



Clickatell offers standard rated two-way messaging in India. This is implemented through the use of shortcodes.

Step 1: Register

First you need to apply:

Step 1: Log into Clickatell Central at www.clickatell.com/login.

Step 2: Choose **Manage my Products** from the menu at the top.

Step 3: Under **Application Forms** choose the India Shortcode Application.

Step 4: Fill out the application form and email it to sales@clickatell.com.

Step 3: Make payment

If your application is provisionally accepted Clickatell will contact you within two (2) working days to request payment. The list of available payment methods for your region can be viewed on the Clickatell website. See: [How do I pay?](#)

If you need any further information on making a payment contact our sales department on:

Email: sales@clickatell.com

Phone: +27 21 910 7700

Step 3: Wait for allocation of number

Once we have successfully received your payment, it will take around eight to ten weeks to obtain your shortcode subject to approval of your application by the operators. If the operators have any query related to your application we will contact you.

Step 4: Integrate with application

Once your number has been assigned to you, we need to register this number with the various Indian mobile networks to enable it to become active - the registration process is included in the eight to ten week timeframe mentioned in Step 3. In the interim you may integrate your chosen Clickatell API into your system. For more information, please download the India shortcode specification document.

Step 5: Configure your shortcode

We will notify you once your shortcode is activated. You can then configure it online.

Step 1: Log into Clickatell Central at www.clickatell.com/login.

Step 2: Choose **Manage my Products** from the top menu and then **Two-Way Messaging**.

Here you can configure where your inbound messages will be sent, and any reply message you may require, may also be set.

Step 6: Go live

- Reporting tools within Clickatell Central allow you to monitor your number and view any inbound messages received.