Alibaba Cloud

Short message Service
Product Reference

(-) Alibaba Cloud

Legal disclaimer

Alibaba Cloud reminds you to carefully read and fully understand the terms and conditions of this legal disclaimer before you read or use this document. If you have read or used this document, it shall be deemed as your total acceptance of this legal disclaimer.

1. You shall download and obtain this document from the Alibaba Cloud website or other Alibaba Cloud-authorized channels, and use this document for your own legal business activities only. The content of this document is considered confidential information of Alibaba Cloud. You shall strictly abide by the confidentiality obligations. No part of this document shall be disclosed or provided to any third party for use without the prior written consent of Alibaba Cloud.

2. No part of this document shall be excerpted, translated, reproduced, transmitted, or disseminated by any organization, company or individual in any form or by any means without the prior written consent of Alibaba Cloud.

3. The content of this document may be changed because of product version upgrade, adjustment, or other reasons. Alibaba Cloud reserves the right to modify the content of this document without notice and an updated version of this document will be released through Alibaba Cloud-authorized channels from time to time. You should pay attention to the version changes of this document as they occur and download and obtain the most up-to-date version of this document from Alibaba Cloud-authorized channels.

4. This document serves only as a reference guide for your use of Alibaba Cloud products and services. Alibaba Cloud provides this document based on the "status quo", "being defective", and "existing functions" of its products and services. Alibaba Cloud makes every effort to provide relevant operational guidance based on existing technologies. However, Alibaba Cloud hereby makes a clear statement that it in no way guarantees the accuracy, integrity, applicability, and reliability of the content of this document, either explicitly or implicitly. Alibaba Cloud shall not take legal responsibility for any errors or lost profits incurred by any organization, company, or individual arising from download, use, or trust in this document. Alibaba Cloud shall not, under any circumstances, take responsibility for any indirect, consequential, punitive, contingent, special, or punitive damages, including lost profits arising from the use or trust in this document (even if Alibaba Cloud has been notified of the possibility of such a loss).

5. By law, all the contents in Alibaba Cloud documents, including but not limited to pictures, architecture design, page layout, and text description, are intellectual property of Alibaba Cloud and/or its affiliates. This intellectual property includes, but is not limited to, trademark rights, patent rights, copyrights, and trade secrets. No part of this document shall be used, modified, reproduced, publicly transmitted, changed, disseminated, distributed, or published without the prior written consent of Alibaba Cloud and/or its affiliates. The names owned by Alibaba Cloud shall not be used, published, or reproduced for marketing, advertising, promotion, or other purposes without the prior written consent of Alibaba Cloud. The names owned by Alibaba Cloud include, but are not limited to, "Alibaba Cloud", "Aliyun", "HiChina", and other brands of Alibaba Cloud and/or its affiliates, which appear separately or in combination, as well as the auxiliary signs and patterns of the preceding brands, or anything similar to the company names, trade names, trademarks, product or service names, domain names, patterns, logos, marks, signs, or special descriptions that third parties identify as Alibaba Cloud and/or its affiliates.

6. Please directly contact Alibaba Cloud for any errors of this document.

Document conventions

Style	Description	Example
⚠ Danger	A danger notice indicates a situation that will cause major system changes, faults, physical injuries, and other adverse results.	⚠ **Danger:** Resetting will result in the loss of user configuration data.
🔔 Warning	A warning notice indicates a situation that may cause major system changes, faults, physical injuries, and other adverse results.	🔔 **Warning:** Restarting will cause business interruption. About 10 minutes are required to restart an instance.
🔊 Notice	A caution notice indicates warning information, supplementary instructions, and other content that the user must understand.	🔊 **Notice:** If the weight is set to 0, the server no longer receives new requests.
❓ Note	A note indicates supplemental instructions, best practices, tips, and other content.	❓ **Note:** You can use Ctrl + A to select all files.
>	Closing angle brackets are used to indicate a multi-level menu cascade.	Click **Settings**> **Network**> **Set network type**.
Bold	Bold formatting is used for buttons , menus, page names, and other UI elements.	Click **OK**.
Courier font	Courier font is used for commands	Run the `cd /d C:/window` command to enter the Windows system folder.
Italic	Italic formatting is used for parameters and variables.	`bae log list --instanceid` *Instance_ID*
[] or [a|b]	This format is used for an optional value, where only one item can be selected.	`ipconfig [-all|-t]`
{} or {a|b}	This format is used for a required value, where only one item can be selected.	`switch {active|stand}`

Table of Contents

1.Terms

This topic describes the terms of Alibaba Cloud Short Message Service (SMS).

Term	Description
Short Message Service	Short Message Service (SMS) is an Alibaba Cloud messaging service that allows users across the globe to send verification codes, notifications, and promotional messages. SMS is available in more than 200 countries and regions. SMS supports mobile number portability (MNP). SMS messages in the Chinese mainland are sent in an exclusive channel provided by China Mobile, China Telecom, and China Unicom. SMS provides carrier-grade operations and maintenance (O&M) capabilities, monitors the performance of SMS channels in real time, supports automatic channel switchovers, and achieves a delivery rate of up to 99%.
SMS for countries or regions outside the Chinese mainland	Alibaba Cloud SMS allows global users to send messages to more than 200 countries or regions outside the Chinese mainland, including Hong Kong, Macao, and Taiwan. You can use SMS to send verification codes, notifications, and promotional messages to mobile numbers that belong to these countries and regions.
SMS for Chinese mainland	Alibaba Cloud SMS allows global users to send messages to the Chinese mainland. SMS messages include verification codes, notifications, and promotional messages.
verification code	Alibaba Cloud SMS allows global users to use their own languages to send verification codes. SMS can be applied in the following scenarios where verification codes are required: app or website registration, secure sign-in, payment verification, identity verification, password resetting, and account binding.
notification	Alibaba Cloud SMS allows global users to send notifications to global customers and explore global markets. SMS can be applied in the notifications of orders, payments, logistics information, meetings, policies of public service sectors, and daily life services.
promotional message	Alibaba Cloud SMS allows global users to send promotional messages. SMS can be applied in the following scenarios where promotional messages are required: new product advertising, member care, product promotion, event invitation, and cross-border marketing.

Term	Description
message template	You can customize a message template that contains variables. When you use the template to send a message, you only need to specify the variables. A message template can be used only after it is approved. You can use message templates to send verification codes, notifications, and promotional messages. If you need to send messages to the Chinese mainland, your message templates must be reviewed. For more information, see Signature and message template specifications.
signature	SMS allows you to easily configure a personalized signature. The signature is attached to each message. If you need to send messages to the Chinese mainland, your signatures must be reviewed. For more information, see Signature and message template specifications.
sender ID	• A sender ID can contain uppercase letters, lowercase letter, digits, spaces, and special characters. If a sender ID contains letters and digits, it must be 1 to 11 characters in length. If a sender ID contains only digits, it must be 1 to 15 characters in length. • You can specify a sender ID parameter based on your needs. If you send messages to the countries or regions that support dynamic sender IDs, the specified sender ID is carried in the messages. If you send messages to the countries or regions that do not support dynamic sender IDs, the specified sender ID is replaced with a default sender ID. To apply for a sender ID, submit a ticket.

2.Signature and message template specifications

This topic describes the signature and message template specifications that you must follow when you send messages to mainland China.

Signature specifications

A signature must meet the following requirements:

- A signature is used to identify a company, product, or business.

- A signature must not include the following information: adult content, gambling, drugs, government and legal services, crowdfunding, charity fundraising, religious propaganda, superstition, stocks, immigration, interviews and recruitment, loans, overdue notices, credit card limit raising, investment and financial services, lottery winning, lucky draws, e-commerce promotions, plastic surgeries, alcohol and tobacco, violence, intimidation, furs, rebates, agency services, social media services (such as adding friends and groups on QQ and Wechat), personal information selling, and marketing of carriers.

- A signature must be 2 to 12 characters in length. It can contain letters and digits, and cannot contain special characters.

- A signature is enclosed in brackets [], for example, [Alibaba Cloud] and [ECS]. When you apply for a signature, you only need to specify the content within brackets [].

Message template specifications

A message template must meet the following requirements:

- Only Chinese and English are supported.

- An SMS message must not include the following information: adult content, gambling, drugs, government and legal services, crowdfunding, charity fundraising, religious propaganda, superstition, stocks, immigration, interviews and recruitment, loans, overdue notices, credit card limit raising, investment and financial services, lottery winning, lucky draws, e-commerce promotions, plastic surgeries, alcohol and tobacco, violence, intimidation, furs, rebates, agency services, social media services (such as adding friends and groups on QQ and Wechat), personal information selling, and marketing of carriers.

- In addition to the preceding information, promotional messages must not include the following information: insurance, real estate, education, training, games, cosmetics, medical treatment, clubs, bars, foot bath, examination assistance, trademark registration, decoration, construction materials, furniture, exhibitions, auto shows, and housing exhibitions.

- Alibaba Cloud SMS reserves the right to take legal actions for any violations of the laws or infringes upon the legitimate rights and interests of other persons. We recommend that you strictly follow the specifications and enhance your business security.

3.Message delivery rules

This topic describes the length limit of a message and the rules on long messages.

Background information

- For information about Short Message Service (SMS) Terms of Service, see Alibaba Cloud International Website Product Terms of Service.

- SMS checks and monitors messages sent to a country or region outside mainland China to prevent message content that violates the laws and regulations of the country or region.

- If a message contains illegal content, the account of the user who sends the message is frozen. A deposit is deducted from the account and the user is subject to legal liabilities.

- After an account is frozen, the user who owns the account can no longer use SMS. The SMS resource plans or coupons of the account are not available. The account cannot be activated or used anymore.

Length limit of a message

A message can be a maximum of 1,500 characters in length. Each letter, digit, symbol, or Chinese character is calculated as one character.

Examples: If the message content is `abcdef`, the message contains six characters.

Rules on long messages

> 🔊 **Notice**   When you send a message, pay attention to the use of symbols. For information about the rules on fullwidth symbols, see the **Other languages** section.

The rules on long messages vary with languages:

- **English**

  - Each letter, digit, or symbol is calculated as one character.

  - If a message contains no more than 160 characters in length, you are charged for one message. If a message contains more than 160 characters in length, it is separated into multiple messages and each message contains no more than 153 characters. A signature is enclosed in brackets [].

    For example, if a message contains 350 characters in length, it is separated into two messages that contain 153 characters and one message that contains 44 characters.

- **Other languages**

  - Each letter, digit, symbol, or Chinese character is calculated as one character.

  - If a message contains no more than 70 characters in length, you are charged for one message. If a message contains more than 70 characters in length, it is separated into multiple messages and each message contains no more than 67 characters.

    For example, if a message contains 160 characters in length, it is separated into two messages that contain 67 characters and one message that contains 26 characters.

4.Dialing codes

Alibaba Cloud Short Message Service (SMS) is available in more than 200 countries and regions, including the Chinese mainland.

> ⑦ Note
>
> This topic provides a long list of countries and regions. We recommend that you press Ctrl+F to query the information that you need.

Country or region	Alpha-2 code	Dialing code
Afghanistan	AF	93
Albania	AL	355
Algeria	DZ	213
American Samoa	AS	1684
Andorra	AD	376
Angola	AO	244
Anguilla	AI	1264
Antigua and Barbuda	AG	1268
Argentina	AR	54
Armenia	AM	374
Aruba	AW	297
Australia	AU	61
Austria	AT	43

Country or region	Alpha-2 code	Dialing code
Azerbaijan	AZ	994
Bahamas	BS	1242
Bahrain	BH	973
Bangladesh	BD	880
Barbados	BB	1246
Belarus	BY	375
Belgium	BE	32
Belize	BZ	501
Benin	BJ	229
Bermuda	BM	1441
Bhutan	BT	975
Bolivia	BO	591
Bosnia and Herzegovina	BA	387
Botswana	BW	267
Brazil	BR	55
Brunei	BN	673
Bulgaria	BG	359

Country or region	Alpha-2 code	Dialing code
Burkina Faso	BF	226
Burundi	BI	257
Cambodia	KH	855
Cameroon	CM	237
Canada	CA	1
Cape Verde	CV	238
Cayman Islands	KY	1345
Central African Republic	CF	236
Chad	TD	235
Chile	CL	56
China	CHN	86
Colombia	CO	57
Comoros	KM	269
Cook Islands	CK	682
Costa Rica	CR	506
Croatia	HR	385
Cuba	CU	53

Country or region	Alpha-2 code	Dialing code
Curacao	CW	599
Cyprus	CY	357
Czech	CZ	420
Democratic Republic of the Congo	CD	243
Denmark	DK	45
Djibouti	DJ	253
Dominica	DM	1767
Dominican Republic	DO	1809
East Timor	TL	670
Ecuador	EC	593
Egypt	EG	20
El Salvador	SV	503
Equatorial Guinea	GQ	240
Eritrea	ER	291
Estonia	EE	372
Ethiopia	ET	251

Country or region	Alpha-2 code	Dialing code
Faroe Islands	FO	298
Fiji	FJ	679
Finland	FI	358
France	FR	33
French Guiana	GF	594
French Polynesia	PF	689
Gabon	GA	241
Gambia	GM	220
Georgia	GE	995
Germany	DE	49
Ghana	GH	233
Gibraltar	GI	350
Greece	GR	30
Greenland	GL	299
Grenada	GD	1473
Guadeloupe	GP	590
Guam	GU	1671

Country or region	Alpha-2 code	Dialing code
Guatemala	GT	502
Guinea	GN	224
Guinea-Bissau	GW	245
Guyana	GY	592
Haiti	HT	509
Honduras	HN	504
Hong Kong (China)	HK	852
Hungary	HU	36
Iceland	IS	354
India	IN	91
Indonesia	ID	62
Iran	IR	98
Iraq	IQ	964
Ireland	IE	353
Israel	IL	972
Italy	IT	39
Ivory Coast	CI	225

Country or region	Alpha-2 code	Dialing code
Jamaica	JM	1876
Japan	JP	81
Jordan	JO	962
Kazakhstan	KZ	7
Kenya	KE	254
Kiribati	KI	686
Kuwait	KW	965
Kyrgyzstan	KG	996
Laos	LA	856
Latvia	LV	371
Lebanon	LB	961
Lesotho	LS	266
Liberia	LR	231
Libya	LY	218
Liechtenstein	LI	423
Lithuania	LT	370
Luxembourg	LU	352

Country or region	Alpha-2 code	Dialing code
Macao (China)	MO	853
Macedonia	MK	389
Madagascar	MG	261
Malawi	MW	265
Malaysia	MY	60
Maldives	MV	960
Mali	ML	223
Malta	MT	356
Martinique	MQ	596
Mauritania	MR	222
Mauritius	MU	230
Mayotte	YT	269
Mexico	MX	52
Moldova	MD	373
Monaco	MC	377
Mongolia	MN	976
Montenegro	ME	382

Country or region	Alpha-2 code	Dialing code
Montserrat	MS	1664
Morocco	MA	212
Mozambique	MZ	258
Myanmar	MM	95
Namibia	NA	264
Nepal	NP	977
Netherlands	NL	31
New Caledonia	NC	687
New Zealand	NZ	64
Nicaragua	NI	505
Niger	NE	227
Nigeria	NG	234
Norway	NO	47
Oman	OM	968
Pakistan	PK	92
Palau	PW	680
Palestine	BL	970

Country or region	Alpha-2 code	Dialing code
Panama	PA	507
Papua New Guinea	PG	675
Paraguay	PY	595
Peru	PE	51
Philippines	PH	63
Poland	PL	48
Portugal	PT	351
Puerto Rico	PR	1787
Qatar	QA	974
Republic of the Congo	CG	242
Réunion Island	RE	262
Romania	RO	40
Russia	RU	7
Rwanda	RW	250
Saint Kitts and Nevis	KN	1869
Saint Lucia	LC	1758
Saint Pierre and Miquelon	PM	508

Country or region	Alpha-2 code	Dialing code
Saint Vincent and the Grenadines	VC	1784
Samoa	WS	685
San Marino	SM	378
Sao Tome and Principe	ST	239
Saudi Arabia	SA	966
Senegal	SN	221
Serbia	RS	381
Seychelles	SC	248
Sierra Leone	SL	232
Singapore	SG	65
Sint Maarten (Dutch Part)	SX	1721
Slovakia	SK	421
Slovenia	SI	386
Solomon Islands	SB	677
Somalia	SO	252
South Africa	ZA	27
South Korea	KR	82

Country or region	Alpha-2 code	Dialing code
Spain	ES	34
Sri Lanka	LK	94
Sudan	SD	249
Suriname	SR	597
Swaziland	SZ	268
Sweden	SE	46
Switzerland	CH	41
Syria	SY	963
Taiwan (China)	TW	886
Tajikistan	TJ	992
Tanzania	TZ	255
Thailand	TH	66
Timor-Leste	TL	670
Togo	TG	228
Tonga	TO	676
Trinidad and Tobago	TT	1868
Tunisia	TN	216

Country or region	Alpha-2 code	Dialing code
Turkey	TR	90
Turkmenistan	TM	993
Turks and Caicos Islands	TC	1649
Uganda	UG	256
Ukraine	UA	380
United Arab Emirates	UAE	971
United Kingdom	GB	44
United States	US	1
Uruguay	UY	598
Uzbekistan	UZ	998
Vanuatu	VU	678
Venezuela	VE	58
Vietnam	VN	84
Virgin Islands, British	VG	1340
Virgin Islands, US	VI	1284
Yemen	YE	967
Zambia	ZM	260

Country or region	Alpha-2 code	Dialing code
Zimbabwe	ZW	263

5.A2P SMS Messaging Regulations for India

Sender ID

As per new India TRAI regulation, SenderID registration to be done via DLT portal www.vilpower.in.

To comply with the new regulation, all enterprises need to be registered on the DLT system along with other details like Headers, Templates and Consents.Your organization will get a Unique Entity ID post registration (a fee of INR 5,900, must be paid to the operator to complete the registration process).

- 6 digit Alpha for OTP/Transactional sms.
- 6 digit numeric for promotional sms.

SenderID will be prefixed with 2 letters depending on which carrier was used to deliver the SMS to the final operator.

Alpha Sender ID is not supported for International customers, and will be changed to a random short code.

DLT process introduction

1.DLT Regulations

As you might also be aware that, Telecom Regulatory Authority of India (TRAI) has released a new regulation in July 2018 to curb Unsolicited Commercial Communication (UCC) and enhance mobile subscriber privacy. TCCCPR 18 Telecom Commercial Communications Customer Preference Regulation 2018, Regulation can be downloaded files.

The Regulation is intended to eliminate spam and fraud which has been a concern for many years. The regulation has mandated the use of Blockchain technology also known as Distributed Ledger Technology (DLT) to implement the solution.

The new regulation will affect all local traffic. Enterprises/Accounts sending domestic traffic need to register in DLT to ensure the compliance.

2.What should my customer do?

All enterprise customers registered in India for domestic termination must have their brand names/sender IDs registered with DLT. Enterprise clients can use the URL https://www.vilpower.in/.

- at this preliminary stage only sender ID is required registering.

Required documents for upload:

- Scanned copy of the company PAN Share duly Scanned copy of PAN card with material details (Name of the Entity and PAN CARD number)
- Scanned copy of Company CIN/GST/TAN Share duly Scanned copy of CIN/GST/TAN card with material details (Name of the Entity and CIN/GST/TAN number)
- Scanned Proof of identity share duly Scanned copy of GSTIN/Aadhar or Unique Identity number/Election commission id/ Passport with material details (Name of the Entity and Identity number)
- Proof of address share duly Scanned copy of Aadhaar/Unique Identity Number, Election Commission ID, Passport, Electricity Bill (Not Older than 3 month) with material details (Name of the Entity and Identity number)

SMS Types

India is a very complex market and there are a number of different regulations and restrictions you must comply with in order to send SMS here.

Traffic Type	Sender ID	Content Allowed	Restrictions/Regulation
Domestic Transactional	6 digit alpha (not alphanumeric) with preregistration	Transactional traffic, OTP	No restrictions. 24/7 delivery without NDNC restrictions. The registered Alpha Sender ID will be added with 2 letters as a prefix, depending on which carrier was used to deliver the SMS to the final operator or 2 random numbers; e.g. MD-XXXXXX (where XXXXXX is the registered Sender ID)
Domestic Promotional (none opted in)	Sender ID not supported and will be change to a random short code	Promo/Marketing content	Promo sms will be blocked to numbers registered in NDNC as per TRAI regulation. Promo sms are only delivered between 10am -9pm IST time. SMS outside the time range will be queued and delivered next day.

Traffic Type	Sender ID	Content Allowed	Restrictions/Regulation
Domestic Promotional (opted in)	6 digit alpha (not alphanumeric) with pregistration	This traffic can only be routed via transactional bind with opted in confirmations from each subscriber MSISDN	24/7 delivery and without NDNC restriction. However, handling party (customer) of the promo content must have subscriber opted in consent per each MSISDN and should provide the information to the providers handling the traffic either upfront or on demand in an event if the termination party gets a complaint from a mobile operator (mobile subscriber complaining to operator for receiving a promo content) as proof the subscriber has given consent to receive promo content. Failing to do so (not defined the actual time period) provider will be liable for penalty charges depend on the number of violations. Need to have contractual provisions in order to accept the penalty charges in case of violation.

Traffic Type	Sender ID	Content Allowed	Restrictions/Regulation
International (transactional/Opted-in Promo)	Sender ID not supported and will be change to a random short/long virtual number	International originated transactional content & Opt-in Promo content. (If client registered in India,but sms originated outside India, will be identified as International traffic).	SMS Delivered 24/7 via International route. No restrictions for NDNC listed numbers. For opted in promo sms, same Regulation apply as in for Domestic Promotional(Opted in) listed below.

SMS headers_senderID and definations

Please find enclosed the explanation on type of Headers along with some examples. This will help you understand the difference between various type of messages.

1.Promotional Message

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.

Header(6-digits):565690,787878,987123,555555,etc.

Sample SMS template1: Happiness Sale on 21 & 22 Dec. Get up to 71% OFF on over 100 brands.

Register & get EXTRA Rs. 100/- OFF. Give missed call to 808XXXX234. TnC

Sample SMS template2: 24 Hr Kitchen Furniture SALE up to 35% OFF, till 22 Dec, T&C.

Sample SMS template3: Get MY DIET by <NAME OF CONSULTANT> & lose up-to 10Kg. No exercise. No machine. First free consultation Click<URL>. To revoke consent, send SMS as REVOKE HEADER to 1909.

2.Transactional Message

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. These Headers are Case Sensitive.

Header (6-alpha): TRUBLQ, TRUblq, TRubLQ, trublq, KLMNOP, DLTDLT, etc.

Sample SMS template1: 763892 is the OTP for trxn of INR 9876.90 at ABCD App with your card XX0000. OTP is valid for 10 mins. Pls do not share it with anyone.

Sample SMS template2: 763892 is OTP for txn of INR 373.32 at ABCD on XYZ Bank Credit Card XX0000. OTPs are SECRET. DO NOT disclose it to anyone. Bank NEVER asks for OTP.

3.Service Implicit Message

Service Implicit: 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. These Headers are Case Sensitive.

- 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 centers;
- Day-end/ month-end settlement alerts to securities/demat account holders.

Header (6-alpha): ABCDEF, ABCdef, ABceDF, abcdef, AFIOMA, UNFOCO, etc.

Sample SMS template1: Hello! Your A/C no. <XXXXX> has been debited by Rs. <XXXX> The A/C balance is Rs. <XXXX> on <DD/MM/YY> The A/C balance is Rs. <XXXX> Info: <TYPE>/<PURPOSE>/< Rs. of template OR REFERENCE NUMBERs.

Sample SMS template2: Dear Customer, as per your request, contact details have been updated against your fixed deposit account.

Sample SMS template3: Dear Customer, your order has been picked up by the delivery boy and is on his way. Your delicious pizza is reaching early!

4.Service Explicit Message

Any service message which does not 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. These Headers are Case Sensitive.

Header (6-alpha): NUTUKI, NUtuKI, NUTuki, nutuki, PRIZEM, ZSERTA, etc.

Sample SMS template1: Dear Customer, Congratulations on your Home Anniversary! Now avail a Top-up up to Rs 50 lacs* with ROI @9.20%* on your Home Loan. Call Toll Free 1800XXXXX00 *T&C.

Sample SMS template2: Dear Customer, based on your relationship, we are approving a per- approved Home Loan up to Rs. 1 crore. Click here https://www.domain.com/ . Regards, QT Housing. T&C.

Please note that while creating **Promotional Headers** on the portal, the Header should start with the number that matches with the category (as per DND Preferences).

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
8. Food and Beverages

If an enterprise registers itself under the category "Tourism", they can register their headers as 712390, 790234, or 791919. A health based company should register its headers as 412300, 490909, etc.

PS: Govt. Headers fall under Service Implicit.