**To**

**[The Recipient Name]  
[Designation]  
[Company Name]**

**Subject: Alert for losing bid**

Dear Mr. ABC,

Thank you for taking out time for submitting a bid for the (name of the project) on (date when submitted). Five vendors presented a proposal, but we only choose one.

Unfortunately, after great thought, we regret to tell you that your bid has been rejected for the following reasons:

(Tell reasons for rejecting bid)

I know this news will be a disappointment for you, but we hope you will continue bidding for future contracts.

Sincerely,

[Your Name]  
[Designation]  
[Company Name]

Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_