



APPROVAL LETTER FORMAT

To, CX+ Awards Team,

I hereby approve the participation of (Agency Name) _____ in India
CX+ Awards 2026, for the campaign/platform____(Campaign Name) launched on____
(Campaign Name launch date DD/MM/YYYY)

Thank You!

Please note:-

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

OR

- 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