BSNL Retail Push SMS API V 1.0
User Manual

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Table Of Contents

Introduction

BSNL Retail Push SMS (BRPS) Service provides the retail customer with seamless and hassle-free SMS Push service at affordable rates. The service can be accessed through Web Portal and API.

BSNL Retail Push SMS Service - API

Users can obtain the access details of API (URL, Username, Password etc) by logging into the BRPS Customer Portal https://bulksms.bsnl.in

TCCCPR 2018 –The New Regulation from TRAI

TCCCPR 2018 regulations to curb Unsolicited Customer Communication provides guidelines for roles and responsibilities of ecosystem stakeholders and the functions to be implemented using private and permissioned Distributed Ledger Technology (DLT) systems.

Distributed ledger technology (DLT) is a digital system for recording the transaction of assets in which the transactions and their details are recorded in multiple places at the same time. Unlike traditional databases, distributed ledgers have no central data store or administration functionality.

As per the regulation, access providers have to set up a DLT system for enforcing rules and regulations for commercial communication in India.

Stakeholders of commercial communication ecosystem

Mobile Subscribers, Principal Entities, Telemarketers, Access Providers and Regulators are the stakeholders of the commercial communication ecosystem implemented in the DLT platform.

Principal Entities (senders) are those who want to push messages (Text/Voice) to Mobile Subscribers.

Telemarketers provide message push facility to the linked Entities.

Access Providers provide required telecom resources to Telemarketers.

Commercial Communications Ecosystem
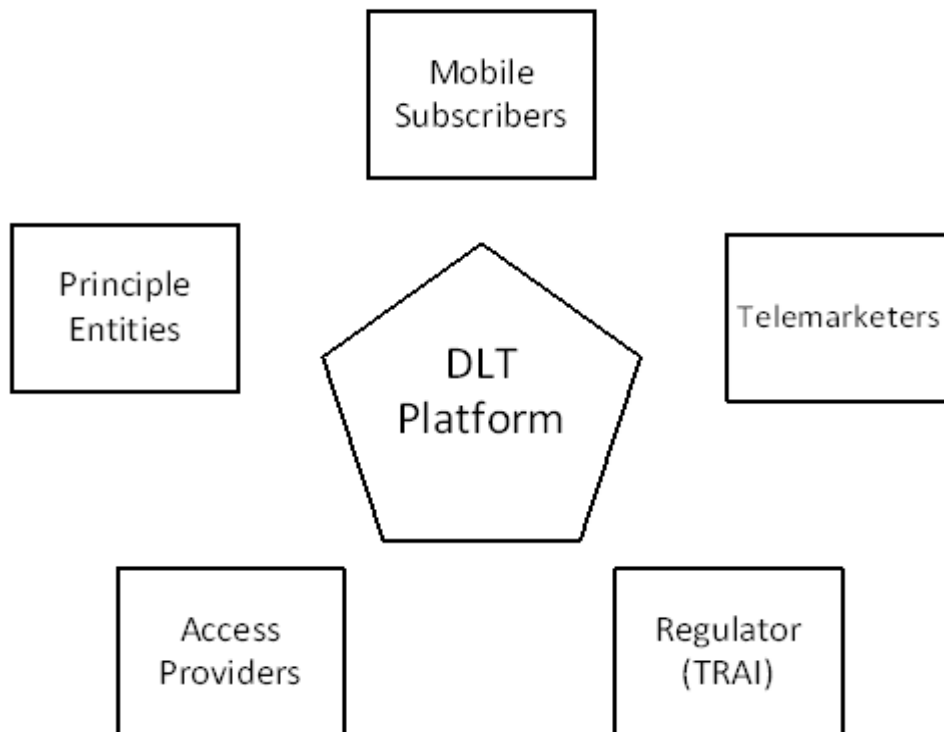
Telemarketer Registration

A telemarketer can register with the originating access provider (OAP) to generate a unique RTM ID by submitting KYC documents and making the required payment. This RTM ID can be used across all operators seamlessly.

Principle Entity Registration

An Enterprise or a Principal Entity can register on the DLT platform through the originating access provider (OAP) by submitting the KYC documents to generate a unique Entity ID.

Header Registration

Entities should register all headers (sender names) on the platform. Once a header is created, the entity retains the ownership across the platform. Every header is unique across the platform, irrespective of the access provider.

A header has to be and can be registered against a single type of message only.

Earlier the SMS was categorized as Promotional and Transactional, but with the new regulation, SMS is categorized as following types:

Promotional SMS

Communication indicating a marketing communication, upselling or cross selling. Promotions cannot be combined with service or transaction messages. Customer's preference scrubbing is mandatory for promotional messages.

Transactional SMS

Communication triggered by a transaction performed by the Subscriber, who is also the Sender's customer, provided such a communication is sent within thirty minutes of the transaction being performed and is directly related to it.

E.g.: ATM Transaction notification.

Service Implicit

Primary purpose of which is to facilitate, complete, or confirm a commercial transaction that the recipient has previously consented to enter into with the sender.

E.g.: Confirmation of a purchase/approval/registration.

Service Explicit

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. For sending Service Explicit messages receiver's consent is required.

E.g. Loan offer to an S/B account holder by a Bank.

As stated above, for Service Explicit SMS(s) consent from the customer is mandatory.

National Customer Preference Register (NCPR)

The National Customer Preference Register (NCPR) is intended to give Indian mobile subscribers an opportunity to limit the telemarketing calls/messages they receive. Mobile subscribers can register/deregister their numbers with options to block/open promotional messages.

The main points to be implemented as per this regulation are:

Only pre-approved messages can be sent by a Principal Entity to mobile subscribers, irrespective of message type. For Promotional type messages, target numbers have to be scrubbed with the National Customer Preference Register (NCPR). Entities can override NCPR scrubbing for the numbers which have given consent for the specific message. Also mobile subscribers consent is mandatory for pushing Service Explicit messages to them. For Transactional and Service Explicit types of messages, receivers consent is not required.

For implementing the above regulations two types of templates have been defined in the DLT system.

Content Template

This is the Message template the Entity sends to its customers or targeted audiences. It can be service related or promotional in nature. It can contain variables which can be changed according to the need of the entity. The same template cannot be used for different categories. Variable parts in a template cannot exceed 50% of the message length.

Consent Template

A registered template format meant to take consent by Entities from its targeted users, to push Promotional or Service Explicit messages. Consent is not required for Transactional and Service Implicit messages. Consents collected from customers are to be verified by OTP over SMS/IVR. Validity of a consent is for twelve months. It is possible for the customer, through the DLT portal, to revoke, at any time, the consent given.

Content Templates and consent templates are owned by entities and are not transferable. A template has to be and can be registered against an approved header.

Message Content Scrubbing

Message Content should be scrubbed with approved content templates in DLT portal, irrespective of message types.

NCPR Scrubbing

All promotional messages should be scrubbed with NCPR. Scrubbing is to be done by considering the opened promotional categories, days and time bands opted by each target mobile number registered in NCPR.

Consent Scrubbing

For service explicit messages scrubbing is to be done against a consented number list. Such messages are to be scrubbed with approved consent templates owned by the Principle Entity (sender). NCPR Scrubbing is not required for promotional type, if consent is available.

Message Delivery

Telemarketers with delivery functions have access to the telecom resources to push the SMSs generated by the Linked Principle Entities. For SMS Pushing, Telemarketers will provide customized interfaces to the linked Entities and SMS uplink from Telemarketers will be through Scrubbing APIs hosted in DLT Platform by the Access providers.

The Scrubbing API published by an access provider which is connected to their Message Centres (SMSCs) will perform the scrubbing of SMS messages as per the DLT Platform data. Scrubbing API will execute real-time message content scrubbing/ NCPR scrubbing/ consent scrubbing depending on the type of message.

BSNL Retail Push SMS Service (BRPS) - Overview

Complying with the Telecom Commercial Communication Customer Preference Regulation (TCCCPR) 2018 Regulations, all customers of BSNL Retail Push SMS Service are required to register as Principal Entities in in Distributed Ledger Technology (DLT) portal https://www.ucc-bsnl.co.in/. Headers (sender-names) and templates of Principal Entities have to be registered and approved in the DLT portal.

BRPS is available as a prepaid service model for the end users. The service is for retail customers and reselling is not allowed.

To use the service, Principle Entities have to register with the BRPS through the customer web portal https://bulksms.bsnl.in by entering the Principal Entity ID (ID that's received from DLT portal after registering in it) and the mobile number linked to Principle Entity. Username and password to access the service will be provided as SMS to the mobile number linked to the Principle Entity. After registering and signing in, registration fee payment has to be made to avail the BRPS service. On successful registration, all the templates and headers registered by the customer in the DLT portal will be made available in the BRPS portal. Available Prepaid SMS Packs can be purchased to consume the service either through Webportal or API.

Each user is identified by a unique Service Id. Service Id along with Username and Password are required to access API.

The base URL of API and Service ID are available in the BRPS Customer Portal https://bulksms.bsnl.in

BSNL Retail Push SMS Service (BRPS) API

Customers of BRPS can access the API to push the SMS messages through Software Applications.

Customer can consume the operations for:

- Sending both Text (GSM 7 bit) or Unicode message
- Sending High Priority SMS like OTP, Alarms (One mobile number per request)
- Sending Group SMS (Maximum of 5000 mobile numbers in single transaction)
- Scheduling SMS for a future date/time (one mobile number per request)

Customers can also avail the operations to:

- Check status of sent SMS
- Cancel a scheduled SMS
- Get Token Status

HTTP POST is only supported in the API operations.

The input requests can be in JSON or XML format. The default response will be sent in JSON format. (If XML response is required, in the header component add *application/xml* for the accept field.)

Authentication

JSON Web Token (JWT) authorization is used to provide a secure channel of communication. With JWT the user credentials are passed through the HTTP header to the server as a cryptic string. For every request sent, the token has to be attached with an Authorization header as shown in the example.

POST base_url/api//approve?expenseId=abc123 HTTP/1.1

Host: your-domain.com

Authorization: **Bearer AbCdEf123456.sg253464564g.5756uythj**

Content-Type: application/x-www-form-urlencoded

User-Agent: Mozilla/5.0 (X11; Linux x86_64) AppleWebKit/1.0 (KHTML, like Gecko; Gmail Actions)

It is possible to bind a token to a maximum of five public IP addresses. Also it is possible to create five active tokens per username. Different IP address binded Tokens can be used for different applications.

It is highly recommended to bind the token with static public IP address(es) to ensure maximum security. However it is also possible to Not Bind the token with any IP address in case of unavailability of Static Public IP address.

Rate limit

The number of SMSs pushed per Hour by a user is limited by the Maximum TPSs of opted plan(s) and available SMS balance count at the time of SMS pushing.

JSON Requests

This section details how to send requests in JSON format. Only POST base_url/api/operations are supported.

1. **Create Token**

   This is the operation to create API Token.

   JSON bearer token is given as the response. **The validity of the token is for a year from the date of creation of the token**.

   Five active tokens can be created per account. Each token can be IP whitelisted upto a maximum of 5 IPs each.

   If no whitelisting is required, the input field of IP_Addresses can be left as null.

   The tokens generated with whitelisted IPs will only accept requests from that specified IPs. Renewal of token before or after token validity can be done with no limitation, same API operation to be used for it.

Request Format For Create New API Token		
Link	POST base_url**/api/Create_New_API_Token**	
Headers	Key	Value
	Content-Type	application/json; charset=utf-8

Body	{
	  "Service_Id": "XXXX",
	  "Username": "YYYY",
	  "Password": "******",
	  "Token_Id":"1"/"2"/"3"/"4"/"5"
	  "IP_Addresses":[
	       "ww.xx.yy.zz",
	       "aaa.bbb.ccc.ddd"]
	}	

Sample Response	
Body	"eyJhbGciOiJIUzI1NiIsInR5cCI6IkpXVCJ9.eyJ1bmlxdWVfbnNubC5pbjo1ODkwIiwiYXVkIjoiMTAwMSJ9.lmvxsMDsGv8"

2. **Name Content Template Variables**

As per the new TCCCPR 2018 regulation, the content of a SMS needs to be pre-approved with variables that can be modified for future use. The required content templates have to be registered in the DLT portal by the entities/telemarketers. The registered content templates will be approved by the access provider (as per the BSNL Circle of the customer's registered State in India) after verification.

In order to push a message, the content template uploaded in DLT portal is available in BSNL Retail Push SMS portal, and the customer has to name each variable if present in a template desired by them to push SMS for easier mapping in message generation.

Creation of a new Content Template in DLT Portal (https://www.ucc-bsnl.co.in)

- Select the Template Type

- Select Consent Type

- Select approved Header (sender name)

- Input Desired Template Name

- Select Template Message Type as either Text or Regional (Unicode)

- Enter Template Message and Save

- Note down the unique Template ID generated

- The Newly created Template will be approved/rejected by Access Provider (BSNL)

Content Template format in DLT Portal

The Content Template may have variables. Maximum length of a variable allowed in a message is 30 characters. The Total length of all variables should not exceed not more than 50% of the length of message.

In Content Template Message, two or more spaces are not supposed to be used between two words, before word or after word.

All special characters (found on the keyboard) are allowed, except < and > symbols.

Variable format is **{#var#}** and is case sensitive.

Variable length can be 0-30 characters.

Variables can also be inserted by clicking the radio button (insert variable) above the textbox.

Transactional category messages should have at least one variable mandatorily.

Promotional/Service category messages can have complete fixed content or with variable part(s).

There is no limitation in no. of variables per message. Maximum length of a message is 2000 characters.

Values like amount, date, a/c no, merchant names, OTP, codes, URL, customer names, card type, etc. needs to be replaced with variables.

In case trying to upload same template, portal would show an error as "Template Message already registered (Template Name - ****)

Content Template format in BSNL Retail Push SMS Service

The content templates in DLT platform are available to customers of BSNL Retail Push SMS Service after successful registration.

Content Template to be uploaded in BSNL Retail Push SMS Service is the same as the format given in DLT Portal except the variable format. Instead of **{#var#}** exact names of the variables have to be given in **{#<variable-name>#}** Values like amount, date, a/c no, merchant names, OTP, codes, URL, customer names, card type, etc. needs to be padded in left-side with **{#** and padded in right-side with **#}**

Example of Template Formats

Example of Template Formats in DLT Portal and BSNL Bulk SMS Service		
Actual Message	**Format to be given in DLT Portal**	**Format for naming in BSNL Retail Push SMS API**
Dear **500123758** holder, Please update the KYC details for the account **500123758** before **31-12-2021**. Please contact	Dear **{#var#}** holder, Please update the KYC details for the account **{#var#}** before **{#var#}**. Please contact **{#var#}** for details.	Dear **{#account_no#}** holder, Please update the KYC details for the account **{#account_no#}** before **{#expiry_date#}**. Please contact

1234001412 for details.		**{#contact_number#}** for details.

The format for template creation is given in the example, where to create a variable the syntax is **{#<variable-name>#}** Here **{#ID#}** is the variable

Request Format For Create Content Template		
Link	POST base_url/**api/Name_Content_Template_Variables**	
Headers	Key	Value
	Authorization	Bearer eyJhbGciOiJIUzI1NiIsInR5cCI6IkpXVCJ9.eyJ1bmlxd1394hf pbjo1ODkwIiwiYXVkIjoiMTAwMSJ9.lmvxsM13bkj8
	Content-Type	application/json; charset=utf-8

Body	{
	 "Template_ID": "1XXXXXXXX",
	 "Entity_ID": "1############",
	 "Template_Message_Named": "Dear Customer, Your TXN ID is {#ID#}"
	 }	

Sample Response	

Body	{
	 "Error": null,
	 "Template_Keys": [
	 "ID"
	]
	 }

The value of key **Template_Message_Named** in the request can be generated using the value of Key **Template_Message** obtained from the operation Get Content Template Details.

It is also possible to name the variables through Customer web portal.

3. **Get Account Balance**

   To see the remaining SMS balance and list of recharge history for the account at the request time.

   No input parameter is required.

Request Format For Get Account Balance		
Link	POST base_url/api/**Get_SMS_Count**	
Headers	Key	Value
	Authorization	Bearer eyJhbGciOiJIUzI1NiIsInR5cCI6IkpXVCJ9.eyJ1bmlxd1394 hfpbjo1ODkwIiwiYXVkIjoiMTAwMSJ9.lmvxsM13bkj8
	Content-Type	application/json; charset=utf-8
Body		

Sample Response	

Body	```
	{
	  "Error": "sample string 1",
	  "Recharge_Details": [
	   {
	     "Recharge_Id": "sample string 1",
	     "Plan_Id": "sample string 2",
	     "Recharge_Time": "sample string 3",
	     "SMS_Balance_Count": "sample string 4",
	     "Balance_Expiry_Time": "sample string 5",
	     "Balance_Updated_Time": "sample string 6"
	   },
	   {
	     "Recharge_Id": "sample string 1",
	     "Plan_Id": "sample string 2",
	     "Recharge_Time": "sample string 3",
	     "SMS_Balance_Count": "sample string 4",
	     "Balance_Expiry_Time": "sample string 5",
	     "Balance_Updated_Time": "sample string 6"
	   }
	  ]
	}
	``

4. **Get Content Template Details**

The DLT Approved Content Templates are available for each account in the BSNL Retail Push SMS Service. SMS pushing would be possible only after the status is updated to "**Template Variables Named**" (Template Status **1**) in BSNL Retail Push SMS service.

This Operation can be used to check the status of message content templates registered in BSNL Retail Push SMS service. The input Template ID and Template name are optional, and can be passed as empty strings.

Request Format For Get Request Sample (Send SMS)		
Link	POST base_url**/api/Get_Content_Template_Details**	
Headers	Key	Value
	Authorization	Bearer eyJhbGciOiJIUzI1NiIsInR5cCI6IkpXVCJ9.eyJ1bmlxd1394hfpbjo1ODkwIiwiYXVkIjoiMTAwMSJ9.lmvxsM13bkj8
	Content-Type	application/json; charset=utf-8

Body	{
	  "Content_Template_Id": "XXXXXXXXX",
	  "Content_Template_Name": "XXXXXXXXXX"
	}	

Sample Response	

Body	{
	  "Error": "sample string 1",
	  "Content_Template_Ids": [
	    {
	      "Template_Id": "1XXXXXXXX1",
	      "Header": "XXXXXX",
	      "Message_Type": "PML/SE/SI/TXN",
	      "Template_Name": "SAMPLE NAME 1",
	      "Template_Message_DLT": "xxxxx{#var#}xxxxx{#var#}",
	      "Template_Message": xxxxx{#yyyy#}xxxxx{#zzzz#}",

```
      "Template_Keys": [
       "yyyy",
       "zzzz"
      ],
      "Non_Variable_Text_Length": "XX",
      "Max_Length_Permitted": "XX",
      "Count_Of_Keys": "2",
      "Create_Date": "DD/MM/YYYY HH:MM:SS",
      "Is_Unicode": "0/1",
      "Entity_Id": "1XXXXXXXXX",
      "Template_Status": "0/1",
      "Template_Status_Description": "Template Variables Naming
Pending/Template Variables Named"
    },
    {
      "Template_Id": "1XXXXXXXXX2",
      "Header": "XXXXXXXXX",
      "Message_Type": "PML/SE/SI/TXN",
      "Template_Name": "SAMPLE NAME 2",
      "Template_Message_DLT": "aaaaa {#var#} cccc {#var#} eee
{#var#}",
      "Template_Message": "aaaaa {#bbbbb#} cccc {#ddddd#} eee
{#ff#}",
      "Template_Keys": [
       "bbbbb",
       "ddddd",
       "ff"
      ],
      "Non_Variable_Text_Length": "XX",
      "Max_Length_Permitted": "XX",
      "Count_Of_Keys": "3",
      "Create_Date": "DD/MM/YYYY HH:MM:SS",
      "Is_Unicode": "0/1",
      "Entity_Id": "1XXXXXXXXXXXX",
      "Template_Status": "0/1",
      "Template_Status_Description": "Template Variables Naming
Pending/Template Variables Named"
```

```
   }
  ]
}
```

Value Descriptions		
Name	**Value**	**Description**
Template_Status_Description	Template Variables Named	All Template variables are named in BRPS System
	Template Variables Naming Pending	Template variables are not yet named and pending in BRPS System
Template_Status	0	Template Variables Naming Pending
	1	Template Variables Named
Message_Type	PML	Promotional
	SE	Service Explicit
	SI	Service Implicit
	TXN	Transactional

5. **Get Send Request Sample**

This operation can be used to generate the body of following SMS Push Operations:

Send SMS (For a single mobile number)

Send SMS Bulk (For sending SMS to upto a number list of 5000 numbers with a common SMS template variable value)

Send SMS Bulk Individual (For sending SMS to upto a number list of 5000 numbers with SMS template variable value unique for each number)

An approved content template should be used to generate request bodies of the above operations. Consent_Template_Id is optional.

Request Format For Get Request Sample (Send SMS)	
Link	POST base_url**/api/Get_Send_Request_Sample**
Headers	Key / Value tables below

	Key	Value
Headers	Authorization	Bearer eyJhbGciOiJIUzI1NiIsInR5cCI6IkpXVCJ9.eyJ1bmlxd1394 hfpbjo1ODkwIiwiYXVkIjoiMTAwMSJ9.lmvxsM13bkj8
	Content-Type	application/json; charset=utf-8

Body	{
	  "Content_Template_Id": "xxxxxxxx",
	  "Consent_Template_Id": "yyyyyyy",
	  "Operation_Name": "Send_SMS"
	}

Sample Response	

Body	{
	  "Header": "######",
	  "Target": "9XXXXXXXXX",
	  "Is_Flash": "0/1",
	  "Entity_Id": "****",
	  "Is_Unicode": "0/1",
	  "Message_Type": "PML/SI/SE/TXN",
	  "Consent_Template_Id": "yyyyyyy",
	  "Content_Template_Id": "xxxxxxxx",
	  "Template_Keys_and_Values": [
	        {
	        "Key": "Key 1",
	        "Value": "Value of Key 1"
	        },
	        {
	        "Key": "Key 2",
	        "Value": "Value of Key 2"
	        }
	  ]
	}

Request Format For Get Request Sample (Send Bulk SMS - Common Message)		
Link	POST base_url**/api/Get_Send_Request_Sample**	
Headers	Key	Value
	Authorization	Bearer eyJhbGciOiJIUzI1NiIsInR5cCI6IkpXVCJ9.eyJ1bmlxd1394 hfpbjo1ODkwIiwiYXVkIjoiMTAwMSJ9.lmvxsM13bkj8
	Content-Type	application/json; charset=utf-8

Body	{
	  "Content_Template_Id": "xxxxxxxx",
	  "Consent_Template_Id": "yyyyyyy",
	  "Operation_Name": "Send_SMS_Bulk"
	}	

Sample Response	

Body	{
	  "Header": "######",
	  "Targets": [
	        "9XXXXXXXXX",
	        "8XXXXXXXXX"
	  ],
	  "Is_Flash": "0/1",
	  "Entity_Id": "****",
	  "Is_Unicode": "0/1",
	  "Message_Type": "PML/SI/SE/TXN",
	  "Consent_Template_Id": "yyyyyyy",
	  "Content_Template_Id": "xxxxxxxx",
	  "Template_Keys_and_Values": [
	        {
	        "Key": "Key 1",
	        "Value": "Value of Key 1"
	        },
	        {
	        "Key": "Key 2",
	        "Value": "Value of Key 2"
	        }
	  ]

	}

Request Format For Get Request Sample (Send Bulk SMS - Individualized Message)	
Link	POST base_url/**api/Get_Send_Request_Sample**
Headers	Key / Value

Headers	Key	Value
	Authorization	Bearer eyJhbGciOiJlUzI1NiIsInR5cCI6IkpXVCJ9.eyJ1bmlxd1394hfpbjo1ODkwIiwiYXVkIjoiMTAwMSJ9.lmvxsM13bkj8
	Content-Type	application/json; charset=utf-8

Body	{
	  "Content_Template_Id": "xxxxxxxx",
	  "Consent_Template_Id": "yyyyyyy",
	  "Operation_Name": "Send_SMS_Bulk_Individual"
	}

Sample Response	

Body	{
	  "Header": "######",
	  "Is_Unicode": "0/1",
	  "Is_Flash": "0/1",
	  "Message_Type": "PML/SE/SI/TXN",
	  "Entity_Id": "**********",
	  "Consent_Template_Id": "yyyyyyy",
	  "Content_Template_Id": "xxxxxxxx",
	  "Targets_and_Messages": [
	      {
	        "Target": "9XXXXXXXX",
	        "Template_Keys_and_Values": [
	        {
	         "Key": "Variable 1",
	         "Value": "Value of Variable 1 for 9XXXXXXXX"
	        }
	        ]
	      },

```
            {
                "Target": "7XXXXXXXXX",
                "Template_Keys_and_Values": [
                {
                   "Key": "Variable 1",
                    "Value": "Value of Variable 1 for 7XXXXXXXXX"
                }
                ]
            }
       ],
       "Consent_Template_Id": "******"
    }
```

6. **Send Message**

   To Send High Priority Message (Like OTP) SMS with lower latency. Only one target (mobile number) is allowed in a single transaction.

   If the SMS is a Promotional (PML) or Service Explicit (SE) message, Consent ID is compulsory.

Request Format For Send Message		
Link	POST base_url**/api/Send_SMS**	
Headers	Key	Value
	Authorization	Bearer eyJhbGciOiJIUzI1NiIsInR5cCI6IkpXVCJ9.eyJ1bmlxd1394hfpbjo1ODkwIiwiYXVkIjoiMTAwMSJ9.lmvxsM13bkj8
	Content-Type	application/json; charset=utf-8

| **Body** | ```
{
  "Header": "######",
  "Target": "**********",
  "Is_Unicode": "0/1",
  "Is_Flash": "0/1",
  "Message_Type": "PML/SE/SI/TXN",
  "Entity_Id": "******",
  "Content_Template_Id": "******",
  "Consent_Template_Id": "******",
  "Template_Keys_and_Values": [
              {
                  "Key":"KEY 1",
                  "Value":"Value for KEY 1"
              }
               ]
}
``` |

Sample Response

| **Body** | ```
{
  "Error": null,
  "Message_Id": "************"
}
``` |

Value Descriptions		
Name	**Value**	**Description**
Is_Unicode	0	Text Message
	1	Unicode Message (Malayalam / Hindi etc..)
Is_Flash	0	Normal SMS
	1	Flash SMS
Message_Type	TXN	Transactional SMS
	SE	Service Explicit SMS
	SI	Service Implicit SMS

	PML	Promotional SMS

7. **Send Bulk Message**

Up to a maximum of 5000 mobile numbers can be included in a single transaction. A common message will be delivered to all the target numbers. If the SMS is a Promotional (PML) or Service Explicit (SE) message, Consent ID is compulsory.

Request Format For Send Bulk Message		
Link	POST base_url/**api/Send_SMS_Bulk**	
Headers	Key	Value
	Authorization	Bearer eyJhbGciOiJIUzI1NiIsInR5cCI6IkpXVCJ9.eyJ1bmlxd139 4hfpbjo1ODkwIiwiYXVkIjoiMTAwMSJ9.lmvxsM13bkj8
	Content-Type	application/json; charset=utf-8

Body	```{
	  "Header": "######",
	  "Targets": [
	        "9XXXXXXXXX",
	        "8XXXXXXXXX"
	  ],
	  "Is_Unicode": "0/1",
	  "Is_Flash": "0/1",
	  "Message_Type":"PML/SE/SI/TXN",
	  "Entity_Id":"#############",
	  "Content_Template_Id": "******",
	  "Consent_Template_Id":"******",
	  "Template_Keys_and_Values": [
	        {
	        "Key": "Variable 1",
	        "Value": "Value for Variable 1"
	        },
	        {
	        "Key": "Variable 2",
	        "Value": "Value for Variable 2"
	        }
	  ]
	}```	

Sample Response	

Body	{
	  "Error": null,
	  "Starting_Message_Id": XXXXXXXXX1",
	  "Ending_Message_Id": XXXXXXXXX2"
	}

The Is_Unicode, Is_Flash and Message_Type are the same as the Send_SMS operation.

8. **Send Individualized Bulk SMS**

In this operation, different values can be added for the same variables in the template for each target number. If the SMS is a Promotional (PML) or Service Explicit (SE) message, Consent ID is compulsory.

Request Format For Send Individualized Bulk Message		
Link	POST base_url/**api/Send_SMS_Bulk_Individual**	
Headers	Key	Value
	Authorization	Bearer eyJhbGciOiJIUzI1NiIsInR5cCI6IkpXVCJ9.eyJ1bmIxd1394 hfpbjo1ODkwIiwiYXVkIjoiMTAwMSJ9.lmvxsM13bkj8
	Content-Type	application/json; charset=utf-8

Body	{
	  "Header": "######",
	  "Is_Unicode": "0/1",
	  "Is_Flash": "0/1",
	  "Message_Type": "PML/SE/SI/TXN",
	  "Entity_Id": "***********",
	  "Content_Template_Id": "******",
	  "Targets_and_Messages": [
	      {
	        "Target": "9XXXXXXXXX",
	        "Template_Keys_and_Values": [
	         {
	          "Key": "Variable 1",
	          "Value": "Value of Variable 1 for 9XXXXXXXXX"
	        }]	

```
            },
            {
               "Target": "7XXXXXXXXX",
               "Template_Keys_and_Values": [
                  {
                     "Key": "Variable 1",
                     "Value": "Value of Variable 1 for 7XXXXXXXXX"
                  }]
            }
   ],
   "Consent_Template_Id": "******"
}
```

Sample Response	

Body	{
	  "Error": null,
	  "Starting_Message_Id": XXXXXXXXX1",
	  "Ending_Message_Id": XXXXXXXXX2"
	}

9. **Schedule SMS**

Schedule can be carried out for a single mobile number and content template details for SMS pushing.

Request Format For Send Individualized Bulk Message		
Link	POST base_url**/api/Schedule_SMS**	
Headers	Key	Value
	Authorization	Bearer eyJhbGciOiJIUzI1NiIsInR5cCI6IkpXVCJ9.eyJ1bmlxd1394 hfpbjo1ODkwIiwiYXVkIjoiMTAwMSJ9.lmvxsM13bkj8
	Content-Type	application/json; charset=utf-8

Body	{
	  "Header": "XXXXX",
	  "Target": "9XXXXXXXXX",
	  "Is_Unicode": "0/1",
	  "Is_Flash": "0/1",
	  "Message_Type": "PML/SE/SI/TXN",
	  "Entity_Id": "XXXXXXXXXXXXXXXXXX",
	  "Content_Template_Id": "XXXXXXXXXXXXXXX",
	  "Template_Keys_and_Values": [
	   {
	     "Key": "Key 1",
	     "Value": "Value for Key 1"
	   },
	   {
	     "Key": "Key 2",
	     "Value": "Value for Key 2"
	   }
	  ],	

	"Consent_Template_Id": "", "Scheduled_Time": "DD-MM-YYYY hh:mm:ss" }

Sample Response	

Body	{
	  "Error": null,
	  "Message_Id": XXXXXXXXXX
	}

10. Cancel Scheduled Message

Users can cancel a scheduled SMS half an hour before the scheduled time for the transaction.

Request Format For Cancel Scheduled Message		
Link	POST base_url**/api/Cancel Schedule Request**	
Headers	Key	Value
	Authorization	Bearer eyJhbGciOiJIUzI1NiIsInR5cCI6IkpXVCJ9.eyJ1bmlxd1394 hfpbjo1ODkwIiwiYXVkIjoiMTAwMSJ9.lmvxsM13bkj8
	Content-Type	application/json; charset=utf-8

Body	{
	  "Message_Id": "XXXXX"
	}	

Sample Response	

Body	{
	  "Error": null,
	  "Success": "Cancelled the Message Id: XXXXX"
	}

11. Message Status Report

Status of SMS can be checked by supplying the message-id.

Request Format For Search Messages with Target Number		
Link	POST base_url**/api/Message_Status_Report**	
Headers	Key	Value
	Authorization	Bearer eyJhbGciOiJIUzI1NiIsInR5cCI6IkpXVCJ9.eyJ1bmlxd139 4hfpbjo1ODkwIiwiYXVkIjoiMTAwMSJ9.lmvxsM13bkj8
	Content-Type	application/json; charset=utf-8

Body	{
	   "Message_id": "XXXXXXXX"
	 }	

Sample Response	

Body	{
	   "Error": null,
	   "Message_Id": "XXXXXXXXXXXXXX",
	   "Header": "XXXXXX",
	   "Receiver": "9XXXXXXXXX",
	   "Message": "Sample Template Message",
	   "Message_Category": "Text/Unicode",
	   "Flash": "0/1",
	   "Message_Type": "PML/SE/SI/TXN",
	   "Entity_Id": "XXXXXXXXXX",
	   "Content_Template_Id": "XXXXXXXXXXXX",
	   "Consent_Template_Id": "XXXXXXXXXXXX",
	   "Content_Template_Keys_And_Values": [
	    {
	     "Key": "Key 1",
	     "Value": "Value for Key 1"
	    },
	    {
	     "Key": "Key 2",
	     "Value": "Value for Key 2"
	    }
	   ],
	   "SMS_Count": "XX",

```
    "Create_Time": "DD-MM-YYYY hh:mm:ss",
    "Queue_Insert_Time": "DD-MM-YYYY hh:mm:ss",
    "SMSC_Submit_Time": "DD-MM-YYYY hh:mm:ss",
    "SMSC_Reject_Time": "DD-MM-YYYY hh:mm:ss",
    "Carrier_Accept_Time": "DD-MM-YYYY hh:mm:ss",
    "Delivery_Success_Time": "DD-MM-YYYY hh:mm:ss",
    "Delivery_Failure_Time": "DD-MM-YYYY hh:mm:ss",
    "Closed_Time": "DD-MM-YYYY hh:mm:ss",
    "Message_Status": "7",
    "Message_Status_Description": "Message Delivered",
    "Process_Status": "1",
    "Process_Status_Description": "Closed",
    "DLR_Error_Code": null
}
```

Value Descriptions

Name	Value	Description
Message Category	0	Text Message
	1	Unicode Message (Malayalam / Hindi etc..)
Is_Flash	0	Normal SMS
	1	Flash SMS
Message_Status	0	Message Created
	1	Message Input Error
	2	Message Inserted in Queue
	3	Message Submitted to SMSC
	4	Message Rejected by SMSC
	5	Message Accepted by Carrier
	6	Message Delivery Failed
	7	Message Delivered

Process_Status	0	Pending
	1	Closed
	2	Error
DLR Error Code	600-671	Error code as received from DLT system.

XML Requests

1. **Create New API Token**

   This is the operation to create API Token.

   JSON bearer token is given as the response. **The validity of the token is for a year from the date of creation of the token**.

   Five active tokens can be created per account. Each token can be IP whitelisted upto a maximum of 5 IPs each.

   If no whitelisting is required, the input field of IP_Addresses can be left as null.

   The tokens generated with whitelisted IPs will only accept requests from that specified IPs. Renewal of token before or after token validity can be done with no limitation, same API operation to be used for it.

Request Format For Create New API Token		
Link	POST base_url**/api/Create_New_API_Token**	
Headers	Key	Value
	Content-Type	application/json; charset=utf-8
	Accept	application/xml

Body	`<New_Token_Request xmlns:i="http://www.w3.org/2001/XMLSchema-instance" xmlns="http://schemas.datacontract.org/2004/07/Bulk_Push_SMS_API.Models">`
	 `  <IP_Addresses xmlns:d2p1="http://schemas.microsoft.com/2003/10/Serialization/Arrays">`
	 `    <d2p1:string>www.xxx.yyy.zzz</d2p1:string>`
	 `    <d2p1:string>aa.bb.cc.dd</d2p1:string>`
	 `  </IP_Addresses>`
	 `  <Password>demo password</Password>`
	 `  <Service_Id>XXXXXX</Service_Id>`
	 `  <Token_Id>1/2/3/4/5</Token_Id>`
	 `  <Username>Demo Username</Username>`
	 `</New_Token_Request>`		

Sample Response	
Body	"eyJhbGciOiJIUzI1NiIsInR5cCl6IkpXVCJ9.eyJ1bmlxdWVfbnNubC5pbjo1ODkwIiwiYXVkIjoiMTAwMSMJ9.ImvxsMDsGv8"

2. **Create Content Template**

As per the new TCCCPR 2018 regulation, the content of a SMS needs to be pre-approved with variables that can be modified for future use. The required content templates have to be registered in the DLT portal by the entities/telemarketers. The registered content templates will be approved by the access provider (as per the BSNL Circle of the customer's registered State in India) after verification.

In order to push a message, the content template uploaded in DLT portal is available in BSNL Retail Push SMS portal, and the customer has to name each variable if present in a template desired by them to push SMS for easier mapping in message generation.

Creation of a new Content Template in DLT Portal (https://www.ucc-bsnl.co.in)

- Select the Template Type

- Select Consent Type

- Select approved Header (sender name)

- Input Desired Template Name

- Select Template Message Type as either Text or Regional (Unicode)

- Enter Template Message and Save

- Note down the unique Template ID generated

- The Newly created Template will be approved/rejected by Access Provider (BSNL)

Content Template format in DLT Portal

The Content Template may have variables. Maximum length of a variable allowed in a message is 30 characters. The Total length of all variables should not exceed not more than 50% of the length of message.

Content Template Validations 2 or more spaces are not supposed to use between 2 words, before word or after word.

All special characters (found on the keyboard) are allowed, except < and > symbols.

Variable format is {#var#} and 'var' is case sensitive.
Variable length can be 0-30 characters.
Variables can also be inserted by clicking the radio button (insert variable) above the textbox.

Transactional category messages should have at least one variable mandatorily.

Promo/Service category messages can have complete fixed content or with variable part(s).

There is no limitation in no. of variables per message. Maximum length of a message is 2000 characters.
Values like amount, date, a/c no, merchant names, OTP, codes, URL, customer names, card type, etc. needs to be replaced with variables.
In case trying to upload same template, portal would show an error as "Template Message already registered (Template Name - ****)

Content Template format in BSNL Retail Push SMS Service

The content templates in DLT platform are available to customers of BSNL Retail Push SMS Service after successful registration.

Content Template to be uploaded in BSNL Retail Push SMS Service is the same as the format given in DLT Portal except the variable format. Instead of **{#var#}** exact names of the variables have to be given in **{#**<variable-name>**#}** Values like amount, date, a/c no, merchant names, OTP, codes, URL, customer names, card type, etc. needs to be padded in left-side with **{#** and padded in right-side with **#}**

Example of Template Formats

Example of Template Formats in DLT Portal and BSNL Bulk SMS Service		
Actual Message	**Format to be given in DLT Portal**	**Format to be given in BSNL Bulk Push SMS API**
Dear **500123758** holder, Please update the KYC details for the	Dear **{#var#}** holder, Please update the KYC details for the account **{#var#}** before **{#var#}**.	Dear **{#account_no#}** holder, Please update the KYC details for the account

| account **500123758** before **31-12-2021**. Please contact **1234001412** for details. | Please contact **{#var#}** for details. | **{#account_no#}** before **{#expiry_date#}**. Please contact **{#contact_number#}** for details. |

The format for template creation is given in the example, where to create a variable the syntax is **{#**<variable-name>**#}.** Here {#ID#} is the variable.

The format for template creation is given in the example, where to create a variable the syntax is **{#**<variable-name>**#}** Here {#ID#} is the variable

Request Format For Create Content Template		
Link	POST base_url**/api/Name_Content_Template_Variables**	
Headers	Key	Value
	Authorization	Bearer eyJhbGciOiJIUzI1NiIsInR5cCI6IkpXVCJ9.eyJ1bmlxd1394 hfpbjo1ODkwIiwiYXVkIjoiMTAwMSJ9.lmvxsM13bkj8
	Content-Type	application/json; charset=utf-8
	Accept	application/xml
Body	<Name_Content_Template_Variables_Request xmlns:i="http://www.w3.org/2001/XMLSchema-instance" xmlns="http://schemas.datacontract.org/2004/07/Bulk_Push_SMS_API .Models"> <Entity_ID>XXXXXX</Entity_ID> <Template_ID>xxxxxxxxx</Template_ID> <Template_Message_Named>TXN ID: {#ID#}</Template_Message_Named> </Name_Content_Template_Variables_Request>	

Sample Response	
Body	<Name_Content_Template_Variables_Response xmlns:i="http://www.w3.org/2001/XMLSchema-instance" xmlns="http://schemas.datacontract.org/2004/07/Bulk_Push_SMS_API. Models"> <Error>null</Error>

	<Template_Keys xmlns:d2p1="http://schemas.microsoft.com/2003/10/Serialization/Arrays"> <d2p1:string>ID</d2p1:string> </Template_Keys> </Name_Content_Template_Variables_Response>

3. **Get Account Balance**

To see the remaining SMS balance and list of recharge history for the account at the request time.

 No input parameter is required.

Request Format For Get Account Balance		
Link	POST base_url**/api/Get_SMS_Count**	
Headers	Key	Value
	Authorization	Bearer eyJhbGciOiJIUzI1NiIsInR5cCI6IkpXVCJ9.eyJ1bmlxd1394 hfpbjo1ODkwIiwiYXVkIjoiMTAwMSJ9.lmvxsM13bkj8
	Content-Type	application/json; charset=utf-8
	Accept	application/xml
Body		

Sample Response	

Body	<SMS_Balance
	xmlns:i="http://www.w3.org/2001/XMLSchema-instance"
	xmlns="http://schemas.datacontract.org/2004/07/Bulk_Push_SMS_API.
	Models">
	 <Error>null</Error>
	 <Recharge_Details>
	  <Recharge_Details>
	<Balance_Expiry_Time>DD-MM-YYYY hh:mm:ss</Balance_Expiry_Time>
	   <Balance_Updated_Time>sample string
	6</Balance_Updated_Time>
	   <Plan_Id>Plan ID 1</Plan_Id>

```
        <Recharge_Id>1XXXXXX</Recharge_Id>
        <Recharge_Time>DD-MM-YYYY hh:mm:ss</Recharge_Time>
        <SMS_Balance_Count>XXXXX</SMS_Balance_Count>
      </Recharge_Details>
      <Recharge_Details>
        <Balance_Expiry_Time>DD-MM-YYYY
hh:mm:ss</Balance_Expiry_Time>
        <Balance_Updated_Time>sample string
6</Balance_Updated_Time>
        <Plan_Id>Plan ID 2</Plan_Id>
        <Recharge_Id>1XXXX</Recharge_Id>
        <Recharge_Time>DD-MM-YYYY hh:mm:ss</Recharge_Time>
        <SMS_Balance_Count>XXXXX</SMS_Balance_Count>
      </Recharge_Details>
    </Recharge_Details>
</SMS_Balance>
```

4. **Get Content Template Details**

The DLT Approved Content Templates are available for each account in the BSNL Retail Push SMS Service. SMS pushing would be possible only after the status is updated to "Approved" in BSNL Retail Push SMS service (In the response of this operation, Template Status 1).

This Operation can be used to check the status of message content templates registered in BSNL Retail Push SMS service. The input Template ID and Template name are optional, and can be passed as empty strings.

Request Format For Get Request Sample (Send SMS)		
Link	POST base_url/**api/Get_Content_Template_Details**	
Headers	Key	Value
	Authorization	Bearer eyJhbGciOiJIUzI1NiIsInR5cCI6IkpXVCJ9.eyJ1bmlxd1394hfpbjo1ODkwIiwiYXVkIjoiMTAwMSJ9.lmvxsM13bkj8
	Content-Type	application/json; charset=utf-8
	Accept	application/xml

Body	`<Content_Template_Details_Request`
	`xmlns:i="http://www.w3.org/2001/XMLSchema-instance"`
	`xmlns="http://schemas.datacontract.org/2004/07/Bulk_Push_SMS_API`
	`.Models">`
	`  <Content_Template_Id>1XXXXXXXXXXXX</Content_Template_Id>`
	`  <Content_Template_Name>Sample Template`
	`Name</Content_Template_Name>`
	`</Content_Template_Details_Request>`

Sample Response

Body	`<Content_Template_Details`
	`xmlns:i="http://www.w3.org/2001/XMLSchema-instance"`
	`xmlns="http://schemas.datacontract.org/2004/07/Bulk_Push_SMS_API.`
	`Models">`
	`  <Content_Template_Ids>`
	`   <Content_Template_Ids>`
	`    <Count_Of_Keys>XX</Count_Of_Keys>`
	`    <Create_Date>DD-MM-YYYY hh:mm:ss</Create_Date>`
	`    <Entity_Id>XXXXXXXXXXXXX</Entity_Id>`
	`    <Header>ABCDEF</Header>`
	`    <Is_Unicode>0/1</Is_Unicode>`
	`    <Max_Length_Permitted>XX</Max_Length_Permitted>`
	`    <Message_Type>PML/SI/SE/TXN</Message_Type>`
	`    <Non_Variable_Text_Length>XX</Non_Variable_Text_Length>`
	`    <Template_Id>XXXXXXXXXXXX</Template_Id>`
	`    <Template_Keys`
	`xmlns:d4p1="http://schemas.microsoft.com/2003/10/Serialization/Arra`
	`ys">`
	`     <d4p1:string>Key 1</d4p1:string>`
	`     <d4p1:string>Key 2</d4p1:string>`
	`    </Template_Keys>`
	`    <Template_Message>Sample Message with keys {#Key 1#} and`
	`{#Key 2#}</Template_Message>`
	`    <Template_Message_DLT>Sample Message with keys {#var#} and`
	`{#var#}</Template_Message_DLT>`
	`    <Template_Name>Sample Template Name</Template_Name>`
	`    <Template_Status>0/1</Template_Status>`

	`<Template_Status_Description>Template Variables Named` `/Template Variables Naming Pending</Template_Status_Description>` `</Content_Template_Ids>` `<Error>null</Error>` `</Content_Template_Details>`

Value Descriptions

Name	Value	Description
Template_Status_Description	Template Variables Named	All Template variables are named in BRPS System
	Template Variables Naming Pending	Template variables are not yet named and pending in BRPS System
Template_Status	0	Template Variables Naming Pending
	1	Template Variables Named
Message_Type	PML	Promotional
	SE	Service Explicit
	SI	Service Implicit
	TXN	Transactional

5. **Get Push SMS Request Sample**
    This operation can be used to generate the body of following SMS Push Operations:

    Send SMS (For a single mobile number)

    Send SMS Bulk (For sending SMS to upto a number list of 5000 numbers with a common SMS template variable value)

    Send SMS Bulk Individual (For sending SMS to upto a number list of 5000 numbers with SMS template variable value unique for each number)

An approved content template should be used to generate request bodies of the above operations. Consent_Template_Id is optional

Response of "Get Push SMS Request Sample" requests will be in JSON format irrespective of request format of "Accept" Header value.

Request Format For Get Request Sample (Send SMS)	
Link	POST base_url**/api/Get_Send_Request_Sample**
Headers	Key / Value table below

Key	Value
Authorization	Bearer eyJhbGciOiJIUzI1NiIsInR5cCI6IkpXVCJ9.eyJ1bmlxd1394hfpbjo1ODkwIiwiYXVkIjoiMTAwMSJ9.lmvxsM13bkj8
Content-Type	application/json; charset=utf-8
Accept	*/*

Body

```
<Get_Send_Request_Sample
xmlns:i="http://www.w3.org/2001/XMLSchema-instance"
xmlns="http://schemas.datacontract.org/2004/07/Bulk_Push_SMS_API
.Models">
  <Consent_Template_Id>1XXXXXXXXXX</Consent_Template_Id>
  <Content_Template_Id>1XXXXXXXXXX</Content_Template_Id>
   <Operation_Name>Send_SMS</Operation_Name>
</Get_Send_Request_Sample>
```

Sample Response	
Body	JSON below

```
{
  "Header": "######",
  "Target": "9XXXXXXXXX",
  "Is_Flash": "0/1",
  "Entity_Id": "****",
  "Is_Unicode": "0/1",
  "Message_Type": "PML/SI/SE/TXN",
  "Consent_Template_Id": "yyyyyyy",
  "Content_Template_Id": "xxxxxxxx",
  "Template_Keys_and_Values": [
```

```
        {
        "Key": "Key 1",
        "Value": "Value of Key 1"
        },
        {
        "Key": "Key 2",
        "Value": "Value of Key 2"
        }
    ]
}
```

Request Format For Get Request Sample (Send Bulk SMS - Common Message)	
Link	POST base_url**/api/Get_Send_Request_Sample**
Headers	Key	Value
	Authorization	Bearer eyJhbGciOiJIUzI1NiIsInR5cCI6IkpXVCJ9.eyJ1bmIxd 1394DkwIiwiYXVkIjoiMTAwMSJ9.lmvxsM13bkj8
	Content-Type	application/json; charset=utf-8
	Accept	*/*
Body	<Get_Send_Request_Sample xmlns:i="http://www.w3.org/2001/XMLSchema-instance" xmlns="http://schemas.datacontract.org/2004/07/Bulk_Push_SMS _API.Models"> <Consent_Template_Id>1XXXXXXXXXX</Consent_Template_Id> <Content_Template_Id>1XXXXXXXXXX</Content_Template_Id> <Operation_Name>Send_SMS_Bulk</Operation_Name> </Get_Send_Request_Sample>

Sample Response	
Body	{ "Header": "######", "Targets": ["9XXXXXXXXX", "8XXXXXXXXX"

```
        ],
        "Is_Flash": "0/1",
        "Entity_Id": "****",
        "Is_Unicode": "0/1",
        "Message_Type": "PML/SI/SE/TXN",
        "Consent_Template_Id": "yyyyyyy",
        "Content_Template_Id": "xxxxxxxx",
        "Template_Keys_and_Values": [
            {
            "Key": "Key 1",
            "Value": "Value of Key 1"
            },
            {
            "Key": "Key 2",
            "Value": "Value of Key 2"
            }
        ]
    }
```

Request Format For Get Request Sample (Send Bulk SMS - Individualized Message)	
Link	POST base_url**/api/Get_Send_Request_Sample**

Headers	Key	Value
	Authorization	Bearer eyJhbGciOiJIUzI1NiIsInR5cCI6IkpXVCJ9.eyJ1bmlxd1394 hfpbjo1ODkwIiwiYXVkIjoiMTAwMSJ9.lmvxsM13bkj8
	Content-Type	application/json; charset=utf-8
	Accept	*/*

Body	<Get_Send_Request_Sample xmlns:i="http://www.w3.org/2001/XMLSchema-instance" xmlns="http://schemas.datacontract.org/2004/07/Bulk_Push_SMS_API. Models"> <Consent_Template_Id>1XXXXXXXXX</Consent_Template_Id> <Content_Template_Id>1XXXXXXXXX</Content_Template_Id> <Operation_Name>Send_SMS_Bulk_Individual</Operation_Name>

	</Get_Send_Request_Sample>

Sample Response	

Body	<pre>{
	  "Header": "######",
	  "Is_Unicode": "0/1",
	  "Is_Flash": "0/1",
	  "Message_Type": "PML/SE/SI/TXN",
	  "Entity_Id": "***********",
	  "Consent_Template_Id": "yyyyyyy",
	  "Content_Template_Id": "xxxxxxxx",
	  "Targets_and_Messages": [
	      {
	         "Target": "9XXXXXXXXX",
	         "Template_Keys_and_Values": [
	         {
	           "Key": "Variable 1",
	            "Value": "Value of Variable 1 for 9XXXXXXXXX"
	         }
	         ]
	      },
	      {
	         "Target": "7XXXXXXXXX",
	         "Template_Keys_and_Values": [
	         {
	           "Key": "Variable 1",
	            "Value": "Value of Variable 1 for 7XXXXXXXXX"
	         }
	         ]
	      }
	  ],
	  "Consent_Template_Id": "******"
	}</pre>

6. **Send Message**
   To Send High Priority Message (Like OTP) SMS with lower latency. Only one target (mobile number) is allowed in a single transaction.

   If the SMS is a Promotional (PML) or Service Explicit (SE) message, Consent ID is compulsory.

Request Format For Send Message		
Link	POST base_url**/api/Send_SMS**	
Headers	Key	Value
	Authorization	Bearer eyJhbGciOiJlUzI1NiIsInR5cCI6IkpXVCJ9.eyJ1bmlxd1394 hfpbjo1ODkwIiwiYXVkIjoiMTAwMSJ9.lmvxsM13bkj8
	Content-Type	application/json; charset=utf-8
	Accept	application/xml
Body	<Send_SMS_Request xmlns:i="http://www.w3.org/2001/XMLSchema-instance" xmlns="http://schemas.datacontract.org/2004/07/Bulk_Push_SMS_API .Models"> <Consent_Template_Id>****************</Consent_Template_Id> <Content_Template_Id>************</Content_Template_Id> <Entity_Id>************</Entity_Id> <Header> ######</Header> <Is_Flash>0/1</Is_Flash> <Is_Unicode>0/1</Is_Unicode> <Message_Type>PML/SE/SI/TXN</Message_Type> <Target>**********</Target> <Template_Keys_and_Values> <Template_Data> <Key>KEY 1</Key> <Value>Value for KEY 1</Value> </Template_Data> <Template_Data> <Key>KEY 2</Key> <Value>Value for KEY 2</Value> </Template_Data> </Template_Keys_and_Values> </Send_SMS_Request>	

Sample Response	
Body	<Send_SMS xmlns:i="http://www.w3.org/2001/XMLSchema-instance" xmlns="http://schemas.datacontract.org/2004/07/Bulk_Push_SMS_API. Models">

	<Error>sample string 1</Error> <Message_Id>sample string 2</Message_Id> </Send_SMS>

Value Descriptions

Name	Value	Description
Is_Unicode	0	Text Message
	1	Unicode Message (Malayalam / Hindi etc..)
Is_Flash	0	Normal SMS
	1	Flash SMS
Message_Type	TXN	Transactional SMS
	SE	Service Explicit SMS
	SI	Service Implicit SMS
	PML	Promotional SMS

7. **Send Bulk Message**

Up to a maximum of 5000 mobile numbers can be included in a single transaction. A common message will be delivered to all the target numbers. If the SMS is a Promotional (PML) or Service Explicit (SE) message, Consent ID is compulsory.

Request Format For Send Bulk Message		
Link	POST base_url**/api/Send_SMS_Bulk**	
Headers	Key	Value
	Authorization	Bearer eyJhbGciOiJIUzI1NiIsInR5cCI6IkpXVCJ9.eyJ1bmlxd1394hfpbjo1ODkwIiwiYXVkIjoiMTAwMSJ9.lmvxsM13bkj8
	Content-Type	application/json; charset=utf-8

	Accept	application/xml

Body	`<Send_SMS_Bulk_Request`
	`xmlns:i="http://www.w3.org/2001/XMLSchema-instance"`
	`xmlns="http://schemas.datacontract.org/2004/07/Bulk_Push_SMS_API`
	`.Models">`
	
	`<Consent_Template_Id>*******************</Consent_Template_Id>`
	`  <Content_Template_Id>************</Content_Template_Id>`
	`  <Entity_Id>#############</Entity_Id>`
	`  <Header>######</Header>`
	`  <Is_Flash>0/1</Is_Flash>`
	`  <Is_Unicode>0/1</Is_Unicode>`
	`  <Message_Type>PML/SE/SI/TXN</Message_Type>`
	`  <Targets`
	`xmlns:d2p1="http://schemas.microsoft.com/2003/10/Serialization/Arr`
	`ays">`
	`    <d2p1:string>9XXXXXXXX</d2p1:string>`
	`    <d2p1:string>8XXXXXXXX</d2p1:string>`
	`  </Targets>`
	`  <Template_Keys_and_Values>`
	`   <Template_Data>`
	`     <Key>KEY 1</Key>`
	`     <Value>Value for KEY 1</Value>`
	`   </Template_Data>`
	`   <Template_Data>`
	`     <Key>KEY 2</Key>`
	`     <Value>Value for KEY 2</Value>`
	`   </Template_Data>`
	`  </Template_Keys_and_Values>`
	`</Send_SMS_Bulk_Request>`

Sample Response	

Body	`<Send_SMS_Bulk`
	`xmlns:i="http://www.w3.org/2001/XMLSchema-instance"`
	`xmlns="http://schemas.datacontract.org/2004/07/Bulk_Push_SMS_API.`
	`Models">`
	`  <Ending_Message_Id>sample string 3</Ending_Message_Id>`
	`  <Error>sample string 1</Error>`
	`  <Starting_Message_Id>sample string 2</Starting_Message_Id>`
	`</Send_SMS_Bulk>`

The Is_Unicode, Is_Flash and Message_Type are the same as the Send_SMS operation.

8. **Send Individualized Bulk SMS**

In this operation, different values can be added for the same variables in the template for each target number. If the SMS is a Promotional (PML) or Service Explicit (SE) message, Consent ID is compulsory.

Request Format For Send Individualized Bulk Message		
Link	POST base_url**/api/Send_SMS_Bulk_Individual**	
Headers	Key	Value
	Authorization	Bearer eyJhbGciOiJIUzI1NiIsInR5cCI6IkpXVCJ9.eyJ1bmIxd139 4hfpbjo1ODkwIiwiYXVkIjoiMTAwMSJ9.lmvxsM13bkj8
	Content-Type	application/json; charset=utf-8
	Accept	application/xml
Body	<Send_SMS_Bulk_Individual_Request xmlns:i="http://www.w3.org/2001/XMLSchema-instance" xmlns="http://schemas.datacontract.org/2004/07/Bulk_Push_SMS_API.Models"> <Consent_Template_Id>************</Consent_Template_Id> <Content_Template_Id>************</Content_Template_Id> <Entity_Id>********************</Entity_Id> <Header>######</Header> <Is_Flash>0/1</Is_Flash> <Is_Unicode>0/1</Is_Unicode> <Message_Type>PML/SE/SI/TXN</Message_Type> <Targets_and_Messages> <Template_Data_and_Target> <Target>9XXXXXXXX</Target> <Template_Keys_and_Values> <Template_Data> <Key>KEY 1</Key> <Value>Value for KEY 1</Value> </Template_Data> <Template_Data> <Key>KEY 2</Key> <Value>Value for KEY 2</Value>

	</Template_Data> </Template_Keys_and_Values> </Template_Data_and_Target> <Template_Data_and_Target> <Target>7XXXXXXXX</Target> <Template_Keys_and_Values> <Template_Data> <Key>KEY 1</Key> <Value>Value for KEY 1</Value> </Template_Data> <Template_Data> <Key>KEY 2</Key> <Value>Value for KEY 2</Value> </Template_Data> </Template_Keys_and_Values> </Template_Data_and_Target> </Targets_and_Messages> </Send_SMS_Bulk_Individual_Request>

Sample Response	
Body	<Send_SMS_Bulk_Individual xmlns:i="http://www.w3.org/2001/XMLSchema-instance" xmlns="http://schemas.datacontract.org/2004/07/Bulk_Push_SMS_API. Models"> <Ending_Message_Id>sample string 3</Ending_Message_Id> <Error>sample string 1</Error> <Starting_Message_Id>sample string 2</Starting_Message_Id> </Send_SMS_Bulk_Individual>

9. **Schedule SMS**

Schedule can be carried out for a single mobile number and content template details for SMS pushing.

To schedule a message for the current time, leave Schedule_Time as NULL.

If the SMS is a Promotional (PML) or Service Explicit (SE) message, Consent ID is compulsory.

Request Format For Send Individualized Bulk Message		
Link	POST base_url/api/**Schedule_SMS**	
	Key	Value
Headers		

	Authorization	Bearer eyJhbGciOiJIUzI1NiIslnR5cCI6IkpXVCJ9.eyJ1bmlxd139 4hfpbjo1ODkwIiwiYXVkIjoiMTAwMSJ9.lmvxsM13bkj8
	Content-Type	application/json; charset=utf-8
	Accept	application/xml
Body	<Schedule_SMS_Request xmlns:i="http://www.w3.org/2001/XMLSchema-instance" xmlns="http://schemas.datacontract.org/2004/07/Bulk_Push_SMS_API .Models"> <Consent_Template_Id>XXXXXXXXXXXXXXX</Consent_Template_Id> <Content_Template_Id>XXXXXXXXXXXXXXX</Content_Template_Id> <Entity_Id>XXXXXXXXXXXXXXXXXXX</Entity_Id> <Header>XXXXXX</Header> <Is_Flash>0/1</Is_Flash> <Is_Unicode>0/1</Is_Unicode> <Message_Type>PML/SE/SI/TXN</Message_Type> <Scheduled_Time>DD-MM-YYYY hh:mm:ss</Scheduled_Time> <Target>9XXXXXXXXX</Target> <Template_Keys_and_Values> <Template_Data> <Key>Key 1</Key> <Value>Value for Key 1</Value> </Template_Data> <Template_Data> <Key>Key 2</Key> <Value>Value for Key 2</Value> </Template_Data> </Template_Keys_and_Values> </Schedule_SMS_Request>

Sample Response	
Body	<Schedule_SMS xmlns:i="http://www.w3.org/2001/XMLSchema-instance" xmlns="http://schemas.datacontract.org/2004/07/Bulk_Push_SMS_API. Models"> <Error>sample string 1</Error> <Message_Id>sample string 2</Message_Id> </Schedule_SMS>

10. Cancel Scheduled Message

Users can cancel a scheduled SMS half an hour before the scheduled time for the transaction.

Request Format For Cancel Scheduled Message		
Link	POST base_url/api/**Cancel_Schedule**	
Headers	Key	Value
	Authorization	Bearer eyJhbGciOiJIUzI1NiIsInR5cCI6IkpXVCJ9.eyJ1bmlxd1ODkwIiwiYXVkIjoiMTAwMSJ9.lmvxsM13bkj8
	Content-Type	application/json; charset=utf-8
	Accept	application/xml
Body	<Cancel_SMS_Schedule_Request xmlns:i="http://www.w3.org/2001/XMLSchema-instance" xmlns="http://schemas.datacontract.org/2004/07/Bulk_Push_SMS_API.Models"> <Message_Id>XXXXXXXX</Message_Id> </Cancel_SMS_Schedule_Request>	

Sample Response	
Body	<Cancel_SMS_Schedule xmlns:i="http://www.w3.org/2001/XMLSchema-instance" xmlns="http://schemas.datacontract.org/2004/07/Bulk_Push_SMS_API.Models"> <Error>sample string 1</Error> <Success>sample string 2</Success> </Cancel_SMS_Schedule>

11. Message Status Report

Status of SMS sent can be checked by supplying the message-id.

Request Format For Search Messages with Target Number		
Link	POST base_URL/api/**Message_Status_Report**	
Headers	Key	Value
	Authorization	Bearer eyJhbGciOiJIUzI1NiIsInR5cCI6IkpXVCJ9.eyJ1bmlxd1394hfpbjo1ODkwliwiYXVkIjoiMTAwMSJ9.lmvxsM13bkj8
	Content-Type	application/json; charset=utf-8
	Accept	application/xml
Body	<Message_Status_Report_Request xmlns:i="http://www.w3.org/2001/XMLSchema-instance" xmlns="http://schemas.datacontract.org/2004/07/Bulk_Push_SMS_API.Models"> <Message_id>sample string 1</Message_id> </Message_Status_Report_Request>	

Sample Response	
Body	<Message_Status_Report xmlns:i="http://www.w3.org/2001/XMLSchema-instance" xmlns="http://schemas.datacontract.org/2004/07/Bulk_Push_SMS_API.Models"> <Carrier_Accept_Time>DD-MM-YYYY hh:mm:ss</Carrier_Accept_Time> <Closed_Time>DD-MM-YYYY hh:mm:ss</Closed_Time> <Consent_Template_Id>XXXXXXXXXXXX</Consent_Template_Id> <Content_Template_Id>XXXXXXXXXXX</Content_Template_Id> <Content_Template_Keys_And_Values> <Content_Template_Keys_And_Values> <Key>Key 1</Key> <Value>Value for Key 1</Value> </Content_Template_Keys_And_Values>

```
        <Content_Template_Keys_And_Values>
     <Key>Key 2</Key>
     <Value>Value for Key 2</Value>
  </Content_Template_Keys_And_Values>
    </Content_Template_Keys_And_Values>
    <Create_Time>DD-MM-YYYY hh:mm:ss</Create_Time>
    <DLR_Error_Code>null</DLR_Error_Code>
    <Delivery_Failure_Time>DD-MM-YYYY
hh:mm:ss</Delivery_Failure_Time>
    <Delivery_Success_Time>DD-MM-YYYY
hh:mm:ss</Delivery_Success_Time>
   <Entity_Id>XXXXXXXXXXX</Entity_Id>
   <Error>null</Error>
   <Flash>0/1</Flash>
   <Header>XXXXXX</Header>
   <Message>Sample Template Message</Message>
   <Message_Category>Text/Unicode</Message_Category>
   <Message_Id>XXXXXXXXXXXXXX</Message_Id>
   <Message_Status>0/1/2/3/4/5/6/7</Message_Status>
   <Message_Status_Description>Sample   Delivered
</Message_Status_Description>
   <Message_Type>PML/SE/SI/TXN</Message_Type>
   <Process_Status>0/1/2</Process_Status>
   <Process_Status_Description>Closed</Process_Status_Description>
   <Queue_Insert_Time>DD-MM-YYYY hh:mm:ss</Queue_Insert_Time>
   <Receiver>9XXXXXXXXX</Receiver>
   <SMSC_Reject_Time>DD-MM-YYYY hh:mm:ss</SMSC_Reject_Time>
   <SMSC_Submit_Time>DD-MM-YYYY hh:mm:ss</SMSC_Submit_Time>
   <SMS_Count>XX</SMS_Count>
 </Message_Status_Report>
```

Value Descriptions		
Name	**Value**	**Description**
Message Category	0	Text Message
	1	Unicode Message (Malayalam / Hindi etc..)
Is_Flash	0	Normal SMS
	1	Flash SMS

Message_Status	0	Message Created
	1	Message Input Error
	2	Message Inserted in Queue
	3	Message Submitted to SMSC
	4	Message Rejected by SMSC
	5	Message Accepted by Carrier
	6	Message Delivery Failed
	7	Message Delivered
Process_Status	0	Pending
	1	Closed
	2	Error
DLR Error Code	600-671	Error code as received from DLT scrubbing system.