



RELIANCE INDUSTRIES LIMITED

WHITELISTING OF URL/APK & OTT LINKS/CTA

END USER GUIDE – PRINCIPAL ENTITY

CONTENTS

1. Introduction 2

2. Process Flow 2

 3.1 Individual Whitelist CTA..... 2

 3.2 Bulk Whitelist CTA 2

3. Abbreviations & Definitions 2

4. CTA Whitelisting - Individual 3

5. CTA Whitelisting - Bulk..... 7

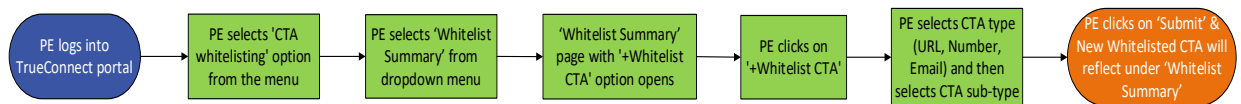
6. CTA – Status Change 9

1. INTRODUCTION

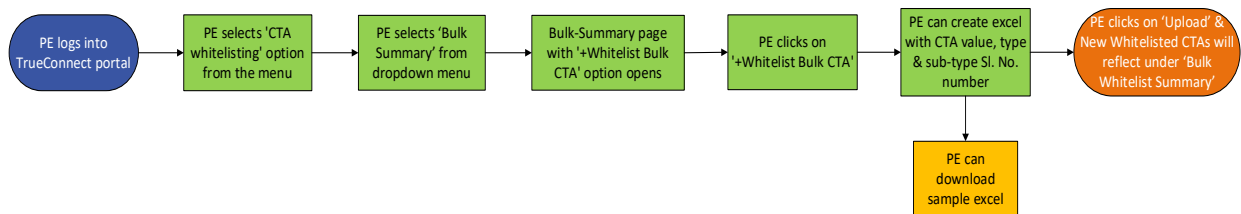
In alignment with TRAI's directive to ensure use of whitelisted URL(s)/APK & OTT Links/CTA in A2P SMS, this document proposes a user guide to implement this directive effectively. The goal is to ensure that CTA(s) like URLs, numbers & email IDs included in SMS content are validated, thereby reducing the risk of fraudulent activities. This centralized approach reduces operational redundancy in whitelisting CTAs and simplifies the whitelisting process.

2. PROCESS FLOW

3.1 INDIVIDUAL WHITELIST CTA



3.2 BULK WHITELIST CTA

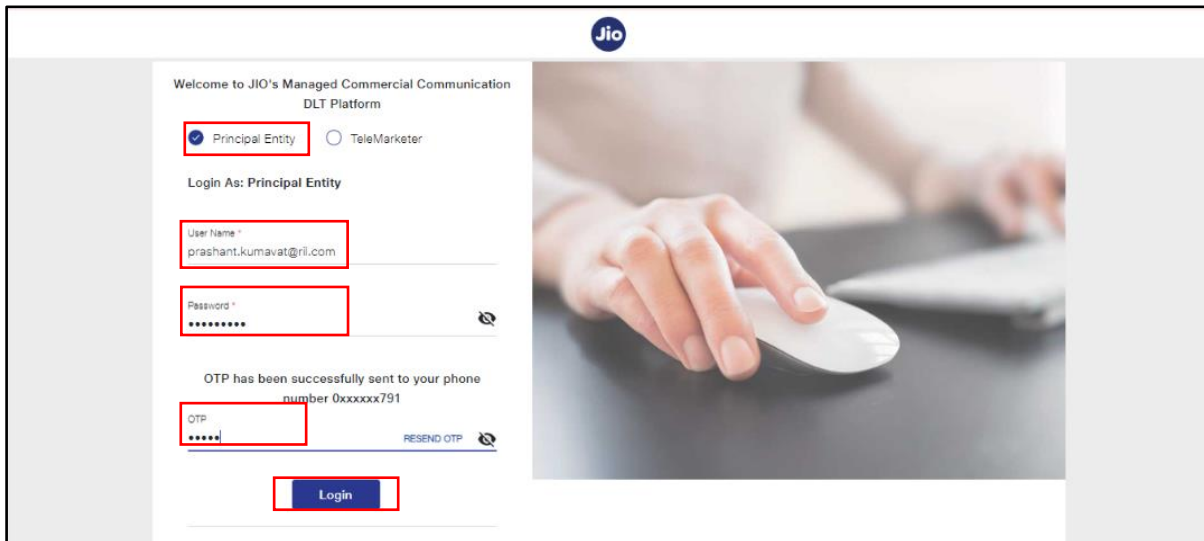


3. ABBREVIATIONS & DEFINITIONS

TRAI	-	Telecom Regulatory Authority of India
DLT	-	Distributed Ledger Technology
CTA	-	Call-to-Action
URL	-	Uniform Resource Locator
SMS	-	Short Message Service

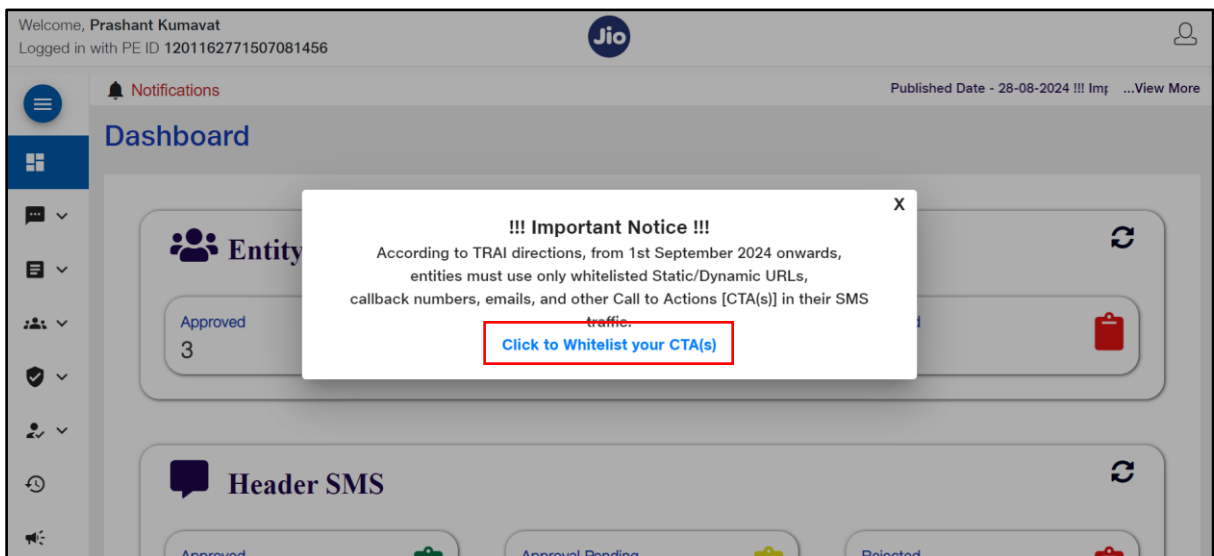
4. CTA WHITELISTING - INDIVIDUAL

Step1 : Login into TrueConnect portal and select login as 'Principal Entity'. Enter 'User Name' & 'Password' and click on 'Submit'. Enter OTP received on registered mobile number.



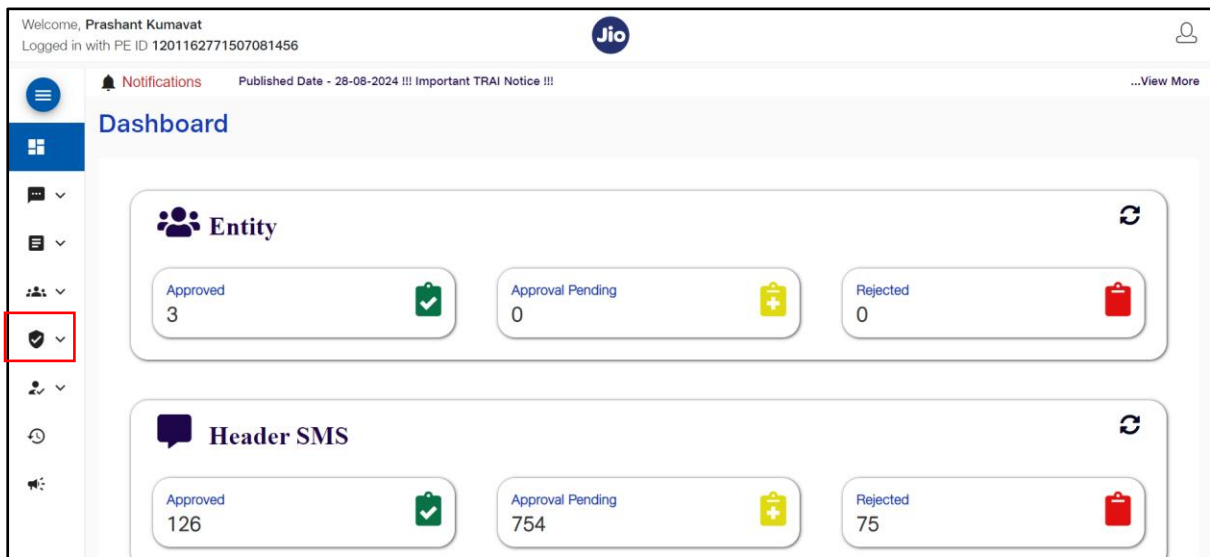
The screenshot shows the Jio login interface. At the top, it says "Welcome to JIO's Managed Commercial Communication DLT Platform". There are two radio buttons: "Principal Entity" (selected) and "TeleMarketer". Below this, it says "Login As: Principal Entity". There are three input fields: "User Name" (containing "prashant.kumavat@ril.com"), "Password" (masked with dots), and "OTP" (containing "*****"). A message states "OTP has been successfully sent to your phone number 0xxxxxx791". There is a "RESEND OTP" link and a "Login" button. A background image shows a hand using a mouse.

Step2a : Click on 'Click to Whitelist your CTA(s)'.

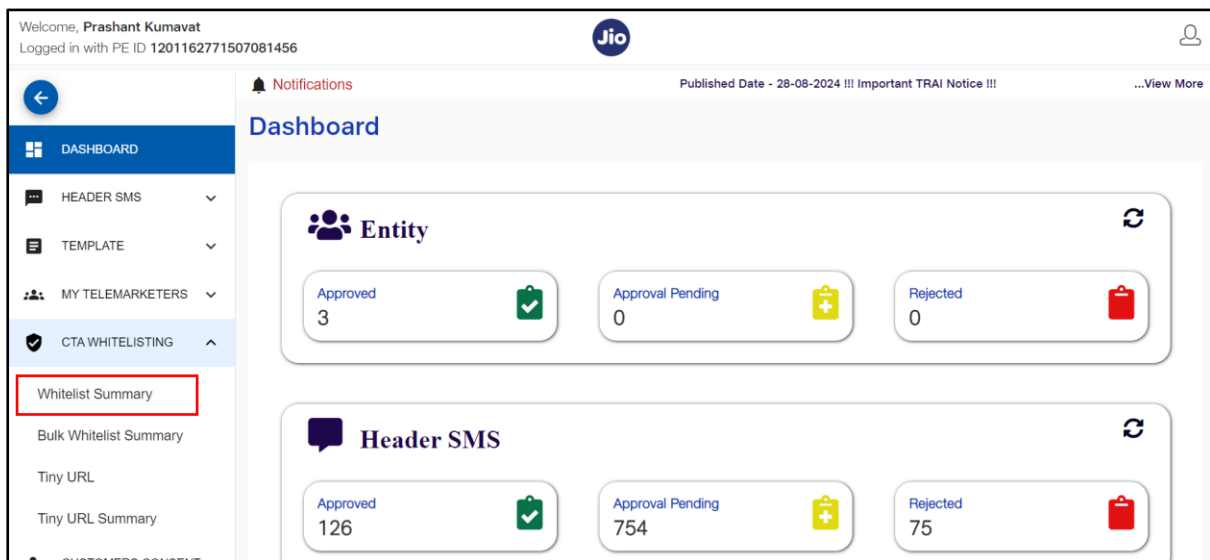


The screenshot shows the Jio dashboard. At the top, it says "Welcome, Prashant Kumavat" and "Logged in with PE ID 1201162771507081456". There is a "Notifications" bell icon and a "Published Date - 28-08-2024 !!! Im; ...View More" link. The main content area is titled "Dashboard" and features a sidebar with various icons. A central notification box is displayed with the following text: "!!! Important Notice !!! According to TRAI directions, from 1st September 2024 onwards, entities must use only whitelisted Static/Dynamic URLs, callback numbers, emails, and other Call to Actions [CTA(s)] in their SMS traffic." Below the notice is a button labeled "Click to Whitelist your CTA(s)". The dashboard also shows sections for "Entity" (Approved: 3) and "Header SMS" (Approved, Approval Pending, Rejected).

Step2b : Select 'CTA Whitelisting' Icon from menu



Step3 : Select 'Whitelist Summary' option under 'CTA WHITELISTING'



Step4 : Select '+Whitelist CTA' button to whitelist new CTA

Welcome, Prashant Kumavat
Logged in with PE ID 1201162771507081456

Whitelist Summary

Search Filter by CTA Type

+ Whitelist CTA

CTA Type	CTA Sub Type	CTA	Created By	Updated On	Status	Action
Email	Email	gsgasa@gmail.com	Prashant Kumavat	19-09-2024	Active	Action
Email	Email	gsgasa@gmail.com	Prashant Kumavat	19-09-2024	Active	Action
Email	Email	gsgas@gmail.com	Prashant Kumavat	19-09-2024	Active	Action
Number	Land Line	02225390149	Prashant Kumavat	19-09-2024	Active	Action
Email	Email	sasagsa@app.com	Prashant Kumavat	19-09-2024	Active	Action

Step4 : Select 'CTA Type' → Select 'Link Type' → Enter CTA value → Click on 'Submit'

Step4a : Select 'URL' → Select 'Link Type' → Enter URL details → Click on 'Submit'

Note: URL should start with *http* or *https* or *www*

URL must only contain static part of the URL

Apk Links must be suffixed with *.apk*

For Short URL, 'Protocol' is a dropdown with values *http://* & *https://*; 'Domain' will be the URL domain; 'Header' is multi-select dropdown/searched of Active headers of PE

Social media, instant messaging, delivery URLs etc will be whitelisted under Short URL

Welcome, Prashant Kumavat
Logged in with PE ID 1201162771507081456

Whitelist CTA

[Back to Summary](#)

Select CTA Type

Choose the type of call-to-action you want to use:

Number

URL

Email

Select Link Type

Web Links

APK Links

OTT Links

Short URL

Protocol Domain Header

Note: WA URL and other short URLs should follow this format:
www.shortdomain/registeredHeader/xxxxxx
In Domain, don't add special character in the end

Examples:

https://abcd.io/ABCDBK
https://swi.gy/SWIGY
https://wa.me/ABCDBK
https://bit.ly/ABCDBK
https://tinyurl/ABCDBK

Disclaimer: In case the Header linked with your whitelisted URL/CTA is moved to the FREEPOOL, all messages with that URL/CTA will fail.

Step4b. Select 'Number' → Select 'Link Type' → 'Enter Number' → Click on 'Submit'

Note: Mobile Number of Indian series must start with 91 of length 12 digits (No virtual numbers)

Landline number must start with 0 with length from 8 to 18 digits **including the STD code**

Toll-free number to be prefixed with 1800, 1860, length ranging from 8 to 13 digits

Shortcode will be whitelisted under 'Toll Free'. It can be prefixed with 1909, 100, 121 etc ranging from 3 to 6 digits

The screenshot shows the 'Whitelist CTA' interface. At the top, it says 'Welcome, Prashant Kumavat' and 'Logged in with PE ID 1201162771507081456'. The page title is 'Whitelist CTA'. Below the title, there's a 'Select CTA Type' section. Underneath, it says 'Choose the type of call-to-action you want to use:'. There are three main options: 'Number', 'URL', and 'Email'. The 'Number' option is selected, indicated by a blue dot. To the right of the 'Number' option, there's a 'Select Number Type' section with three radio buttons: 'Mobile', 'Landline', and 'Toll Free'. The 'Mobile' option is selected. To the right of the 'Mobile' option, there's an 'Enter Number' section with a dropdown menu showing '+91' and a text input field containing 'Enter a number'. At the bottom right, there are two buttons: 'Submit' and 'Cancel'. Red boxes highlight the 'Number' option, the 'Mobile' radio button, the '+91' dropdown, the 'Enter a number' input field, and the 'Submit' button.

Step4c: Select 'Email' → 'Enter Email' → Click on 'Submit'

Note: Email ID must be valid

The screenshot shows the 'Whitelist CTA' interface. At the top, it says 'Welcome, Prashant Kumavat' and 'Logged in with PE ID 1201162771507081456'. The page title is 'Whitelist CTA'. Below the title, there's a 'Select CTA Type' section. Underneath, it says 'Choose the type of call-to-action you want to use:'. There are three main options: 'Number', 'URL', and 'Email'. The 'Email' option is selected, indicated by a blue dot. To the right of the 'Email' option, there's an 'Enter Email' section with a text input field containing 'example@example.com'. At the bottom right, there are two buttons: 'Submit' and 'Cancel'. Red boxes highlight the 'Email' option, the 'example@example.com' input field, and the 'Submit' button.

5. CTA WHITELISTING - BULK

Step1. Select 'CTA Whitelisting' from menu and 'Bulk Whitelist Summary' and click on '+Whitelist bulk CTA'.

Welcome, Prashant Kumavat
Logged in with PE ID 1201162771507081456

Bulk Whitelist Summary

Search + Whitelist bulk CTA

Request ID	File Name	Input Count	Success Count	Failure Count	Uploaded By	Status	Upload Date
1726756435458	CTA_whitelisting_SampleFile (2).xlsx	9	1	8	Prashant Kumavat	Completed	19-09-20
1726745568555	cta_whitelist_19_9_24.xlsx	9	1	8	Prashant Kumavat	Completed	19-09-20
1726748044647	cta_whitelist_19_9_24.xlsx	9	1	8	Prashant Kumavat	Completed	19-09-20
1726747489848	cta_whitelist_19_9_24.xlsx	9	5	4	Prashant Kumavat	Completed	19-09-20
1726715229383	CTA_whitelisting_SampleFileHello.xlsx	10	0	10	Prashant Kumavat	Completed	19-09-20

Items per page: 5 | 1 - 5 of 12 | < < > >

Step3. Download the sample file containing the structure for CTA upload by clicking on 'Sample File Download' button

Welcome, Prashant Kumavat
Logged in with PE ID 1201162771507081456

Whitelist Bulk CTA

[Back to Summary](#)

Upload File Sample File Download

(The allowed file format is .xlsx)

INSTRUCTIONS

- Only Excel File Allowed
- No. Of Records Per File Should not be Greater than 100
- If any field is missing then file would be rejected
- Below is the description of the fields along with its value (that has to be entered in file column) is given
- Please refrain from providing short URLs in bulk, as it is not allowed. Kindly register through the form provided in the CTA Whitelisting section.

Fields

CTA Type	1. Number	2. URL	3. Email
CTA SubType	1. Mobile Number 2. Landline 3. Toll-Free Number 4. Short Code	1. Static URL 2. Dynamic URL 3. APK URL 4. OTT URL	1. Email

Step3. 'Browse' and 'Upload' the excel file containing CTA information as per the Sample file structure. Click on 'OK' once file uploaded successfully.

Welcome, Prashant Kumavat
Logged in with PE ID 1201162771507081456

Whitelist Bulk CTA

Upload File
(The allowed file format is .xlsx)

Sample File Download

Bulk Upload

File Uploaded Successfully!

OK

[Back to Summary](#)

INSTRUCTIONS

- Only Excel File Allowed
- No. Of Records Per File Should not be Greater than 100
- If any field is missing then file would be rejected
- Below is the description of the fields along with its value (that has to be entered in file column) is given
- Please refrain from providing short URLs in bulk, as it is not allowed. Kindly register through the form provided in the CTA Whitelisting section.

Fields

CTA Type	1. Number	2. URL	3. Email
CTA SubType	1. Mobile Number 2. Landline 3. Toll-Free Number 4. Short Code	1. Static URL 2. Dynamic URL 3. APK URL 4. OTT URL	1. Email

Step4. Go to 'Bulk Whitelist Summary' to get the individual line items of Bulk CTA summary & Click on Request ID hyperlink.

Welcome, Prashant Kumavat
Logged in with PE ID 1201162771507081456

Bulk Whitelist Summary

Search

[+ Whitelist bulk CTA](#)

Request ID	File Name	Input Count	Success Count	Failure Count	Uploaded By	Status	Upload Date
1726756435458	CTA_whitelisting_SampleFile (2).xlsx	9	1	8	Prashant Kumavat	Completed	19-09-20
1726745568555	cta_whitelist_19_9_24.xlsx	9	1	8	Prashant Kumavat	Completed	19-09-20
1726748044647	cta_whitelist_19_9_24.xlsx	9	1	8	Prashant Kumavat	Completed	19-09-20
1726747489848	cta_whitelist_19_9_24.xlsx	9	5	4	Prashant Kumavat	Completed	19-09-20
1726715229383	CTA_whitelisting_SampleFileHello.xlsx	10	0	10	Prashant Kumavat	Completed	19-09-20

Items per page: 5 | 1 - 5 of 12 | < >

Step5. Details of the bulk whitelisted CTAs.

Welcome, Prashant Kumavat
Logged in with PE ID 1201162771507081456

CTA Bulk Details

File Name : CTA_whitelisting_SampleFile.xlsx
Request ID: 1726759415564 [Back to Summary](#)

Search

CTA ID	CTA Type	CTA Sub Type	CTA	Status	Reason	Uploaded Date
	Email	Email	example@example.com	Rejected	The provided CTA is ...	19-09-2024
	URL	OTT URL	https://keynesdiga...	Rejected	The provided CTA is ...	19-09-2024
	URL	APP URL (AKP or IPA)	https://sample.com/e...	Rejected	The provided CTA is ...	19-09-2024
	URL	Dynamic URL	www.example.com/arti...	Rejected	The entered URL is n...	19-09-2024
	URL	Static URL	www.example.com/arti...	Rejected	The entered URL is i...	19-09-2024

Items per page: 5 1 - 5 of 9

6. CTA – STATUS CHANGE

PE has been given the option to mark the whitelisted CTA as 'Inactive' if not in use.

Step1. Select CTA Whitelisting → Whitelist Summary.

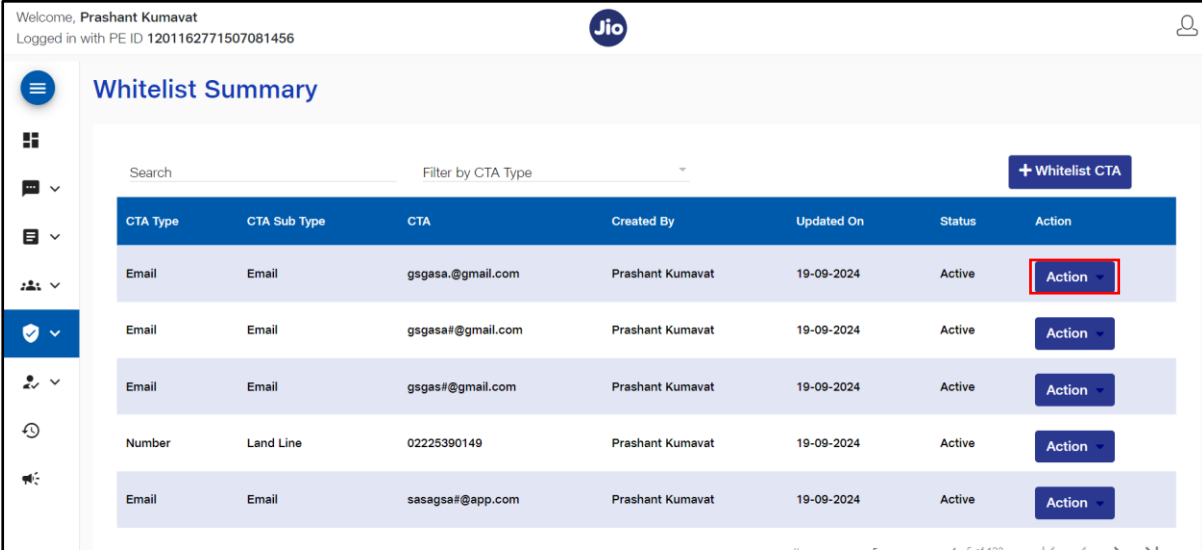
Welcome, Prashant Kumavat
Logged in with PE ID 1201162771507081456

Whitelist Summary

Search Filter by CTA Type [+ Whitelist CTA](#)

CTA Type	CTA Sub Type	CTA	Created By	Updated On	Status	Action
Email	Email	gsgasa@gmail.com	Prashant Kumavat	19-09-2024	Active	Action
Email	Email	gsgasa@gmail.com	Prashant Kumavat	19-09-2024	Active	Action
Email	Email	gsgas@gmail.com	Prashant Kumavat	19-09-2024	Active	Action
Number	Land Line	02225390149	Prashant Kumavat	19-09-2024	Active	Action
Email	Email	sasagsa@app.com	Prashant Kumavat	19-09-2024	Active	Action

Step2. The 'Status' of the whitelisted CTA can be changed by the 'Action' button and then 'Inactive' option. PE can 'Search' or 'Filter by CTA Type'.



Welcome, Prashant Kumavat
Logged in with PE ID 1201162771507081456

Whitelist Summary

Search Filter by CTA Type [+ Whitelist CTA](#)

CTA Type	CTA Sub Type	CTA	Created By	Updated On	Status	Action
Email	Email	gsgasa.@gmail.com	Prashant Kumavat	19-09-2024	Active	Action
Email	Email	gsgasa#@gmail.com	Prashant Kumavat	19-09-2024	Active	Action
Email	Email	gsgas#@gmail.com	Prashant Kumavat	19-09-2024	Active	Action
Number	Land Line	02225390149	Prashant Kumavat	19-09-2024	Active	Action
Email	Email	sasagsa#@app.com	Prashant Kumavat	19-09-2024	Active	Action