

June 6, 2016

Prof Deepak Khazanchi
Dean – IST
University of Nebraska
Omaha, USA

Dear Prof. Khazanchi,

Greetings from The Times of India Group.

The Times Group is India's largest media conglomerate with its flagship Bennett, Coleman & Company Limited (BCCL) being the largest publishing company in India and South Asia. Starting off with The Times of India – which is now the largest English publication in the world, BCCL and its subsidiaries (called The Times of India Group) are present in every media platform. With a turnover in excess of approximately 1.5 billion dollars, the Group has the support of over 25,000 advertisers; 11,000 employees, and an audience spanning across all continents.

The Group is now making its maiden strategic foray into the field of higher education – through the establishment of The Bennett University (in Greater Noida, next to Delhi) to house approximately 13,000 students in the Schools of Engineering & Applied Sciences; Management; Design; Law; Liberal Arts; Media & Communication; and Public Policy. The University is poised to start academic operations in early August 2016, subject to state government approvals. *"Global tie-ups, great campus and an outstanding faculty will be our differentiator"*.

Over the past few months, there has been specific developments vis-à-vis the setting up of the Bennett University. A brief update is given below:

- 68 acres of land allocated by Government of UP in December 2014 and Letter of Intent for setting up of Bennett University issued by Government of UP in March 2015;
- Academic partnerships set up with Georgia Tech (ranked amongst the top 5 for engineering); Babson College (ranked number one for entrepreneurship education); edX (set up by Harvard & MIT);
- Memorandum of Intent entered into with Cornell University (Johnson School of Business) for an academic partnership for the School of Management;
- Construction of first phase (2.5 lakh sq ft) completed;
- Quality Deans/Directors/Faculty appointed from the IITs/IIMs; and
- moving ahead for early August 2016 academic session start.

THE TIMES OF INDIA GROUP

VINEET JAIN
MANAGING DIRECTOR

We are also now in the process of setting up the various statutory Boards which will guide, facilitate and ensure that Bennett University achieves a reputation for academic excellence in India. The Executive Council, expected to meet at least once every quarter, is the principal executive body of the University – and envisaged to provide academic and corporate guidance of the highest caliber to the University management in all aspects of overall operation. The Council will be chaired by the Chancellor of the University.

We shall be delighted to have you join the Executive Council and advise/guide the Bennett University in its quest for excellence. I look forward to your kind acceptance of the same and to interacting with you personally as we work towards laying out the founding blocks for the development of the Bennett University.

Warm Regards

