

Body	<p>I am extremely sorry to inform you that our colony did not have any water supply on 15th of this month and we had to face acute water shortage because of this.</p> <p>I contacted your office on 15th October at 10 a.m. and the person at the receiving end informed us that the water supply has been stopped for certain areas because of some problems in pumping. But he ensured that the supply would resume by 5 p.m. To our dismay, we could not receive water on that day.</p> <p>The complaint letter signed by all the residents of this colony is enclosed. Please look into the matter and see to it that such lacuna does not occur at least in future.</p>
Complimentary close	Regards
Signature block	Sincerely
Reference Initials	Manokaran, President
Enclosure line	GK
Copy line	Enclosure (1)
Post Script	<p>Copy: Chairman, Water Board</p> <p>PS: Please instruct your office to give prior intimation in case of not supplying water on a particular day.</p>

Exhibit 13.1: BUSINESS LETTER WITH STANDARD AND ADDITIONAL ELEMENTS

Layout

Suitable and correct layout enhances the overall effectiveness of any letter. The layout helps to arrange all the elements of a business letter in an organized manner.

Although the basic parts of a business letter have remained the same for centuries, the layouts do change. Sometimes a company adopts a certain format as its policy; sometimes the individual letter writer is allowed to choose the format most appropriate for a given letter or to settle on a personal performance, but in general, four major letter layouts are commonly used.

- Block layout
- Modified block layout
- Semi-block layout
- Simplified layout

Block Layout

This form (Exhibit 13.2) is extremely popular as it makes the letter look attractive, elegant, and efficient. It has the following characteristics:

- All elements except the letterhead heading are aligned to the left margin.
- It follows open punctuation. In other words the end punctuation marks are omitted in each element except the salutation, complimentary close, and message.

25 North Main Street
 Maharaja Colony
 Post Box No. 1221
 Mumbai-400001

HEADING

February 16, 2003

DATE

Ms Mary Fernandes
 Customer Relations
 Bharat Telephone Company
 133 Balaji Street
 Mumbai-400001

INSIDE ADDRESS

Dear Ms Fernandes:

SALUTATION

I received a collection notice from the Bharat Telephone Company on February 13, 2003. The letter states that I owe a past due balance from the September 16 to October 16 billing period in 2002. The letter also states that my service will be disconnected unless I act immediately; however, I am now informing you for the second time that I paid that bill on January 1st, 2003.

BODY

On January 15th, I received a call from one of your representatives about this matter, and I immediately told him that approximately two weeks ago I sent a cheque to your office for the due amount of Rs 6,450.00. Unfortunately, I failed to get his name. I am irritated that you have not taken care of this matter since I have the cancelled cheque in my possession, and I am enclosing a copy of it herewith.

I hope that this will settle the matter once and for all.

Sincerely yours,

COMPLIMENTARY CLOSE

Babulal Chotia
 (419) 352-5555

SIGNATURE BLOCK

Encl: copy of cancelled cheque

ENCLOSURES

Exhibit 13.2: BLOCK LAYOUT

Modified Block Layout

Modified block format (Exhibit 13.3) differs from block format in the positioning of certain elements: Heading, complimentary close, and signature block are aligned vertically with the right margin.

Although businesses seem to prefer full block format, modified block is acceptable. Many people consider the modified block's appearance more balanced and traditional.

25 North Main Street
Maharaja Colony
Post Box No. 1221
Mumbai-400001

February 16, 2003

Ms Mary Fernandes
Customer Relations
Bharat Telephone Company
133 Balaji Street
Mumbai-400001

Dear Ms Fernandes:

I received a collection notice from the Bharat Telephone Company on February 13, 2003. The letter states that I owe a past due balance from the September 16 to October 16 billing period in 2002. The letter also states that my service will be disconnected unless I act immediately; however, I am now informing you for the second time that I paid that bill on January 1st, 2003.

On January 15th, I received a call from one of your representatives about this matter, and I immediately told him that approximately two weeks ago I sent a cheque to your office for the due amount of Rs: 6450.00. Unfortunately, I failed to get his name. I am irritated that you have not taken care of this matter since I have the cancelled cheque in my possession, and I am enclosing a copy of it herewith.

I hope that this will settle the matter once and for all.

Sincerely yours,

Babulal Chotia
(419) 352-5555

Encl: copy of cancelled cheque

Exhibit 13.3: MODIFIED BLOCK LAYOUT

Semi-block Layout

This resembles modified block style except that the start of each paragraph is indented, i.e., each paragraph of the message starts a few spaces away from the margin.

This form makes the letter somewhat clumsy and has gone out of style (Exhibit 13.4).

25 North Main Street
 Maharaja Colony
 Post Box No. 1221
 Mumbai-400001

February 16, 2003

Ms Mary Fernandes
 Customer Relations
 Bharat Telephone Company
 133 Balaji Street
 Mumbai-400001

Dear Ms Fernandes:

I received a collection notice from the Bharat Telephone Company on February 13, 2003. The letter states that I owe a past due balance from the September 16 to October 16 billing period in 2002. The letter also states that my service will be disconnected unless I act immediately; however, I am now informing you for the second time that I paid that bill on January 1st, 2003.

On January 15th, I received a call from one of your representatives about this matter, and I immediately told him that approximately two weeks ago I sent a cheque to your office for the due amount of Rs 6450.00. Unfortunately, I failed to get his name. I am irritated that you have not taken care of this matter since I have the cancelled cheque in my possession, and I am enclosing a copy of it herewith.

I hope that this will settle the matter once and for all.

Sincerely yours,
 Babulal Chotia
 (419) 352-5555

Encl: copy of cancelled cheque

Exhibit 13.4: SEMI-BLOCK LAYOUT

Simplified Layout

Though this format (Exhibit 13.5) resembles block format, it is characterized by the following features:

- Omits salutation
- Often includes a subject line in capital letters
- Omits complimentary close

This format is convenient when you do not know your recipient's name. However, some people object to this format because it seems mechanical and impersonal. Nevertheless, this drawback may be overcome with a warm writing style.

25 North Main Street
Maharaja Colony
Post Box No. 1221
Mumbai-400001

February 16, 2003

Ms Mary Fernandes
Customer Relations
Bharat Telephone Company
133 Balaji Street, Mumbai-400001

BALANCE PAYMENT ALREADY MADE

I received a collection notice from the Bharat Telephone Company on February 13, 2003. The letter states that I owe a past due balance from the September 16 to October 16 billing period in 2002. The letter also states that my service will be disconnected unless I act immediately; however, I am now informing you for the second time that I paid that bill on January 1st, 2003.

On January 15th, I received a call from one of your representatives about this matter, and I immediately told him that approximately two weeks ago I sent a cheque to your office for the due amount of Rs 6450.00. Unfortunately, I failed to get his name. I am irritated that you have not taken care of this matter since I have the cancelled cheque in my possession, and I am enclosing a copy of it herewith.

I hope that this will settle the matter once and for all.

Babulal Chotia
(419) 352-5555

Encl: copy of cancelled cheque

Exhibit 13.5: SIMPLIFIED LAYOUT