

Airtel IQ

RCS API Documentation

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Overview

Airtel IQ APIs offer robust, flexible, and scalable solutions for businesses to integrate seamless messaging capabilities.

User Authentication

To ensure secure access, all requests to the Airtel IQ RCS APIs must be authenticated.

The API supports two authentication protocols. **Basic Authentication** is enabled by default for all new accounts.

Note: *Authentication credentials are static. They do not expire and are updated if a partner requests a reset. To request a credential reset or to opt into HMAC authentication, please contact IQservicesupport@Airtel.com.*

1. Basic Authentication (Default)

Transmit your Airtel IQ username and password via the standard HTTP Authorization header.

1. Concatenate your username and password with a colon: username:password
2. Encode the resulting string in Base64.
3. Pass the encoded string in the header, preceded by the word Basic.

Example Header:

Authorization: Basic QUlSVEVMSVE6QUlSVEVMSVE=

2. HMAC (Hash-Based Message Authentication Code)

For environments requiring advanced security, we support HMAC-based authentication. This involves generating a secure signature using a static secret key assigned to your Airtel IQ account.

To authenticate via HMAC, you must pass the following in your API request headers:

1. Authorization: Your calculated HMAC-SHA256 signature.
2. X-Timestamp: The current UNIX timestamp (required to prevent replay attacks).

Data Encryption

All Airtel IQ API traffic is encrypted in transit using industry-standard TLS 1.2+ over HTTPS.

For an additional layer of security, the API supports client-side payload encryption for sensitive data.

You can encrypt your data prior to transmission using **AES-256-bit** encryption.

1. **Encryption Standard:** AES-256
2. **Key Management:** Data is encrypted using a symmetric key provided securely during your onboarding process, backed by the Airtel IQ KMS (Key Management Service).

IP Whitelisting

To ensure a highly secure integration, the Airtel IQ platform tightly controls the flow of traffic between your servers and our infrastructure.

1. Securing Your API Requests (Your Servers -> Airtel IQ)

To prevent unauthorized access to your account, you can restrict your API usage to specific, trusted IP addresses. Once configured, our API will automatically reject requests originating from any unlisted IP address.

2. Webhook URL Registration (Airtel IQ -> Your Servers)

To receive automated Delivery Receipts (DLRs) and incoming user messages, you must register your specific webhook endpoint URLs with Airtel IQ. We will only push data to these pre-approved, whitelisted URLs.

To configure your authorized outbound IP addresses, or To register your webhook URLs please contact IQservicesupport@Airtel.com.

Rate Limits & Throughput (TPS)

To ensure platform stability and optimal performance, the Airtel IQ RCS API enforces rate limits measured in Transactions Per Second (TPS).

By default, all new accounts are allocated a baseline throughput of 40 TPS per customer ID.

Handling Rate Limits

If your application exceeds the allocated TPS limit, the API will reject the excess requests and return an HTTP 429 Too Many Requests status code.

Requesting a TPS Increase

We support large-scale enterprise message delivery with highly configurable throughput limits. If your use case requires a higher TPS threshold, please contact IQservicesupport@Airtel.com with your estimated traffic volumes.

Brand and Agent Onboarding

Currently, Airtel IQ provides a concierge onboarding experience for RCS Brand and Agent creation. To ensure compliance with Google RBM guidelines, our team will manually manage the registration and approval process on your behalf.

A self-serve API for programmatic agent management is on our product roadmap for future release.

The Onboarding Process

1. **Data Collection:** Upon account creation, your Product Sales Specialist (PSS) will provide you with an Agent Provisioning Template (Excel).
2. **Asset Submission:** You will need to complete the template with your brand details. (See 'Key Assets Checklist' below).

3. **Verification & Approval:** Once submitted, your Delivery Manager (DM) will initiate the approval process with Google. Please note that standard agent approval typically takes up to 2 to 3 business days.

Key Assets Checklist

Below is an overview of the primary assets and verification details required to expedite your agent creation. *(Note: Your PSS will provide the exhaustive list of required fields within the Agent Provisioning Template).*

- Brand Identity & Details
 - Agent Name: (Maximum 40 characters).
 - Agent Use Case: A brief description of how the RCS agent will be used.
 - Agent Color: A hexadecimal color code representing your brand. *(Must have a minimum 4.5:1 contrast ratio relative to white).*
- Visual Assets
 - Small Logo:
 - Dimensions: Exactly 224 px × 224 px
 - Max File Size: 50 KB
 - Supported Formats: JPEG, JPG, PNG
 - Display Background Image (Hero Image):
 - Dimensions: Exactly 1440 px (width) × 448 px (height)
 - Max File Size: 200 KB
 - Supported Formats: JPEG, JPG, PNG
- Contact Information
 - Primary Phone Number
 - Email Address
 - Website
- Legal & Verification Documents
 - Supporting Documentation: You must provide any official documentation to verify your business entity. Acceptable documents include:
 - PAN card of the entity
 - Certificate of Incorporation
 - LLP Agreement
 - Partnership Deed
 - GST Registration Certificate, etc.
- PE ID (mandatory)

Agent Use Cases & Billing Categories

Airtel IQ fully supports all standard Google RCS agent use cases:

1. PROMOTIONAL
2. TRANSACTIONAL
3. OTP

Additionally, your Agent will be categorized into one of two Billing Categories: Conversational or Non-Conversational.

Supported Message Types

- Basic Message: A text-only message of 160 characters or less.
- Single Message: A standalone message containing rich content (cards, carousels, media) or text exceeding 160 characters.
- A2P Conversation: An Application-to-Person session initiated by the Agent.
- P2A Conversation: A Person-to-Application session initiated by the end user.
- P2A Message: Any standalone inbound message sent from a user to an Agent.

Message Behavior & Billing by Agent Type

The way messages are treated for billing purposes depends on your Agent's category.

Message Type	Non-Conversational Agents	Conversational Agents
Basic	Always treated as an individual billable event, regardless of whether the user replies.	Treated as an individual billable event, unless the user replies within 24 hours. In that case, the message becomes part of an a2p_conversation.
Single	Always treated as an individual billable event, regardless of whether the user replies.	Treated as an individual billable event, unless the user replies within 24 hours. In that case, the message becomes part of an a2p_conversation.
A2P Conversation	Not supported	Supported
P2A Conversation	Not supported	Supported
P2A Message	Always treated as an individual billable event, regardless of whether the agent replies.	Treated as an individual billable event, unless the agent replies within 24 hours.

Session Definitions

A2P Conversation (Application-to-Person)

An A2P session is triggered by the business. A two-way A2P conversation session is officially established only after the following sequence is completed:

- Agent sends an initial message.
- User replies.
- Agent responds to the user.

Session Duration: Valid for 24 hours from the timestamp of the first A2P message sent by the Agent

P2A Conversation (Person-to-Application)

A P2A session is triggered by the end-user. An active P2A conversation is officially established only after the following sequence is completed:

- User sends an initial message.
- Agent responds.
- User replies again.
- Agent responds again.

Session Duration: Valid for 24 hours from the timestamp of the first user-initiated message

Template Creation & Approval

To initiate a new conversation or run outbound campaigns, you must use pre-approved Message Templates. You can seamlessly create and manage your templates via the Airtel IQ Portal or programmatically using the Template APIs listed below.

The Approval Workflow

To maintain high-quality user experiences and comply with guidelines, all new templates must undergo a review process by our team before they can be used in production.

1. **Submission:** Submit your template via the Portal or API. Its status will be set to PENDING.
2. **Review:** Our team will review the content and category. (*Note: Standard template approval takes up to 24 hours*).
3. **Decision:** The template status will update to either APPROVED or REJECTED.

Strict Compliance Rule: Category Mapping

Template's category must strictly align with your approved Agent's use case.

- For example, if your Agent was created and approved under a Transactional use case, any template submitted under this agent with Promotional content will fail validation and be automatically rejected.
- Ensure your messaging strategy aligns with your registered agent profile to avoid campaign delays.

RCS Templates

Types of Templates

To send an RCS message, you must first create and approve a Message Template. Once approved, you will use the generated Template ID in your API payload to trigger the message.

Variable Syntax {{ }}

All templates support dynamic variables for personalization. Use double curly braces with sequential numbering (e.g., {{1}}, {{2}}) to define variables in your text, titles, or media URLs.

Example: Hi {{1}}, your OTP is {{2}}.

Airtel IQ supports four primary template formats.

1. Text Template

A standard, text-only message that can include suggested replies or actions.

- **Body:** Maximum 2000 characters. Supports static text and dynamic variables.
- **Buttons:** Minimum 1, Maximum 11 buttons (includes both Suggested Replies and Actions).

2. Media Template

Media Template for RCS Business Messaging includes media (image/video/ pdf).

- **Media URL:** Supports Image, Video, or PDF.
- **Buttons:** Minimum 1, Maximum 11 buttons.

3. Rich Card Template

A structured card containing media, text, and buttons.

A. Vertical Card

- **Media:** Displayed horizontally at the top. Supported aspect ratios: 2:1, 16:9, or 7:3.
- **Title Text:** The main heading. (Supports variables).
- **Subtitle Text:** Secondary description text. (Supports variables).
- **Buttons:** Maximum 4 buttons (Link, Dial, View Location, etc.).

B. Horizontal Card

- **Media:** Displayed vertically on the left side. Supported aspect ratio: 3:4.
- **Title Text:** The main heading.
- **Subtitle Text:** Secondary description text.
- **Buttons:** Maximum 4 buttons.

4. Carousel Template

A horizontally scrollable carousel made up of multiple Vertical Rich Cards.

- **Capacity:** Minimum 2, Maximum 10 Vertical Cards.
- **Format:** Each card in the carousel follows the exact same constraints as the standard Vertical Card (Max 4 buttons per card, specific aspect ratios).

S.N.	Parameter	Type	Required	Description	Sample Values
1	customerId	String	Yes	Your unique Airtel IQ Customer ID.	Profile_Id
2	subAccountId	String	Yes	The Subaccount ID associated with the customer id	f5cb2399-xxxx-479c-xxxx-f11a3d7xxxxx
3	agentId	String	Yes	The unique identifier of your approved RCS Agent.	airtel_iq_xxxxx_0jxxxxx_agent
4	templateName	String	Yes	A friendly name for your template. Recommended to keep it unique	sampleTemplate1
5	templateCategory	String	Yes	The format of the template.	TEXT, MEDIA, CARD, CAROUSEL
6	templateUseCase	String	Yes	use case category for this template	PROMOTIONAL, TRANSACTIONAL, OTP
7	createdBy / updatedBy	String	Yes	The email address of the user submitting the request	nikhil.ratti@airtel.com
8	templateData	Object	Yes	Actual Template Data Structure same as in Google RBM Docs	

Validations and Limitations

The following validations and limitations are present for the creation of RCS Templates:

- Basic Validations:
 - a. CustomerId, SubAccountId, AgentId, TemplateName, TemplateCategory, TemplateData, CreatedBy & UpdatedBy cannot be null or blank.
 - b. Template name should be of max 60 characters.
 - c. CreatedBy and UpdatedBy should be valid email addresses.
- Template Data Validation:
 - TEXT Template:
 - i. "text" field should not be blank or null.
 - ii. TemplateData object can only contain the text field along with suggestions(buttons). (Media and rich card fields are checked for not being empty).
 - iii. Maximum length is 2500 characters for text messages.
 - iv. Maximum 15 variables allowed.
 - v. Maximum 3 consecutive variables allowed.
 - vi. Variables should be separated by space.
 - vii. Maximum 11 Suggestions allowed. (Inclusive of action and reply types)
 - MEDIA Template:

Media templates can only contain suggestions. Media url to be provided while sending the message.

Maximum 11 Suggestions allowed. (Inclusive of action and reply types)
 - CARD Template:

Card templates should contain a standaloneCard object within the richCard object. No other objects should be present.

StandaloneCard object should contain cardOrientation, thumbnailImageAlignment and cardContent.

Suggestions out of the card are not allowed.

Valid card orientations are HORIZONTAL, VERTICAL.

Valid thumbnail image alignments are LEFT, RIGHT.

Either a title or media object is required for the card.

Card title can be of maximum 200 characters.

Card description can be of maximum 2000 characters.

If a horizontal rich card's object(CardContent) contains the media field, it must also include at least a title, description, or suggestions[] field.

If card media is provided it should contain the media height.

Valid values for media height are SHORT, MEDIUM, TALL.

If contentInfo object is provided then it should contain the mediaUrl otherwise don't add this key to send mediaUrl while sending the message.

mediaUrl and thumbnailUrl should be valid URLs if provided.

Maximum 4 Suggestions allowed within the card.

- CAROUSEL Template:

Carousel templates should contain carouselCardIds.

Minimum of 2 and maximum of 10 cardIds should be present within carouselCardIds.

Carousel templates should contain a carouselCard Object within the richCard Object. No other objects should be present.

Suggestions are not allowed with carousel templates. The cards provided (linked by the provided cardIds) contain the suggestions within them.

CardWidth should be present within the carouselCard Object.

Valid values for cardWidth are SMALL, MEDIUM.

CarouselCardIds provided should be valid and not deleted.

If Carousel card width is SMALL, then any card provided should not contain media with media height TALL.

- Suggestions:

- Suggested Reply :

1. Text and PostbackData should not be blank.
2. Maximum length is 25 characters for Suggestion text.

- Suggested Actions:

- Dial Action:
 - a. PhoneNumber should not be blank and should be valid.
- View Location Action:

Either Query or LatLng object (only one of them) should be present for ViewLocation Action.

If LatLng object is provided, it should contain latitude in the range [-90.0, +90.0] and longitude in the range [-180.0, +180.0].

- Calendar Event Action:

StartTime, EndTime, Title and Description are all mandatory fields and should not be null.

- Share Location Action:

Empty object should be provided for share location action.

- Open URL action:

Url field should contain a valid URL or should contain a placeholder (of the form {{0-9}}). Nothing else is accepted.

If placeholder is provided, it should be in increasing order in line with other OpenUrlActions and should not be repeated or missed.

Text Only Request

```
curl --location 'https://www.iqconversation.airtel.in/gateway/airtel-xchange/rcs-content-manager/v1/rcs/template' \
--header 'Content-Type: application/json' \
--header 'Authorization: Basic <Auth Token> ' \
--data-raw '{
  "customerId": "",
  "subAccountId": "",
  "agentId": "",
  "templateName": "Sample Template 1",
  "templateCategory": "TEXT",
  "templateUseCase": "PROMOTIONAL",
  "createdBy": "nikhil.ratti@airtel.com",
  "updatedBy": "nikhil.ratti@airtel.com",
  "templateData": {
    "text": "Text Message without variables."
  }
}'
```

Text with Variables Request

```
curl --location 'https://www.iqconversation.airtel.in/gateway/airtel-xchange/rcs-content-manager/v1/rcs/template' \
--header 'Content-Type: application/json' \
--header 'Authorization: Basic <Auth Token> ' \
--data-raw '{
  "customerId": "",
  "subAccountId": "",
  "agentId": "",
  "templateName": "Sample Template 2",
  "templateCategory": "TEXT",
  "templateUseCase": "PROMOTIONAL",
  "createdBy": "nikhil.ratti@airtel.com",
  "updatedBy": "nikhil.ratti@airtel.com",
  "templateData": {
    "text": "{{1}} Text Message with variables."
  }
}'
```

Text with Suggestions Request

```
curl --location 'https://www.iqconversation.airtel.in/gateway/airtel-xchange/rcs-content-
manager/v1/rcs/template' \
--header 'Content-Type: application/json' \
--header 'Authorization: Basic <Auth Token> ' \
--data-raw '{
  "customerId": "",
  "subAccountId": "",
  "agentId": "",
  "templateName": "Sample Template 3",
  "templateCategory": "TEXT",
  "templateUseCase": "PROMOTIONAL",
  "createdBy": "nikhil.ratti@airtel.com",
  "updatedBy": "nikhil.ratti@airtel.com",
  "templateData": {
    "text": "{{1}} {{2}} Text Message with Suggestions",
    "suggestions": [
      {
        "action": {
          "text": "Calendar Action",
          "postbackData": "Sample URL",
          "fallbackUrl": "https://www.google.com/calendar",
          "createCalendarEventAction": {
            "startTime": "2026-01-15T19:00:00Z",
            "endTime": "2026-01-15T20:00:00Z",
            "title": "Airtel IQ RCS",
            "description": "Description of the calendar event"
          }
        }
      },
      {
        "action": {
          "text": "Open URL",
          "postbackData": "Sample URL",
          "openUrlAction": {
            "url": "{{1}}"
          }
        }
      },
      {
        "action": {
          "text": "Share your Location",
          "postbackData": "SampleLocation",

```

```

        "shareLocationAction": {}
    },
    {
        "action": {
            "text": "Dial a Number",
            "postbackData": "Sample Number",
            "fallbackUrl": "https://www.google.com/contact/",
            "dialAction": {
                "phoneNumber": "+911234567890"
            }
        }
    },
    {
        "action": {
            "text": "View Location",
            "postbackData": "Sample Location",
            "fallbackUrl": "https://www.google.com/contact/",
            "viewLocationAction": {
                "latLong": {
                    "latitude": 37.4220188,
                    "longitude": 122.0844786
                },
                "label": "Googleplex"
            }
        }
    },
    {
        "reply": {
            "text": "Please Reply",
            "postbackData": "Sample postbackData 1 for Sample Reply"
        }
    }
]
}
}'

```

Media Request

```
curl --location 'https://www.iqconversation.airtel.in/gateway/airtel-xchange/rcs-content-
manager/v1/rcs/template' \
--header 'Content-Type: application/json' \
--header 'Authorization: Basic <Auth Token> ' \
--data-raw '{
  "customerId": "",
  "subAccountId": "",
  "agentId": "",
  "templateName": "Sample Template 4",
  "templateCategory": "MEDIA",
  "templateUseCase": "PROMOTIONAL",
  "createdBy": "nikhil.ratti@airtel.com",
  "updatedBy": "nikhil.ratti@airtel.com",
  "templateData": {
    "suggestions": [
      {
        "action": {
          "text": "Open URL",
          "postbackData": "Sample URL",
          "openUrlAction": {
            "url": "{{1}}"
          }
        }
      },
      {
        "reply": {
          "text": "Please Reply",
          "postbackData": "Sample postbackData 1 for Sample Reply"
        }
      }
    ]
  }
}'
```

Rich Card Request

```
curl --location 'https://www.iqconversation.airtel.in/gateway/airtel-xchange/rcs-content-
manager/v1/rcs/template' \
--header 'Content-Type: application/json' \
--header 'Authorization: Basic <Auth Token> ' \
--data-raw '{
  "customerId": "",
  "subAccountId": "",
  "agentId": "",
  "templateName": "Sample Template 5",
  "templateCategory": "CARD",
  "templateUseCase": "PROMOTIONAL",
  "createdBy": "nikhil.ratti@airtel.com",
  "updatedBy": "nikhil.ratti@airtel.com",
  "templateData": {
    "richCard": {
      "standaloneCard": {
        "thumbnailImageAlignment": "LEFT",
        "cardOrientation": "HORIZONTAL",
        "cardContent": {
          "title": "{{1}} world!",
          "description": "{{1}} RBM is Awesome",
          "media": {
            "height": "TALL",
            "contentInfo": {
              "thumbnailUrl": "http://www.google.com/logos/doodles/2015/googles-new-logo-
5078286822539264.3-hp2x.gif",
              "fileUrl": "http://www.google.com/logos/doodles/2015/googles-new-logo-
5078286822539264.3-hp2x.gif",
              "forceRefresh": false
            }
          }
        },
        "suggestions": [
          {
            "reply": {
              "text": "Please Reply",
              "postbackData": "Sample postbackData 1 for Sample Reply"
            }
          },
          {
            "reply": {
              "text": "Please Reply",
              "postbackData": "Sample postbackData 2 for Sample Reply"
            }
          }
        ]
      }
    }
  }
}
```

```

    }
  }
]
}
}
}
}'

```

Rich Card without Image Request

```

curl --location 'https://www.iqconversation.airtel.in/gateway/airtel-xchange/rcs-content-
manager/v1/rcs/template' \
--header 'Content-Type: application/json' \
--header 'Authorization: Basic <Auth Token> ' \
--data-raw '{
  "customerId": "",
  "subAccountId": "",
  "agentId": "",
  "templateName": "Sample Template 7",
  "templateCategory": "CARD",
  "templateUseCase": "PROMOTIONAL",
  "createdBy": "nikhil.ratti@airtel.com",
  "updatedBy": "nikhil.ratti@airtel.com",
  "templateData": {
    "richCard": {
      "standaloneCard": {
        "thumbnailImageAlignment": "LEFT",
        "cardOrientation": "VERTICAL",
        "cardContent": {
          "title": "{{1}} world!",
          "description": "{{1}} RBM is Awesome",
          "media": {
            "height": "TALL"
          },
          "suggestions": [
            {
              "reply": {
                "text": "Please Reply",
                "postbackData": "Sample postbackData 1 for Sample Reply"
              }
            }
          ]
        }
      }
    }
  }
}'

```

```

    },
    {
      "reply": {
        "text": "Please Reply",
        "postbackData": "Sample postbackData 2 for Sample Reply"
      }
    }
  ]
}
}
}
}'

```

Note: Building Carousels

Carousel templates are highly modular. To build a carousel, you must follow a two-step process:

1. Create the Cards: First, create your individual **CARD templates** using the API.
2. Link the Cards: Next, create a CAROUSEL template and pass the generated Card Template IDs into the carouselCardIds array.

Note: Cards are fully reusable. A single Card Template ID can be sent as an individual standalone message or embedded within multiple different carousels.

S.N.	Parameter	Type	Required	Description	Sample Values
1	carouselCardIds	List<String>	Yes	A list of pre-created Card Template IDs to be linked into the carousel.	["01kq9n8362ba551etkmjer9q2b", "01kq9nj82epekydq12xwcbp92g"]

Carousel Card Request

```
curl --location 'https://www.iqconversation.airtel.in/gateway/airtel-xchange/rcs-content-
manager/v1/rcs/template' \
--header 'Content-Type: application/json' \
--header 'Authorization: Basic <Auth Token> ' \
--data-raw '{
  "customerId": "",
  "subAccountId": "",
  "agentId": "",
  "templateName": "Sample Template 7",
  "templateCategory": "CAROUSEL",
  "templateUseCase": "PROMOTIONAL",
  "carouselCardIds": [
    "01keybrmyks38vt0b774190z8j",
    "01keybxvfm0brcypm3y39x4zfe"
  ],
  "createdBy": "nikhil.ratti@airtel.com",
  "updatedBy": "nikhil.ratti@airtel.com",
  "templateData": {
    "richCard": {
      "carouselCard": {
        "cardWidth": "MEDIUM"
      }
    }
  }
}'
```

Success Response

```
{
  "success": true,
  "code": 200,
  "message": "success",
  "rcsTemplate": {
    "templateId": "01kct02npb5demxdk62wxjqmqb",
    "templateName": "Sample Template 1",
    "customerId": "",
    "subAccountId": "",
    "agentId": "",
    "templateCategory": "TEXT",
    "templateData": {
      "text": "Test Message without variables."
    },
    "rcsVariableData": {
      "containsDynamicUrlActions": false,
      "textVariables": 0,
      "actionUrlVariables": 0,
      "cardTitleVariables": 0,
      "cardDescriptionVariables": 0
    },
    "templateStatus": "PENDING",
    "templateEventLog": [
      {
        "eventId": "01kct02npba994yg4907b4smb1",
        "templateStatus": "PENDING",
        "updatedBy": "nikhil.ratti@airtel.com",
        "updatedAt": "2025-12-19T00:27:41.643309516Z"
      }
    ],
    "createdBy": "nikhil.ratti@airtel.com",
    "createdAt": "2025-12-19T00:27:41.643309516Z",
    "updatedBy": "nikhil.ratti@airtel.com",
    "updatedAt": "2025-12-19T00:27:41.643309516Z"
  }
}
```

Edit Templates Request

- **customerId**, **subAccountId**, **agentId**, **templateId**, and **updatedBy** are the mandatory keys
- **templateCategory**, **templateUseCase**, and **createdBy** are non-editable fields and must not be included in the API request.
- Once a template is successfully edited, its status changes to **PENDING** and it must be **reapproved** before it can be used again.

```
curl --location --request PUT 'https://www.iqconversation.airtel.in/gateway/airtel-xchange/rcs-content-manager/v1/rcs/template' \
--header 'Content-Type: application/json' \
--header 'Authorization: Basic <Auth Token> ' \
--data-raw '{
  "customerId": "",
  "subAccountId": "",
  "agentId": "",
  "templateId": "01krn1s99k32kp0fb23kb7pjr0",
  "updatedBy": "nikhil.ratti@airtel.com",
  "templateName": "Sample Edit Template",
  "templateData": {
    "text": "Edit Message without variables."
  }
}'
```

Send Messages

Supported Media Type & Format

3. Image- 5mb
4. Video- 10mb

Media Type	Document Type	Extension	Works with Rich Cards
application/pdf	PDF	.pdf	Yes
image/jpeg	JPEG	.jpeg, .jpg	Yes
image/gif	GIF	.gif	Yes
image/png	PNG	.png	Yes
video/h263	H263 video	.h263	Yes
video/m4v	M4V video	.m4v	Yes
video/mp4	MP4 video	.mp4	Yes
video/mpeg4	MPEG-4 video	.mp4, .m4p	Yes
video/mpeg	MPEG video	.mpeg	Yes
video/webm	WEBM video	.webm	Yes

S.N.	Parameter	Type	Required	Acceptable Values	Sample Values
1	msisdn	String	Yes	The destination mobile number.	+919876543210
2	templateId	String	Yes	Unique generated Template ID while template creation	01hwqa789dxmj k1h5gz5hynsg7
3	templateVariableData	Object	Yes	A JSON object containing the dynamic values for your template	
4	textVariables	List<String>	conditional	Text Variables in the order needed	[var1, var2]
5	mediaUrl	String	conditional	The HTTPS link to your media asset. Must be a publicly accessible URL (no authentication required).	https://www.google.com/logos/oodles/2015/googles-new-logo-5078286822539264.3-hp2x.gif
6	cardDescriptionVariables	List<String>	conditional	Card Description Variables in the order needed	[var1, var2]
7	carouselCardVariableMap	Map<String, >	conditional	Key value pair of cardId and variable	

		CarouselVariableData>		data for that card in the carousel	
8	actionUrlVariables	List<String>	Conditional	Action Urls in the order needed	
9	cardTitleVariables	List<String>	Conditional	Card Title Variables in the order needed	
10	cardId	String	Conditional	Template Id of the card	

Text Only Request

```
curl --location 'https://www.iqconversation.airtel.in/gateway/airtel-xchange/conversation-message-acceptor/v1/rcs/message/send' \
--header 'Content-Type: application/json' \
--header 'X-Consumer-Username: < customerId >' \
--header 'Authorization: Basic <Auth Token>' \
--data-raw '{
  "customerId": "",
  "subAccountId": "",
  "agentId": "",
  "msisdn": "+9198200XXXXX",
  "templateId": ""
}'
```

Text with Variables Request

```
curl --location 'https://www.iqconversation.airtel.in/gateway/airtel-xchange/conversation-message-acceptor/v1/rcs/message/send' \
--header 'Content-Type: application/json' \
--header 'X-Consumer-Username: < customerId >' \
--header 'Authorization: Basic <Auth Token>' \
--data-raw '{
  "customerId": "",
  "subAccountId": "",
  "agentId": "",
  "msisdn": "+9198200XXXXX",
  "templateId": "",
  "templateVariableData": {
    "textVariables": [
      "Hi"
    ]
  }
}'
```

Text with Suggestions Request

```
curl --location 'https://www.iqconversation.airtel.in/gateway/airtel-xchange/conversation-message-acceptor/v1/rcs/message/send' \
--header 'Content-Type: application/json' \
--header 'X-Consumer-Username: < customerId >' \
--header 'Authorization: Basic <Auth Token> ' \
--data-raw '{
  "customerId": "",
  "subAccountId": "",
  "agentId": "",
  "msisdn": "+9198200XXXXX",
  "templateId": "",
  "templateVariableData": {
    "textVariables": [
      "Airtel IQ",
      "RCS"
    ],
    "actionUrlVariables": [
      "https://www.airtel.in/"
    ]
  }
}'
```

Media Request

```
curl --location 'https://www.iqconversation.airtel.in/gateway/airtel-xchange/conversation-message-acceptor/v1/rcs/message/send' \
--header 'Content-Type: application/json' \
--header 'X-Consumer-Username: < customerId >' \
--header 'Authorization: Basic <Auth Token> ' \
--data-raw '{
  "customerId": "",
  "subAccountId": "",
  "agentId": "",
  "msisdn": "+9198200XXXXX",
  "templateId": "01kct1tca2xjqn2a5t8kbsvgpz",
  "templateVariableData": {
    "mediaUrl": "https://upload.wikimedia.org/wikipedia/commons/f/f5/Lotus\_flower\_%28978659%29.jpg",
    "actionUrlVariables": [
      "https://www.airtel.in/"
    ]
  }
}'
```

Rich Card Request

```
curl --location 'https://www.iqconversation.airtel.in/gateway/airtel-xchange/conversation-message-acceptor/v1/rcs/message/send' \
--header 'Content-Type: application/json' \
--header 'X-Consumer-Username: < customerId > ' \
--header 'Authorization: Basic <Auth Token> ' \
--data-raw '{
  "customerId": "",
  "subAccountId": "",
  "agentId": "",
  "msisdn": "+9198200XXXXX",
  "templateId": "01kf0jxk7pbxtqjmn3ztgbvxqp",
  "templateVariableData": {
    "cardTitleVariables": [
      "Hello"
    ],
    "cardDescriptionVariables": [
      "Airtel IQ"
    ]
  }
}
```

Rich Card without Image Request

```
curl --location 'https://www.iqconversation.airtel.in/gateway/airtel-xchange/conversation-message-acceptor/v1/rcs/message/send' \
--header 'Content-Type: application/json' \
--header 'X-Consumer-Username: < customerId > ' \
--header 'Authorization: Basic <Auth Token> ' \
--data-raw '{
  "customerId": "",
  "subAccountId": "",
  "agentId": "",
  "msisdn": "+9198200XXXXX",
  "templateId": "01kf0jxk7pbxtqjmn3ztgbvxqp",
  "templateVariableData": {
    "cardTitleVariables": [
      "Hello"
    ],
    "cardDescriptionVariables": [
      "Airtel IQ"
    ]
  },
}
```

```

    "mediaUrl": "https://freepngimg.com/thumb/cartoon/3-2-cartoon-free-png-image.png"
  }
}
,

```

Carousel Card Request

```

curl --location 'https://www.iqconversation.airtel.in/gateway/airtel-xchange/conversation-message-acceptor/v1/rcs/message/send' \
--header 'Content-Type: application/json' \
--header 'X-Consumer-Username: <customerId>' \
--header 'Authorization: Basic <Auth Token>' \
--data-raw '{
  "customerId": "",
  "subAccountId": "",
  "agentId": "",
  "msisdn": "+9198200XXXXX",
  "templateId": "01kf0vh4gsj9dn169kzzst7zt8",
  "templateVariableData": {
    "carouselCardVariablesMap": {
      "card1": {
        "cardId": "01kf0jxk7pbxtqjmn3ztgbvxqp",
        "cardTitleVariables": [
          "Airtel IQ"
        ],
        "cardDescriptionVariables": [
          "RCS"
        ]
      },
      "card2": {
        "cardId": "01kf0s8q3v1b0z6je0bbb71xdn",
        "cardTitleVariables": [
          "Airtel IQ"
        ],
        "cardDescriptionVariables": [
          "RCS"
        ]
      },
      "mediaUrl": "https://freepngimg.com/thumb/cartoon/3-2-cartoon-free-png-image.png"
    }
  }
}'

```

Success Response

```
{
  "messageRequestId": "01kf0vy2s2ap1bb3an5z7vpva0",
  "status": "INITIATED",
  "code": 200,
  "success": true
}
```

Fetch Template

Template Details Request

```
curl --location 'https://www.iqconversation.airtel.in/gateway/airtel-xchange/rcs-content-
manager/v1/rcs/template?customerId=< customerId >&subAccountId=< subAccountId >&agentId=<
agentId >&templateId=< templateId >' \
--header 'Content-Type: application/json' \
--header 'Authorization: Basic <Auth Token> '
```

Success Response

```
{
  "success": true,
  "code": 200,
  "message": "success",
  "rcsTemplate": {
    "templateId": "01kcsycdt0hpq5b90wcrw78pv2",
    "templateName": "Sample Template 2",
    "customerId": "",
    "subAccountId": "",
    "agentId": "",
    "templateCategory": "TEXT",
    "templateData": {
      "text": "{{1}} Test Message with variables."
    },
    "templateStatus": "APPROVED",
    "templateEventLog": [
      {
        "eventId": "01kcsycdt0254x2j3fkmgp2s4b",
        "templateStatus": "PENDING",
        "updatedBy": "nikhil.ratti@airtel.com",
        "updatedAt": "2025-12-18T23:58:04.096Z"
      },
      {
        "eventId": "01kcsygcc5dxvyvs7yjdeex8gf",
        "templateStatus": "APPROVED",
        "updatedBy": "kajal@j",
        "updatedAt": "2025-12-19T00:00:13.701Z"
      }
    ],
    "createdBy": "nikhil.ratti@airtel.com",
    "createdAt": "2025-12-18T23:58:04.096Z",
    "updatedBy": "kajal@j",
    "updatedAt": "2025-12-19T00:00:13.701Z"
  }
}
```

Media Upload

Media Upload Request

```
curl --location 'https://www.iqconversation.airtel.in/gateway/airtel-xchange/rcs-content-manager/v1/media/rcs' \
--header 'Authorization: Basic <Auth Token> '
--form 'customerId="" ' \
--form 'subAccountId="" ' \
--form 'agentId="" ' \
--form 'file=@"/Users/Nikhil Ratti/Downloads/image.png"' \
--form 'mediaType="IMAGE"'
```

Typing Indicator

Typing Indicator Request

```
curl --location 'https://iqconversation.airtel.in/gateway/airtel-xchange/rcs-content-manager/v1/rcs/typing' \
--header 'Authorization: Basic <Auth Token> '
--data '{
  "agentId": "",
  "phoneNumber": "919820XXXXXX"
}'
```

Session Messages

The URL, authentication, and method remain unchanged for session messages. Only the request body needs to be updated as shown below.

Text with Suggestions

```
{
  "customerId": "",
  "subAccountId": "",
  "agentId": "",
  "msisdn": "",
  "agentContentMessage": {
    "suggestions": [
      {
        "action": {
          "text": "Dial a Number",
          "postbackData": "Sample Number",
          "fallbackUrl": "https://www.google.com/contact/",
          "dialAction": {
            "phoneNumber": "+918506907036"
          }
        }
      }
    ],
    "text": "Text msg with suggested action as Dial Number"
  }
}
```

```

{
  "customerId": "",
  "subAccountId": "",
  "agentId": "",
  "msisdn": "",
  "agentContentMessage": {
    "suggestions": [
      {
        "action": {
          "text": "Open URL",
          "postbackData": "Sample URL",
          "fallbackUrl": "https://www.google.com/calendar",
          "createCalendarEventAction": {
            "startTime": "2020-06-30T19:00:00Z",
            "endTime": "2020-06-30T20:00:00Z",
            "title": "My calendar event",
            "description": "Description of the calendar event"
          }
        }
      }
    ],
    "text": "Text msg with suggested action as save as Calendar event"
  }
}

```

Rich Card

```
{
  "customerId": "",
  "subAccountId": "",
  "agentId": "",
  "msisdn": "",
  "agentContentMessage": {
    "richCard": {
      "standaloneCard": {
        "thumbnailImageAlignment" : "RIGHT",
        "cardOrientation": "VERTICAL",
        "cardContent": {
          "title": "Hello, world!",
          "description": "RBM is awesome!",
          "media": {
            "height": "TALL",
            "contentInfo": {
              "fileUrl": "http://www.google.com/logos/doodles/2015/googles-new-logo-5078286822539264.3-hp2x.gif",
              "forceRefresh": "false"
            }
          }
        },
        "suggestions": [
          {
            "reply": {
              "text": "Suggestion 1",
              "postbackData": "Suggestion 1"
            }
          },
          {
            "reply": {
              "text": "Suggestion 2",
              "postbackData": "Suggestion 2"
            }
          }
        ]
      }
    }
  }
}
```

Carousel card

```
{
  "customerId": "",
  "subAccountId": "",
  "agentId": "",
  "msisdn": "",
  "agentContentMessage": {
    "richCard": {
      "carouselCard": {
        "cardWidth": "MEDIUM",
        "cardContents": [
          {
            "title": "Card #1",
            "description": "The description for card #1",
            "suggestions": [
              {
                "action": {
                  "openUrlAction": {
                    "url": "https://www.airtel.in/business/b2b/cpaas"
                  },
                  "postbackData": "Sample URL",
                  "text": "Open URL"
                }
              },
              {
                "action": {
                  "createCalendarEventAction": {
                    "description": "Description of the calendar event",
                    "endTime": "2020-06-30T20:00:00Z",
                    "startTime": "2020-06-30T19:00:00Z",
                    "title": "My calendar event"
                  },
                  "fallbackUrl": "https://www.google.com/calendar",
                  "postbackData": "Sample URL",
                  "text": "Calendar Action"
                }
              }
            ],
            "fallbackUrl": "https://www.google.com/calendar",
            "postbackData": "Sample URL",
            "text": "Calendar Action"
          }
        ],
        "action": {
          "postbackData": "SampleLocation",
          "shareLocationAction": {},
          "text": "Share your Location"
        }
      },
      {
        "action": {
          "dialAction": {
            "phoneNumber": "+911234567890"
          },
          "fallbackUrl": "https://www.google.com/contact/"
        }
      }
    ]
  }
}
```

```

        "postbackData": "Sample Number",
        "text": "Dial a Number"
    }
}
],
"media": {
    "height": "TALL",
    "contentInfo": {
        "fileUrl": "http://www.google.com/logos/doodles/2015/googles-new-logo-5078286822539264.3-hp2x.gif",
        "forceRefresh": "false"
    }
}
},
{
    "title": "Card #2",
    "description": "The description for card #2",
    "suggestions": [
        {
            "action": {
                "text": "Open URL",
                "postbackData": "Sample URL",
                "openUrlAction": {
                    "url": "https://www.airtel.in/business/b2b/cpaas"
                }
            }
        },
        {
            "action": {
                "text": "Calendar Action",
                "postbackData": "Sample URL",
                "fallbackUrl": "https://www.google.com/calendar",
                "createCalendarEventAction": {
                    "startTime": "2020-06-30T19:00:00Z",
                    "endTime": "2020-06-30T20:00:00Z",
                    "title": "My calendar event",
                    "description": "Description of the calendar event"
                }
            }
        },
        {
            "action": {
                "text": "Share your Location",
                "postbackData": "SampleLocation",
                "shareLocationAction": {}
            }
        },
        {
            "action": {
                "text": "Dial a Number",
                "postbackData": "Sample Number",

```

```

        "fallbackUrl": "https://www.google.com/contact/",
        "dialAction": {
            "phoneNumber": "+911234567890"
        }
    },
    ],
    "media": {
        "height": "TALL",
        "contentInfo": {
            "fileUrl": "http://www.google.com/logos/doodles/2015/googles-new-logo-5078286822539264.3-hp2x.gif",
            "forceRefresh": "false"
        }
    }
}
]
}
}
}
}

```

Get Capabilities

Single Phone Number Check Request

```
curl --location --request GET 'https://iqconversation.airtel.in/gateway/airtel-xchange/rcs-content-manager/v1/rcs/capabilities' \
--header 'Content-Type: application/json' \
--header 'Authorization: Basic <Auth Token> '
--data '{
  "phoneNumber": "+919820XXXXXX",
  "agentId": ""
}'
```

Success Response

```
{
  "success": true,
  "code": 200,
  "message": "success",
  "features": [
    "RICHCARD_STANDALONE",
    "ACTION_CREATE_CALENDAR_EVENT",
    "ACTION_DIAL",
    "ACTION_OPEN_URL",
    "ACTION_SHARE_LOCATION",
    "ACTION_VIEW_LOCATION",
    "RICHCARD_CAROUSEL",
    "PDF_IN_RICH_CARDS",
    "ACTION_OPEN_URL_IN_WEBVIEW"
  ]
}
```

Bulk Phone Number Check Request

The list must contain min 500 to max 10,000 unique phone numbers.

```
curl --location --request GET 'https://iqconversation.airtel.in/gateway/airtel-xchange/rcs-content-manager/v1/rcs/users/reachability' \
--header 'Content-Type: application/json' \
--header 'Authorization: Basic <Auth Token> '
--data '{
  "agentId": "",
  "users": [
    "+919820XXXXXXX",
    "7311XXXXXXX",
    "9851XXXXXXX",
    .
    .
    .
  ]
}'
```

Success Response

```
{
  "success": true,
  "code": 200,
  "message": "success",
  "reachableUsers": [
    "+919820XXXXXXX",
    "7311XXXXXXX",
    .
    .
    .
  ],
  "totalRandomSampleUserCount": 375,
  "reachableRandomSampleUserCount": 240
}
```

Error Responses

```
{
  "success": false,
  "code": 400,
  "message": "Validation Error - Invalid Phone Number: 888XXXX"
}
```

```
{
  "success": false,
  "code": 400,
  "message": "Users list must contain between 500 and 10000 unique numbers!"
}
```

```
{
  "success": false,
  "code": 400,
  "message": "Users list should not be empty!"
}
```

```
{
  "success": false,
  "code": 400,
  "message": "AgentId should not be empty!"
}
```

```
{
  "success": false,
  "code": 400,
  "message": "Failed to fetch capabilities: 404 Not Found\nGET https://asia-rcsbusinessmessaging.googleapis.com/v1/phones/+917388XXXXXX/capabilities?agentId=test_ak_1_XXXXXXX_agent&requestId=01ks80aabkhqment5ht5nfvs2q\n{\n  \"code\" : 404,\n  \"errors\" : [ {\n    \"domain\" : \"global\", \n    \"message\" : \"This operation is blocked because the RBM agent has not launched on the user's carrier nor have they been invited to become a tester (https://developers.google.com/business-communications/rcs-business-messaging/guides/build/test#tester-request).\", \n    \"reason\" : \"notFound\" \n  } ], \n  \"message\" : \"This operation is blocked because the RBM agent has not launched on the user's carrier nor have they been invited to become a tester (https://developers.google.com/business-communications/rcs-business-messaging/guides/build/test#tester-request).\", \n  \"status\" : \"NOT_FOUND\" \n}"
}
```

Sample Webhook Payload

Template Approved

```
{
  "messageId": "01kpz85rangx4j0sfwdrkjahtc",
  "agentId": "airtel_iq_0jipwvn1_agent",
  "customerId": "Profile_0jipwvn1",
  "subAccountId": "41af1049-5696-4bca-a08b-0jipwvn1",
  "messageType": "RCS_MESSAGE",
  "templateId": "01kpz85rangx4j0sfwdrkjahtc",
  "messageContent": {
    "templateStatus": "APPROVED",
    "updatedBy": "Nikhil.Ratti@airtel.com",
    "templateName": "Sample Test Template 1",
    "updatedAt": "2026-04-24T09:58:38.689768935Z",
    "templateId": "01kpz85rangx4j0sfwdrkjahtc"
  },
  "eventType": "TEMPLATE_APPROVED",
  "sendTime": "2026-04-24T09:58:40.558999671Z"
}
```

Template Rejected

```
{
  "messageId": "01kq9cran603qxppvevgs7fn42",
  "agentId": "airtel_iq_0jipwvn1_agent",
  "customerId": "Profile_0jipwvn1",
  "subAccountId": "41af1049-5696-4bca-a08b-0jipwvn1",
  "messageType": "RCS_MESSAGE",
  "templateId": "01kq9cran603qxppvevgs7fn42",
  "messageContent": {
    "templateStatus": "REJECTED",
    "updatedBy": "Nikhil.Ratti@airtel.com",
    "templateName": "Sample Test Template 1",
    "updatedAt": "2026-04-28T06:35:38.209458899Z",
    "templateId": "01kq9cran603qxppvevgs7fn42",
    "rejectionReason": "The content is not appropriate."
  },
  "eventType": "TEMPLATE_REJECTED",
  "sendTime": "2026-04-28T06:35:39.629656792Z"
}
```

Message Sent

```
{
  "messageId": "01kns4smzq7zewfbqy6t7zjd0k",
  "agentId": "airtel_iq_0jipwvn1_agent",
  "customerId": "Profile_0xxxxx",
  "subAccountId": "41af1049-5696-4bca-a08b-0xxxxx",
  "msisdn": "+9198200xxxxx",
  "messageType": "RCS_MESSAGE",
  "msgStream": "OUTBOUND",
  "templateId": "01kns4qtx79gs9q6zjznhmpy7y",
  "messageContent": {
    "richCard": {
      "standaloneCard": {
        "cardContent": {
          "description": "Airtel IQ RBM is Awesome",
          "media": {
            "contentInfo": {
              "fileUrl": "http://www.google.com/logos/doodles/2015/googles-new-logo-5078286822539264.3-hp2x.gif",
              "forceRefresh": false,
              "thumbnailUrl": "http://www.google.com/logos/doodles/2015/googles-new-logo-5078286822539264.3-hp2x.gif"
            },
            "height": "TALL"
          },
          "suggestions": [
            {
              "reply": {
                "postbackData": "Sample postbackData 1 for Sample Reply",
                "text": "Please Reply"
              }
            },
            {
              "reply": {
                "postbackData": "Sample postbackData 2 for Sample Reply",
                "text": "Please Reply"
              }
            }
          ],
          "title": "Hello world!"
        },
        "cardOrientation": "VERTICAL",
        "thumbnailImageAlignment": "LEFT"
      }
    },
    "rcsMessageName":
      "phones/+9198200xxxxx/agentMessages/01kns4smzq7zewfbqy6t7zjd0k_DC_DC2",
    "eventId": "01kns5mgbcr6b74t8t7ew8rjw3",
  }
}
```

```
"eventType": "SENT",  
"sendTime": "2026-04-09T13:06:50.763386Z",  
"systemMetadata": {  
  "BillingInfo": {  
    "billingCategory": "SINGLE_MESSAGE"  
  }  
}  
}
```

Message Delivered

```
{
  "messageId": "01kns4smzq7zewfbqy6t7zjd0k",
  "agentId": "airtel_iq_0jipwvn1_agent",
  "customerId": "Profile_000000",
  "subAccountId": "41af1049-5696-4bca-a08b-000000",
  "msisdn": "+919820000000",
  "messageType": "RCS_MESSAGE",
  "msgStream": "OUTBOUND",
  "templateId": "01kns4qtx79gs9q6zjznhmpy7y",
  "messageContent": {
    "richCard": {
      "standaloneCard": {
        "cardContent": {
          "description": "Airtel IQ RBM is Awesome",
          "media": {
            "contentInfo": {
              "fileUrl": "http://www.google.com/logos/doodles/2015/googles-new-logo-5078286822539264.3-hp2x.gif",
              "forceRefresh": false,
              "thumbnailUrl": "http://www.google.com/logos/doodles/2015/googles-new-logo-5078286822539264.3-hp2x.gif"
            },
            "height": "TALL"
          },
          "suggestions": [
            {
              "reply": {
                "postbackData": "Sample postbackData 1 for Sample Reply",
                "text": "Please Reply"
              }
            },
            {
              "reply": {
                "postbackData": "Sample postbackData 2 for Sample Reply",
                "text": "Please Reply"
              }
            }
          ],
          "title": "Hello world!"
        },
        "cardOrientation": "VERTICAL",
        "thumbnailImageAlignment": "LEFT"
      }
    }
  },
  "rcsMessageName":
    "phones/+919820000000/agentMessages/01kns4smzq7zewfbqy6t7zjd0k_DC_DC2",
  "eventId": "MxMnHVuhaCRMymo8Z=V3vw0g",
  "eventType": "DELIVERED",
}
```

```
"sendTime": "2026-04-09T13:06:57.733757Z",
"systemMetadata": {
  "BillingInfo": {
    "convStartTime": "2026-04-09T13:06:57.834961054Z",
    "billingCategory": "SINGLE_MESSAGE"
  }
}
```

Message Read

```
{
  "messageId": "01kns4smzq7zewfbqy6t7zjd0k",
  "agentId": "airtel_iq_0jipwvn1_agent",
  "customerId": "Profile_0jipwvn1_agent",
  "subAccountId": "41af1049-5696-4bca-a08b-0jipwvn1_agent",
  "msisdn": "+9198200xxxxx",
  "messageType": "RCS_MESSAGE",
  "msgStream": "OUTBOUND",
  "templateId": "01kns4qtx79gs9q6zjznhmpy7y",
  "messageContent": {
    "richCard": {
      "standaloneCard": {
        "cardContent": {
          "description": "Airtel IQ RBM is Awesome",
          "media": {
            "contentInfo": {
              "fileUrl": "http://www.google.com/logos/doodles/2015/googles-new-logo-5078286822539264.3-hp2x.gif",
              "forceRefresh": false,
              "thumbnailUrl": "http://www.google.com/logos/doodles/2015/googles-new-logo-5078286822539264.3-hp2x.gif"
            },
            "height": "TALL"
          },
          "suggestions": [
            {
              "reply": {
                "postbackData": "Sample postbackData 1 for Sample Reply",
                "text": "Please Reply"
              }
            },
            {
              "reply": {
                "postbackData": "Sample postbackData 2 for Sample Reply",
                "text": "Please Reply"
              }
            }
          ],
          "title": "Hello world!"
        },
        "cardOrientation": "VERTICAL",
        "thumbnailImageAlignment": "LEFT"
      }
    },
    "rcsMessageName":
      "phones/+9198200xxxxx/agentMessages/01kns4smzq7zewfbqy6t7zjd0k_DC_DC2",
    "eventId": "MxDO9wV=0xRcuVbITUNIBY4w",
  }
}
```

```
"eventType": "READ",
"sendTime": "2026-04-09T13:14:47.257059Z",
"systemMetadata": {
  "BillingInfo": {
    "convStartTime": "2026-04-09T13:06:57.834961054Z",
    "billingCategory": "SINGLE_MESSAGE"
  }
}
```

Billing Category Update

Below are the scenarios in which webhook events will be received:

Once the complete Agent -> User -> Agent cycle is completed:

- For the first message, you will receive a webhook with: "eventType": "BILLING_CATEGORY_UPDATE"
- For the second message, you will again receive the same: "eventType": "BILLING_CATEGORY_UPDATE"
- From the third message onward, standard webhook events such as DELIVERED, READ, etc., will be received along with the conversation details.

Below are sample webhook payloads for an A2P conversation.

A similar flow will also apply for P2A conversations.

Message 1

```
{
  "messageId": "01krk8m0vwj07yc3b3db2qc9tz",
  "agentId": "airtel_iq_xxxx_xxxxxx_agent",
  "customerId": "Profile_Id",
  "subAccountId": "f5cb2399-xxxx-479c-xxxx-fl1a3d7lxxx",
  "msisdn": "+9198200xxxxx",
  "messageType": "RCS_MESSAGE",
  "msgStream": "OUTBOUND",
  "templateId": "01knvss60ejsd2m8qxp1vcpywn",
  "messageContent": {
    "text": "Test Message without variables"
  },
  "rcsMessageName": "phones/+9198200xxxxx/agentMessages/01krk8m0vwj07yc3b3db2qc9tz_DC_D
C2",
  "eventId": "01krn29kt6n7kgtpsws8we2f3c",
  "eventType": "BILLING_CATEGORY_UPDATE",
  "sendTime": "2026-05-15T05: 38: 35.974817722Z",
  "systemMetadata": {
    "BillingInfo": {
      "convStartTime": "2026-05-14T12: 52: 10.179Z",
      "conversationId": "01krn29kt4vhta67c0mv2ssw5q",
      "billingCategory": "A2P_CONVERSATION"
    }
  }
}
```

Message 2

```
{
  "messageId": "MxqbuUklU1RSuZrb44zB46KQ",
  "agentId": "airtel_iq_xxxx_xxxxxx_agent",
```

```

"customerId": "Profile_Id",
"subAccountId": "f5cb2399-xxxx-479c-xxxx-fl1a3d71xxx",
"msisdn": "+9198200xxxxx",
"messageType": "RCS_MESSAGE",
"msgStream": "INBOUND",
"templateId": null,
"messageContent": {
  "text": "Hi"
},
"rcsMessageName": null,
"eventId": "01krn29kt9sp87jtnv0ryjhnc1",
"eventType": "BILLING_CATEGORY_UPDATE",
"sendTime": "2026-05-15T05: 38: 35.977107667Z",
"systemMetadata": {
  "BillingInfo": {
    "convStartTime": "2026-05-14T12: 52: 10.179Z",
    "conversationId": "01krn29kt4vhta67c0mv2ssw5q",
    "billingCategory": "A2P_CONVERSATION"
  }
}
}

```

Message 3

```

{
  "messageId": "01krn23vv7xw97x6ph3ryxkky3",
  "agentId": "airtel_iq_xxxx_xxxxxx_agent",
  "customerId": "Profile_Id",
  "subAccountId": "f5cb2399-xxxx-479c-xxxx-fl1a3d71xxx",
  "msisdn": "+9198200xxxxx",
  "messageType": "RCS_MESSAGE",
  "msgStream": "OUTBOUND",
  "templateId": "01krn1s99k32kp0fb23kb7pjr0",
  "messageContent": {
    "text": "Test Message without variables."
  },
  "rcsMessageName": "phones/+9198200xxxxx/agentMessages/01krk8m0vwj07yc3b3db2qc9tz_DC_D
C2",
  "eventId": "Mx8kjEWCMXQmqke9fwylLwEQ",
  "eventType": "READ",
  "sendTime": "2026-05-15T05:35:29.834548Z",
  "systemMetadata": {
    "BillingInfo": {
      "convStartTime": "2026-05-14T12: 52: 10.179Z",
      "conversationId": "01krn29kt4vhta67c0mv2ssw5q",
      "billingCategory": "A2P_CONVERSATION"
    }
  }
}
}

```

IQ Validation Errors

All validation errors that can be thrown during the send-message flow.

Request Parameter Validation

#	Error Message	Trigger
1	Validation Error - Mandatory Request Parameter(s) cannot be null!	customerId, subAccountId, msisdn, or agentId is null/blank
2	Either message content or templateId is required for sending message!!	Both agentContentMessage and templateId are absent
3	Validation Error - Invalid Phone Number!	MSISDN fails PhoneNumberUtil validation
4	Phone Number Parse Error. <exception message>	MSISDN cannot be parsed by PhoneNumberUtil

Agent / Account Validation

#	Error Message	Trigger
5	RCS is not enabled for this customer!!	The customer does not have the RCS feature enabled
6	This agentId is not linked with this subAccountId!!	The provided agentId does not belong to the provided subAccountId
7	Agent is not launched yet. Only launched agents can send messages!!	The agent's status is not LAUNCHED
8	Free Flow Messages have been limited for this agent. Only Template Messages can be sent until a conversation is initiated!	Free-flow messaging is disabled for the agent and no active conversation exists

Template Validation

#	Error Message	Trigger
9	Template not found for provided templateId	No template exists in the store for the given templateId
10	Template is not active/approved!!	Template status is not APPROVED
11	Invalid Template Category encountered!!	Template category is not one of TEXT, MEDIA, CARD, or CAROUSEL

Template Variable Validation

#	Error Message	Trigger
12	Variable data not provided!!	templateVariableData is null when text/card-title/card-description variables are required
13	Variable data not provided!!	textVariables / cardTitleVariables / cardDescriptionVariables list is null
14	Values for all the variables not provided!!	Fewer variable values provided than the template requires
15	Variable length cannot be greater than 30 characters!!	Any variable value exceeds 30 characters

Media Validation

#	Error Message	Trigger
16	Either mediaId or mediaUrl is required for this template/card!!	templateVariableData is null for a template/card that requires media
17	Either mediaId or mediaUrl is required for this template/card!!	Both mediaId and mediaUrl are blank
18	Invalid URL provided for media!!	mediaUrl is present but fails URL validation

Suggestion / Action URL Validation

#	Error Message	Trigger
19	Variable data not provided!!	templateVariableData or actionUrlVariables is null when template contains dynamic URL actions
20	Values for all the suggested action variables not provided!!	Fewer action URL values provided than the template requires
21	Invalid URLs provided for action url variables!!	Any of the provided action URL variable values is not a valid URL