

INDIA • BULK MESSAGING

Bulk SMS API in India: DLT before delivery

A practical guide to approval, provider fit, server-side integration, and delivery checks.



The API call is easy; approval is the gate

The request can succeed technically while delivery still fails operationally.

01 CONTENT

One template, many numbers

Bulk SMS sends one template to many mobile numbers, with variables such as name, OTP, or amount.

02 RISK

Success is not delivery

In India, unregistered wording can be denied, and an API can return success while the operator drops the message.

03 PRACTICAL RULE

Test one number first

Test one number before sending the full list.

DLT creates the identity chain

Every approved message connects the business, sender ID, and message wording.

01

Principal Entity

Register the Principal Entity, meaning the business.

02

Header

Register the header, or sender ID people see.

03

Template

Register and map the approved message template.

Start with the source's [DLT registration guide](#). Promotional traffic also depends on DND preferences and message category.

Choose the route before choosing the provider

Transactional

OTPs, payment receipts, and messages tied to a real transaction.

Service

Account and delivery updates for an existing relationship.

Promotional

Offers and campaigns, subject to consent and DND controls.

Use the operator's DLT [platform](#) and confirm which route your traffic belongs to.



Provider fit matters more than a single “best” list

Start with the operating need, not a universal ranking.

Provider	Where the fit is strongest
MSG91	Developer-first OTP and journeys.
Gupshup	SMS plus WhatsApp for teams already using its conversational stack.
Kaleyra	Enterprise and multi-channel messaging; compare its structured and multi-channel positioning.
Digimiles	High-volume transactional traffic with managed DLT help.

Shortlist providers by operating need

API + VARIABLES

Kapsystem

Mid-market HTTP API with template variables; review its [bulk SMS API documentation](#).

VOICE + SMS

Exotel

A natural fit when SMS needs to sit alongside voice.

PRICE-LED

SMSGatewayHub

Price-led comparison, including [bulk SMS pricing in India](#) and delivered-only checks.

Confirm current rates, GST treatment, DLT scrubbing, and whether billing is based on submissions or delivery.

Get service-ready before writing code

1. Complete entity, header, and at least one template registration.
2. Finish provider KYC and map the header and template IDs.
3. Receive credentials and read the provider's API documentation.
4. Buy a small credit pack and send a test to your own number.
5. Only then point the integration at a real list.

The website integration is a server-side workflow

The browser triggers a protected service; the server owns credentials, validation, and callbacks.

1

Request

Website asks the server to send.

2

Validate

Validate numbers and rate-limit requests before sending; check route.

3

Compose

Send credentials, sender ID, template ID, destination number, and variables in the provider's required order.

4

Send

Use numbers in the required country format, commonly with 91.

Trigger from the server, never the browser; store OTPs hashed, log message IDs, and handle delivery callbacks.

For Unicode, budget for fewer characters per SMS credit using the provider's [Unicode guidance](#).

Test the payload, then scale the list

1. **Map:** Confirm approved DLT mappings and variable order.
2. **Send:** Send one test payload and inspect the message or schedule ID.
3. **Inspect:** Confirm arrival and sender ID accuracy.
4. **Callback:** Add a delivery-report webhook.
5. **Scale:** Validate numbers, respect promotional DND rules, batch within provider limits, and retry only true failures.

Never put the API password in front-end code.

Affordable means reducing failed delivery

01 Prove the smallest case

Start with the smallest pack that can prove one OTP or alert works.

02 Choose practical documentation

Developer-first providers [like MSG91](#) can be a practical starting point when documentation and low credits matter.

03 Price the failure

Watch for blocked headers, wrong routes, unapproved templates, submitted-but-undelivered billing, and Unicode costs.

04 Protect the outcome

“A few paise” matters less than the cost of failure and rework.

