From:   
\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (Name of the writer and company with address)   
\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

To:   
\_\_\_\_\_\_\_\_\_\_\_ (Name, designation and company of recipient)  
\_\_\_\_\_\_\_\_\_\_\_\_  
\_\_\_\_\_\_\_\_\_\_\_\_

Date \_\_\_\_\_\_\_\_\_\_\_\_

Dear Sir/Madam,

I would like to introduce our \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (introduces your company). We are in the business \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (mention your business field and year of experience). We are glad to inform you about the good quality and reputation of our products. It will be our pleasure to provide you products that meet your needs at reasonable prices.

Our new launch is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (introduce new product and quote the price). It carries\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (mention the features). You will get the best deal in the market with us.

We are expecting a positive response. For further details and demonstrations, please feel free to contact our customer relationship manager at \_\_\_\_\_\_\_\_\_ (email address or phone number).

Thanking You.

Sincerely,  
\_\_\_\_\_\_\_\_\_\_(name of the sender and his company)