



RELIANCE INDUSTRIES LIMITED

WHITELISTING OF URL/APK & OTT LINKS/CTA

END USER GUIDE – PRINCIPAL ENTITY

CONTENTS

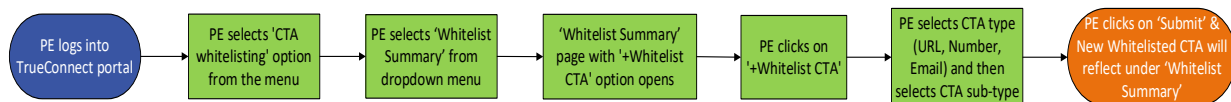
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1. INTRODUCTION

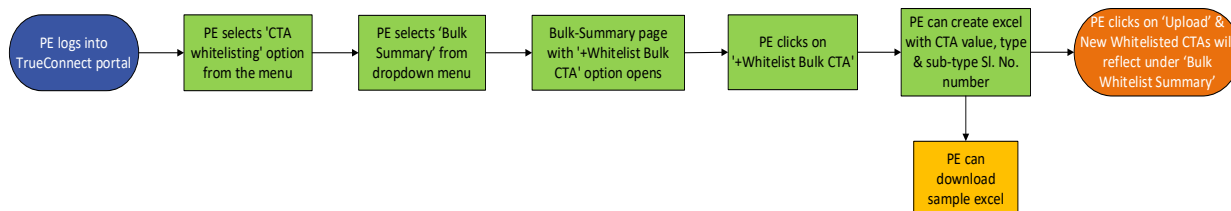
In alignment with TRAI's directive to ensure use of whitelisted URL(s)/APK & OTT Links/CTA in A2P SMS, this document proposes a user guide to implement this directive effectively. The goal is to ensure that CTA(s) like URLs, numbers & email IDs included in SMS content are validated, thereby reducing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

2. PROCESS FLOW

2.1 INDIVIDUAL WHITELIST CTA



2.2 BULK WHITELIST CTA

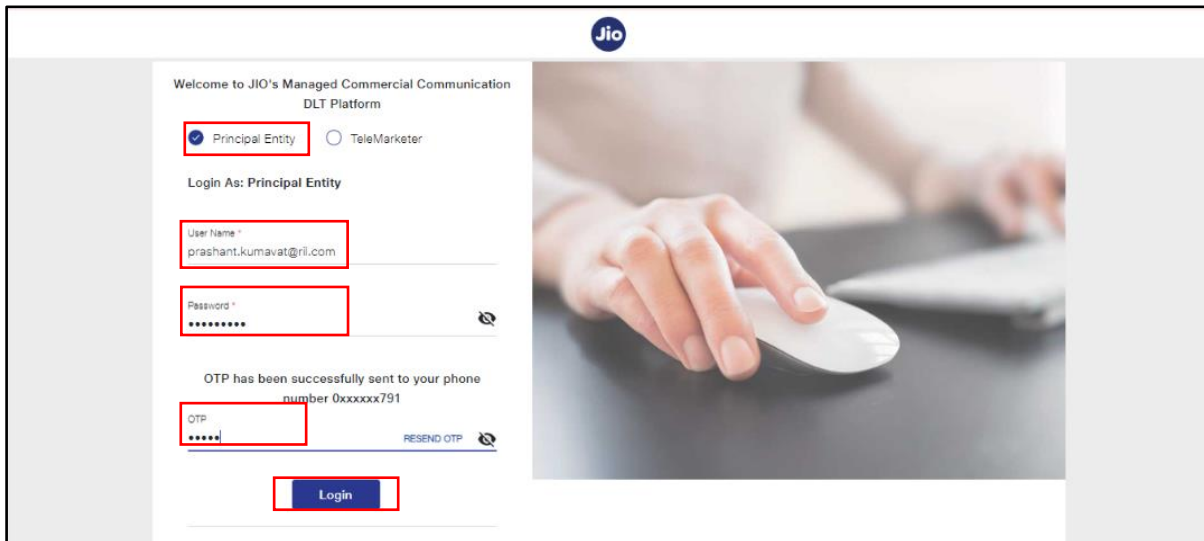


3. ABBREVIATIONS & DEFINITIONS

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.



Welcome to JIO's Managed Commercial Communication DLT Platform

Principal Entity TeleMarketer

Login As: Principal Entity

User Name *
prashant.kumavat@ril.com

Password *

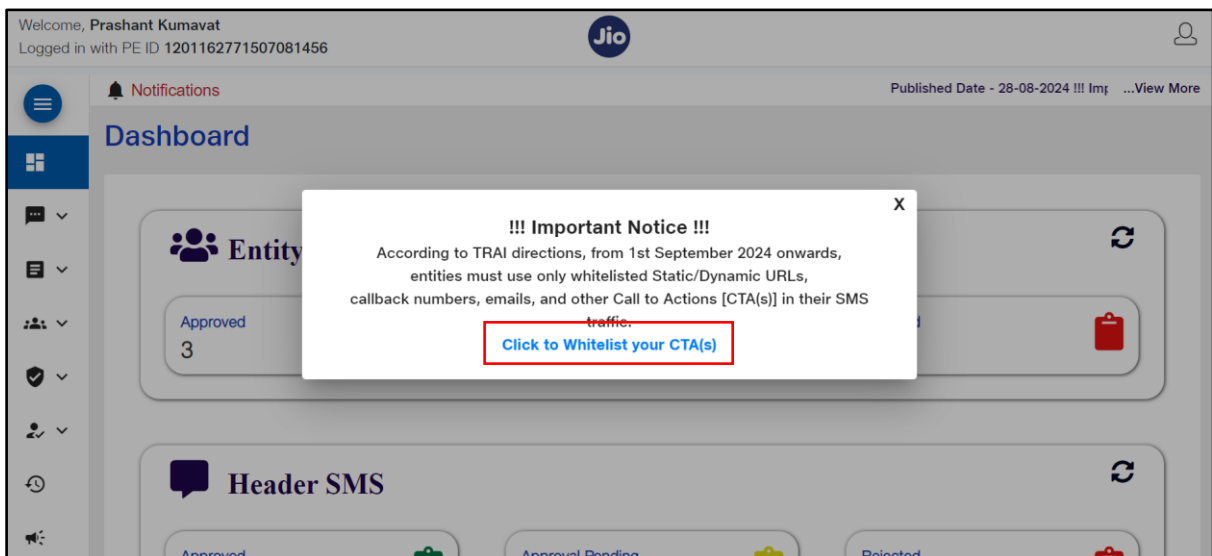
OTP has been successfully sent to your phone number 0xxxxxx791

OTP *

[RESEND OTP](#)

[Login](#)

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



Welcome, Prashant Kumavat
Logged in with PE ID 1201162771507081456

Notifications

Published Date - 28-08-2024 !!! Im; ...View More

Dashboard

!!! 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.

[Click to Whitelist your CTA\(s\)](#)

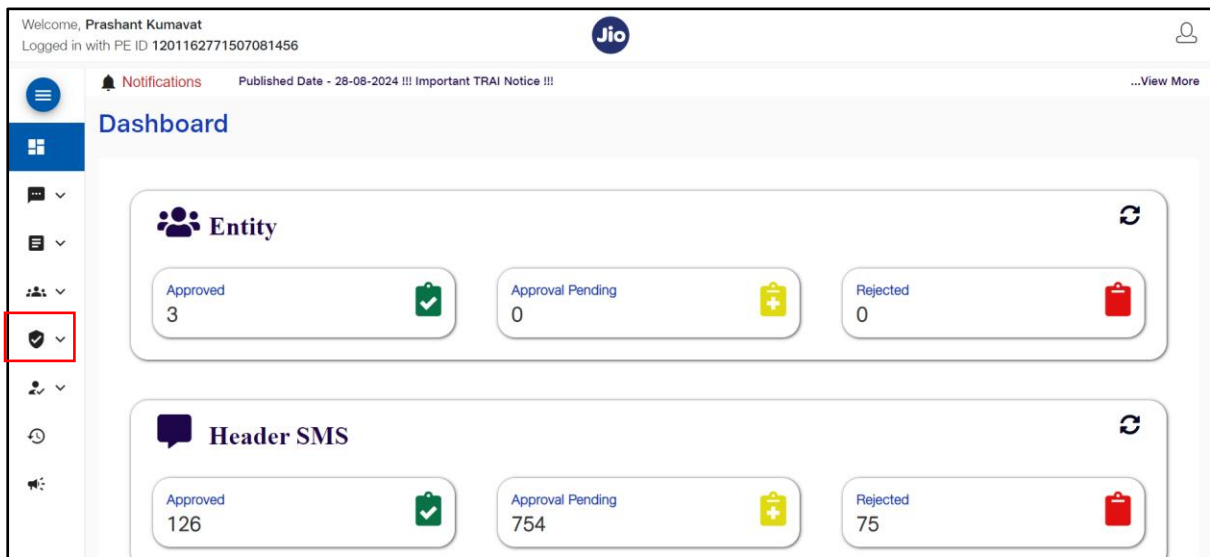
Entity

Approved 3

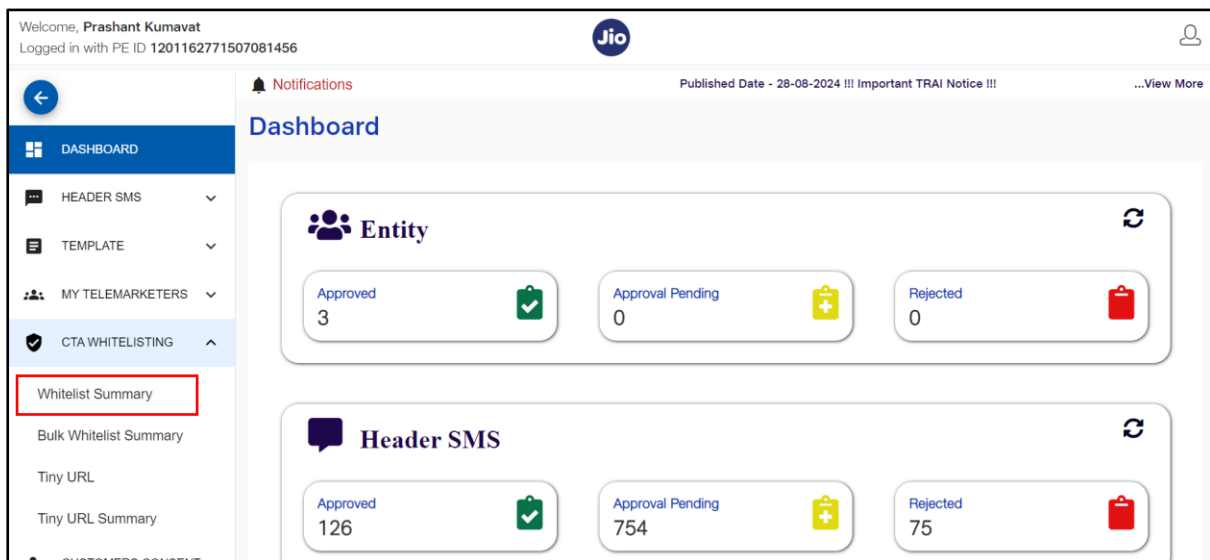
Header SMS

Approved Approval Pending Rejected

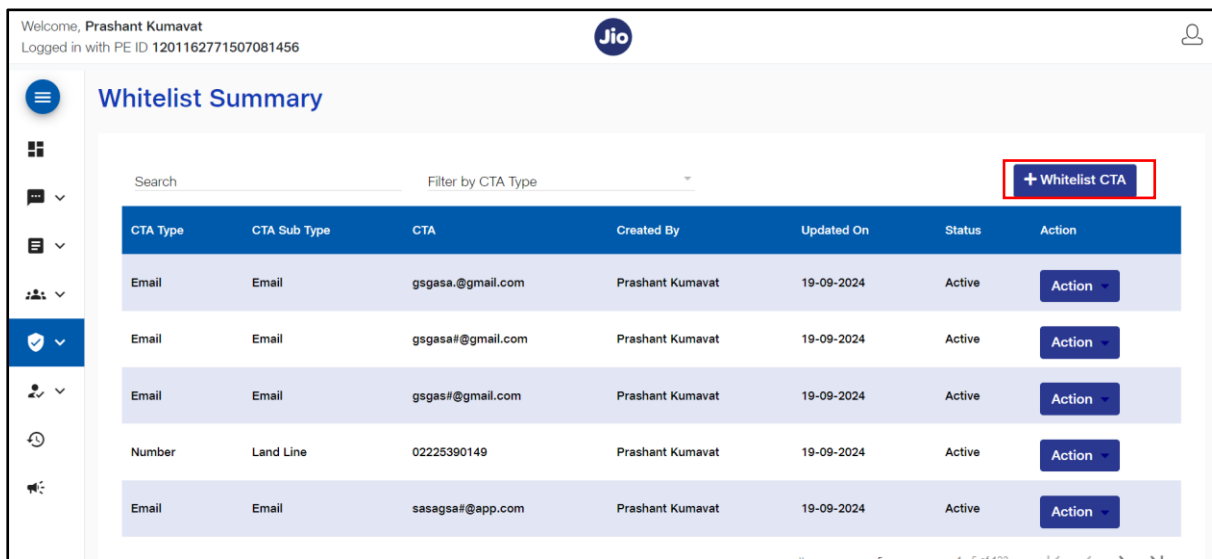
Step2b : Select 'CTA Whitelisting' Icon from menu



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



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



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Whitelist Summary

Search Filter by CTA Type

[+ Whitelist CTA](#)

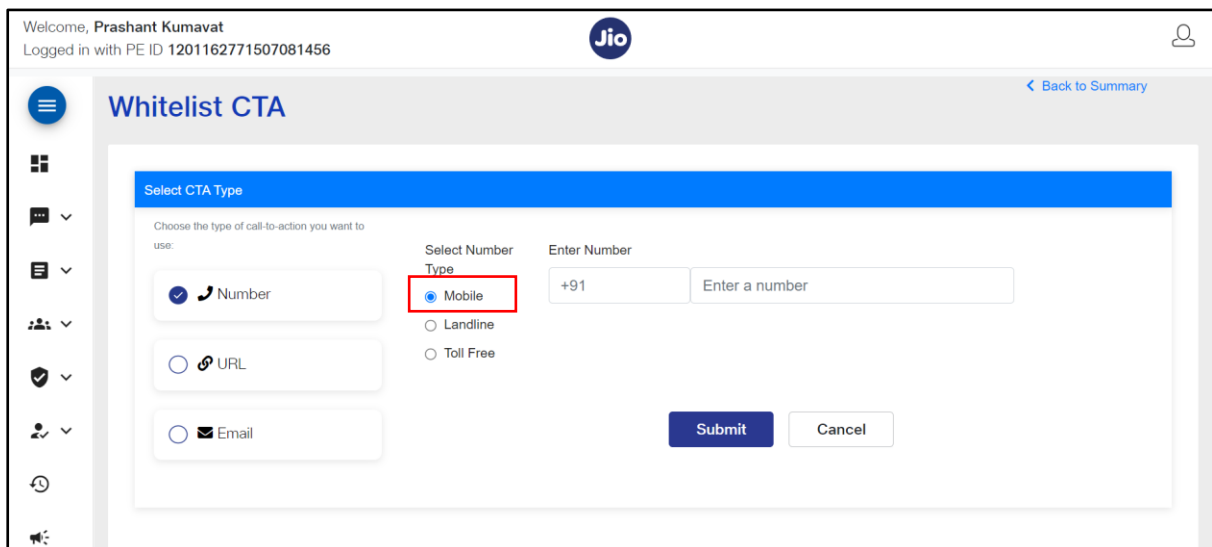
CTA Type	CTA Sub Type	CTA	Created By	Updated On	Status	Action
Email	Email	gsgasa.@gmail.com	Prashant Kumavat	19-09-2024	Active	Action
Email	Email	gsgasa#@gmail.com	Prashant Kumavat	19-09-2024	Active	Action
Email	Email	gsgas#@gmail.com	Prashant Kumavat	19-09-2024	Active	Action
Number	Land Line	02225390149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

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

4.1 CTA TYPE - NUMBER

There are 3 CTA sub-types.

- **'Mobile' Number** of Indian series must start with 91 of length 12 digits (No virtual numbers)



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Whitelist CTA

[Back to Summary](#)

Select CTA Type

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

Number

URL

Email

Select Number Type

Mobile

Landline

Toll Free

Enter Number

+91

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

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Whitelist CTA [Back to Summary](#)

Select CTA Type

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

Number

URL

Email

Select Number Type

Mobile

Landline

Toll Free

Enter Number

STD code Enter a number

- **'Toll-free' number**
 - Toll-free numbers 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

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Whitelist CTA [Back to Summary](#)

Select CTA Type

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

Number

URL

Email

Select Number Type

Mobile

Landline

Toll Free

Toll Free (1800/1860)

Other Toll Free/Short codes & Long Codes

Enter Number

Enter a number

4.2 CTA TYPE - URL

There are 4 CTA sub-types. URL should start with http or https or www.

- **'Web Links'** must only contain static part of the URL

Note – If the URL contains dynamic parameters in the context path, please convert it to a query string format. For example:

- Original: `https://example.com/products/123/details``

- Converted: `https://example.com/products?productId=123&view=details``

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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

Enter URL

Static Url

URL includes variables. (Kindly provide only the static portion of the URL)

- **'APK Links'** must be suffixed with '.apk'

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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

Enter URL

- **'OTT Links'** includes URLs to OTT services and platforms

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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

Enter URL
https://example.com/default

Submit **Cancel**

- **'Short URL'** is whitelisted by taking 3 parameters.
 - *'Protocol'* is a dropdown with values *http://* & *https://*
 - *'Domain'* will be the URL domain. No need to add special character at the end.
 - *'Header'* is multi-select dropdown/searched of Active headers of PE. If the header is added to the 'Freepool', the CTA will fail as well.
 - The Key of the URL is not required to be whitelisted
 - Social media, instant messaging, delivery URLs etc will be whitelisted under Short URL

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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 Choose Header

Note:

- Short URLs should follow this format: `<Short URL Domain>/<Registered Header>/xxxxxx`
- In Domain, don't add special characters at the end.

Examples:

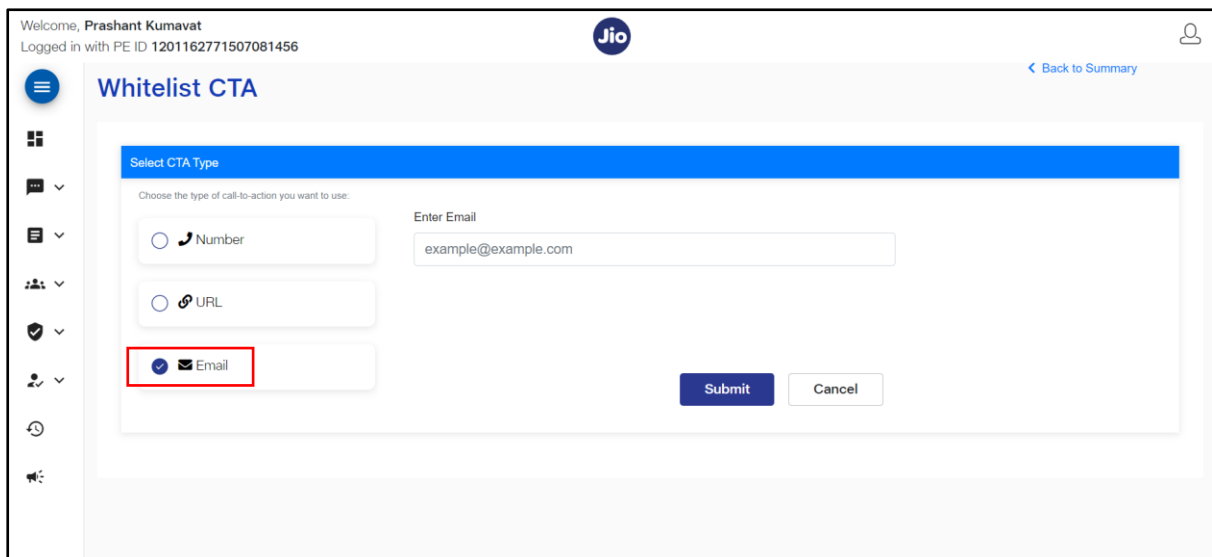
```
https://bit.ly/ABDCBK
https://tinyurl.com/ABDCBK
https://wa.me/ABDCBK
https://abcd.io/ABDCBK
https://swi.gy/SWIGY
```

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

Submit **Cancel**

4.2 CTA TYPE – EMAIL ID

Valid email ID has to be entered, i.e., @domain.



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Whitelist CTA [Back to Summary](#)

Select CTA Type

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

Number

URL

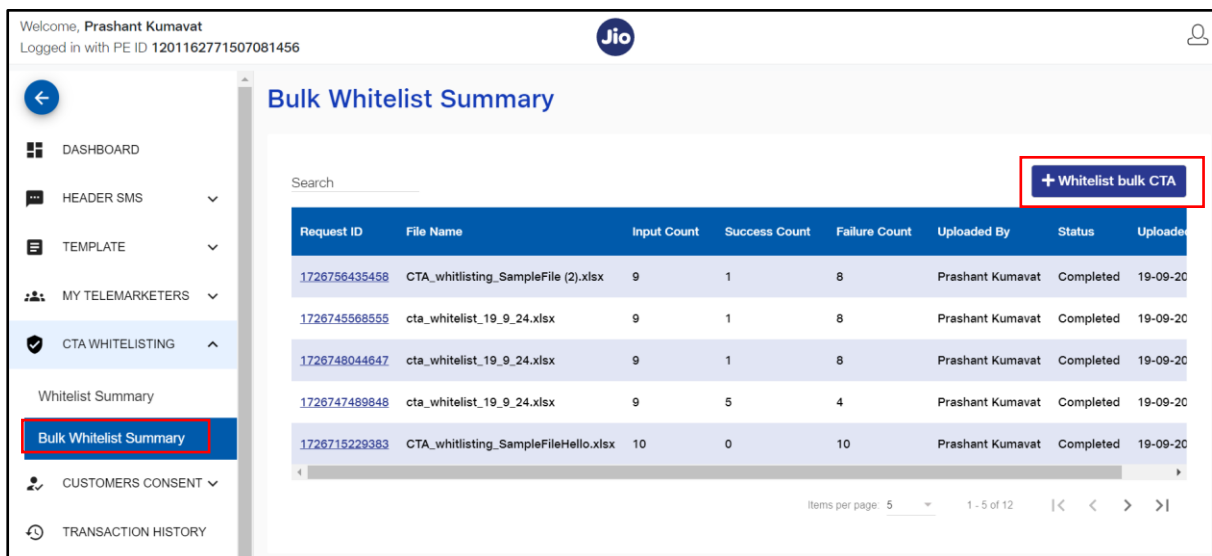
Email

Enter Email
example@example.com

Submit Cancel

5. CTA WHITELISTING - BULK

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



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Bulk Whitelist Summary

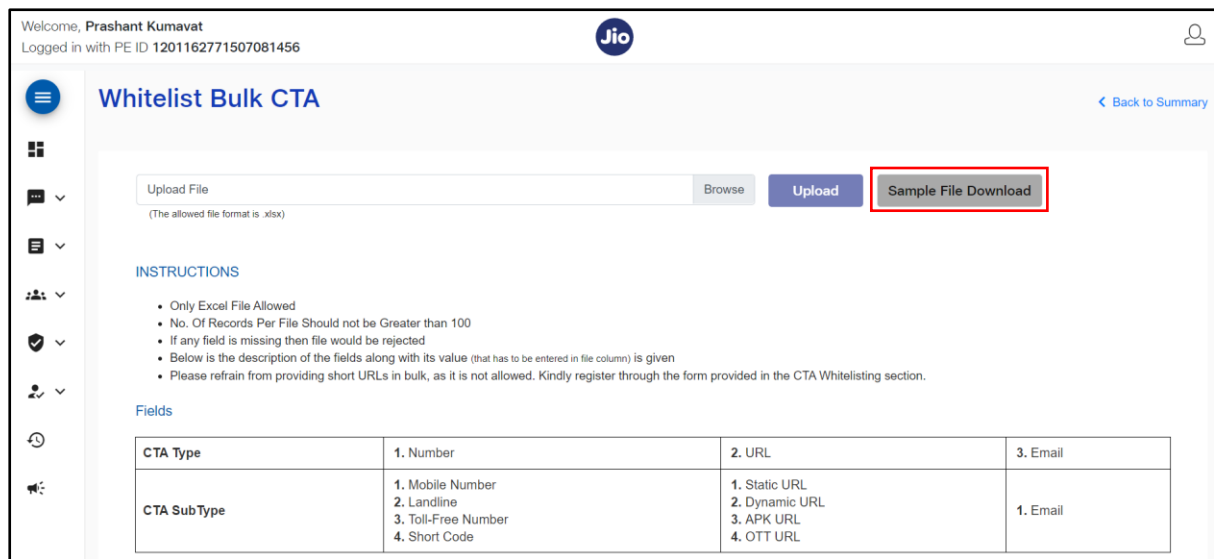
Search

[+ 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
1726745968555	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



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Whitelist Bulk CTA [Back to Summary](#)

Upload File

(The allowed file format is .xlsx)

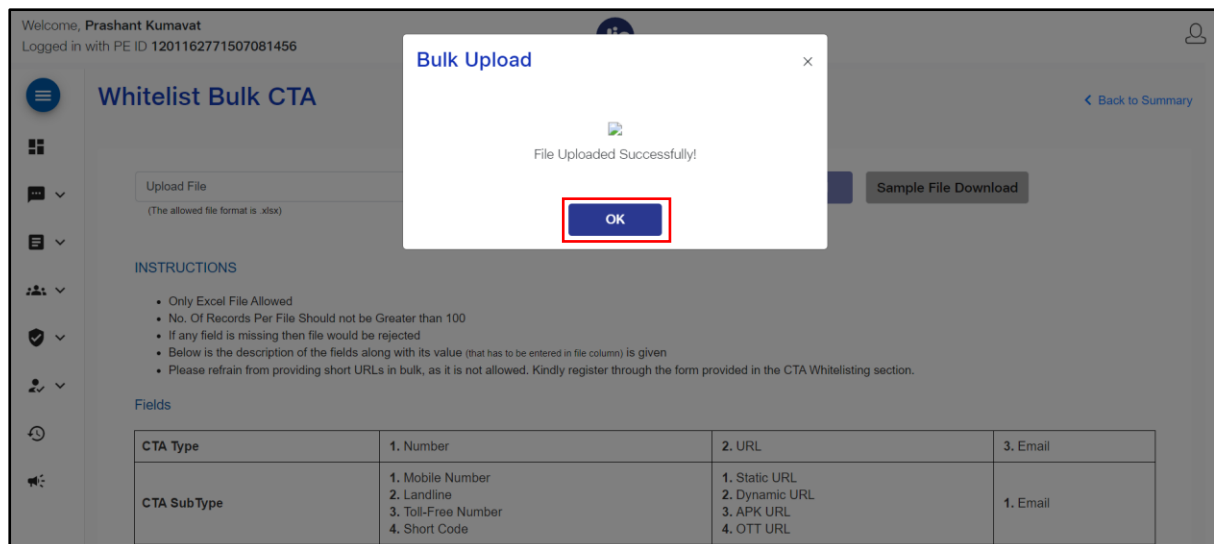
INSTRUCTIONS

- 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.



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Whitelist Bulk CTA [Back to Summary](#)

Upload File

(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

Bulk Upload

File Uploaded Successfully!

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

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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.

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CTA Bulk Details

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

Search

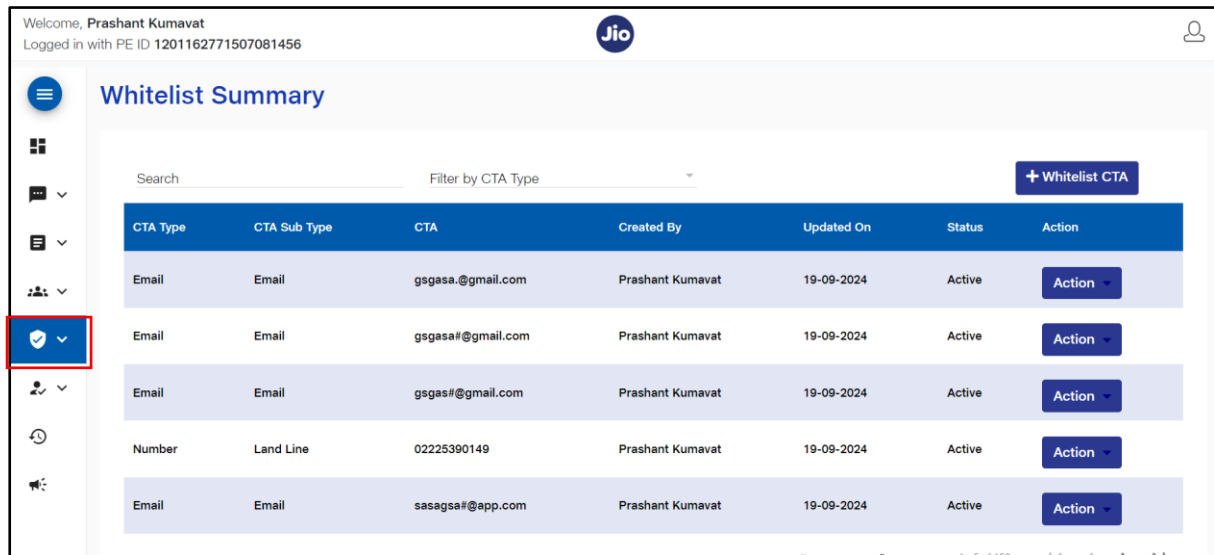
CTA ID	CTA Type	CTA Sub Type	CTA	Status	Reason	Uploaded Date
	Email	Email	example@example.com	Rejected	The provided CTA is ...	19-09-2024
	URL	OTT URL	https://keynesdiga...	Rejected	The provided CTA is ...	19-09-2024
	URL	APP URL (AKP or IPA)	https://sample.com/e...	Rejected	The provided CTA is ...	19-09-2024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



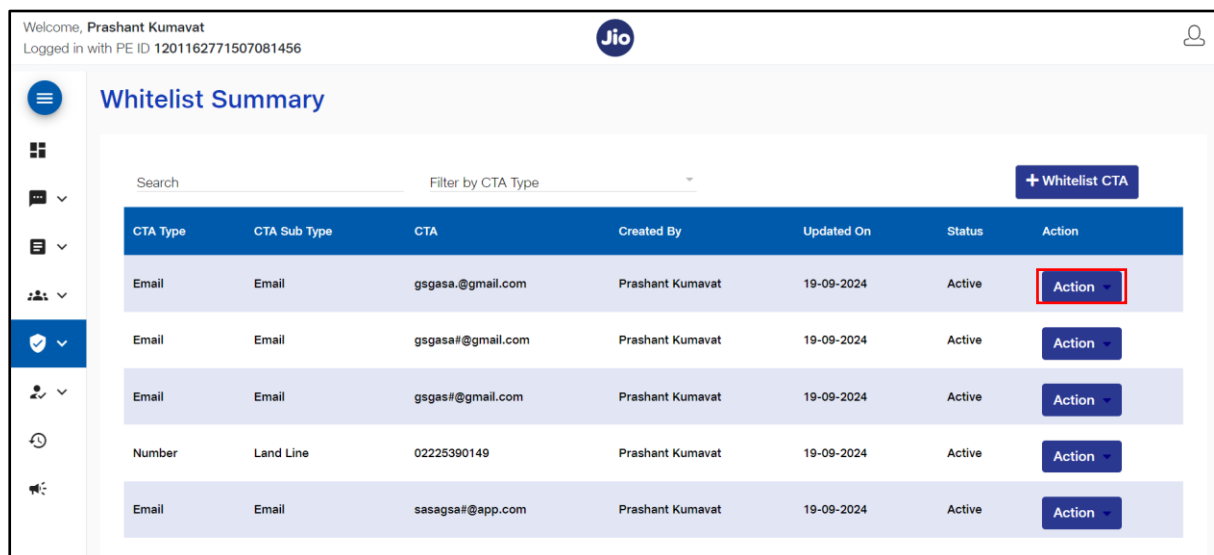
Welcome, Prashant Kumavat
Logged in with PE ID 1201162771507081456

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'.



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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