

## **APPROVAL LETTER FORMAT**

**To ET GCC Annual Awards Team,**

I hereby approve the participation of \_\_\_\_\_ (**Agency/ Brand Name**) in The Economic Times GCC Annual Awards for the \_\_\_\_\_ (**Campaign Name**) launched on \_\_\_\_\_ (**Campaign Launch Date DD/MM/YYYY**).

Thank you!

**Signature / Authorization**

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**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.**