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. Central/State Government Departments

Ex: 123890, 154987

2. Banking/Insurance/Financial products/ credit cards.

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, <mark>DLTDLT,</mark> 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.