



APPROVAL LETTER FORMAT

To ET Media & Entertainment Awards Team,

I hereby approve the participation of _____ (Agency Name/Solution rovider/Production House) in ET Media & Entertainment Awards 2026, for the _____ (Campaign/Promo/Trailer/Teaser Name) launched on _____ (Campaign/Promo/Trailer/Teaser - Launch Date- DD/MM/YYYY).

Thank you, Signature / Authorisation

Please note: A letter from the client on the company letterhead should be taken in the above format, along with the designation and digital signature of the signing authority.

OR

The client approval letter should be sent from the client's official email address, where the approver's ID, along with the designation and organisation details, is clearly visible.