request and delivering the SMS to the Telecom Service Provider(TSP).

Steps to Create Flow

Step 1

Search and select your TM using either the Airtel Reference ID, TM, DLT ID or Name.

Step 2

Submit a request to map to the chosen

Step 3

The TM will review your submission and

Search Telemarketer

NAME

Airtel Digital Limited

Search

Cancel

Click on Search
Once TM name entered

MANAGE SMS WORKFLOW PROCESS



Go Back X

Telemarketer Workflow

View the full SMS delivery chain ,from organisation to termination , including the telemarketer(TM) receiving your request and delivering the SMS to the Telecom Service Provider(TSP) .

Steps to Create Flow

Step 1

Search and select your TM using either

Step 2

Submit a request to map to the chosen

Step 3

The TM will review your submission and

Search Telemarketer

NAME

Airtel Digital Limited

Search

Cancel

Name	Airtel Ref ID / DLT ID	Action
Airtel Digital Limited	1002466620000023188	Proceed

Click here to Add

Post Search you will see details

MANAGE SMS WORKFLOW PROCESS



ojha1507@gmail.com

DLT

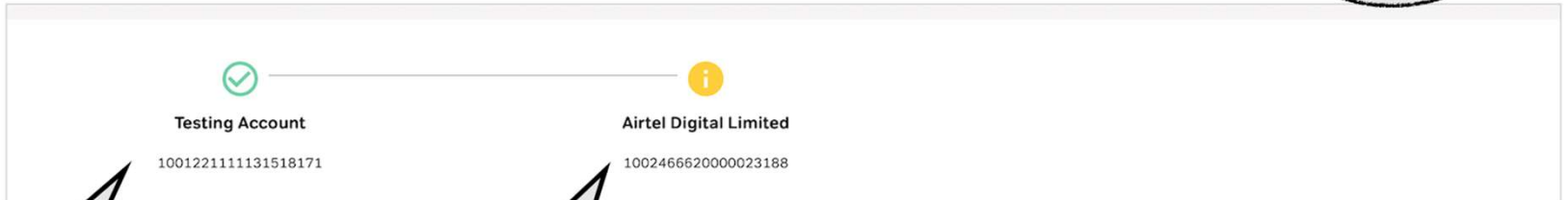
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Telemarketer Workflow

View the full SMS delivery chain, from organisation to termination, including the telemarketer(TM) receiving your request and delivering the SMS to the com Service Provider(TSP).

Go Back X

Click here to Exit if PE or TM name is incorrect



PE Name

TM Name

Save

PE Need to Click on Save button Post validation Own entity & TM name

Form area containing the flow diagram and the Save button.

MANAGE SMS WORKFLOW PROCESS



Go Back X

Telemarketer Workflow

View the full SMS delievery chain ,from organisation to termination , including the telemarketer(TM) recieving your request and delivering the SMS to the Telecom Service Provider(TSP) .

Testing Account
10012221111131518171

Request Sent

You have added TM - Airtel Digital Limited(1002466620000023188) in your PE-TM relationship. We have sent the notification email to TM for Reviewing and further actions will be done by respective TM .

We will notify when TM take any action on your request.

Ok Got It

Post Clicking on Save buttong by PE

TM Need to Approve the Request & further declaration

MANAGE SMS WORKFLOW PROCESS



ACTIVE **PENDING WITH TM** REJECTED

[Click Here to check Active, Pending, Rejected status](#)

List of Entity Workflows

[Click here to register New PE-TM Relationship Mapping.](#)

Sl. No.	Workflow Id	View Tagged Entity Details	Creation Date	Updation Date	Status	Workflow
1	WRFW_922843138490	VIEW TM DETAILS	2024-10-21 11:07:40	2024-10-21 11:07:40	PENDING WITH TM	VIEW WORKFLOW

1-4 of 4

[Click Here to See/Validate Telemarketer details](#)

[Click Here to See Workflow Chain](#)

MANAGE SMS WORKFLOW PROCESS



List of Entity Workflows

[Click here to register New PE-TM Relationship Mapping.](#)

ACTIVE PENDING WITH TM REJECTED

Sl. No.	Workflow Id	View Tagged Entity Details	Creation Date	Updation Date	Status	Workflow
1	WRFW_922843138490				PENDING WITH TM	VIEW WORKFLOW
2	WRFW_259170956202				PENDING WITH TM	VIEW WORKFLOW
3	WRFW_618495513506				PENDING WITH TM	VIEW WORKFLOW
4	WRFW_192291454424				PENDING WITH TM	VIEW WORKFLOW

TM Details

Workflow Id: WRFW_922843138490

Airtel Digital Limited
1002466620000023188

[CLOSE](#)

MANAGE SMS WORKFLOW PROCESS

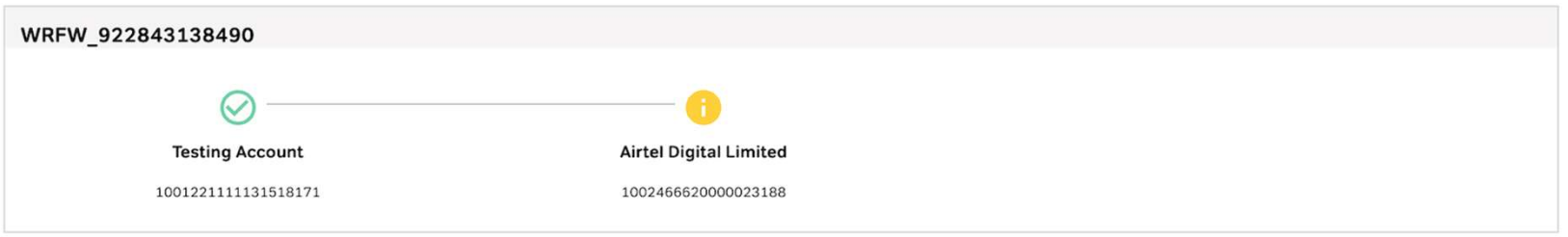


- ojha1507@gmail.com
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Telemarketer Workflow

View the full SMS delievery chain ,from organisation to termination , including the telemarketer(TM) recieving your request and delivering the SMS to the Telecom Service Provider(TSP) .



REJECT

PE Can See Chain of PE-TM Here

Binding Journey For Telemarketers



sourabh.saxena@6dtech.co.in

DLT

- HOME
- MANAGE ENTERPRISES
- PURCHASE CREDITS
- TRAFFIC VIEW
- MANAGE VOICE WORKFLOW
- MANAGE VOICE HEADERS
- MANAGE SMS WORKFLOW**

PROFILE

LOGOUT

List of Entity Workflows

ACTIVE PENDING WITH TM REJECTED

Click Here to View Pending or other status

Sl. No.	Workflow Id	View Tagged Entity D...	Creation Date	Updation Date	Status	Workflow
1	WRFW_670832423356	VIEW TM DETAILS	2024-10-24 06:22:57	2024-10-24 06:22:57	PENDING WITH TM	VIEW WORKFLOW

Post Login Click Here to See detail

Click to View TM Details

Click Here for Further action on Request

PE-TM Binding – Action For Telemarketer



airtel.in/business/commercial-communication/auth/entity/tagging/entity-tm-list/workflow/tagging-workflow

sourabh.saxena@6dtech.co.in

DLT

HOME
MANAGE ENTERPRISES
PURCHASE CREDITS
TRAFFIC VIEW
MANAGE VOICE WORKFLOW
MANAGE VOICE HEADERS
MANAGE SMS WORKFLOW

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Telemarketer Workflow

View the full SMS delievery chain ,from organisation to termination , including the telemarketer(TM) recieving your request and delivering the SMS to the Telecom Service Provider(TSP) .

WRFW_670832423356

 **Airtel Payment**
1001597039713555006

 **Six Dee Telecom Solution Private Limited**
1001096933494158

TM Name Who Recived Request

PE Name Who Sent Request

Action button as per Requirement

Add TM APPROVE REJECT

Approve: If the request meets all criteria, click this button to approve.

Reject: If the request does not meet the necessary requirements, select this option to reject the request.

Add TM: If you believe additional Transaction Managers (i.e., TM Aggregator, TM Delivery) need to be involved (for instance, if the PE added the TM as an aggregator), click this button to include more TMs.

PE-TM Binding – Action For Telemarketer



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Go Back X

Telemarketer Workflow

View the full SMS delievery chain ,from organisation to termination , including the telemarketer(TM) recieving your request and delivering the SMS to the Telecom Service Provider(TSP) .

WRFW_670832423356

1001597039713555006

Search Telemarketer

AIRTEL REF ID ▲

AIRTEL REF ID

DLT ID

NAME

cel

Select any one option to search TM or TMD here

Post Clicking on Add Button TM will get this window for search & add

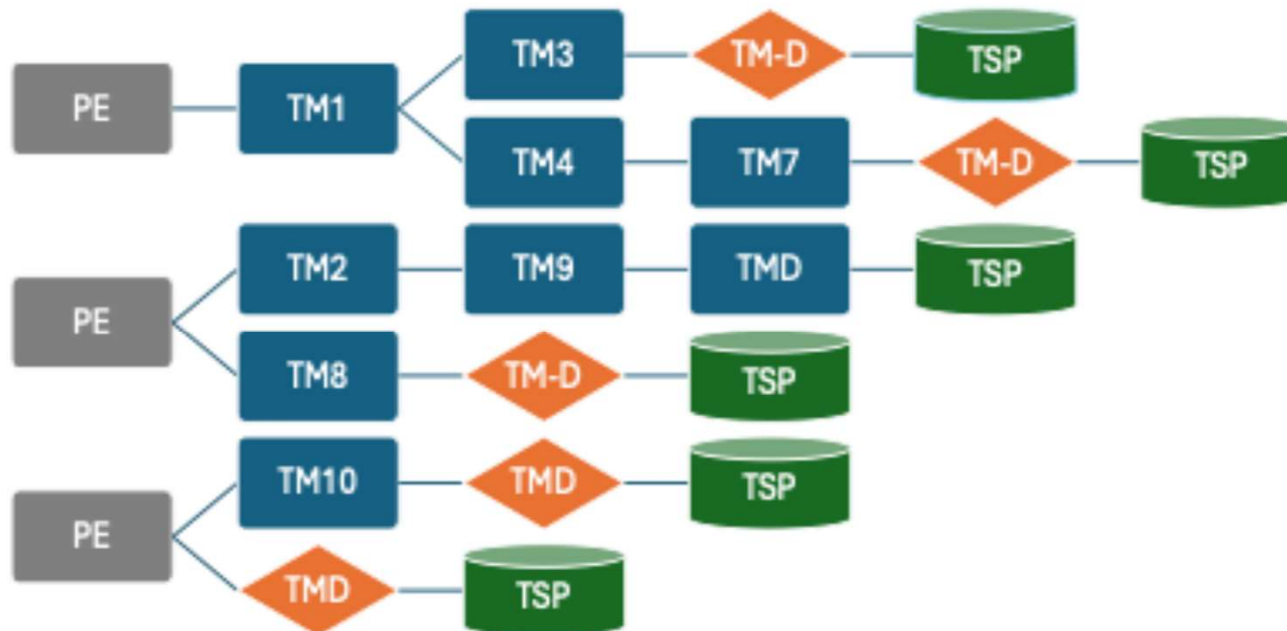
PE - TM Binding Approval Process & Workflow

Approval Process:

TMD will be last member of PE-TM Chain, Only TMD will approve the request to close the chain.

Post-Approval Process:

- Upon approving the PE chain, a unique hash code will be generated.
- The request will then undergo before being securely pushed to the DLT Blockchain for final processing.



THANK YOU

