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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),

First, we would like you to thank you for your support and loyalty (THANKS). We owe our success to supporters like you who have been part of our journey since the very first day (EMOTIONAL EXPERIENCE). It is you who gives us the courage to think out of the box and follow our instincts frontiers. We hope that you are liking our new content library, and genre based programs. In an effort to keep you entertained we are signing up with new content innovators, going all out to discover untold stories and betting on newer frontiers (SERVICE SATISFACTION).

To keep up with the innovation, we are asking for your support. We are writing to let you know we are making some pricing changes in the subscription that will take effect immediately on 1.04.2021. You can review your membership details at any time by visiting your account. Connect with us if you have any other questions or queries. We look forward to delighting you with high-quality content from across the globe at the comfort of your liking.

Regards

The XYZ Team.