



DISCLOSURE DOCUMENT

Motilal Oswal Asset Management Company Limited
Portfolio Management Services



Motilal Oswal Asset Management Company Ltd.
Corp. & Regd. Office: 10th Floor, Motilal Oswal Tower,
Rahimtullah Sayani Road, Opposite Parel ST Depot,
Prabhadevi, Mumbai - 400025
Board: +91 22 3980 4263 / 3982 5500
Fax: +91 22 3089 6884
CIN: U67120MH2008PLC188186

Form C
Securities & Exchange Board of India
(Portfolio Managers) Regulations 1993,
Regulation 14

Name of the Portfolio Manager: Motilal Oswal Asset Management Company Limited
Regd. Office Address: 10th Floor, Motilal Oswal Tower, Rahimtullah Sayani Road, Opposite
Parel ST Depot, Mumbai - 400025
Phone No.: 91-22-39804278 Fax No: 91-22-30896884
Email id: aashishps@motilaloswal.com

We confirm that:

- i) The Disclosure Document forwarded to the Securities & Exchange Board of India (SEBI) is in accordance with the SEBI (Portfolio Managers) Regulations, 1993 and the guidelines and directives issued by SEBI from time to time;
- ii) The disclosures made in the document are true, fair and adequate to enable the investors to make a well informed decision regarding entrusting the management of the portfolio to us/ investment in the Portfolio Management Services;
- iii) The Disclosure Document has been duly certified by an independent Chartered Accountant, Mr. Aneel Lasod, a Partner of M/s. Aneel Lasod And Associates, Chartered Accountants, having membership no. 40117 and office at A-801-802, Corporate Avenue, 8th Floor, Sonawala Road, Goregaon (East), Mumbai – 400 063 on November 3, 2014.

For and on behalf of **Motilal Oswal Asset Management Company Limited**

Sd/-



Aashish Somaiyaa
Principal Officer

Date: November 3, 2014

CERTIFICATE

We hereby certify that the disclosures made in the enclosed Disclosure Document dated 3rd November, 2014, prepared and forwarded by Motilal Oswal Asset Management Company Ltd. in terms of the Fifth Schedule of Regulation 14 of the Securities and Exchange Board of India (Portfolio Managers) Regulations 1993 and the guidelines and directives issued by the Board from time to time, are true, fair and adequate to enable the investors to make a well informed decision.

This certificate is issued on the basis of the information and documents given/produced before us and on the basis of representations made by Motilal Oswal Asset Management Company Ltd.

<p>Place:- Mumbai Date :- 3rd November, 2014</p>	<p>For Aneel Lasod And Associates Chartered Accountants.</p> <p> </p> <p>Aneel Lasod <i>Partner</i> M.No.40117</p>
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DISCLOSURE DOCUMENT

(As per the requirement of Fifth Schedule of Regulation 14 of Securities and Exchange Board of India (Portfolio Managers) Regulation 1993)

- i) The Disclosure Document has been filed with the Securities & Exchange Board of India along with the certificate in the prescribed format in terms of Regulation 14 of the SEBI (Portfolio Managers) Regulations, 1993.
- ii) The purpose of the Document is to provide essential information about the portfolio management services in a manner to assist and enable the investors in making informed decision for engaging Motilal Oswal Asset Management Company Ltd. as a Portfolio Manager.
- iii) The Disclosure Document contains the necessary information about the Portfolio Manager, required by an investor before investing, and the investor may also be advised to retain the document for future reference.
- iv) This Document supersedes the Disclosure Document dated May 5, 2014 filed with SEBI
- v) The following are the Details of the Portfolio Manager:

Name of the Portfolio Manager	Motilal Oswal Asset Management Company limited
SEBI Registration Number	INP 000000670
Registered Office Address	10th Floor, Motilal Oswal Tower, Rahimtullah Sayani Road, Opposite Parel ST Depot, Prabhadevi, Mumbai - 400025
Phone	022 3089 4263
Fax	022 3089 6884
Website	www.mostshares.com and www.motilaloswal.com/Asset-Management

- vi) The name, phone number, e-mail address of the Principal Officer so designated by the Portfolio Manager is:

Name of the Principal Officer	Mr. Aashish P Somaiyaa
Phone	91-22-39804278
Email	aashishps@motilaloswal.com
Registered Office Address	10th Floor, Motilal Oswal Tower, Rahimtullah Sayani Road, Opposite Parel ST Depot, Prabhadevi, Mumbai - 400025

Date: November 3, 2014

Index of contents

Item No.	Contents	Page No.
1	Disclaimer clause	1
2	Definitions	1
3	Description	2
4	Penalties, pending litigations or proceedings, findings of inspections or investigations for which actions may have been taken or initiated by any regulatory authority.	5
5	Services offered	5
6	Risk Factors	10
7	Client Representation	11
8	The Financial Performance of Portfolio Manager	13
9	Portfolio Management Performance of the Portfolio Manager	13
10	Nature of Expenses	14
11	Taxation	15
12	Accounting Policies	16
13	Investor Services	17

1) Disclaimer clause:

The particulars given in this Document have been prepared in accordance with the SEBI (Portfolio Managers) Regulations, 1993 and filed with SEBI. This Document has neither been approved nor disapproved by SEBI nor has SEBI certified the accuracy or adequacy of the contents of the document. This document is not for public distribution and has been furnished to you solely for your information and may not be reproduced or redistributed to any other person.

2) Definitions:

Unless the context or meaning thereof otherwise requires, the following expressions shall have the meaning assigned to them hereunder respectively:

- (a) **“Act”** means the Securities and Exchange Board of India, Act 1992 (15 of 1992).
- (b) **“Agreement”** means agreement between Portfolio Manager and its Client and shall include all Schedules and Annexures attached thereto.
- (c) **“Application”** means the application made by the Client to the Portfolio Manager to place its funds and/or securities with the Portfolio Manager for Portfolio Management Services. Upon execution of the Agreement by the Portfolio Manager, the Application shall be deemed to form an integral part of the Agreement. Provided that in case of any conflict between the contents of the Application and the provisions of the Agreement, the provisions of the Agreement shall prevail.
- (d) **“Assets”** means (i) the Portfolio and/or (ii) the Funds.
- (e) **“Body Corporate”** shall have the meaning assigned to it in or under clause (11) of section 2 of the Companies Act, 2013.
- (f) **“Bank Account”** means one or more accounts opened, maintained and operated by the Portfolio Manager with any of the Scheduled Commercial Banks in accordance with the agreement entered into with the Client.
- (g) **“Board”** means the Securities and Exchange Board of India established under sub-section (1) of Section 3 of the Securities and Exchange Board of India Act.
- (h) **“Client”** means the person who enters into an

Agreement with the Portfolio Manager for managing its portfolio and/or funds.

- (i) **“Custodian”** means any person who carries on or proposes to carry on the business of providing custodial services in accordance with the regulations issued by SEBI from time to time.
- (j) **“Depository Account”** means one or more account or accounts opened, maintained and operated by the Portfolio Manager with any depository or depository participant registered under the SEBI (Depositories and Participants) Regulations, 1996 in accordance with the agreement entered into with the Client.
- (k) **“Discretionary Portfolio Management Services”** means the portfolio management services rendered to the Client by the Portfolio Manager on the terms and conditions contained in the agreement, whereunder the Portfolio Manager exercises any degree of discretion in the investments or management of assets of the Client.
- (l) **“Discretionary Portfolio Manager”** means a Portfolio Manager who exercises or may, under a contract relating to portfolio management, exercise any degree of discretion as to the investments or management of the portfolio of securities or the funds of the Client, as the case may be.
- (m) **“Document”** means this Disclosure Document.
- (n) **“Financial Year”** means the year starting from April 1 and ending on March 31 of the following year.
- (o) **“Funds”** means the monies managed by the Portfolio Manager on behalf of the Client pursuant to Portfolio Investment Management Agreement and includes the monies mentioned in the Application, any further monies placed by the Client with the Portfolio Manager for being managed pursuant to Portfolio Investment Management Agreement, the proceeds of the sale or other realization of the Portfolio and interest, dividend or other monies arising from the Assets, so long as the same is managed by the Portfolio Manager.
- (p) **“Non-discretionary Portfolio Management Services”** means a portfolio management services under which the Portfolio Manager,

subject to express prior instructions issued by the Client from time to time in writing, for an agreed fee structure and for a definite described period, invests in respect of the Client's account in any type of security entirely at the Client's risk and ensure that all benefits accrue to the Client's Portfolio.

- (q) **"Parties"** means the Portfolio Manager and the Client; and **"Party"** shall be construed accordingly.
- (r) **"Person"** includes any individual, partners in partnership, central or state government, company, body corporate, cooperative society, corporation, trust, society, Hindu Undivided Family or any other body of persons, whether incorporated or not.
- (s) **"Portfolio"** means the Securities managed by the Portfolio Manager on behalf of the Client pursuant to the Portfolio Investment Management Agreement and includes any Securities mentioned in the Application, any further Securities placed by the Client with the Portfolio Manager for being managed pursuant to the Portfolio Investment Management Agreement, Securities acquired by the Portfolio Manager through investment of Funds and bonus and rights shares or otherwise in respect of Securities forming part of the Portfolio, so long as the same is managed by the Portfolio Manager.
- (t) **"Portfolio Manager"** shall have the same meaning as given in regulation 2(cb) of the SEBI (Portfolio Managers) Regulations, 1993 as amended from time to time.
- (u) **"Principal Officer"** means an employee of the Portfolio Manager who has been designated as such by the Portfolio Manager.
- (v) **"Regulations"** means the Securities and Exchange Board of India (Portfolio Managers) Regulations, 1993, as may be amended from time to time.
- (w) **"Scheduled Commercial Bank"** means any bank included in the second Schedule to the Reserve Bank of India Act, 1934 (2 of 1934).
- (x) **"SEBI"** means the Securities and Exchange Board of India established under sub-section (1) of Section 3 of the SEBI Act.
- (y) **"Securities"** includes: "Securities" as defined under the Securities Contracts (Regulation) Act, 1956 as amended from time to time and includes:
- (i) Shares, scrips, stocks, bonds, debentures,

debenture stock or other marketable securities of a like nature in or of any incorporated company or other body corporate;

- (ii) derivative;
- (iii) units or any other instrument issued by any collective investment scheme to the investors in such schemes;
- (iv) security receipt as defined in clause (zg) of section 2 of the Securitisation and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002;
- (v) units or any other such instrument issued to the investors under any mutual fund scheme;
- (vi) Government securities;
- (vii) such other instruments as may be declared by the Central Government to be securities;
- (viii) rights or interest in securities;
- (ix) Exchange Traded Funds; and
- (x) Liquid Funds.

Words and expressions used in this disclosure document and not expressly defined shall be interpreted according to their general meaning and usage. The definitions are not exhaustive. They have been included only for the purpose of clarity and shall in addition be interpreted according to their general meaning and usage and shall also carry meanings assigned to them in regulations governing Portfolio Management Services.

3) Description :

I) History, Present Business and Background of the Portfolio Manager :

Motilal Oswal Asset Management Company Ltd. ("MOAMC") is a company incorporated under the Companies Act, 1956 on November 14, 2008, having its Registered Office at 10th Floor, Motilal Oswal Tower, Rahimtullah Sayani Road, Opposite Parel ST Depot, Prabhadevi - 400025. MOAMC is a wholly owned subsidiary of Motilal Oswal Securities Ltd. ("MOSL"), which in turn is wholly owned subsidiary of Motilal Oswal Financial Services Ltd. ("MOFSL").

Motilal Oswal Securities Ltd. was registered with SEBI as a Portfolio Manager vide registration no. INP 000000670 under SEBI (Portfolio Managers) Regulations 1993. In order to consolidate all its asset management business under one entity, MOSL made an application to SEBI for transfer of

Portfolio Management Services (PMS) business along with SEBI registration certificate to its wholly owned subsidiary, MOAMC. SEBI vide its letter having reference number IMD/DOF-I/SKS/10449/2010 dated June 30, 2010 granted its approval for transfer of PMS business from MOSL to MOAMC subject to compliance of the requirements specified by SEBI.

MOSL entered into an agreement with MOAMC for transferring its PMS business. Pursuant to the transfer, MOSL assigned to MOAMC all its rights and obligations under the Portfolio Investment Management Agreement executed with its Clients and other documents executed pursuant thereto and Power of Attorney ("POA") conferred by Clients in favour of MOSL.

Thus, MOAMC is entitled to exercise all powers and functions conferred or contained in the POA, which were originally exercised or performed by MOSL. On confirmation to SEBI that MOAMC has complied with the requirements specified by SEBI in respect of transfer of PMS business, SEBI has endorsed the original certificate of registration of Portfolio Management Services in favour of MOAMC w.e.f. October 21, 2010.

MOAMC holds Certificate of Registration No. INP000000670 dated October 17, 2014 issued under SEBI (Portfolio Managers) Regulations, 1993 to act as a Portfolio Manager. The certificate of registration is valid till September 15, 2017. In addition to acting as a Portfolio Manager, MOAMC is also an Asset Management Company to Motilal Oswal Mutual Fund under an Investment Management Agreement dated May 21, 2009. Motilal Oswal Mutual Fund is registered with SEBI as a Mutual Fund under SEBI (Mutual Funds) Regulations, 1996 vide registration no. MF/063/09/04 dated December 29, 2009.

ii) Promoters of the Portfolio Manager, Directors and their background :

Promoter :

Motilal Oswal Asset Management Company Ltd. is promoted by Motilal Oswal Securities Ltd. (MOSL). MOSL is a wholly owned subsidiary of Motilal Oswal Financial Services Ltd. (MOFSL).

MOSL has its origin in a small partnership formed between two chartered accountants, Mr. Motilal Oswal & Mr. Raamdeo Agrawal in 1987. They acquired membership at the Bombay Stock Exchange (BSE) in the year 1990 in the name of "Motilal Oswal". Right from this stage of venture, approach was Research Based Broking. Subsequently, few more memberships of BSE were

acquired. In the year 1994, membership of NSE was also acquired.

In the year 1994, "Motilal Oswal" was incorporated into a company, which is now known as Motilal Oswal Securities Ltd. Subsequently, Wealth Creation Study was initiated to identify the biggest wealth creating companies in Indian Stock Exchanges. This was also coupled with a formal equity research known as "Inquire". The company became Depository Participant of Central Depository Services (India) Ltd. in the year 1999 and National Securities Depository Ltd. in the year 2000.

The Company is one of the leading Broking Houses in the Retail as well as Institutional segment of the Capital Market. The major activities and offerings of MOSL are Equity Broking, Depository Participant Services, Investment Advisory, Fund Management Services, Institutional Broking and Research Services.

Directors and their background:

a) Mr. Raamdeo Agrawal

Mr. Raamdeo Agrawal is a Director on the Board of the Company. He is B.com and ACA by qualification. He is Co-Author for the book "Corporate Numbers Game" in 1986. He has extensive experience in Capital Markets and particularly in Equity Research / Investment Management.

b) Mr. Kanu Doshi

Mr. Kanu Doshi was inducted as an Independent Director on the Board of the Company with effect from April 8, 2009. He is Chartered Accountant by qualification. He specialises in corporate taxation and has got insight into financial matters of corporate particularly companies setting up new projects and seeking financial assistances from financial institutions.

c) Mr. Ashok Jain

Mr. Ashok Jain was inducted as an Independent Director on the Board of the Company with effect from August 3, 2012. He is B.Com, FCA, and ACS by qualification. Mr. Jain has a diverse experience of more than two decades in the field of Corporate Management and finance related area.

d) Mr. Aashish P Somaiyaa

Mr. Aashish P Somaiyaa is a Managing Director and Chief Executive Officer of the Company, He is B. E (Polymers) and MMS (Finance) by qualification. He is also the Principal Officer for

the PMS business of the Company.

Key Management Personnel (Portfolio Management Services) :

Mr. Aashish P. Somaiyaa	Managing Director & CEO and Principal Officer
Ms. Sarika Shah	Company Secretary & Compliance Officer
Mr. Rajesh Patil	Associate Vice President- PMS Operations
Mr. Manish Sonthalia	Senior Vice President and Fund Manager
Mr. Kunal Jadhvani	Associate Vice President - Fund Manager
Mr. Vaibhav Agrawal	Fund Manager

iii) Group company information (i.e. information related to top 10 Group Companies / firms of the Portfolio Manager on turnover basis) (as per the audited financial statements for the year ended March 2014) :

1. Motilal Oswal Securities Ltd.
2. Motilal Oswal Financial Services Limited
3. MOPE Investment Advisors Private Limited
4. Motilal Oswal Asset Management Company Limited
5. Motilal Oswal Commodities Broker Pvt. Ltd.
6. Motilal Oswal Wealth Management Limited
7. Motilal Oswal Investment Advisors Private Limited
8. Motilal Oswal Real Estate Investment Advisors II Private Limited
9. Motilal Oswal Securities International Private Limited
10. Motilal Oswal Capital Markets (Singapore) Pte. Limited

iv) Details of the services being offered :

a) Discretionary Services :

Under these services, the choice as well as the timings of the investment decisions rest solely with the Portfolio Manager and the Portfolio Manager can exercise any degree of discretion in the investments or management of assets of the Client. The Securities invested / disinvested by the Portfolio Manager for Clients may differ from Client to Client. The Portfolio Manager's decision (taken in good faith) in deployment of the Client's fund's is absolute and final and can never be called in question or be open to review at any time during the currency of the agreement or at any time thereafter except on

the ground of fraud, malafide, conflict of interest or gross negligence. This right of the Portfolio Manager shall be exercised strictly in accordance with the relevant Acts, Regulations, guidelines and notifications in force from time to time. Periodical statements in respect to Client's Portfolio shall be sent to the respective Client.

Based on the Client's profile, overall investment objective and other relevant factors, the Portfolio of the Clients are at present managed under one or more of the following Investment Strategies,:

- 1) Value Strategy
- 2) Bulls Eye Strategy
- 3) Discover Value Strategy
- 4) Discover Dynamic Strategy
- 5) Next Trillion Dollar Opportunity Strategy
- 6) Focused (Series III) – A Target Returns Strategy
- 7) Focused (Series IV) – A Flexi Cap Strategy
- 8) Focused (Series V) – A Contra Strategy
- 9) Optima Strategy
- 10) Liquid Strategy
- 11) Structured Products Investments Strategy
- 12) Prodigy Investment Strategy
- 13) Invest India Strategy
- 14) Bluechip Prodigy Strategy
- 15) PLUS strategy - Portfolio of Less recognized or Undervalued Stocks
- 16) Deep Value Portfolio
- 17) Motilal Oswal MOST Fund ETF Assets and Securities Portfolio Strategy (FEATS)
- 18) Motilal Oswal MOST Allocation Portfolio Strategy (MAPS)
- 19) Emergence Portfolio Strategy
- 20) Focused Opportunities Strategy

b) Non - Discretionary Services :

Under the Non-Discretionary Portfolio Management Services, the portfolio of the Client shall be managed in consultation with the Client. Under this service, the Assets will be managed as per express prior instructions issued by the Client from time to time. The Client will have complete discretion to decide on the investment (Stock Quantity and Price or amount). The Portfolio Manager inter alia manages transaction execution, accounting, recording or corporate benefits, valuation and

reporting aspects on behalf of the Client entirely at the Client's risk.

c) Advisory Services :

Under these services, the Portfolio Manager advises the Client on investments in general or any specific advice required by the Clients and agreed upon in the Client agreement. The Portfolio Manager will render the best possible advice to the client having regard to the client's needs and the environment, and his own professional skills. The same can be binding or non-binding in nature or in such terms as mentioned in the Client agreement. For such services, the Portfolio Manager charges the Client a fee for services rendered mentioned in the Client agreement. The advice may be either general or specific in nature and may pertain to a particular portfolio. Entry / exit timing, execution and settlement are solely the Client's responsibility.

4) Penalties, pending litigation or proceedings, findings of inspection or investigations for which action may have been taken or initiated by any regulatory authority:

1. All cases of penalties imposed by the Board or the directions issued by the Board under the Act or Regulations made there under relating to Portfolio Management Services.

None

2. The nature of the penalty/direction.

None

3. Penalties imposed for any economic offence and/or for violation of any securities laws relating to Portfolio Management Services.

None

4. Any pending material litigation/legal proceedings against the Portfolio Manager/key personnel with separate disclosure regarding pending criminal cases, if any.

Details as on October 31, 2014 are provided below in the table as Annexure A.

5. Any deficiency in the systems and operations of the Portfolio Manager observed by the Board or any regulatory agency in relation to Portfolio Management Services for which action may have been taken or initiated.

None

6. Any enquiry/adjudication proceedings initiated by the Board against the Portfolio Manager or its directors, principal officer or employee or any person directly or indirectly connected with the Portfolio Manager or its directors, principal officer or employee, under the Act or Regulations made thereunder relating to Portfolio Management Services.

Details as on October 31, 2014 are provided below in the table as Annexure B.

5) Services offered:

The Portfolio Manager manages the Assets of the Client using the following Strategies:

a) Value Strategy :

Fund Manager: Mr. Manish Sonthalia

The Strategy aims to benefit from the long term compounding effect on investments done in good businesses, run by great business managers for superior wealth creation.

Features:

- Follows a value based stock selection strategy
- Investment Approach : "Buy & Hold"
- Investment Horizon: Medium to Long term
- Maximize post tax return due to Low Churn\

b) Bulls Eye Strategy:

Fund Manager: Mr. Kunal Jadhvani

The Strategy aims to deliver returns in the short to medium term by investing in fundamentally sound stocks coupled with active profit booking.

Features :

- Actively managed multi cap strategy.
- Investment Approach: Capitalizing on short to medium-term market opportunities
- Regular Profit booking based on stock and market movements

c) Discover Value Strategy :

Fund Manager : Mr. Manish Sonthalia

The Strategy aims to deliver returns over a long term by investing in large-cap stocks across 6-8 sectors. The focus is to identify large unpopular businesses with dominant market share and potential for growth.

Features:

- Follows a value based stock selection strategy
- Investment Approach : Buying undervalued

- stocks and selling overvalued stocks irrespective of market behaviour while maintaining purchase price discipline
 - Investment Horizon: Medium to Long term
 - Follow a focused strategy construct
 - Maintaining a low churn thereby enhancing the strategy returns
- d) **Discover Dynamic Strategy:**
Fund Manager : Mr. Kunal Jadhvani
 The strategy aims to deliver returns in the short to medium term by investing in stocks across market capitalization.
 Features:
- Actively managed multi cap strategy.
 - Investment Horizon : Short to Medium term
 - Investment Approach: Capitalizing on positive corporate developments , corporate restructuring and other events
 - Active Profit booking based on market conditions.
- e) **Next Trillion Dollar Opportunity Strategy**
Fund Manager: Mr. Manish Sonthalia
 The strategy aims to deliver superior returns by investing in focused themes which are part of the next Trillion Dollar GDP growth opportunity. It aims to predominantly invest in Small & Mid Cap stocks with a focus on Identifying Emerging Stocks/Sectors.
 Features:
- Investment Horizon: Medium to Long term
 - Investment Approach: “Buy & Hold” strategy
 - Focus on Sectors and Companies which promise a higher than average growth
 - Concentration on emerging Themes
- f) **Focused (Series III) – A Target Return Strategy**
Fund Manager: Mr. Manish Sonthalia
 The Strategy aims to invest in the fund managers top 10 stock ideas from the Nifty, which are expected to do better than Nifty for a 12-18 month period.
 Features :
- Actively managed strategy focusing on 8-10 stocks.
 - Investment Horizon: Medium Term.
 - Investment Approach: Fundamental Stock selection approach.
 - Regular Profit booking based on predefined price targets.
- active asset allocation call between cash & equity
 - Cash Out Strategy: Automatic payout of appreciation amount when the Client's AUM appreciates by 20%
- g) **Focused (Series IV) – A Flexi Cap Strategy**
Fund Manager: Mr. Kunal Jadhvani
 The Strategy aims to generate superior returns over a medium to long term by investing in only 8-10 companies across market capitalization. The Fund Manager will take active asset allocation calls between cash & equity. The strategy will also take active equity allocation calls between investments in large caps & mid caps & it will follow a policy of profit booking with predefined price targets.
 Features:
- Actively managed multi cap strategy.
 - Investment Horizon: Medium to Long term
 - Investment Approach: Capitalize on Top Down & Bottom Up strategies of investing.
 - Cash Out Strategy: Automatic payout of appreciation amount when the Client's AUM appreciates by 15%
- h) **Focused (Series V) – A Contra Strategy**
Fund Manager: Mr. Manish Sonthalia
 The strategy aims to invest in fundamentally sound companies that can benefit from changes in a company's valuation which reflects a significant change in the markets view of the company over a horizon of three years. The Strategy focuses on investing in stocks that can benefit from growth in earnings, re-rating of business or higher valuation of assets. Objective is to increase return rather than reduce risk for Investors.
 Features:
- Follows the principle to pick best ideas rather than diversification
 - Concentrated Strategy Structure of less than 10 stocks
 - Investment Horizon: Medium to Long term
 - Investment Approach: Follows a “Buy and hold” philosophy with low to medium churn
- i) **Optima Strategy**
Fund Manager: Mr. Kunal Jadhvani
 The Strategy aims to generate superior returns over the long period by investing in companies with growth potential and which are available at reasonable market price.

Features:

- Situation based Multi Cap Approach
- Investment Horizon: Medium to Long term
- Investment Approach: Active Portfolio Rebalancing with Top Down & Bottom Up Stock Selection Approach
- Active asset allocation calls between Cash & Equity

j) Liquid Strategy

Fund Manager: Mr. Manish Sonthalia

To predominantly make investments in Liquid Mutual Funds, short-term debt funds, money market mutual funds, and other debt funds to facilitate investors to take Asset Allocation calls between Cash and Equity

k) Structured Products Investments Strategy

Fund Manager: Mr. Manish Sonthalia

The investment objective of the Portfolio Manager shall be preservation and growth of capital and at the same time endeavour to reduce the risk of capital loss. The Portfolio Manager may design and develop various series keeping in mind market conditions and may be customised for client's specific need / profile.

Features:

- The Portfolio Manager will invest in Non Convertible Debentures (NCDs) issued by Non Banking Financial Companies.
- These Non Convertible Debentures may have payoffs, which may be based on stand alone or combination of all or some of the financial instruments such as equity, debentures, derivative instruments, swaps, swaptions a basket of securities, options, indices, commodities, debt issuances and/or foreign currencies, Secured Premium Notes, money market instruments, etc. to cater to specific Clients requirements.

l) Prodigy Investment Strategy

Fund Manager: Mr. Manish Sonthalia

The Strategy will aim to predominantly invest in a universe of stocks which are in a secular uptrend based on Relative Strength Comparative Indicator. The strategy also aims to invest in asset classes other than equity that may be in a secular uptrend, based on Relative Strength Comparative Indicator versus the main equity indices. However, this will only be done through the use of listed Exchange Traded Funds.

Features:

- The Strategy aims to deliver returns by investing in such companies based on both earnings momentum and price momentum.
- Basically for Investors with a medium term horizon who are looking for a proactive approach to investing.

m) Invest India Strategy

Fund Manager: Mr. Kunal Jadhvani

The Strategy aims to generate long term capital appreciation by creating a focused portfolio of high growth stocks having the potential to grow more than the nominal GDP for next 5-7 years across market capitalization and which are available at reasonable market prices.

Features:

- Investment Approach: BUY & HOLD strategy
- Investment Horizon: Long Term
- Low to medium churn resulting in enhanced post-tax returns
- Basically for Investors keen to generate wealth by participating in India's growth story over a period of time.

n) Bluechip Prodigy Strategy

Fund Manager: Mr. Manish Sonthalia

The strategy aims to generate steady returns over the long term by investing in well established, large size, large cap companies. The strategy also aims to invest in listed Exchange Traded Funds of asset classes other than equity that may be in a secular uptrend compared to the main equity indices, based on Relative Strength Comparative Indicator.

Features:

- The strategy would invest in companies based on price momentum (using Relative Strength Comparative indicator)
- Investment Horizon – medium to long term

o) PLUS strategy - Portfolio of Less recognized or Undervalued Stocks

Fund Manager: Mr. Manish Sonthalia

The strategy aims to deliver superior returns by investing in less recognized and/or undervalued stocks which are part of the India growth opportunity. The strategy also aims to predominantly invest in Mid-cap stocks with potential to grow faster than nominal GDP growth and which are available at reasonable prices.

Features:

- Investment Approach: Fundamental stock selection and Buy & Hold philosophy
- Investment Philosophy: Value + GARP
- Investment Horizon: Medium to Long term

p) Deep Value Portfolio

Fund Manager: Mr. Manish Sonthalia

The strategy aims to invest in fundamentally sound companies with a view to capitalize on the difference between the market value and the intrinsic value of the business.

Features:

- Investment Strategy:
 - Out of favor, beaten-down large caps or quality midcaps growing at slower than their demonstrated potential
 - Where price movements are decoupled from underlying fundamentals resulting from over-reaction to news-flow
 - Dominant business undergoing growth deceleration or a cyclical downturn.
 - Revenue slowdown due to direct/indirect impact of high interest rates and/or capex cycle (order flows) which can potentially reverse with rate cycle.
 - Profitability compression due to margin erosion from higher RM/forex impact.
 - Asset Valuation plays: Good quality businesses trading at discount to book or replacement value.
 - Valuation Parameters: Low P/E v/s long-term average/peers, high dividend yield.
- Investment Approach: Bottom up stock selection approach
- Investment horizon: long term i.e. 3-5 years
- Risk Return Profile: Medium to High Risk
- Market Capitalization: Flexi Cap

q) Motilal Oswal MOST Fund ETF Assets and Securities Portfolio Strategy (FEATS)

Fund Manager: Mr. Kunal Jadhvani

The strategy aims to offer a bouquet of diversified asset allocation portfolios varying by risk profile and returns expectations of underlying investors. The strategy will aim to use low cost ETFs, Funds and Securities as building blocks wherever available and possible in order to complete the asset allocation for investors with lowest possible cost as compared to alternate investment

vehicles. The portfolio may invest overall in a combination of various Securities, ETF and mutual fund schemes including equity, debt, gilt across Indian Equity, International Equity, Bonds and Gold.

Features:

- Investment Strategy:
 - The Portfolio Manager will invest in various Securities, ETF and mutual fund schemes including schemes offered by Motilal Oswal Mutual Fund and other mutual funds from time to time.
 - Mutual fund schemes shall include equity, debt, gilt and exchange traded funds across Indian Equity, International Equity, Indian Bonds and Gold.
 - The objective of the strategy will be to achieve better risk adjusted returns for investors by diversification across various asset classes at lowest possible cost.
- The portfolio is a function of its components. While active funds may be used for populating different asset classes, ETF portfolios benefit asset allocation investing because they:
 - increase diversification,
 - provide the ability to target specific investment segments, and,
 - through ETFs, allow an investor to hedge their portfolio with relatively low risk.

Additionally, lower cost, live pricing and transparency allow the allocator to improve returns while allowing for nimble adjustments in inclement market conditions or to take advantage of short term opportunities.

r) Motilal Oswal MOST Allocation Portfolio Strategy (MAPS)

Fund Manager: Mr. Kunal Jadhvani

The strategy aims to offer optimizing asset allocation portfolios by investing in various asset classes like equity, bonds, derivatives, all category mutual fund schemes including Options available for methodologies to determine asset allocation broadly fall under 3 categories. The portfolio manager may construct PMS portfolios for investors based on any one of the following determinants.

Features:

- Investment Strategy:
 - Determinant 1 – Asset allocation determined based on Fundamental readings of parameters

like P/E, P/BV, Dividend Yield, Earning Yield, Interest Rates, Inflation, and Money Supply etc.

- Determinant 2 – Asset allocation determined based on quantitative techniques based algorithms
- Determinant 3 – Long term fixed asset allocation based on risk profile of clients determined by their investment advisor / distributor.

s) Emergence Portfolio Strategy (EPS)

Fund Manager: Mr. Kunal Jadhvani & Mr. Vaibhav Agrawal

The Strategy aims to generate long term capital appreciation by creating a focused portfolio of high growth stocks having the potential to grow more than the nominal GDP for next 3-5 years and which are available at reasonable market prices. It aims to predominantly invest in stocks with a market cap of less than Rs. 6300 crores (at the time of investing) and with a focus on Identifying Emerging Stocks / Sectors.

Features:

- Investment Horizon: Medium to Long term
- Investment Approach: "Buy & Hold" strategy
- Focus on Sectors and Companies which promise a higher than average growth
- Concentration on emerging Themes

t) Focused Opportunities Strategy

Fund Manager: Mr. Manish Sonthalia

The strategy aims to deliver superior returns through focused investment in themes which are a potential growth opportunity. It aims to predominantly invest bottom up by identifying high quality companies, having superior growth and sustainable competitive advantage.

Features:

- Investment Horizon: Medium to Long term
- Investment Approach: "Buy & Hold" strategy
- Focus on Companies which have potential to deliver higher than average sector growth
- Concentration on good businesses and would be market capitalization agnostic

The Portfolio Manager may design and develop various series keeping in mind market conditions and may be customised for Client's specific need / profile. The Portfolio in all cases will be guided strictly by the relevant guidelines, Acts, Rules, Regulations, and

notifications prevailing in force from time to time. The instrument may be principal protected or non-principal protected, which may have fixed or variable pay-offs. The investment objective of the Portfolio Manager shall be preservation and growth of capital and at the same time endeavour to reduce the risk of capital loss. However, while the aforesaid is the objective, it needs to be reiterated that there can be no assurance and/or guarantee of such growth or even as regards preservation of capital or of there being no capital loss. The amount invested by the Clients under this strategy may be subject to a lock in period as detailed in the Schedule to the agreement between the Client and the Portfolio Manager.

All the above mentioned strategies are used under the discretionary portfolio management services as per the Regulations specified by SEBI.

The main features under Discretionary Portfolio Management Services are:

- Minimum Portfolio Size: Rs. 25 Lakhs or any amount not less than the statutory minimum as may be specified by the SEBI from time to time.
- Periodic valuation Report (if, any).
- Periodic transaction Statement (if, any).

NOTE:

- Investment under Portfolio Management Services will be only as per the SEBI Regulations on PMS
- The uninvested amounts forming part of the Client's Assets may be at the discretion of the Portfolio Manager be held in cash or deployed in Liquid fund schemes, Exchange Traded Index Funds, debt oriented schemes of Mutual funds, Gilt schemes, Bank deposits and other short term avenues for Investment.
- The Portfolio Manager, with the consent of the Client, may lend the securities through an Approved Intermediary, for interest.
- The Portfolio Manager will not invest any of the funds of the Client in the shares, mutual funds, debt, deposits and other financial instruments of group companies of the Portfolio Manager.

Apart from Discretionary Portfolio Management Services, the Portfolio Manager also offers Non-Discretionary Portfolio Management Services wherein the choice as well as the timings of the investment decisions rest solely with the Client. The Portfolio

Manager manages the Assets of the Client in accordance with the directions given by the Client. Further the Portfolio Manager also offers Advisory Portfolio Management Services wherein the Portfolio Manager only renders investment advice to the Client in respect of securities. Discretion to execute the transactions and responsibility for execution /settlement of the transactions lies solely with the Client.

6) Risk Factors:

The investments made in securities are subject to market risk and there is no assurance or guarantee that the objectives of investments will be achieved. Following are the risk factors as perceived by management:

- Investment in equities, derivatives and mutual funds and Exchange Traded Index Funds are subject to market risks and there is no assurance or guarantee that the objective of investments will be achieved.
- As with any investment in securities, the Net Asset Value of the portfolio can go up or down depending upon the factors and forces affecting the capital markets.
- The performance of the portfolio may be affected by changes in Government policies, general levels of interest rates and risks associated with trading volumes, liquidity and settlement systems in equity and debt markets.
- The past performance of the Portfolio Manager does not indicate its future performance. Investors are not being offered any guaranteed returns.
- The performance of the Assets of the Client may be adversely affected by the performance of individual securities, changes in the market place and industry specific and macro economic factors. The investment strategies are given different names for convenience purpose and the names of the Strategies do not in any manner indicate their prospects or returns.
- Investments in debt instruments and other fixed income securities are subject to default risk, liquidity risk and interest rate risk. Interest rate risk results from changes in demand and supply for money and other macroeconomic factors and creates price changes in the value of the debt instruments. Consequently, the Net Asset Value of the portfolio may be subject to fluctuation.
- Investments in debt instruments are subject to reinvestment risks as interest rates prevailing on interest amount or maturity due dates may differ from the original coupon of the bond, which might result in the proceeds being invested at a lower rate.
- The Portfolio Manager may invest in non-publicly offered debt securities and unlisted equities. This may expose the Client's portfolio to liquidity risks.
- Engaging in securities lending is subject to risks related to fluctuations in collateral value / settlement/liquidity/ counter party.
- The Portfolio Manager may use derivatives instruments like index futures, stock futures and options contracts, warrants, convertible securities, swap agreements or any other derivative instruments for the purpose of hedging and portfolio balancing, as permitted under the Regulations and guidelines. Usage of derivatives will expose the Portfolio to certain risks inherent to such derivatives. As and when the Portfolio Manager deals in the derivatives market on behalf of the Client, there are risk factors and issues concerning the use of derivatives that investors should understand.
- Derivative products are specialized instruments that require investment techniques and risk analyses different from those associated with stocks and bonds. The use of a derivative requires an understanding not only of the underlying instrument but of the derivative itself. Derivatives require the maintenance of adequate controls to monitor the transactions entered into, the ability to assess the risk that a derivative adds to the portfolio and the ability to forecast price or interest rate movements correctly. There is the possibility that a loss may be sustained by the portfolio as a result of the failure of another party (usually referred to as the "counter party") to comply with the terms of the derivatives contract. Other risks in using derivatives include the risk of mispricing or improper valuation of derivatives and the inability of derivatives to correlate perfectly with underlying assets, rates and indices. Thus, derivatives are highly leveraged instruments. Even a small price movement in the underlying security could have a large impact on their value.
- There are inherent risks arising out of investment objectives, investment strategy, asset allocation and non-diversification of portfolio.

- The Net Asset Value may be affected by changes in settlement periods and transfer procedures.

7) Client Representation:

i) Details of client's accounts activated:

SN	Category of clients	Total No. of clients	Funds managed (Rs. Crores)	Discretionary / Non Discretionary (if available)
i.	Associates /group companies (Last 3 years)	NIL	NIL	NA
ii.	Others: (Last 3 years)			
	2011-12	4915	1241.37	Discretionary
	2012-13	3991	1214.64	Discretionary
	2013-14	3110	1397.88	Discretionary

"Funds Managed" indicates market value of Assets under Management.

The above figures are given in compliance with amendment to the SEBI (Portfolio Managers) Regulations, 1993 dated August 11, 2008.

ii) Transactions with related parties are as under:

- The Portfolio Manager uses the broking services of Motilal Oswal Securities Ltd. who is member of BSE and NSE in cash and derivative segment.
- Names of related parties and nature of relationship (as on March 31, 2014) are as under:

A) Enterprises where control exists:

- Motilal Oswal Securities Ltd. – Holding Company
- Motilal Oswal Financial Services Ltd. – Holding Company of Motilal Oswal Securities Ltd.
- Ultimate Holding Company - Passionate Investment Management Pvt. Ltd. (From October 5, 2012)

B) Fellow Subsidiaries:

1. Motilal Oswal Capital Markets Pvt. Ltd.
2. Motilal Oswal Trustee Company Ltd.
3. Motilal Oswal Insurance Brokers Pvt. Ltd.
4. Motilal Oswal Commodities Broker Pvt. Ltd.
5. Motilal Oswal Investment Advisors Pvt. Ltd.
6. MOPE Investment Advisors Private Limited (MOPE)

(Formerly known as Motilal Oswal Private Equity Advisors Private Limited)

7. Motilal Oswal Wealth Management Limited (Formerly known as Motilal Oswal Wealth Management Private Limited)
8. Motilal Oswal Securities International Pvt. Ltd.
9. Motilal Oswal Capital Market (Hongkong) Pvt. Ltd.
10. Motilal Oswal Capital Markets (Singapore) Pte. Ltd.
11. Motilal Oswal Real Estate Investment Advisors Private Limited
12. Motilal Oswal Real Estate Investment Advisors II Private Limited (MORE II)
13. India Business Excellence Management Company
14. Aspire Home Finance Corporation Limited

C) Key management personnel:

1. Mr. Raamdeo Agrawal – Director
2. Mr. Nitin Rakesh – Managing Director and Chief Executive Officer (from April 1, 2012 to July 31, 2012)
3. Ms. Trupti Vyas – Manager (with effect from August 1, 2012 to September 18, 2013)
4. Mr. Aashish P Somaiyaa – Managing Director and Chief Executive Officer

D) Enterprises in which Key Managerial Personnel exercise Significant Influence

- VISU Associates - Partnership firm
- OSAG Enterprises LLP
- Motilal Oswal Foundation

• Transactions with related parties for the year-ended 31.3.2014 (amount in Rupees):

Transaction	Name of the related Party	Enterprises in which Key Managerial Personnel exercise Significant Influence (B)		Key Managerial Personnel (B)		Total (A+B)	
		For the Year Ended March 31, 2014	For the Year Ended March 31, 2013	For the Year Ended March 31, 2014	For the Year Ended March 31, 2013	For the Year Ended March 31, 2014	For the Year Ended March 31, 2013
Interest	Motilal Oswal Financial Services Limited	22,240	32,666	-	-	22,240	32,666
Rent	Motilal Oswal Financial Services Limited	9,203,760	9,203,760	-	-	9,203,760	9,203,760
Brokerage on distribution of mutual fund	Motilal Oswal Securities Limited	10,634,743	4,357,746	-	-	10,634,743	4,357,746
Brokerage on distribution of portfolio management services	Motilal Oswal Securities Limited	82,140,712	63,003,842	-	-	82,140,712	63,003,842
Brokerage on distribution of portfolio management services	Motilal Oswal Wealth Management Private Limited	9,021,143	10,063,228	-	-	9,021,143	10,063,228
Brokerage on distribution of mutual fund	Motilal Oswal Wealth Management Private Limited	70,960	-	-	-	-	-
Sharing of advisory fees	Motilal Oswal Wealth Management Private Limited	1,694,786	572,119	-	-	-	-
Managerial remuneration	Aashish Somaiyaa/Nitin Rakesh/Trupti Vyas	-	-	13,100,230	6,994,674	13,100,230	6,994,674
Employee's Stock Option issued/(lapsed) (Numbers of options)	Nitin Rakesh	-	-	-	(3,020,000)	-	(3,020,000)
Sale of Fixed Asset	Motilal Oswal Private Equity Advisors Pvt. Ltd.	766,518	-	-	-	766,518	-
Loans taken during the year	Motilal Oswal Financial Services Limited	10,500,000	30,100,000	-	-	10,500,000	30,100,000
Loan repaid during the year	Motilal Oswal Financial Services Limited	(10,500,000)	(30,100,000)	-	-	(10,500,000)	(30,100,000)
Loans (Maximum balance)	Motilal Oswal Financial Services Limited	5,000,000	13,600,000	-	-	5,000,000	13,600,000

Outstanding Balances:

Other payables	Motilal Oswal Financial Services Limited	(804,810)	(1,184,632)	-	-	(804,810)	(1,184,632)
	Motilal Oswal Wealth Management Private Limited	(2,937,279)	(2,245,004)	-	-	(2,937,279)	(2,245,004)
	Motilal Oswal Securities Limited	(34,510,153)	(10,113,055)	-	-	(34,510,153)	(10,113,055)

Note: 'Income/receipts figures are shown in brackets.

8) The Financial Performance of Portfolio Manager (Based on audited financial Statements)

Financial highlights of Motilal Oswal Asset Management Company Ltd. for the last 2 years is given as under:

Particulars	Year ended 31st March, 2014 (Rs. In Lakhs)	Year ended 31st March, 2013 (Rs. In Lakhs)
Profit/(Loss) before depreciation & tax & After Exceptional & Extraordinary Items (Net of Tax)	(16)	576
Less: Depreciation	48	47
Less: Provision for tax	-	82
Less: MAT credit entitlement	-	(82)
Less/(Add): Deferred Tax	-	-
Less: Fringe Benefit Tax	-	-
Less: Wealth Tax	-	-
Less: Provision for Tax (for previous year)	-	-
Profit/(Loss) for the year after tax	(64)	528
Add/(Less): Balance B/F from Previous year	(1,084)	(1,613)
Balance carried to Balance Sheet	(1,149)	(1,084)

9) Portfolio Management performance of the Portfolio Manager for the last 3 years and in case of discretionary Portfolio Manager disclosure of performance indicators calculated using weighted average method in terms of regulation 14 of the SEBI (Portfolio Managers) Regulation 1993

Strategy Wise Returns (in %)									
Strategy Name	Benchmark Index	From April 1, 2014 to October 31, 2014		FY 14		FY 13		FY 12	
		Portfolio	Benchmark	Portfolio	Benchmark	Portfolio	Benchmark	Portfolio	Benchmark
Value Strategy	Nifty	37.03	24.13	19.70	17.98	-1.45	7.31	1.75	-9.22
Bulls Eye Strategy	BSE-200	32.67	26.52	22.81	17.19	9.09	6.03	-0.03	-9.29
Discover Value Strategy	Nifty	37.31	24.13	18.07	17.98	-1.45	7.31	1.12	-9.22
Discover Dynamic Strategy	BSE-200	32.36	26.52	22.44	17.19	9.15	6.03	-0.64	-9.29
Next Trillion Dollar Opportunity Strategy	CNX MIDCAP	36.15	37.49	40.38	16.36	11.30	-4.02	11.81	-4.09
Focused (Series III) Strategy	Nifty	36.77	24.13	26.41	17.98	-0.16	7.31	-9.65	-9.22
Focused (Series IV) Strategy	BSE-200	30.99	26.52	30.54	17.19	12.34	6.03	-5.99	-9.29
Optima Strategy	BSE - 200	33.54	26.52	22.13	17.19	6.07	6.03	-4.76	-9.29
Invest India Strategy	BSE - 200	25.83	26.52	20.71	17.19	-0.17	6.03	-0.47	-9.29
Liquid Strategy	NA	4.26	NA	6.69	NA	6.57	NA	8.03	NA
Prodigy Investment Strategy	Sensex	41.03	24.48	33.00	18.85	11.59	8.23	-0.84	-10.50
Blue Chip Prodigy Investment Strategy	Sensex	NA	NA	NA	NA	-2.62	8.23	-1.17	-10.50
Focused (Series V) - A Contra Strategy	BSE-200	31.21	26.52	27.49	17.19	10.95	6.03	-6.76	-9.29
PLUS strategy	CNX Midcap	35.12	37.49	37.30	16.36	6.47	-4.02	14.93	-4.09
Motilal Oswal MOST Fund ETF Assets and Securities Portfolio Strategy	None	26.21	NA	23.98	NA	NA	NA	NA	NA
Deep Value Strategy	CNX Midcap	47.18	37.49	-	-	-	-	-	-

In case of Structured Products Investments Strategy, performance returns are not shown, since the valuations are not available for the given Portfolio Product.

Note:

1. Portfolio Returns and Benchmark Indices returns are calculated on weighted average basis.
2. None of the Portfolio Account exists under Blue Chip Prodigy Investment Strategy, Emergence Portfolio Strategy and Focused Opportunities Strategy as on October 31, 2014.

10) Nature of expenses:

i) Investment Management & Advisory Fees:

Investment Management and Advisory fees charged may be a fixed fee or a return based fee or a combination of both as detailed in the Schedule to the Portfolio Management Services agreement. The Fees may be charged upfront and/or at the end of a specified tenure as agreed between the Client and the Portfolio Manager.

ii) Custodian Fees: As may be decided between the Client and the Portfolio Manager

iii) Registrar & Transfer Agent Fees: NIL

iv) Brokerage & Transaction Cost:

The investments under Portfolio Management would be done through registered members of the Stock Exchange(s) who charge brokerage up to a maximum of 2.5% of contract value. In addition to the brokerage, transaction cost like network charges, turnover charges, stamp duty, transaction costs, turnover tax, Securities transaction tax or any other tax levied by statutory authority (ies), foreign transaction charges (if any) and other charges on the purchase and sale of shares, stocks, bonds, debt, deposits, other financial instruments would also be levied by the broker (including Motilal Oswal Securities Ltd.) Entry or exit loads (if any) on units of Mutual Funds will also be charged from Clients.

v) Service Tax:

As applicable from time to time.

vi) Depository Charges:

As may be applicable from time to time.

vii) Entry Load/Exit Load

As may be mutually agreed to between the Client and the Portfolio Manager

viii) Certification and professional charges:

Charges payable for out sourced professional services like accounting, auditing, taxation and legal services etc. for documentation, notarisations, certifications, attestations required by bankers or regulatory authorities including legal fees etc.

ix) Incidental expenses:

Charges in connection with day-to-day operations like courier expenses, stamp duty, service tax, postal, telegraphic, opening and operation of bank account, distribution charges or any other out of pocket expenses as may be incurred by the Portfolio Manager.

Investors may note that, the fees/ expenses that may be charged to Clients mentioned below are indicative only. The same will vary depending upon the exact nature of the services to be provided to investors.

Nature of Expenses (Indicative)	Maximum Indicative Rate of Fee (%)
I. Investment Management and Advisory fee**	
1) Fixed Fee	Up to 10% p.a.
2) Fixed Upfront fee	Up to 10%
3) Performance Linked Fee as permitted under the Regulations.	Up to 50% of the Returns
4) Exit Loads	Up to 20%
II. Custodian Fee**	Up to 1% p.a.
III. Brokerage and transaction costs	Maximum of 2.5% of contract value
IV. Fund Accounting Charges**	Up to 1% p.a.
**Basis of Charge – Indicative (any one or a combination of the below)	
1 On Average Daily Assets Under Management	
2 On Capital Invested	
3 On Capital Committed	
4 On Average Daily Equity portion of the Portfolio	

Note:

- a. Average daily portfolio value means the value of the portfolio of each client determined in accordance with the relevant provisions of the agreement executed with the client and includes both realized and unrealized gains/losses.
- b. The Portfolio Manager may also be entitled to recover transaction fee, brokerage charges, demat fees, and/or disbursement made in respect of the investments (and/or disbursements) and/or any incidentals in the form of stamp duties, registration charges, professional fees, legal fees, consultancy charges, service charges etc. and such other expenses, duties, charges incurred on behalf of the Client on account of the Service provided to him/her/it.

11) Taxation

The following information is based on the law in force in India at the date hereof. The information set forth below is based on the Portfolio Manager's understanding of the Tax Laws as of this date of Disclosure Document. The client should seek advice from his/her/its own professional advisor if he/she/it is in any doubt regarding the taxation consequences of investing in the Products offered under Portfolio Management Services.

Income Tax:

The maximum tax rates applicable to different categories of assessees are as follows:

Resident individual & HUF	30% + surcharge & cess
Partnership Firms & Indian Companies	30% + surcharge & cess
Non-resident Indians	30% + surcharge & cess
Foreign companies	40% + surcharge & cess

Assessee	Rate of surcharge & cess applicable
Individuals (including NRIs/PIOs), HUFs, Non-Corporate FIs	A surcharge of 10 % on income tax (on income above 1 crore) and education cess of 2 % and Higher Education Cess of 1% is payable on the total amount of tax including surcharge.
Companies where the taxable income more than Rs. 1crores and upto Rs. 10 Crore	A surcharge of 5 % on income tax and education cess of 2 % and higher education cess of 1% is payable on the total amount of tax including surcharge. (a surcharge of 2 % in case of foreign companies).
Companies where the taxable income is more than Rs. 10 Crore	A surcharge of 10 % on income tax (on income above 10 crores) and education cess of 2 % and higher education cess of 1 percent is payable on the total amount of tax including surcharge. (a surcharge of 5 % in case of foreign companies).

The Dividend received in respect of the shares and income received in respect of units of Mutual Fund held in the Products offered under the Portfolio Management Services is exempt from tax in the hands of investor.

However, the dividend/income distribution on securities and units received by Products offered under the Portfolio Management Services will be after distribution tax on the amount of dividend/income distribution declared.

The rates of tax on the dividend / income distribution on units would be as under:

Rate of Tax (%) #			
	Type of Payer		
	Company	Mutual Funds	
		Money Market Liquid Fund	Others
Individuals / H.U.F. (upto September, 2014)	15%	25% *	25%
Individuals / H.U.F. (From October, 2014)	17.647%	33.33% *	33.33%
Individuals / H.U.F. (From October, 2014)	15%	30% *	30%
Others (From October 1,2014)	17.647%	42.86% *	42.86%

+Surcharge+ Education Cess+ Higher education cess as applicable

Capital Gains Tax

(a) Long Term

For Individuals, HUF, Partnerships Firm and Indian Companies

From October 1, 2004 in case of shares and securities and units of equity oriented schemes sold on a recognized stock exchange, which are subject to Securities Transaction Tax (currently 0.001% for units of equity oriented scheme and 0.1% on equity shares), the tax on Long Term Capital Gain would be Nil. Long term capital gains in respect of other listed securities or units would be subject to tax at the lower of 20% (plus surcharge and education cess) of the gains computed after cost indexation, or 10% (plus surcharge and education cess) of the gains computed without cost indexation.

(b) Short Term

For Individuals, HUF, Partnerships Firm and Indian Companies

Short-term Capital Gains is added to the total income. Total income including short-term capital gain is chargeable to tax as per the relevant slab rates. However, tax on short term capital gains on sale of shares and units of equity oriented funds on a recognized stock exchange, which are subject to Securities Transaction Tax, would be @ 15% (plus applicable surcharge and an education cess).

Provisions regarding Dividend income and Bonus

According to the provisions of Section 94(7) of the Act, losses arising from the sale/redemption of units purchased within

3 months prior to the record date (for entitlement of dividends) and sold within 9 months after such date, is disallowed to the extent of income on such units (other than on sale/redemption) claimed as tax exempt.

According to the provisions of Section 94(8) of the Act, if an investor purchases units within 3 months before the record date (for entitlement of bonus) and sells/redeems the units within 9 months after that date, and by virtue of holding the original units, he becomes entitled to bonus units, then the loss arising on transfer of original units shall be ignored for the purpose of computing his income chargeable to tax. In fact, the loss so ignored will be treated as cost of acquisition of such bonus units.

Tax Deduction at Source

Dividend income distribution on securities and units is not taxable in the hands of receiver. TDS is deductible on interest income and would be deducted by the issuer of such security.

12) Accounting Policies:

The following Accounting policy will be applied for the investments of Clients:

- a) Investments in Equities, Mutual funds, Exchange Traded Funds and Debt instruments will be valued at closing market prices of the exchanges (BSE or NSE as the case may be) or the Repurchase Net Asset Value declared for the relevant scheme on the date of the report or any cut off date or the market value of the debt instrument at the cut off date. Alternatively, the last available prices on

the exchange or the most recent NAV will be reckoned. In case of structured products, the portfolio will be valued at the face value of the product until the expiry of the tenure.

- b) Realized gains/ losses will be calculated by applying the first in/ first out principle. The Portfolio Manager and the Client can adopt any specific norms or methodology for valuation of investments or accounting the same as may be mutually agreed between them on a case specific basis.
- c) For derivatives and futures and options, unrealised gains and losses will be calculated by marking to market the open positions.
- d) Unrealised gains/losses are the differences in between the current market values/NAV and the historical cost of the securities.
- e) Dividend on equity shares and interest on debt instruments shall be accounted on

accrual basis. Further Mutual Fund dividend shall be accounted on receipt basis. Other income like bank interest, interest on FD etc shall also be accounted on receipt basis.

- f) Bonus shares shall be recognised only when the original shares on which the bonus entitlement accrues are traded on the stock exchange on an ex-bonus basis.
- g) Right entitlement shall be recognised only when the original shares on which the right entitlement accrues are traded on the stock exchange on an ex-rights basis.
- h) The cost of investment acquired or purchased shall include brokerage, stamp duty and any charge customarily included in the brokers cost note/bought note.

The Accounting Policies and Standards as outlined above are subject to changes made from time to time by Portfolio Manager. However, such changes would be in conformity with the Regulations.

13) Investors Services :

- (i) Details of investor relation officer who shall attend to the investor queries and complaints is mentioned herein below:

Name of the person:	Ms. Sarika Shah
Designation:	Company Secretary & Compliance Officer
Address:	10th Floor, Motilal Oswal Tower, Rahimtullah Sayani Road, Opposite Parel ST Depot, Prabhadevi - 400025
Email:	sarika.shah@motilaloswal.com
Telephone:	91-22- 39804130

(ii) Grievance redressal and dispute settlement mechanism:

- a) The Investment Relation Officer(s) will be the interface between the Portfolio Manager and the Client. In case the Client is not satisfied with the redressal by the Portfolio Manager or otherwise, the Client may lodge the complaint on SEBI's web based complaints redress system (SCORES).
- b) Grievances, if any, that may arise pursuant to the Portfolio Investment Management Agreement entered into shall as far as possible be redressed through the administrative mechanism by the Portfolio Manager and are subject to SEBI (Portfolio

Managers) Regulations 1993 and any amendments made thereto from time to time. However, all the legal actions and proceedings are subject to the jurisdiction of court in Mumbai only and are governed by Indian laws.

The Portfolio Manager will endeavour to address all complaints regarding service deficiencies or causes for grievance, for whatever reason, in a reasonable manner and time. If the Investor remains dissatisfied with the remedies offered or the stand taken by the Portfolio Manager, the investor and the Portfolio Manager shall abide by the following mechanisms:-

All disputes, differences, claims and questions whatsoever arising between the Client and the Portfolio Manager and/or their respective representatives shall be

settled through Arbitration process as described in the Portfolio Investment Management Agreement or any Supplemental Agreement thereto.

For Motilal Oswal Asset Management Company Limited:

Kanu Doshi Director	Sd/-
Raamdeo Agarwal Director	Sd/-

Place: Mumbai

Date: November 3, 2014

Annexure A

Sr. No.	Name of the Party	Nature of Dispute	Pending / Settled
1	Madhu Aggarwal	The client has alleged that she has not received the returns as expected.	Pending with District Consumer Forum, Delhi for Order.
2	K.C Aggarwal	The client has alleged that he has not received the returns as expected.	Pending with District Consumer Forum, Delhi for Order.
3	Anjana Aggarwal	The client has alleged that he has not received the returns as expected.	Pending with District Consumer Forum, Delhi for Order.

Annexure B

Following are the actions taken or initiated by the SEBI against Portfolio Manager in its capacity as Asset Management Company (MOAMC) to Motilal Oswal Mutual Fund:

- MOAMC had received a letter from SEBI dated July 26, 2013 with reference to one complaint filed with SEBI wherein the complainant has alleged that disclosure of historical data pertaining to Index in NFO advertisement of the Scheme, Motilal Oswal MOST Shares Midcap 100 ETF (MOST Shares Midcap 100) was misleading. On that basis SEBI had issued a letter directing the Management to avoid recurrence of such instance in future and to place its letter before the Trustee and AMC Board.

In this regard, the Company clarified to SEBI that the historical data used in the advertisement material of the MOST Shares Midcap 100 was provided by India Index Services Ltd. (IISL). As, you are aware it is general practice for index providers to launch an index on a particular date and make past data available in time series form at going back years. The purpose is purely analytical in nature for getting an understanding of how such index has behaved over time. The historical data pertaining to Midcap 100 Index was made available by IISL under a licensing arrangement and making available index data for various historical purposes is normal practice with all indices and index providers. Further, in the advertisement material had clearly mentioned the source of that data as IISL whereby informing the prospective investor that the Company had relied on the historical data published and maintained by a

third party. Hence, the Company had not violated any provisions of the advertisement guidelines issued by SEBI.

Therefore SEBI was requested to take note of abovementioned clarification.

- MOAMC had reported to SEBI regarding non-compliance of clause 1B of seventh schedule to sub-regulation 1 of regulation 44 under the Scheme, Motilal Oswal MOST Ultra Short Term Bond Fund, in the Compliance Test Reports for the Bi-month period ended September 2013 and November 2013. The same was informed to the Board at its meeting held on December 26, 2013.

Pursuant to above reporting, SEBI issued a letter having reference no. OW/4941/2014 dated February 13, 2014, advising MOAMC to improve compliance standards, strengthen the systems and have proper checks and balances in place to avoid such instances in future.

Following are the cases pertaining to Motilal Oswal Securities Ltd., holding company of Motilal Oswal Asset Management Company Ltd.

- During the period May 2010 to April 2014, the NSE has levied penalties/fines on Motilal Oswal Securities Ltd. (MOSL), aggregating to Rs 37427456/- on account of various reasons viz: non-submission of UCC details, delayed reporting of computer to computer link data, short collection of margins & violation of market wide position limit in F&O segment, observations made during the course of inspections.

- During the period May 2010 to April 2014, the BSE has levied penalties/fines aggregating to Rs. 779818/- on account of various reasons viz: non-submission of UCC details, settlement of transactions through delivery versus payment, observations made during the course of inspections, etc.
- During the period June 2009 to April 2014, the CDSL has levied penalties/fines aggregating to Rs. 13439 on account of reasons viz: non-collection of proof of identity of clients, deviation in following of transmission procedure etc; whereas penalty of Rs. 28,534 were levied by NSDL during the course of MOSL operations.
- In 2002 SEBI has investigated MOSL in the case of Amaraja Batteries Limited and the enquiry officer had warned the company to be cautious in future. Subsequently, SEBI's Chairman, in his final order, has agreed to the observations of enquiry officer.
- During the period from 1999 to 2001, SEBI has investigated MOSL for dealing in shares of M/s Cyberspace Limited. MOSL had purchased and sold shares on behalf of their clients during the investigation period. Scrutiny of the ledger accounts revealed that MOSL had not taken any upfront payment from the clients before the clients had started to deal with MOSL. Hence because of MOSL's failure to exercise due diligence, skill and care while dealing on behalf of their clients, it has been warned by SEBI to be careful in future.
- SEBI has served a Show Cause Notice dated January 19, 2005, on MOSL, under Section 6 (1) of the SEBI (Procedure for Holding Enquiry by Enquiry Officer and Imposing Penalty) Regulations, 2002, ("Enquiry Notice"), to enquire into dealings by clients of MOSL during May 2004. The Notice alleges that the sale of shares by MOSL on behalf of its clients depressed share prices, and consequently, the Enquiry Notice required MOSL to show cause as to why action should not be taken for alleged violation of various SEBI regulations governing stock brokers and regulations prohibiting price manipulation, 'Know Your Client' norms and certain SEBI circulars. SEBI has also served a notice dated November 17, 2006, on MOSL, under Rule 4 of the SEBI (Procedure for Holding Inquiry and Imposing Penalties by Adjudicating Officer), Rules, 1995, ("Adjudication Notice"), with allegations primarily relating to the same facts covered in the Enquiry Notice and alleged violation of SEBI circulars in relation to trading by MOSL, requiring MOSL to show cause as to why proceedings to impose monetary penalties should not be initiated. MOSL had tendered a detailed factual response dated February 28, 2005 and had also responded to the Adjudication Notice placing reliance on the response to the Enquiry Notice. SEBI vide its order dated March 28, 2008 has disposed off all proceedings against MOSL in the said matter and no penalty has been levied in this regard.
- SEBI had passed a general ad interim ex-parte order dated April 27, 2006 in connection with 21 IPOs and had directed some depository participants, including MOSL, not to open fresh demat accounts pending investigations. The said ad interim ex-parte order was treated as a show cause notice by SEBI. Upon MOSL showing cause and making representations, SEBI after hearing all relevant facts, passed another interim order dated August 31, 2006 removing the restriction on MOSL in relation to opening of fresh demat accounts. An enquiry officer appointed by SEBI had served a notice dated February 9, 2007, on MOSL under Regulation 6 of the SEBI (Procedure for Holding Enquiry and Imposing Penalties), Regulations, 2002, ("DP Enquiry Notice"), in connection with the MOSL's depository participant operations in relation to some of the 21 IPOs referred to in the ad interim ex-parte order dated April 27, 2006. The DP Enquiry Notice required MOSL to show cause as to why action ought not to be taken for (i) allegedly aiding and abetting various allottees who opened fictitious demat accounts, and, (ii) alleged breach of "Know Your Client" norms, and a consequent breach of securities laws including the SEBI DIP Guidelines. MOSL responded to the DP Enquiry notice vide their letter dated April 3, 2007, wherein it, (i) demonstrated in detail as to how it has complied with applicable SEBI Guidelines, instructions and directions, both in letter and in spirit; and, (ii) presented detailed findings of an independent auditor empanelled with SEBI. Subsequently, SEBI vide their letter dated November 3, 2009 has forwarded the Enquiry Report dated October

23, 2009 and has asked MOSL to file its reply or apply for consent order. Accordingly, MOSL has expressed its intention to apply for Consent Terms vide letter dated November 26, 2009.

The high powered advisory committee of SEBI recommended the case for settlement on payment of Rs. 5,00,000/- towards settlement charges. MOSL paid the above amount and accordingly SEBI has disposed off the pending inquiring proceedings against MOSL.

- SEBI had pursuant to its investigations in the scrips Pyramid Saimira Theatre Ltd. had restrained Mr. Shailesh Jayantilal Shah, Mr. Rajesh Jayantilal Shah and Ms. Ritaben Rohitkumar Shah from buying, selling or dealing in the securities market. SEBI had observed that MOSL and some other brokers have executed trades on behalf of above three clients after debarment order and SEBI through its notice has called upon to show cause as to why further action under SEBI (Intermediaries) Regulations, 2008 should not be taken against MOSL for alleged violation of the provisions of Regulation 27 (xv) and 27 (xvii) r/w Regulations 26 (xv) of the Broker Regulations and clauses A (1), A (2) and A (5) of the Code of Conduct for Brokers as specified in Schedule II under Regulation 7 of the Broker Regulations. MOSL has explained to SEBI the reasons for such occurrence and requested SEBI to drop further

proceedings in the matter. The order of SEBI is awaited in this regard.

- SEBI had pursuant to its investigation in the Initial Public Offering (IPO) of Vaswani Industries Ltd. (VIL) had observed that there were large scale of bids withdrawals and cheques were not banked along with bids applications or cheques returned or payment were stopped in the RII and NII categories. SEBI, for the purpose of further analysis has shortlisted Motilal Oswal Securities Limited ("MOSL") along with other sub-syndicate members and called upon to show cause as to why action should not be taken under Regulation 25 and 27 of SEBI (Intermediaries) Regulation, 2008.. The said Show Cause Notice has been issued alleging that MOSL have violated the provisions of Section 12 A (a), (b) and (c) of the Securities and Exchange Board of India Act, 1992, Regulation 3 (b) and (d), 4 (1), 4 (2) (a) and (b) of the Securities and Exchange Board of India (Prohibition of Fraudulent and Unfair Trade Practices Relating to Securities Market) Regulations, 2003 and Clause 6 (a) of Schedule XI of the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2009. MOSL has replied to the above said show cause notice. Awaiting for the communication from SEBI in the matter.



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November 03, 2014 AOP00026_40112_001

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Addendum No. 1 dated December 3, 2014 to the Disclosure Document

The following change has been made to the Disclosure Document dated November 3, 2014:

- On Page No. 9, under the heading '**Services Offered**', the following change has been made:
 - The name of the Fund Manager of Focused Opportunities Strategy has been changed to Mr. Kunal Jadhvani.

All other contents of the Disclosure Document remain unchanged.

This addendum forms an integral part of the Disclosure Document of Portfolio Management Services of Motilal Oswal Asset Management Company Limited.



Addendum No. 2 dated March 5, 2015 to the Disclosure Document

The following change has been made to the Disclosure Document dated November 3, 2014:

- On Page No. 7, under the heading '**Services Offered**', the following change has been made:
 - The name of the Fund Manager of Invest India Strategy has been changed to Mr. Varun Goel with effect from March 9, 2015.
- On Page No. 12, under the heading '**Key Managerial Personnel**', the following change has been made:

Mr. Aashish P Somaiyaa	Managing Director and CEO and Principal Officer
Ms. Sarika Shah	Company Secretary and Compliance Officer
Mr. Rajesh Patil	Associate Vice President-PMS Operations
Mr. Manish Sonthalia	Senior Vice President and Fund Manager
Mr. Kunal Jadhvani	Associate Vice President - Fund Manager
Mr. Vaibhav Agrawal	Fund Manager
Mr. Varun Goel	Fund Manager

All other contents of the Disclosure Document remain unchanged.

This addendum forms an integral part of the Disclosure Document of Portfolio Management Services of Motilal Oswal Asset Management Company Limited.