

Headers assigned by the Access Providers to Principal Entities
(Business, legal or Government Entities)

Telecom Commercial Communications Customer Preference Regulations (TCCCPR) 2018 provides for assigning alpha-numeric headers to Principal Entities (Business or legal entities) for the purpose of sending Commercial Communications via Short Message Service (SMS). These headers are assigned by a TSP to the Principal Entity to identify itself while sending messages to the subscribers. Currently these headers are also prefixed by two alpha characters separated by a hyphen from the header and it is used to identify originating access providers (OAP). Currently fixed length of six alpha-numeric characters are being used to assign headers and total nine characters including prefixes and separator are being used. However regulations permit length to go upto 11. Headers are also known as Sender ID. Typical format and structure of the header with prefixes is as below:

XY - ABCDEF

X denotes TSP (OAP);

Y denotes License Service Area (LSA of OAP)

ABCDEF is a header assigned to the Principal Entity

2-alpha characters XY used as prefixes are as below:

Table A: LIST OF CODES FOR SERVICE PROVIDERS ('X')		
S.No.	Name of Service Providers	Code Allocated
1.	Aircel Ltd/ Dishnet Wireless Ltd	D
2.	Bharti Airtel Ltd/ Bharti Hexacom Ltd	A
3.	Bharat Sanchar Nigam Ltd	B
4.	Quadrant Televentures Limited	Q

5.	Mahanagar Telephone Nigam Ltd	M
6.	Reliance Communications Ltd	R
7.	Reliance Jio Infocomm Ltd	J
8.	Reliance Telecom Ltd	E
9.	Tata Teleservices Ltd/ Tata Teleservices (Mah) Ltd	T
10.	Vodafone Idea Ltd.	V
11.	V-CON Mobile & Infra Private Ltd.	C

Table B: LIST OF CODES FOR SERVICE AREA ('Y')

S.No.	Service Area	Code
1.	Andhra Pradesh	A
2.	Assam	S
3.	Bihar	B
4.	Delhi	D
5.	Gujarat	G
6.	Haryana	H
7.	Himachal Pradesh	I
8.	Jammu & Kashmir	J
9.	Karnataka	X
10.	Kerala	L
11.	Kolkata	K
12.	Madhya Pradesh	Y
13.	Maharashtra	Z

14.	Mumbai	M
15.	North East	N
16.	Orissa	O
17.	Punjab	P
18.	Rajasthan	R
19.	TamilNadu including Chennai	T
20.	UP-East	E
21.	UP-West	W
22.	West Bengal	V

Headers assigned by Access Providers to the Principal Entities (Senders) have been compiled from the list submitted by Access Providers. List of headers with associated Principal Entities is available in another file attached with this file.