



FORMAL LETTERS AND OFFICIAL COMMUNICATION



PART – 1 FORMAL LETTERS

GOALS

Learners will be able to-

1. Improve their business communication skills.
2. Understand the importance of formal letters in business communication.
3. Become familiar with the various types of formal letters.
4. Explore the appropriate language and format associated with a formal letter.
5. Express their ideas clearly.

LEARNING OBJECTIVES

- ◆ Differentiate business letters from other formal letters like letter to the editor and job application.
- ◆ Understand the subject matter carefully and include relevant information pertaining to the issue in the letter.
- ◆ Organise content logically and systematically.
- ◆ Use proper format while writing formal letters.
- ◆ Write letters using appropriate language and style.
- ◆ Practice writing different types of formal letters.



INTRODUCTION

Letters are a traditional and popular method of communication. A letter is a written message sent from one party to another that contains important information. Letters perform the function of bringing friends or relatives closer together, enhancing professional relationships and providing a means of expressing one's views/feelings. There are two types of letters, i.e. formal letters and informal letters.

Informal Letters

Informal letters are letters written to people we are familiar with, like relatives and friends. They are used for casual and personal communication. While writing informal letters we can make use of a personal and emotional tone. The language and tone of the letter depends on the level of comfort and familiarity between the sender and the recipient. There is no specific format prescribed for writing informal letters.

Formal Letters

Formal letters are used for official and professional communication. They are written with a particular, well-defined objective or set of objectives in mind and not for the sake of arbitrary correspondence. As opposed to informal letters, there is a manner prescribed for writing formal letters. These letters are concise and written in a specific format using formal language. The term formal letter encompasses any letter written for a formal purpose, whether it is a recommendation letter, a complaint letter, a job application, or a letter to the editor. Formal letters are used mainly for two purposes. The first is that they open channels for communication that will aid you in receiving a desirable response while solving a problem, preparing, and inquiring about products and services. Moreover, they can be used as official records of the communication between two parties, so that if there is a dispute or confusion, you can support your case with documentary evidence.

Formal letters can be categorised into the following:

- (a) Business or official letters (for making enquiries, registering complaints, asking for and giving information, placing or cancelling orders, sending replies in response to enquiries or complaints etc.)
- (b) Letters highlighting civic problems (letter to the editor, or letters to concerned authorities regarding civic problems)
- (c) Job applications

In this unit, we will focus on business or official letters only.



POINTS TO REMEMBER WHILE DRAFTING FORMAL LETTERS

- ◆ Use the **specified format**.
- ◆ **Leave a line/additional space between paragraphs** since no indentation is followed.
- ◆ State your **reason for writing in your first paragraph**. Your objective while composing a formal letter should be to present the key facts as quickly and as simply as you can.
- ◆ **Keep the language simple**. Formal does not mean complicated. Use simple language that is easy to read and understand.

- ◆ At all times, **add details and information** that will make the addressee /receiver’s task easy. For example: If you are writing to an organisation to apply for a job, mention the post you are applying for along with your qualifications and experience. If you are writing to a service centre, mention specifics such as model number, year of purchase, invoice number, etc. about the product along with a description of the problem you are facing.
- ◆ If you wish to refer to previous letters or conversations, payments, etc., provide details such as date, invoice number, quotations, cheque numbers etc.
- ◆ Always **be gentle and courteous** while directing the receiver’s course of action.
- ◆ Do not forget to **be polite** even if it is a complaint letter you are writing.
- ◆ Check to ensure that your **letter** is free from any mistakes, i.e. grammatical or spelling.



FORMAT OF FORMAL LETTERS

Sender’s Address	R-27, Block - A Greater Kailash Pune - 56																		
Date	17 May, 20XX																		
Designation/Name of Addressee	The Manager / Mr. / Ms.																		
Address of the Addressee	Shrishti Enterprises 247, Okhla Industrial Area New Delhi -25																		
Salutation	Sir/Madam																		
Subject	Placing an Order for Office Furniture																		
Content :	After going through your catalogue of office furniture, I wish to place an order for the following items for our office.																		
Introduction																			
Body	<table border="0"> <thead> <tr> <th>S. No.</th> <th>Item</th> <th>Quantity</th> </tr> </thead> <tbody> <tr> <td>1.</td> <td>Chairs (Steel)</td> <td>25 Pieces</td> </tr> <tr> <td>2.</td> <td>Tables (Wooden)</td> <td>15 Pieces</td> </tr> <tr> <td>3.</td> <td>Stool (Wooden)</td> <td>20 Pieces</td> </tr> <tr> <td>4.</td> <td>Computer Table</td> <td>10 Pieces</td> </tr> <tr> <td>5.</td> <td>Filing Cabinets</td> <td>05 Pieces</td> </tr> </tbody> </table>	S. No.	Item	Quantity	1.	Chairs (Steel)	25 Pieces	2.	Tables (Wooden)	15 Pieces	3.	Stool (Wooden)	20 Pieces	4.	Computer Table	10 Pieces	5.	Filing Cabinets	05 Pieces
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4.	Computer Table	10 Pieces																	
5.	Filing Cabinets	05 Pieces																	
Conclusion	All the items should be as per the specifications																		

	mentioned in your quotation. Substandard material will be returned. The delivery should be made before May 25, 20XX failing which the order will stand cancelled. Please send the bill after deducting the discount as applicable. As agreed upon earlier, payment of the bill will be made by cheque in favour of the firm within 10 days after the delivery of items.
Complimentary Close	Yours truly / sincerely
Signature	Rohan Sinha
Designation of Sender (if applicable)	Manager KD Infotech

Sender's Address

The sender's complete address or contact details must be added at the top. If you are making use of the letterhead of the company, then contact details will be present on top of the letter.

Date

It is important to add the dates because, if you want to communicate further then adding the date can make it easy for you to maintain a record of your letters.

Salutation

The salutation is an important part of the letter and must be added at the beginning.

- ◆ Dear Sir or Madam
If you do not know the name of the person you are writing to, use this. However, it is always advisable to try to find out the name of the person you are writing to.
- ◆ Dear Mr. Mudliar
If you know the name, use the title (i.e. Mr. Miss., Mrs., Ms, Dr., etc.) along with the surname only.

Subject

The subject is mentioned immediately after the salutation. It is a brief statement of the issue or matter the letter is being written for. It must attract the attention of the receiver and help him understand quickly what the letter is all about. Examples: *Placing an order for library books; Application for the post of Assistant Manager; Complaint regarding incorrect billing; Enquiry about exchange policy* etc.

Content

- a) Introduction - The introductory paragraph of a formal letter should always be written in a concise manner. It should quickly and simply summarise the point that you want the reader to focus or act on.
- b) Body – The body of the letter should detail the key points or the message you want to convey. Add all the required details but do not exaggerate. Use simple language that is easy to read and understand.

- c) Conclusion – The conclusion is a declaration of the writer's purpose of writing, expectations from the receiver, what he thinks the next step should be and further actions that he may take. Moreover, the writer should always hope for a positive reaction or reply and must use terms like 'Thanking you', 'With warm regards', etc. before signing off.

Examples:

The concluding lines for a job application may be: 'I will be readily available for a personal interaction any time as per your convenience, in case my candidature is considered for the aforesaid post.'

or

The concluding lines for a letter of complaint may be: 'It is apparent from the condition of the machine that it is a defective piece. Since the date of purchase is well within the guarantee period, I would like it to be replaced with a new one, but of the same model at the earliest.'

Complimentary Close

A complimentary close is the term prior to your signature in a letter. This sign-off phrase shows your respect and appreciation for the person who is considering the request in your letter. The following options are all good ways to close a formal letter:

- ◆ Yours respectfully
- ◆ Yours sincerely
- ◆ Yours truly
- ◆ With appreciation
- ◆ With sincere appreciation
- ◆ With sincere thanks



TYPES OF BUSINESS OR OFFICIAL LETTERS

1. Letters of Enquiry

A letter of enquiry is one of the most important types of business letters. These letters are written to gather information from various sources about people seeking jobs, prices of services and products, etc. They help the receiver decide whether they should give jobs and promotions, grant credits or enter into contracts. They may also be written to third parties asking for information about jobs or about organisations wishing to build a business relationship.

When writing a letter of enquiry, you should:

- ◆ Give a brief introduction about yourself with the name of your organisation.
- ◆ Provide the details about the subject of enquiry.
- ◆ Present queries in bullet points if you require a lot of information.
- ◆ Mention the deadline by when you require the information.

Sample:

Zest Designs

F- 671, AH - Block

Jangpura

New Delhi - 18

29 October, 20XX

Proprietor

Creative Catering

59, Kailash Colony

New Delhi- 32

Dear Mr. Khan

Subject: Enquiry about Catering Services

With reference to your advertisement dated October 20, 20XX, we wish to enquire about your catering services. We are celebrating 50th anniversary of our organisation's foundation in the coming month and looking for a catering service that can handle a big guest list. We are expecting at least 500 guests and employees for our celebration dinner. It will be a formal event and we will need full catering services that include several courses including starters and desserts. We also require ten waiters and five hosts to serve and attend the guests.

Kindly provide us with details about the following:

- ◆ Whether your catering service has the experience to handle a lavish celebration with a large audience such as ours.
- ◆ Whether waiters and hosts are provided by you
- ◆ Offers and discounts available
- ◆ The menu options and charges
- ◆ If there are any additional charges levied for linens, centrepieces etc.

We shall be grateful if you could provide the details mentioned above along with a rough estimate as soon as possible.

Thanks and Regards,

Ms. Sadhna Kakkar

Administrator

Zest Designs

2. Order Letters

An order letter is written by a buyer to the seller requesting him to deliver goods. These letters include three major types of information.

1. *Details about the item or product being ordered:* Complete information and specifications of the goods ordered must be provided in an order letter. Such information includes the followings:
 - Name of product
 - Name of brand
 - Unit price
 - Quantity
 - Other specifications (such as catalog number, model number, colour, size, weight, etc.) if required
2. *Information related to delivery:* In case the information is erroneously missing, misunderstanding can arise between buyer and seller. Delivery information may include the following:
 - Desired receipt date
 - Desired delivery location
 - Mode of delivery (rail, road, or waterways)
3. *Information relating to payment:* Mode of payment must be clearly indicated. The seller will accept the order letter only when both agree to the terms and conditions of payment. Payment information includes the following:
 - Mode of payment (cash, cheque, draft)
 - Payment date

Sample:

APS School

Kochi

12 June 20XX

Best Sports & Co.

21, Mall Road

Chennai -12

Subject : Placing an Order for Sports Equipment

Dear Sir/Madam,

As discussed telephonically, we wish to place a bulk order for the supply of the following sports equipments for our school.

S. No.	ITEM	QUANTITY	SPECIFICATIONS
1.	Basket ball	1 dozen	Cosco, No.6
2.	Football	1 dozen	Cosco, No.18
3.	Badminton net	4 units	Nivea
4.	Hockey stick	1 dozen	Alfa Hockey
5.	Badminton racket	2 dozen	Carlton gpx – 11
6.	Cricket sets	5 sets	GM apex

The equipment mentioned above should reach us latest by 15 July 20XX. You are requested to ensure the quality, condition and packaging of the equipment. The payment will be made at the time of delivery in the form of a demand draft after deducting 15% discount.

An early delivery would be appreciated.

Yours sincerely,

John Mathews.

(Principal)

3. **Letters of Complaint**

In the business world, where selling and providing services to fulfil needs of customers plays an important role, there will also be scope for complaints raised by customers due to several reasons. A letter of complaint letter enables us to notify an individual, company or business that we are dissatisfied with a product purchased or a service received from them. A complaint letter can be written in an individual capacity or on behalf of a company. Writing a compliant letter is an effective and professional way to get the problems resolved.

While writing a letter of complaint, you should:

- ◆ Give a **clear and detailed description of the problem** you are facing and what you want done (i.e. the outcome).
- ◆ **Include important dates.** It is imperative that you mention the date on which you placed the order, purchased the goods or services and when the problem occurred. If you are following up on a previous complaint that you made, you may even need to include the date on which you made the first complaint.
- ◆ Give details of what **action you have taken** up till now to solve the problem and **what you plan to do** if the problem is not resolved.
- ◆ **Ask for a response.** Give the seller a reasonable time limit to respond to your request, but state clearly the response/action expected from them.

- ◆ **Attach a copy of any supporting document** such as a receipt or invoice.
- ◆ Never make personal accusations/allegations.
- ◆ Avoid discussing any other concern besides the complaint issue.

Sample Complaint letter

XYZ Corporation

Rajeev Chowk

Delhi

15 December, 20XX

The General Manager

Sales and Purchase Division

ABC Electronics

Bailey Road

Ghaziabad

Dear Sir/Madam,

Subject: Complaint against the Order No. S/N-115

This is with reference to Order no. S/N 115 made on December 1, 20XX. The order comprised six 2 tonne split air-conditioners of XXX brand and four 1.5 tonne window air-conditioners of XYZ brand. As per the agreement, the products were to be delivered within ten days of order and a representative was to be sent for installation and demo. Unfortunately, only half the order has been delivered and no representative has visited for installation or demo.

The fact that you have taken undue time and have not yet delivered the complete order has caused us great embarrassment and inconvenienced our clients. In addition, we have received no correspondence from your side explaining the delay.

Kindly ensure that the remaining items are delivered to us before December 20, 20XX failing which payment will be stopped or the order cancelled.

I sincerely request you to look into the matter and do the needful as soon as possible.

Thanks and Regards!

Ashita Bhargava

Sr. Manager

Operations and Admin Department

4. **Reply to Letter of Complaint**

The way a firm/business responds to complaints and unhappy customers affects its reputation more than most other things. Customer service has always been an important part of developing brand loyalty. With the

increasing competition in the market, it is becoming even more critical for companies to provide great customer service.

While responding to complaints made by customers, it is important that you:

- ◆ Address clearly and specifically the problems and issues brought up by the customer.
- ◆ Acknowledge and apologise for any error that occurred at your end.
- ◆ Explain to the customer exactly what you plan to do or may have already done to resolve the problem.
- ◆ Assure the customer that he will never experience such problems in the future and propose how you will improve his experience.

Customers do not accept vague responses to their complaints. You may even lose clients or customers if they feel that their complaints are being brushed off; therefore, it is of extreme importance that you are very specific and clear while responding to letters of complaint.

Sample:

ABC Electronics

Bailey Road

Ghaziabad

16 December, 20XX

Sr. Manager

Operations and Admin Department

XYZ Corporation

Rajeev Chowk

Delhi

Dear Ms. Bhargava,

Subject: Reply to Complaint against Order No. S/N-115

This is about your order no. S/N -115, which you placed with our company on December 1, 20XX. The order comprised six 2 tonne split air-conditioners of XXX brand and four 1.5 tonne window air-conditioners of XYZ brand.

We sincerely apologise to you for the delay in delivery of the products you ordered with us. Due to problems with supply from the manufacturers' end, this inconvenience has been caused to you.

We are trying our best to minimise the delay as much as possible to reduce your trouble. We promise that your shipment will be delivered before December 20, 20XX.

You have been a loyal and supportive client of our company for years, and we are grateful to you. As a small token of honour and as a mark of apology we offer 10% discount to you on your next purchase order with us. Whenever you place your next order with our company, you can avail this discount on the final bill value.

To ensure that a similar problem does not occur in the future again, we have taken all precautionary steps. Once again we apologise to you for the inconvenience caused to you. We would appreciate your support in the matter.

Thank you!

Yours Sincerely,

Siddhartha Sapra

General Manager

Sales and Purchase Division

5. Promotion Letters

Promotional content refers to letters written to customers primarily to apprise them of some new development, like opening of a new branch, offers and deals extended by them or new facilities available. They may even be used to inform customers of new schemes or up gradation from a normal to a privileged category, or to offer promotional discounts.

How to write promotional content

- ◆ Adhere to business English.
- ◆ Avoid fancy jargon.
- ◆ Text should be to the point and discuss only promotions.
- ◆ Personal topics should not be included.
- ◆ Subject should be clear and precise.

Sample Promotion letter

XYZ Bank

56 Videocon Towers

Prashant Lok

Mumbai -02

10 December, 20XX

Chief Finance Officer

Arihant Corporation Ltd

Sarojini Nagar

Delhi -38

Dear Sir/Madam,

Subject: New branch at XYZ Nagar

We are happy to announce the grand opening of our bank's 100th branch in XYZ Nagar, New Delhi.

As a privileged customer, we are pleased to offer you extra benefits for an account opening in the new branch.

The new branch has three ATM machines and locker facility. In lieu of our long term association, we would not charge you any fees for locker facility.

Kindly visit the branch. Contact details are given below:

87, XYZ Nagar

Just 2 km from main bus stop.

Ph: 011-25590000

Yours sincerely,

Sudhir Kumar

(Branch Manager)

6. Sales Letters

Sales letters are an important means of business communication and are written to publicise and ultimately sell a product or a service to the consumers.

Benefits of Sales Letters

- ◆ Help in sales promotion
- ◆ Help in presenting introductory offers
- ◆ Strengthen business ventures and partnerships
- ◆ Highlight the importance of customers
- ◆ Makes it easy to understand facts and figures

Tips to Write Sales letter

- ◆ Use formal language; spoken English and slangs should be avoided
- ◆ Formal salutations must be used
- ◆ Content should be sales specific
- ◆ Extra details/information should not be included
- ◆ Personalised comments should not be included
- ◆ Keep things short and crisp
- ◆ For a new product launch, mention its features, uses, benefits
- ◆ Pay attention to the target audience, each letter might need a different phrasing

Sample Sales Letters

Kalu Sarai,

New Delhi

10 December, 20XX

Mr. Akbar

Director, Sales and Marketing

XYZ Corporation

Dear Sir/Madam,

I would like to take the opportunity to thank you for your business with our organisation. It has always been a pleasure working with you.

I would like to inform you that the 1800 units of machinery ordered, will be delivered as per the mutually decided date. In addition, our experts would come for installation and give a detailed demo of its working. We would also provide a free service for the next two years, taking care of any wear and tear or product damage. The product has a two-year warranty period.

For any other query regarding the machinery ordered and its functioning, please feel to contact me. We would be happy to serve you at the earliest.

Thanking you!

Yours Sincerely,

Mr. Khan,

Sr. Manager, Sales and Marketing, Drive Pvt. Ltd.

Ph: 123456789

7. Recovery Letters

Recovery letters are addressed to customers or clients from whom money needs to be collected for the goods or services provided to them. The intent behind writing such letters is to 'recover' money without annoying or alienating the customers. Such a letter will include detailed information regarding the amount of outstanding payment and the last date for the payment of the outstanding amount. It must also detail the legal action that could be taken in the event of further delay or non-payment of dues. One must remember that the language used while writing recover letters must be polite, so as not to offend the customer and to ensure that future transactions with him are not adversely affected.

Tips to Write Recovery Letters

- ◆ Use polite language, as in a gentle reminder.
- ◆ Accusatory or threatening language should be used only when things are beyond control.
- ◆ State the reason for dispute, error, pay back.
- ◆ State the legal action that could possibly be taken.
- ◆ Do not use official recovery letters to vent out personal enmity or hatred.
- ◆ Keep the language formal and business oriented.

Sample Recovery letter

XYZ Bank

PP Towers

Tirumalai

Tamil Nadu

30 June, 20XX

Manager,

Tirumala Corporation

Tirumalai,

Tamil Nadu

Dear Mrs. Ved Lakshmi ,

SUBJECT: Pending dues

This letter is a gentle reminder for the payback of the loan amount of Rs 4 crores that your company took from our bank in June last year. As per the terms, your company must pay 25% of the loan amount plus 5% interest on the total loan amounting to Rs 1 Crore and 20 Lakhs upon completion of twelve months. As the payment is due since xx-xx-20xx, we would appreciate if you send the cheque immediately.

I request you to kindly do the needful within the next six working days, failing which strict legal action will be taken.

Kindly acknowledge the receipt of this letter.

Yours Truly,

Mr. Anil Jain

Manager

Sample Letters

1. You are Manager HR of BNM India. As part of the CSR exercise, you intend to donate toys to an orphanage. Write an enquiry letter to ABC Enterprises Pvt. Ltd. for supply of 100 toys.

Sender's address

Date: 20th October 20xx.

To

Address

Dear Sir/Madam,

Subject: Enquiry for Toys

We are a leading firm in accounting. As part of our Corporate Social Responsibility (CSR) initiative, we intend to donate toys to an orphanage providing for children in the age group of 1 to 10. Your company

ABC Enterprises Pvt. Ltd. is one of the leading manufacturers of non-toxic and educational toys. Kindly send the latest catalogue with rates and the discount you can offer if we purchase around 100 pieces.

You may reply by e-mail in the next 3 working days to the undersigned. We look forward to hear from you.

Regards,

XYZ(Manager HR)

BNM India

Mobile: xxxxxxxx

e-mail: xyz@bnm.in

2. You are Purchase Manager of an MNC. Write a letter to place an order for 100 toys for an orphanage.

Sender's address

Date in full

To address

Dear Sir/Madam,

Subject: Order for purchase of 100 Toys

This is with reference to your reply dated 20th October 20XX in response to the enquiry for purchase of 100 toys to be donated to an orphanage. We would like to place the order for 10 pieces each of Code number 1 to 10 in your brochure.

You are required to deliver the order by November 10, 20XX. Kindly take care of the quality and packaging of the pieces. Send the tax invoice and bank details by e-mail to the undersigned. The payment will be affected by NEFT within a day from when the order is delivered.

We hope that all our requirements will be met.

Regards!

Yours Faithfully,

Mr. ASD

Purchase Manager,

BNM India

Mobile: xxxxxxxxxx

E-mail: asd@bnm.in

3. Write a complaint letter to ABC Enterprises Pvt. Ltd. about 10 toys being defective out of 100 pieces delivered.

Sender's address

Date in full

To address

Dear Sir/Madam,

Subject: Toys (10 in number) Found Defective

With reference to order number bnm/xxx dated 24th Oct 20xx, ten toys of **Code No. 5** from the brochure have been found defective. 4 have been found to be broken and 6 do not operate properly. You are requested to replace all the 10 pieces in the next 2 working days to avoid any delays in the payment.

Looking forward to prompt action.

Yours Faithfully,

Mr. ASD

Purchase Manager,

BNM India

Mobile: xxxxxxxxxx

e-mail: asd@bnm.in

4. You are Dispatch Manager, ABC Enterprises Pvt. Ltd. Write a response letter to BNM India about the action that will be taken at your end.

From address

Date in full

To address

Dear Sir/Madam,

Subject: Response to Complaint by BNM India, letter dated 11th Nov, 20xx

We are in receipt of your complaint dated 11th Nov, 20xx with reference to your order number bnm/xxx number dated 24th Oct, 20xx. We regret that some pieces (10 of Code No. 10) were found to be defective causing inconvenience. We extend our sincere apologies for the same.

Our staff will deliver 10 new pieces and collect the defective pieces positively by tomorrow. We assure that such a mistake shall never be repeated and stringent quality checks shall be done before delivering a consignment.

Best Regards,

SDF

Despatch Manager,

ABC Enterprises

Mobile: xxxxxxxxxx

e-mail: sdf@abc.in

5. Write a promotional letter to your existing clients about the launch of a new dish washer with added features.

From Address

Date in full

To Address

Dear Sir/ Madam,

Subject: Launch of Zenith new Dish Washer with super clean features and exciting Promotional Offers!

Zenith Home Appliances, a trusted name in white goods launches Dish Washer with super clean features. Look forward to exciting offers and relief from the hard labour of cleaning vessels. Relax and enjoy a clean and healthy kitchen for healthy cooking.

Zenith dishwasher will be available by 2nd November, 20xx in leading electronic stores. Visit your nearest electronic stores for a demo and introductory offers!

Looking forward for your continued support and patronage.

Regards,

Marketing Team,

Zenith Home Appliances