TO

**[Receiver Name]**

**[Receiver Title]**

**ADDRESS: [Receiver Address]**

**EMAIL:** **[Email Address]**

**PHONE: [Home Phone]**

FROM

**[Sender Name]**

**[Sender Title]**

**Sub:** Introduce new product **[Product name]**

Dear **[name of the recipient]**,

We at **[introduce your company]**  are proud to introduce **[your newly launched product name]**. **[Describe in your words]**.We can assure **[give detail of your product and discuss its feedback and market value]**. **[Describe all about product details]**.

Hereby we humbly want you to **[express your motive of writing your letter]**. We assure you that you will be satisfied with its results. **[Describe all about after-sales service and offer]**. One of our salesmen will be ready to help you out with explaining about the product and will help you with the orders. **[Cordially describe your greetings]**.

Thanking You,

Sincerely,

**[name]**

**[Company name]**

**[Address]**