

Your address

Date

Customer's Organisation

Customer's address

Website

Subject line: Letter of Price Increase from X (company name)

Dear Mr./Ms. B (Customer's name/Enterprise name),

The letter is generated for the express purpose of informing you about the impending price rise that we are considering at (XYZ. Inc). The price appreciation will take effect from 1.04.2021 and will across the product range. You are advised to incorporate an increase of about 10% on the input cost. We are forced to pass on the cost. We want to assure you that we are ready to provide you credit support for a month to tide you over at this moment of uncertainty.

We will honor our previous orders at the current prices and as a token of appreciation would like to advice you to put your orders in advance before the price revision takes effect. We are making this special offer only to you and would request you to make the most of it.

We understand that you are a valuable partner to us, and we would extend every possible help in case you need it. The company looks forward to working with you through this phase of growth and change. If you have any further concerns regarding price increase, pleased not hesitate to get in touch. Our team is always happy to be at your service.

Sincerely,

X (your name).