IIT ROORKEE

NPTEL ONLINE CERTIFICATION COURSE

EFFECTIVE WRITING

Lecture 14: Format of Business Letters and Memos

BINOD MISHRA

DEPARTMENT OF HUMANITIES AND SOCIAL SCIENCES



Parts of a Letter

- Heading/Letter head
- Date
- Reference
- Inside address
- Subject Line
- Salutation
- Body
- Complimentary close
- Signature line
- Enclosures

Date and Month

- While mentioning date, month should be spelled in full:

October 07, 2019 Or *07 October, 2019*

- *Date line should be placed two lines below the letter head.*

- *Letter head is not used for continuation pages. Continuation page heading should contain first line of inside address.*

Brilliant Tutorials
Malviya Nagar,
Varanasi.

07 October, 2019

Inside Address & Salutation

- Inside address: Ms. Miss, Mrs, Dr., Prof., Col.

Col. Janmejay Kumar Narayan
56, Main Park, Military Quarters, Chandigarh- 145367

Salutation

In case of not knowing the gender of the addressee, full name is written without a courtesy title:

Dear Kali Charan Sharma

Dear Shilpi

Dear Dr. Singh

Place Salutation a double space below the last line of the inside address or the attention line.

Body

- ✓ Put double space below the salutation.
- ✓ Ensure single space within and double between the paragraph.
- ✓ Divide the body into three paragraphs.
- ✓ Never divide individual words between pages

Complimentary Close

- Double space below the last line of the body.
- Capitalize only the first letter of complimentary close.
- Yours faithfully/sincerely/truly/cordially/
- Truly yours/Yours very truly

Ending your Letter

❑ Avoid participial endings

Hoping for positive response/ Looking forward/Waiting for favourable response

✓ **Use complete sentences, such as:**

We look forward to your response

We hope to receive a prompt reply

✓ **End with call to action and express appreciation**

We plan to send you our latest brochure by November 05. Can you send some orders by November 15? That will allow us to accommodate your orders and send you the goods well in time.

Signature & Enclosure

- Write your full name after signature
- Don’t forget to mention your designation in business letters

Enclosures:

Number them in case there are many.

Encl.: 1. Brochure

2. Order form

3. References

Letter Formats

- Full block
- Modified
- Simplified

Full Block

- ✓ Everything is flushed towards the left.
- ✓ No punctuation in inside address, except in the paragraphs.
- ✓ Inside address is aligned left and is the same as on the envelope.
- ✓ Body is single spaced within the paragraph and double spaced between the paragraph.

OFFICE OF THE CHIEF ADMINISTRATOR
Pondicherry,
Gandhi Path, Pondicherry.

October 07,2019

Ms. Rikki Rathode
First Travels Agency
25 Vikas Marg
Shantipur UK-254537

Dear Ms Rathode

Subject: Regarding ticket booking

---.

Sincerely
Abhyudaya Anand

Abhyudaya Anand
Chief Administrator

Modified Block

- Date, complimentary close and signature line are flushed towards the right.
- Inside address, attention line and salutation are aligned with the left had margin.
- Open punctuation is followed and paragraphs in the body are blocked.

Suman Electricals Ltd.
78 Vidyut Marg
Vikaspuri, Sitapur,U.P.

October 10, 2019

Titan Company Ltd
56 Bhagwanpur
Roorkee, Haridwar-24657

Attention Line: Account Section

Dear Sir/Madam

_____.
_____
_____
_____
_____.

Sincerely
Radha Menon

Radha Menon
Distribution Head

Enclosure:

Simplified

- Addressed not to an individual but to company.
- No salutation and complimentary close.
- Date, complimentary close and signature are flushed towards the right margin.
- Subject line in upper cases but without subject.

Summing up

"Letters have to pass two tests before they can be classed as good: they must express the personality both of the writer and of the recipient."

- E.M. Forster