



APPROVAL LETTER FORMAT

To **ET Great Indian Retail Awards Team,**

I hereby approve the participation of _____ (**Service Provider / Agency Name**) in ET Great Indian Retail Awards 2024, for the _____ (**Initiative Name / Campaign Name**) launched on _____ (**Initiative Launch Date / Campaign Launch Date - DD/MM/YYYY**).

Thank you,

Signature / Authorization

Please Note :

A letter from the client on the company letterhead should be taken in the above format, along with the designation and digital signature of the signing authority.

OR

The client approval letter should be sent from the client's official email id where the approver's id along with the designation and organization details are clearly visible.