

**Signature** The signature contains the writer's name and title and, in some cases, the name of the organisation or company.

**Enclosures** This is an optional element, which may be included in the letter. If any documents are enclosed along with the letter, they should be listed at the end of the letter.

## Business Letter Formats

There are four popular styles of business letter formatting, that is, block, modified block, semi-block, and simplified. Although any of them may be used according to the writer's convenience and the need of the reader, consistency should be maintained and styles should not be mixed.

Business letter formats include block, modified block, semi-block, and simplified.

**Block Format** (The block style shown in Fig.20.2) is a popular letter format as it is very simple and easy to use. In this style all parts of a letter, that is, date line, inside address, salutation, body, and so on, begin at left. The paragraphs are not indented. It is better not to justify line endings for better readability. Fig. 20.4 illustrates block style formatting.

June 15, 2004

Mr D K Paul  
 Personnel Manager  
 Alpha Petrochemical Limited  
 621, Ahuja Chambers, Nariman Point  
 Mumbai-400 021

Dear Mr Paul:

It is with pleasure that I accept your offer of an Executive Trainee position at the production division of your company. I assure you that I will put all my skills and experience to work for APL.

As desired, I can join you by the end of September, 2004. I am grateful to you for giving me this opportunity to work with you. I look forward to meeting you in September.

Yours sincerely,

Sd/-  
 Ravi Kapoor

**Fig. 20.2** Block Format

**Modified Block Format** The modified block style, shown in Fig. 20.3, is a modified version of the block style. In this style, the date line, the complimentary close, and the signature block begin at the centre of the page to align with the closing lines. The paragraphs are not indented and the line endings are unjustified. Study Fig. 20.3 to understand modified block style formatting.

June 15, 2004

Mr D K Paul  
 Personnel Manager  
 Alpha Petrochemical Limited  
 621, Ahuja Chambers, Nariman Point  
 Mumbai-400 021

Dear Mr Paul

It is with pleasure that I accept your offer of an Executive Trainee position at the production division of your company. I assure you that I will put all my skills and experience to work for APL.

As desired, I can join you by the end of September, 2004. I am grateful to you for giving me this opportunity to work with you. I look forward to meeting you in September.

Yours sincerely,  
 Sd/-  
 Ravi Kapoor

**Fig. 20.3** Modified Block Format

**Semi-Block Format** The semi-block style shown in Fig. 20.4 is similar to modified block format except that each paragraph is indented. The line endings are unjustified.

June 15, 2004

Mr D K Paul  
 Personnel Manager  
 Alpha Petrochemical Limited  
 621, Ahuja Chambers, Nariman Point  
 Mumbai-400 021

Dear Mr.Paul:

It is with pleasure that I accept your offer of an Exucetive Trainee position at the production division of your company. I assure you that I will put all my skills and experience to work for APL.

As desired, I can join you by the end of September, 2004. I am grateful to you for giving me this opportunity to work with you. I look forward to meeting you in September.

Yours sincerely,  
 Sd/-  
 Ravi Kapoor

**Fig. 20.4** Semi-block Format

**Simplified Format** The simplified format resembles the block style except that the salutation and complimentary close are omitted. It may also include a subject line in capital letters. This informal style of formatting is gaining popularity. Study Fig. 20.5

<p>Mr D K Paul</p> <p>Personnel Manager</p> <p>Alpha Petrochemical Limited</p> <p>621, Ahuja Chambers, Nariman Point</p> <p>Mumbai-400 021</p> <p>ACCEPTING JOB OFFER</p> <p>It is with pleasure that I accept your offer of an Executive Trainee position at the production division of your company. I assure you that I will put all my skills and experience to work for APL.</p> <p>As desired, I can join you by the end of September, 2004. I am grateful to you for giving me this opportunity to work with you. I look forward to meeting you in September.</p>	<p>June 15, 2004</p> <p>Ravi Kapoor</p>
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**Fig. 20.5** Simplified Format

**Progress Check 1**

Study the following layout of a business letter. The format is not correct. Rewrite the letter, making the needed changes in the structure and the format. You may use any of the four acceptable letter formats.

<p>31 C, Lake Temple Road</p> <p>Kolkata-700 029</p> <p>Dear Sir,</p> <p>Please refer to your letter dated May 7 ...</p> <p>Sincerely,</p>	<p>May 16, 2004</p> <p>The Public Relations Manager</p> <p>STCI LIMITED</p> <p>Krishna Chambers, 59, SirVithaldas Thackersey Marg</p> <p>New Marine Lanes, Mumbai-400 020</p> <p>Sd/-</p> <p>Avinash Goel</p>
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