

BUY RIGHT : SIT TIGHT

Buying quality companies and riding their growth cycle



Motilal Oswal Asset Management Company (MOAMC) is one of India's fastest growing asset management companies.

With a focus on equity investing and equity investment expertise inherited from over 29 years of capital markets experience of our sponsors Motilal Oswal Securities Ltd., we have created a single investing philosophy that drives all our equity products; be it Mutual Fund (MF) or Portfolio Management Services (PMS).

Like our investing philosophy, our product basket is also focused with concentrated 'buy and hold' PMS Strategies and Mutual Fund schemes in the Large Cap, Midcap and Multicap space respectively.

Our Value Strategy is one of the longest running products in PMS with a track record of 13 years. And our MF offerings come with unique features such as “No Load”, “Low Churn” and “Focused” portfolios.

With an investment management team of 19; we aim to be seen as an investment management house focused on wholesaling through marquee distribution platforms and strong relationships, backed by performance track record.

BUY RIGHT SIT TIGHT

Our Investment Philosophy

At Motilal Oswal Asset Management Company (MOAMC), our investment philosophy is centered on two critical pillars of equity investing – 'Buy Right: Sit Tight'. 'Buy Right' means buying quality companies at a reasonable price and 'Sit Tight' means staying invested in them for a long time to realise the full growth potential of the stocks.

Process2Performance

Value Strategy

Inception Date: 24 Mar 2003

₹ 1 cr invested in Value Strategy in March 2003 is worth ₹ 22.07 cr Vs ₹ 1 cr invested in Nifty 50 index is now worth ₹ 8.53 cr[#]

₹ 1 cr invested in NTDOP Strategy in December 2007 is worth ₹ 4.86 cr Vs ₹ 1 cr invested in Nifty Free Float Midcap 100 Index which is now worth ₹ 1.88 cr[#]

NTDOP Strategy

Inception Date: 11 Dec 2007

IOP Strategy

Inception Date: 11 Feb 2010

₹ 1 cr invested in IOP Strategy in February 2010 is worth ₹ 2.97 cr Vs ₹ 1 cr invested in BSE 200 index is now worth ₹ 1.85 cr[#]

Delivered an annualized return of 17.49% since inception as against 11.37% by Nifty 50 Index*

MOST Focused 25

Inception Date: 13 May 2013

MOST Focused Midcap 30

Inception Date: 24 Feb 2014

Delivered an annualized return of 38.81% since inception as against 30.65% by Nifty Free Float Midcap 100 Index*

Delivered an annualized return of 33.79% since inception as against 14.52% by Nifty 500 Index*

MOST Focused Multicap 35

Inception Date: 28 Apr 2014

MOST Focused Long Term Fund

Inception Date: 21 Jan 2015

Delivered an annualized return of 17.46% since inception as against 2.44% by Nifty 500 Index*

Data as on Sep 30, 2016* | Data as on Oct 31, 2016[#]

Past performance may or may not be sustained in future.

For detailed performance tables, please refer page no. 11, 12, 13, 14, 20 & 21 for Mutual Fund Schemes and 16, 17 & 18 for Strategies of Portfolio Management Services

BUY RIGHT

How do we 'Buy Right' ?

Over the last 19 years, our chairman, Raamdeo Agrawal (one of India's foremost value investors) has been analyzing the Indian equity market to come up with investing insights in the form of the Annual Motilal Oswal Wealth Creation Study. The learnings from all these studies have helped us evolve a unique and focused investing process - 'QGLP'.

Every stock we buy in our Mutual Fund Schemes or PMS Strategies is based on our QGLP parameters.



for QUALITY

'Quality' denotes quality of the business and management



for GROWTH

'Growth' denotes growth in earnings and sustained RoE



for LONGEVITY

'Longevity' denotes longevity of the competitive advantage or economic moat of the business



for PRICE

'Price' denotes our approach of buying a good business for a fair price rather than buying a fair business for a good price

Performance of QGLP stocks

Here are a few more examples that show how QGLP stocks have fared in terms of compounded annual growth return (CAGR) over the last 20 years or since listing; whichever is later.

Company Name	CAGR %
Eicher Motors Ltd	39.75
Sun Pharma.Inds. Ltd	35.31
Infosys Ltd	34.50
Berger Paints Ltd	33.72
Kotak Mahindra Bank Ltd	31.42
Pidilite Inds. Ltd	29.75
HDFC Bank Ltd	29.11
Hero Motocorp Ltd	28.12
Asian Paints Ltd	24.45
H D F C Ltd	22.54
Cipla Ltd	22.16

The Stocks mentioned herein are used to explain the concept and is for illustration purpose only and should not be used for development or implementation of an investment strategy. It should not be construed as investment advice to any party. The stocks may or may not be part of our portfolio/strategy/ schemes. Past performance may or may not be sustained in future.

Source: Capitaline
Data as on Oct 31, 2016

SIT TIGHT

How do we 'Sit Tight' ?

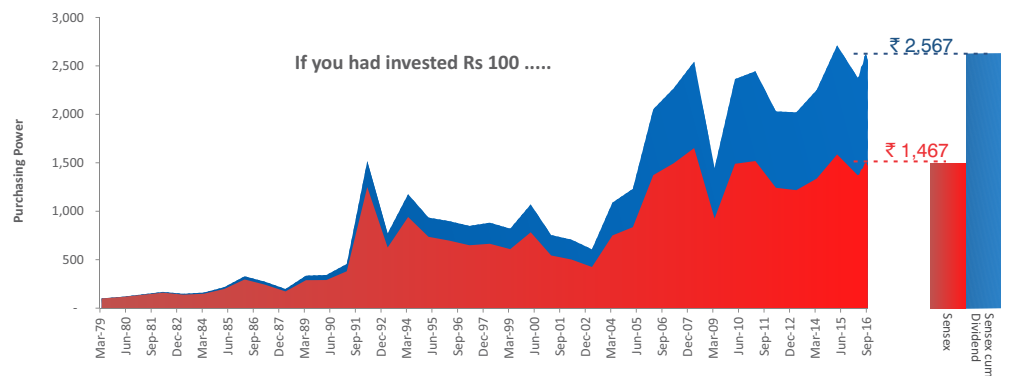
While Buying Right is all about following a process, Sitting Tight on a good buy requires Focus & Discipline.

Buy and Hold: We believe in focused stock portfolios and are strictly buy and hold investors and believe that while picking the right business needs skill; holding onto these businesses to enable our investors to benefit from the entire growth cycle needs even more skill.

Focus: Our portfolios are high conviction portfolios with 20 to 25 stocks being our ideal number. We believe in adequate diversification as over-diversification results in diluting returns for our investors and adding market risk.

Buy & Hold

If you had invested ₹ 100 in the Sensex in 1979, your investment would have multiplied to ₹ 2,567 with dividend and to ₹ 1,467 without dividend.

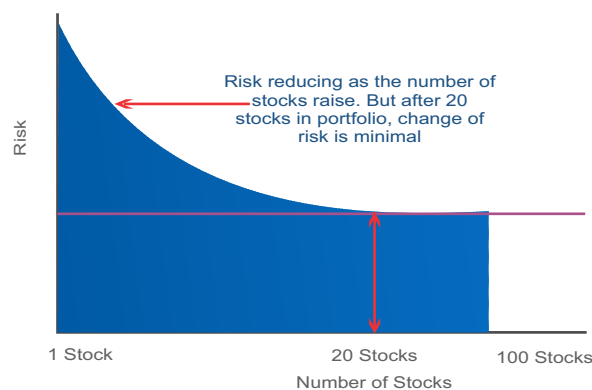


Source: Bloomberg | Data as on Oct 31, 2016

The graph above is used to explain the concept and is for illustration purpose only and should not be used for development or implementation of an investment strategy. It should not be construed as investment advice to any party. The above figures are inflation adjusted.

Focused Portfolio

Diversification beyond your control becomes unmanageable and adds no value to your portfolio. Over diversification can impact the overall performance of your portfolio. As in case of most portfolios, the top 5 good quality stocks contribute 80% of overall performance of your portfolio while the rest 20% is contributed by bad quality stocks.





Quality

"Great companies to invest are like wonderful castles, surrounded by deep, dangerous moats where the leader inside is an honest and decent person. Preferably, the castle gets its strength from the genius inside; the moat is permanent and acts as a powerful deterrent to those considering an attack; and inside, the leader makes gold but doesn't keep it all for himself."

$$Q = \text{Quality of business} \times \text{Quality of management}$$

There are two aspects to Q: (1) Quality of business and (2) Quality of management. The relationship between the two is multiplicative and not additive. Thus, if one of the aspects is zero, Q will be equal to zero, no matter how high the other.

Quality is a subjective concept, and yet there are several objective indicators of the same, as listed below:

Q INDICATORS

Quality of Business

- Large profit pool
- Economic Moat i.e. sustained competitive advantage reflected in return ratios (RoE, RoCE) higher than cost of capital and also those of peers
- Favourable competitive structure like monopoly or oligopoly
- Secular and stable business, preferably consumer facing
- Positive demand-supply situation

Quality of Management

- Competence
 - Sound business strategy
 - Excellence in execution
 - Rational dividend payout policy
- Integrity
 - Honest and transparent
 - Concern for all stakeholders
- Growth mindset
 - Long-range profit outlook
 - Efficient capital allocation, including growth by acquisitions



Growth

"Growth creates value only when it takes place within the limits of a strong and sustainable company franchise, and these are rare."

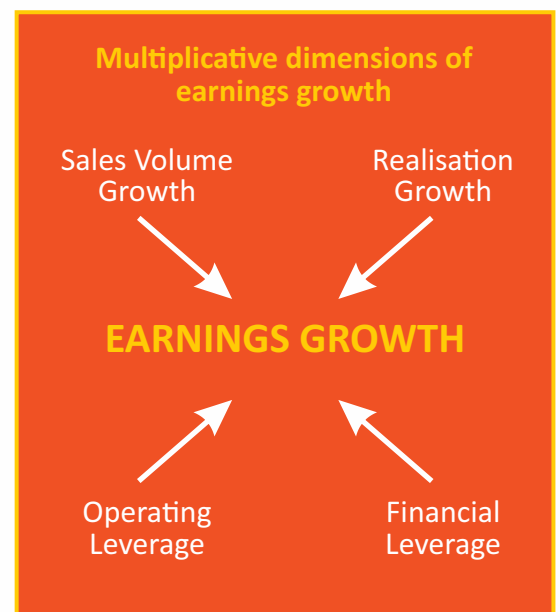
G = **Growth in earnings**

In investing, there are two dimensions of growth: (1) Earnings growth and (2) Valuation growth. The G of QGLP addresses earnings growth, whereas the P(rice) takes care of the Valuation growth.

Earnings growth by itself doesn't mean much. It adds value only when the company earns returns on capital higher than the cost of capital. Hence, growth is simply an amplifier: good when returns exceed the cost of capital, bad when returns are below the cost of capital, and neutral when returns equal the cost of capital.

In the final analysis, G (i.e. earnings growth in a company) is a quantitative reflection of Q (i.e. quality of business and management). G has four dimensions:

1. **Volume growth** - a function of demand growth matched by company's capacity to supply
2. **Price growth** - a function of company's pricing power, which in turn is a function of the competitive landscape
3. **Operating leverage** - a function of the company's operating cost structure. Higher the fixed cost, lower the unit cost incidence and higher the operating leverage
4. **Financial Leverage** - a function of capital structure. Higher the debt-equity, higher the financial leverage and vice versa



Longevity

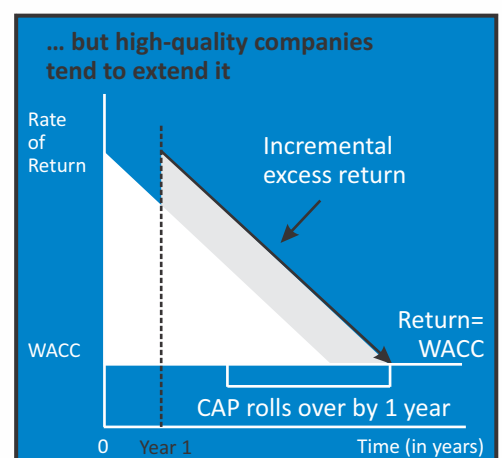
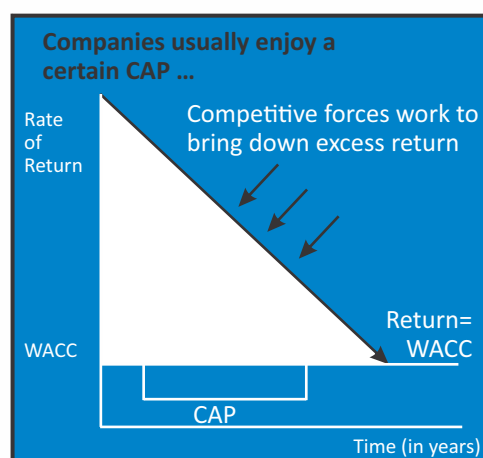
"We like great companies with dominant positions, whose franchise is hard to duplicate and has tremendous staying power or some permanence to it."

L = Longevity of quality and growth

Having established the present quality and earnings growth of the company, the next challenge to investors is assessing how long it can sustain both. In the context of longevity, competence of management is tested at two levels:

- (1) Extending CAP (i.e. Competitive Advantage Period), and
- (2) Delaying growth slowdown.

Extending CAP: Competitive Advantage Period (CAP) is the time during which a company generates returns on investment that exceed its cost of capital. Competition eventually drives down returns to cost of capital, and sometimes even below it. However, a company with a great business and great management keeps extending its CAP, sustaining high return both for itself and its equity investors.



WACC is the Weighted Average Cost of Capital

Delaying growth slowdown: Competent managements can delay growth slowdown by

- (1) new streams of organic growth, and/or
- (2) inorganic growth via judicious acquisitions.

P

Price

"In the Bible, it says that love covers a multitude of sins. Well, in the investing field, price covers a multitude of mistakes. For human beings, there is no substitute for love. For investing there is no substitute for paying the right price – absolutely none."

P = Price (i.e. Favourable valuation)

Growth in stock price is a multiplicative function of growth in earnings and growth in valuation. The simplest way to improve the odds of valuation growth is by ensuring favourable purchase price.

The price of a stock has to be seen in conjunction with the value it offers. Price is what we pay; value is what we get. Therefore, stock prices are attractive only when they are less than the value perceived in the stock.

A simple rule of thumb of favourable purchase price is low P/E, preferably single-digit. However, in certain situations, low P/E may not be the sole determinant of favourable price e.g. during bottom-of-the-cycle, earnings of cyclical stocks are depressed leading to high P/Es; likewise, where companies are expected to turn from loss to profit, current P/E cannot be calculated.

Few other measures of favourable purchase price

- Discount to historical valuation bands – P/E, Price/Book
- PEG Ratio (i.e. P/E ÷ Earnings growth; the lower the better)
- Discount to DCF value (Discounted Cash Flow) or Replacement cost
- Low Payback ratio (i.e. Market cap / Expected profits of next 5 years)
- High dividend yield
- Absolute market cap relative to the size of opportunity

MUTUAL FUNDS

For whom: Our equity expertise can be accessed by individual investors with an approach to long term savings through our Mutual Fund products for as low as Rs. 500 through a systematic investment plan (SIP).

Benefits: Our Mutual Fund Schemes pass through a rigorous investment process with an aim to deliver consistent performance. Investments in the Schemes can also be conveniently done online. As an investment house, since we have only one investment philosophy, we aim to keep life simple for us and our investors by having a focused menu of equity funds – one large cap, one midcap, one multicap and one tax saver fund.

Our Funds

- **MOST Focused 25**
Invests in enduring wealth creators
- **MOST Focused Midcap 30**
Invests in emerging wealth creators
- **MOST Focused Multicap 35**
Invests in emerging and enduring wealth creators
- **MOST Focused Long Term**
Lock in fund that invests in wealth creators plus saves tax
- **MOST Focused Dynamic Equity**
Invest in equity, derivatives and debt instruments

Benefits of our Funds

No Load

Get full value from your investments

Low Churn

Reap the full growth potential of stocks

Focused Portfolio

We do not buy more than 20-25 stocks, reducing the risk of diversification

PORTFOLIO MANAGEMENT SERVICES

For whom: Our PMS products are meant for financially savvy high net worth individuals (HNIs) who wish to utilise our expertise in building a portfolio of high quality companies or who have a large portfolio of stocks but lack the bandwidth to monitor them.

Benefits: With our Portfolio Management Services one can build an equity portfolio in the large cap and midcap segment with highly personalized service. Also, the 'Buy Right : Sit Tight' approach results in low churn in our portfolios and makes the costing of our Portfolio Management Services very attractive.

Our Strategies

- **Value Strategy**
Concentrated large cap portfolio with only 15-20 stocks
- **Next Trillion Dollar Opportunity Strategy**
Concentrated midcap portfolio with only 20-25 stocks
- **India Opportunity Portfolio Strategy**
Concentrated multicap portfolio with only 15-20 stocks

Benefits of our Strategies

Low Churn

Reap the full growth potential of stocks

Focused Portfolio

We do not buy more than 20-25 stocks, reducing the risk of diversification

High Brand Recall

Widely accepted and distributed product

Segregated Portfolio

Behavior of an investor won't impact the portfolio of other investors

Track Record

One of the longest running strategies in the industry with a 13+ years track record

Transparency

Transparency in portfolio holdings, transactions and expenses

LARGE CAP FUND

Motilal Oswal MOST Focused 25 Fund

Investment Objective : The investment objective of the Scheme is to achieve long term capital appreciation by investing in upto 25 companies with long term sustainable competitive advantage and growth potential. However, there can be no assurance or guarantee that the investment objective of the Scheme would be achieved.

Type of Scheme: An Open Ended Equity Scheme

Benchmark: Nifty 50 Index

Entry / Exit Load: Nil

Performance (As on Sep 30, 2016)

Date	Scheme	Benchmark	Current Value of Standard Investment of Rs 10,000	
	Motilal Oswal MOST Focused 25 Fund Returns (%)	Nifty 50 Returns (%)	Motilal Oswal MOST Focused 25 Fund Returns (INR)	Nifty 50 Returns (INR)
Since Inception till Sep 30, 2016	17.49%	11.37%	17,260	14,399
Sep 30, 2015 to Sep 30, 2016	8.37%	8.33%	N.A.	
Sep 30, 2014 to Sep 30, 2015	14.87%	-0.20%		
Sep 30, 2013 to Sep 30, 2014	48.41%	38.87%		

NAV per unit : Rs 10.0000 (May 13, 2013); Rs 9.3425 (Sep. 30, 2013); Rs 13.8650 (Sep. 30, 2014); Rs 15.9273 (Sep. 30, 2015); Rs 17.2597 (Sep. 30, 2016). Inception date: May 13, 2013. Data as on Sep 30, 2016. Returns for one year are absolute. Returns for more than one year are compounded annualized; In case, the start/end date of the concerned period is non business date (NBD), the NAV of the previous date is considered for computation of returns. Date of inception is deemed to be date of allotment. Past performance may or may not be sustained in the future. The performance of the Schemes managed by same Fund Managers are on page no. 12, 13, 19 and 20.

Fund Manager

Name	Experience
Mr. Siddharth Bothra - Fund Manager	He has a rich experience of more than 15 years in the field of research and investments. He has been co-managing this fund since May 4, 2015.

SIP Performance (As on Sep 30, 2016)

	1 Year		3 Year		Since Inception	
	MOST Focused 25	Nifty 50	MOST Focused 25	Nifty 50	MOST Focused 25	Nifty 50
Invested Amount	120000		360000		410000	
No of Units	7,684.26	8,982.08	26,265.58	28,282.44	31,520.54	33,424.71
Market Value	132,628.10	129,331.46	453,336.03	407,234.06	544,035.11	481,276.81
Returns (CAGR)	20.06%	14.72%	15.56%	8.17%	16.79%	9.36%

Inception date: May 13, 2013.

Returns for one year are absolute. Returns for more than one year are compounded annualized. For SIP returns, monthly investment of Rs. 10000/- invested on the 1st day of every month has been considered. Past performance may or may not be sustained in the future.

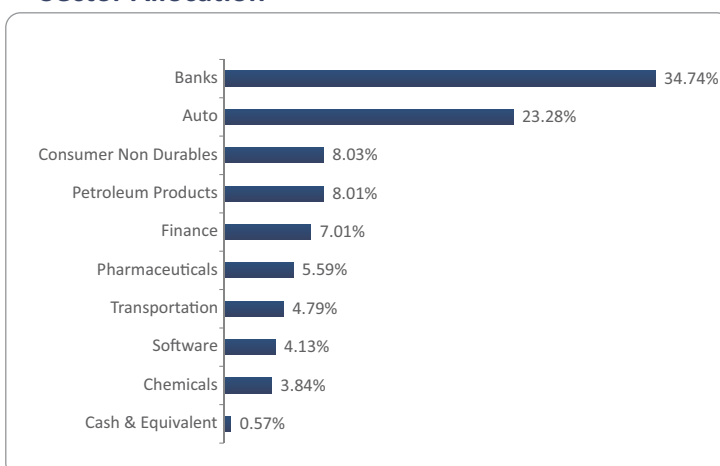
Top 10 Holdings*

Sr. No.	Name of Instrument	% to Net Assets
1	HDFC Bank Ltd	8.99
2	Kotak Mahindra Bank Ltd	8.97
3	Maruti Suzuki India Ltd	8.82
4	Eicher Motors Ltd	8.21
5	Britannia Industries Ltd	8.03
6	Hindustan Petroleum Corporation Ltd	8.01
7	State Bank of India	7.84
8	Max Financial Services Ltd	7.01
9	Tata Motors Ltd	6.26
10	Lupin Ltd	5.59

All the Returns shown above are of Regular Plan Growth Option

Data as on Oct 31, 2016*

Sector Allocation*



Industry classification as recommended by AMFI

MIDCAP FUND

Motilal Oswal MOST Focused Midcap 30 Fund

Investment Objective : The investment objective of the Scheme is to achieve long term capital appreciation by investing in a maximum of 30 quality midcap companies having long-term competitive advantages and potential for growth. However, there can be no assurance or guarantee that the investment objective of the Scheme would be achieved.

Type of Scheme: An Open Ended Equity Scheme

Benchmark: Nifty Free Float Midcap 100 Index

Entry / Exit Load: Nil

■ Performance (As on Sep 30, 2016)

Date	Scheme	Benchmark	Additional Benchmark	Current Value of Standard Investment of Rs 10,000		
	MOST Focused Midcap 30 Returns (%)	Nifty Free Float Midcap 100 Returns (%)	Nifty 50 Returns (%)	MOST Focused Midcap 30 Returns (INR)	Nifty Free Float Midcap 100 Returns (INR)	Nifty 50 Returns (INR)
Since Inception till Sep 30, 2016	38.81%	30.65%	13.57%	23,458	20,041	13,920
Sep 30, 2015 to Sep 30, 2016	15.39%	18.70%	8.33%	N.A.		
Sep 30, 2014 to Sep 30, 2015	32.00%	13.72%	-0.20%			

NAV per unit : Rs 10.0000 (Feb 24, 2014); 15.4012 (Sep. 30, 2014); 20.3297 (Sep. 30, 2015); 23.4577 (Sep. 30, 2016). Inception date: Feb 24, 2014. Data as on Sep 30, 2016. Returns for one year are absolute. Returns for more than one year are compounded annualized; In case, the start/end date of the concerned period is non business date (NBD), the NAV of the previous date is considered for computation of returns. Date of inception is deemed to be date of allotment. Past performance may or may not be sustained in the future. The performance of the Schemes managed by same Fund Managers are on page no. 11, 13, 19 and 20.

■ Fund Manager

Name	Experience
Mr. Siddharth Bothra - <i>Fund Manager</i>	He has a rich experience of more than 15 years in the field of research and investments. He has been co-managing this fund since May 4, 2015.

■ SIP Performance (As on Sep 30, 2016)

	1 Year			Since Inception		
	MOST Focused Midcap 30	Nifty Free Float Midcap 100	Nifty 50*	MOST Focused Midcap 30	Nifty Free Float Midcap 100	Nifty 50*
Invested Amount	120000			320,000		
No of Units	5,907.71	6,910.27	9,290.95	19,176.48	20,702.89	25,196.67
Market Value	138,581.40	138,487.63	129,331.46	449,836.18	414,902.97	350,741.67
Returns (CAGR)	29.89%	29.73%	14.72%	26.67%	20.00%	6.82%

Inception date: Feb 24, 2014. *Also represents addition benchmark
Returns for one year are absolute. Returns for more than one year are compounded annualized. For SIP returns, monthly investment of Rs. 10000/- invested on the 1st day of every month has been considered. Past performance may or may not be sustained in the future.

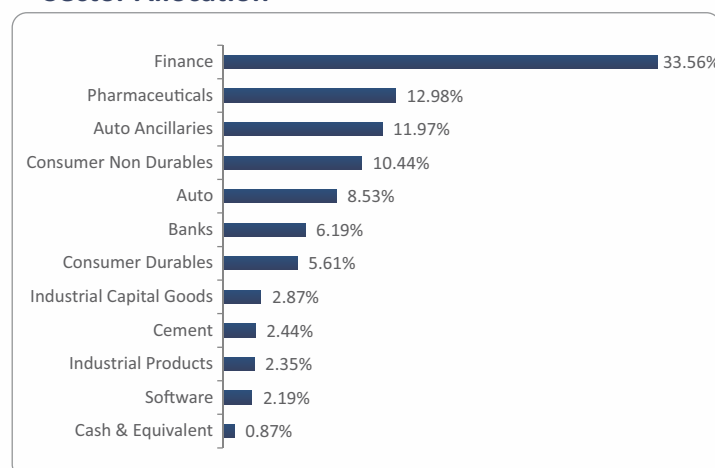
■ Top 10 Holdings*

Sr. No.	Name of Instrument	% to Net Assets
1	Max Financial Services Ltd	9.05
2	Amara Raja Batteries Ltd	7.59
3	Bharat Financial Inclusion Ltd	6.37
4	RBL Bank Ltd	6.19
5	CRISIL Ltd	5.87
6	Ajanta Pharma Ltd	5.65
7	Havells India Ltd	5.61
8	TVS Motor Company Ltd	5.55
9	Repco Home Finance Ltd	5.31
10	WABCO India Ltd	4.38

All the Returns shown above are of Regular Plan Growth Option

Data as on Oct 31, 2016*

■ Sector Allocation*



Industry classification as recommended by AMFI

MULTICAP FUND

Motilal Oswal MOST Focused Multicap 35 Fund

Investment Objective : The investment objective of the Scheme is to achieve long term capital appreciation by primarily investing in a maximum of 35 equity & equity related instruments across sectors and market capitalization levels. However, there can be no assurance or guarantee that the investment objective of the Scheme would be achieved.

Type of Scheme: An Open Ended Diversified Equity Scheme

Benchmark: Nifty 500 Index

Entry / Exit Load: Nil

■ Performance (As on Sep 30, 2016)

Date	Scheme	Benchmark	Additional Benchmark	Current Value of Standard Investment of Rs 10,000		
	MOST Focused Multicap 35 Returns (%)	Nifty 500 Returns (%)	Nifty 50 Returns (%)	MOST Focused Multicap 35 Returns (INR)	Nifty 500 Returns (INR)	Nifty 50 Returns (INR)
Since Inception till Sep 30, 2016	33.79%	14.52%	10.48%	20,272	13,896	12,736
Sep 30, 2015 to Sep 30, 2016	15.04%	11.27%	8.33%	N.A.		
Sep 30, 2014 to Sep 30, 2015	30.07%	3.59%	-0.20%			

NAV per unit : Rs 10.0000 (Apr 28, 2014); 13.5476 (Sep. 30, 2014) 17.6211 (Sep. 30, 2015); 20.2715 (Sep. 30, 2016). Inception date: Apr 28, 2014. Data as on Sep 30, 2016. Returns for one year are absolute. Returns for more than one year are compounded annualized; In case, the start/end date of the concerned period is non business date (NBD), the NAV of the previous date is considered for computation of returns. Date of inception is deemed to be date of allotment. Past performance may or may not be sustained in the future. The performance of the Schemes managed by same Fund Managers are on page no. 11, 12, 14, 19 and 20.

■ Fund Manager

Name	Experience
Mr. Gautam Sinha Roy - <i>Fund Manager</i>	He has close to 13 years of experience in the fund management and investment research. He has been managing this fund since May 5, 2014.
Mr. Siddharth Bothra - <i>Co-Fund Manager</i>	He has a rich experience of more than 15 years in the field of research and investments. He has been co-managing this fund since May 4, 2015.

■ SIP Performance (As on Sep 30, 2016)

	1 Year			Since Inception		
	MOST Focused Multicap 35	Nifty 500	Nifty 50*	MOST Focused Multicap 35	Nifty 500	Nifty 50*
Invested Amount	120000			310,000		
No of Units	6,815.52	9,502.74	10,154.77	19,604.29	24,240.37	25,353.60
Market Value	138,160.90	132,051.76	129,331.46	397,408.36	336,848.45	322,904.26
Returns (CAGR)	29.18%	19.12%	14.72%	23.32%	9.24%	5.81%

Inception date: Apr 28, 2014. *Also represents addition benchmark
Returns for one year are absolute. Returns for more than one year are compounded annualized. For SIP returns, monthly investment of Rs. 10000/- invested on the 1st day of every month has been considered. Past performance may or may not be sustained in the future.

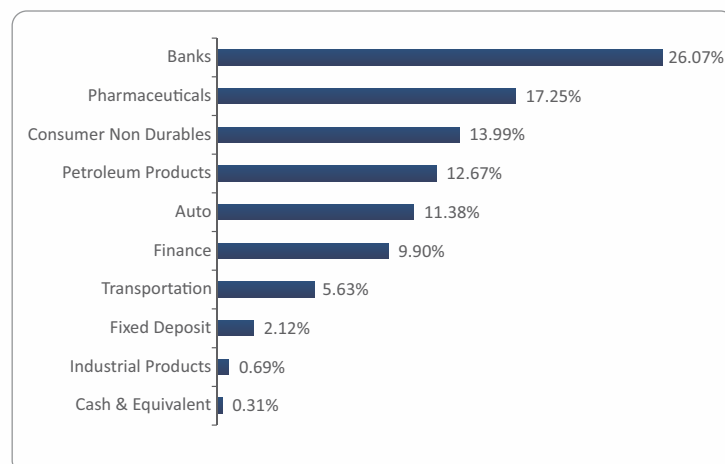
■ Top 10 Holdings*

Sr. No.	Name of Instrument	% to Net Assets
1	HDFC Bank Ltd	9.02
2	IndusInd Bank Ltd	8.98
3	Hindustan Petroleum Corporation Ltd	6.34
4	Bharat Petroleum Corporation Ltd	6.32
5	RBL Bank Ltd	6.05
6	Eicher Motors Ltd	5.71
7	Maruti Suzuki India Ltd	5.67
8	Interglobe Aviation Ltd	5.63
9	Jubilant Life Sciences Ltd	5.05
10	Britannia Industries Ltd	4.98

All the Returns shown above are of Regular Plan Growth Option

Data as on Oct 31, 2016*

■ Sector Allocation*



Industry classification as recommended by AMFI

TAX SAVER FUND

Motilal Oswal MOST Focused Long Term Fund

Investment Objective : The investment objective of the Scheme is to generate long-term capital appreciation from a diversified portfolio of pre-dominantly equity and equity related instruments. However, there can be no assurance or guarantee that the investment objective of the Scheme would be achieved.

Type of Scheme: An open ended equity linked saving scheme with a 3 year lock-in.

Benchmark: Nifty 500 Index

Entry / Exit Load: Nil

■ Performance (As on Sep 30, 2016)

Date	Scheme	Benchmark	Additional Benchmark	Current Value of Standard Investment of Rs 10,000		
	MOST Focused Long Term Fund Returns (%)	Nifty 500 Returns (%)	Nifty 50 Returns (%)	MOST Focused Long Term Fund Returns (INR)	Nifty 500 Returns (INR)	Nifty 50 Returns (INR)
Since Inception till Sep 30, 2016	17.46%	2.44%	-0.80%	13,132	10,416	9,864
Sep 30, 2015 to Sep 30, 2016	18.44%	11.27%	8.33%	N.A.		

NAV per unit : Rs 10.0000 (Jan. 21, 2014); 11.0869 (Sep. 30, 2015); 13.1318 (Sep. 30, 2016). Inception date: Jan 21, 2015. Data as on Sep 30, 2016 Returns for one year are absolute. Returns for more than one year are compounded annualized; In case, the start/end date of the concerned period is non business date (NBD), the NAV of the previous date is considered for computation of returns. Date of inception is deemed to be date of allotment. Past performance may or may not be sustained in the future. The performance of the Schemes managed by same Fund Managers are on page no. 13.

■ Fund Manager

Name	Experience
Mr. Gautam Sinha Roy - <i>Fund Manager</i>	He has close to 13 years of experience in the fund management and investment research. He has been managing this fund since inception

■ SIP Performance (As on Sep 30, 2016)

	1 Year			Since Inception		
	MOST Focused Long Term Fund	Nifty 500	Nifty 50*	MOST Focused Long Term Fund	Nifty 500	Nifty 50*
Invested Amount	120000			210,000		
No of Units	10,690.00	12,677.94	13,110.90	19,079.04	21,801.89	22,353.04
Market Value	140,378.99	132,051.76	129,331.46	250,542.11	227,085.63	220,499.93
Returns (CAGR)	32.90%	19.12%	14.72%	20.76%	8.85%	5.45%

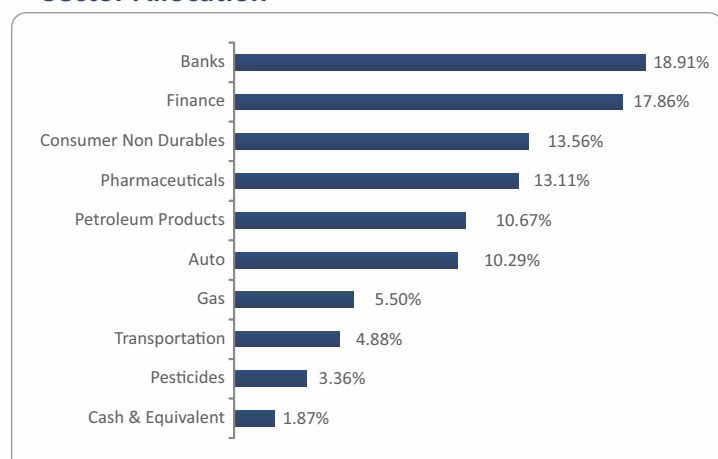
Inception date: Jan 21, 2015. *Also represents addition benchmark
Returns for one year are absolute. Returns for more than one year are compounded annualized. For SIP returns, monthly investment of Rs. 10000/- invested on the 1st day of every month has been considered. Past performance may or may not be sustained in the future.

■ Top 10 Holdings*

Sr. No.	Name of Instrument	% to Net Assets
1	IndusInd Bank Ltd	8.38
2	HDFC Bank Ltd	8.22
3	Can Fin Homes Ltd	6.42
4	Eicher Motors Ltd	5.73
5	Mahanagar Gas Ltd	5.50
6	Bharat Petroleum Corporation Ltd	5.10
7	Interglobe Aviation Ltd	4.88
8	Maruti Suzuki India Ltd	4.55
9	Max Financial Services Ltd	4.10
10	Britannia Industries Ltd	4.06

All the Returns shown above are of Regular Plan Growth Option
Data as on Oct 31, 2016*

■ Sector Allocation*



Industry classification as recommended by AMFI

DYNAMIC FUND

Motilal Oswal MOST Focused Dynamic Equity Fund

Investment Objective : The investment objective is to generate long term capital appreciation by investing in equity and equity related instruments including equity derivatives as well as debt instruments. However, there can be no assurance or guarantee that the investment objective of the Scheme would be achieved.

Type of Scheme: An open ended equity scheme

Benchmark: CRISIL Balanced Fund Index

Entry / Exit Load: Nil

Fund Manager

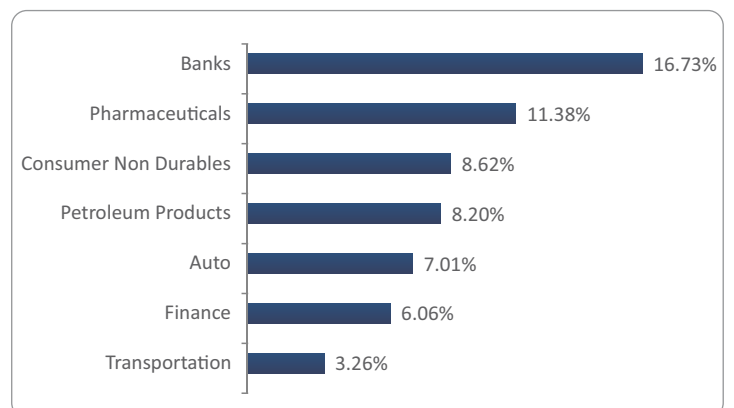
Name	Experience
Mr. Gautam Sinha Roy - <i>Fund Manager For Equity Component</i>	He has close to 13 years of experience in the fund management and investment research. He has been managing this fund since inception
Mr. Siddharth Bothra - <i>Co-Fund Manager</i>	He has a rich experience of more than 15 years in the field of research and investments. He has been co-managing this fund since May 4, 2015.
Mr. Abhiroop Mukherjee - <i>Fund Manager For Debt Component</i>	He has 9 years of experience in Trading Fixed Income Securities viz. G-sec, T-bills, Corporate Bonds CP, CD etc.

TOP 10 HOLDINGS (Equity Component)*

Sr. No.	Name of Instrument	% to Net Assets
1	IndusInd Bank Ltd	5.58
2	HDFC Bank Ltd	5.55
3	Bharat Petroleum Corporation Ltd	4.18
4	Hindustan Petroleum Corporation Ltd	4.02
5	Eicher Motors Ltd	3.60
6	Maruti Suzuki India Ltd	3.41
7	RBL Bank Ltd	3.35
8	Britannia Industries Ltd	3.27
9	Interglobe Aviation Ltd	3.26
10	Ajanta Pharma Ltd	3.16

All the Returns shown above are of Regular Plan Growth Option

Sector Allocation*



Industry classification as recommended by AMFI

Allocation*

Sr. No.	Name of Instrument	% to Net Assets
1	Total Equity	68.48
2	Bonds and NCDs	28.5
3	Fixed Deposits	0.79
4	CBLO	0.42
5	Cash and Cash Equivalent	9.02
6	Equity Derivatives	-7.22
	Total	100

All the Returns shown above are of Regular Plan Growth Option

*Data as on Oct 31, 2016

LARGE CAP STRATEGY

Value Strategy

Investment objective:

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.

- Concentrated large cap with only 15-20 stocks
- One of the longest running products in the industry with a 13 years track record
- The corpus under this Strategy is over Rs. 2,456 cr as on Oct 31, 2016

Strategy Details

Fund Manager:	Manish Sonthalia
Strategy Type:	Open ended
Date of Inception:	24th March 2003
Benchmark:	Nifty 50 Index
Investment Horizon:	3 Years +
Subscription:	Daily
Redemption :	Daily
Valuation Point:	Daily

Top 10 Holdings

Sr. No.	Name of Instrument	% to Net Assets
1	Bharat Petroleum Corporation Ltd	9.38
2	Bosch Ltd	8.65
3	Sun Pharmaceuticals Ltd	8.55
4	HDFC Bank Ltd	8.24
5	Kotak Mahindra Bank Ltd	8.10
6	Eicher Motors Ltd	7.77
7	Asian Paints Ltd	7.38
8	State Bank Of India	5.97
9	Tata Consultancy Services Ltd	5.58
10	United Spirits Ltd	5.38

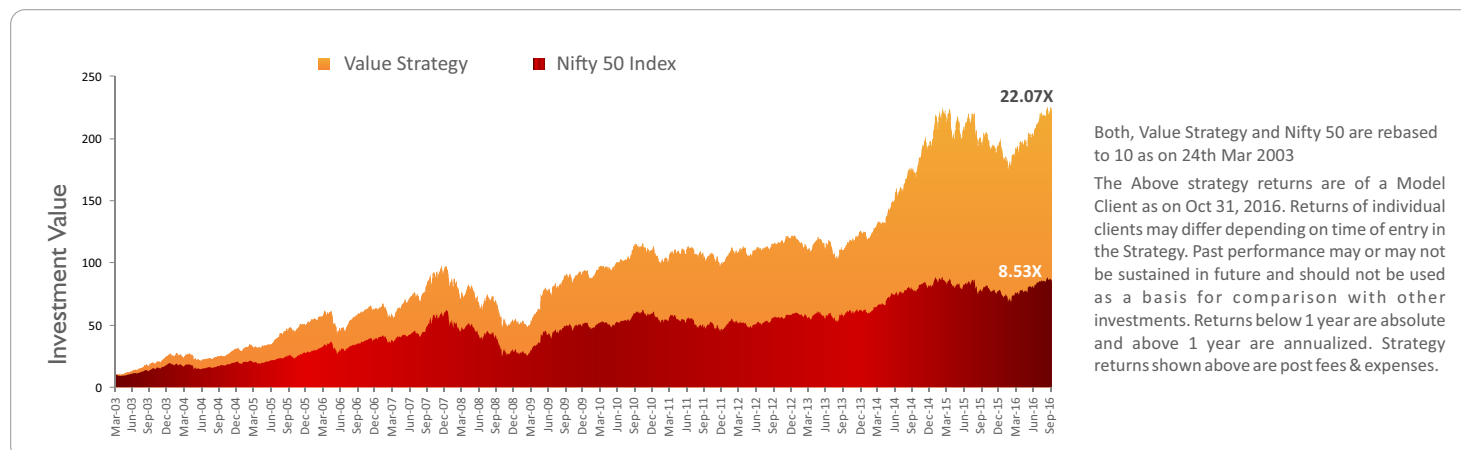
Key Portfolio Analysis

Performance Data	Value Strategy	Nifty 50 Index
Standard Deviation (%)	21.44	23.82%
Beta	0.81	1.00

Sector Allocation

Sr. No.	Sector Allocation	% Allocation
1	Banking & Finance	27.41
2	Auto & Auto Ancillaries	26.10
3	Oil and Gas	9.38
4	Pharmaceuticals	8.55
5	FMCG	7.38

Performance



Data as on Oct 31, 2016

MIDCAP STRATEGY

Next Trillion Dollar Opportunity Strategy

Investment objective:

The Strategy aims to deliver superior returns by investing in stocks from sectors that can benefit from the Next Trillion Dollar GDP growth.

It aims to pre-dominantly invest in small and midcap stocks with a focus on identifying potential winners that would participate in successive phases of GDP growth.

- Concentrated midcap portfolio with only 20-25 stocks
- Focused on the 'Next Trillion Dollar Growth Opportunity'
- The corpus under this Strategy is over Rs. 4,427cr as on Oct 31, 2016

Strategy Details

Fund Manager:	Manish Sonthalia
Strategy Type:	Open ended
Date of Inception:	11th Dec 2007
Benchmark:	Nifty Free Float Midcap 100 Index
Investment Horizon:	3 Years +
Subscription:	Daily
Redemption :	Daily
Valuation Point:	Daily

Top 10 Holdings

Sr. No.	Name of Instrument	% to Net Assets
1	Bajaj Finance Limited	15.86
2	HPCL	14.56
3	Page Industries Limited	7.84
4	Eicher Motors Limited	6.49
5	Voltas Limited	6.22
6	Bosch Limited	6.07
7	Max Financial Services Limited	5.93
8	Kotak Mahindra Bank Limited	5.30
9	City Union Bank Limited	4.20
10	Cummins India Limited	3.25

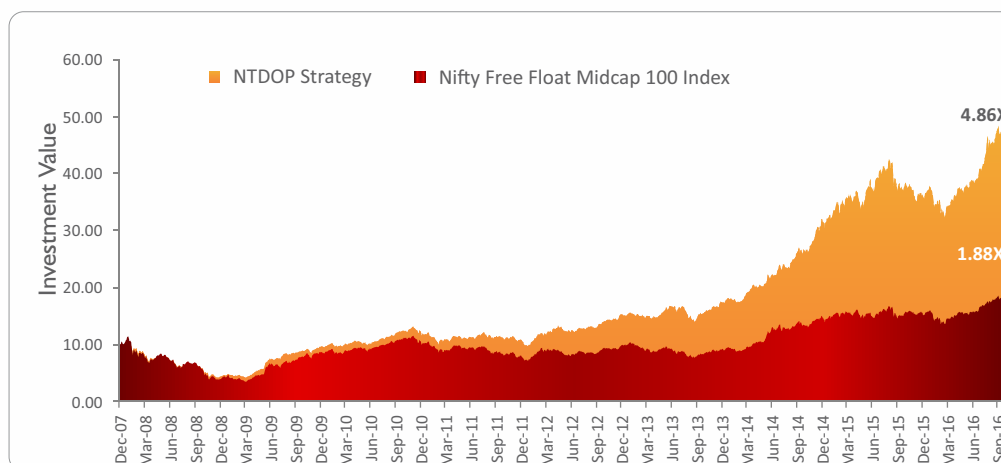
Key Portfolio Analysis

Performance Data	NTDOP Strategy	Nifty Free Float Midcap 100 Index
Standard Deviation (%)	18.47	22.73
Beta	0.71	1.00

Sector Allocation

Sr. No.	Sector Allocation	% Allocation
1	Banking & Finance	32.53
2	Oil and Gas	16.61
3	FMCG	15.37
4	Auto & Auto Ancillaries	14.67
5	Diversified	6.22

Performance



Both, NTDOP Strategy and Nifty Free Float Midcap 100 are rebased to 10 as on 5th Dec 2007.

The Above strategy returns are of a Model Client as on Oct 31, 2016. Returns of individual clients may differ depending on time of entry in the Strategy. Past performance may or may not be sustained in future and should not be used as a basis for comparison with other investments. Returns below 1 year are absolute and above 1 year are annualized. Strategy returns shown above are post fees & expenses.

MULTICAP STRATEGY

India Opportunity Portfolio Strategy

Investment objective:

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.

- Concentrated multicap portfolio with 15-20 stocks
- Three Focused themes: 'Make in India', 'Revival in Capex Cycle' & 'Third Trillion Dollar Consumption Opportunities'
- Flexibility to own best performing stocks irrespective of market capitalization

Strategy Details

Fund Manager:	Varun Goel
Co - Fund Manager:	Kunal Jadhvani
Strategy Type:	Open ended
Date of Inception:	11th Feb. 2010
Benchmark:	BSE 200 & BSE 500
Investment Horizon:	3 Years +
Subscription:	Daily
Redemption :	Daily
Valuation Point:	Daily

Key Portfolio Analysis

Performance Data	IOP Strategy	BSE 200 Index
Standard Deviation (%)	15.25	15.92
Beta	0.83	1.00

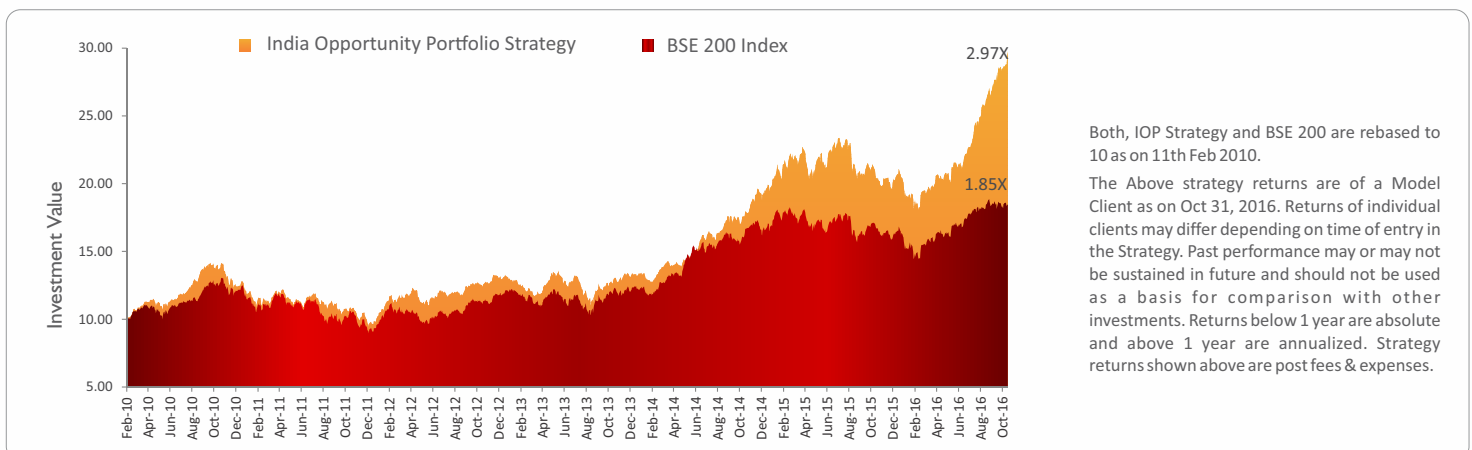
Top 10 Holdings

Sr. No.	Name of Instrument	% to Net Assets
1	Development Credit Bank Limited	11.28
2	Birla Corporation Limited	10.73
3	Canfin Home Limited	10.02
4	TTK Prestige Limited	8.25
5	Aegis Logistics Limited	7.26
6	Gabriel India Limited	6.53
7	Ajanta Pharma Limited	6.43
8	Qess Corp Limited	5.73
9	Kajaria Ceramics Limited	5.69
10	Dr. Lal Pathlabs Limited	5.02

Sector Allocation

Sr. No.	Sector Allocation	% Allocation
1	Banking & Finance	25.96
2	Pharmaceuticals	14.24
3	Cement & Infrastructure	14.12
4	Consumer Durable	13.94
5	Oil and Gas	12.01

Performance



Data as on Oct 31, 2016

MANAGEMENT TEAM



Raamdeo Agrawal
Chairman



Aashish P Somaiyaa
Managing Director and CEO



Taher Badshah
Sr. Vice President & Head
Equity Mutual Funds



Manish Sonthalia
Sr. Vice President & Head
Equity PMS



Gautam Sinha Roy
Vice President & Fund Manager
Equity Mutual Funds



Siddharth Bothra
Sr. Vice President & Co-Fund Manager
Equity Mutual Funds



Varun Goel
Fund Manager
Equity PMS



Kunal Jadhvani
Fund Manager
Equity PMS

PASSIVE FUNDS

■ MOST Ultra Short Term Bond Fund Performance

Date	Scheme	Benchmark	Additional Benchmark	Current Value of Standard Investment of Rs 10000		
	MOST Ultra Short Term Bond Fund Returns (%)	CRISIL Short Term Bond Fund Index Returns (%)	CRISIL Liquid Fund Index Returns (%)	MOST Ultra Short Term Bond Fund Returns (INR)	CRISIL Short Term Bond Fund Index Returns (INR)	CRISIL Liquid Fund Index Returns (INR)
Since Inception till Sep 30, 2016	7.10%	9.92%	8.67%	12,342.39	13,365.87	12,908.13
Sep 30, 2015 to Sep 30, 2016	6.36%	9.31%	7.69%	N.A.		
Sep 30, 2014 to Sep 30, 2015	6.94%	9.90%	8.56%			

NAV per unit : Rs. 10.0000 (Sept. 6, 2013); 10.8516 (Sep 30, 2014); 11.6044 (Sep 30, 2015); 12.3424 (Sep 30, 2016). Inception date: Sept. 6, 2013. Data as on Sep 30, 2016.

Returns for one year are absolute. Returns for more than one year are compounded annualized; In case, the start/end date of the concerned period is non business date (NBD), the NAV of the previous date is considered for computation of returns. Date of inception is deemed to be date of allotment. Past performance may or may not be sustained in the future. The return shown above are of regular plan growth option.

Fund Manager: Abhiroop Mukharjee

■ Motilal Oswal MOST Shares M50 ETF Performance

Date	Scheme	Benchmark	Current Value of Standard Investment of Rs. 10,000/-	
	Motilal Oswal MOST Shares M50 ETF Returns	Nifty 50 Returns (%)	Motilal Oswal MOST Shares M50 ETF Returns (INR)	Nifty 50 Returns (INR)
Since Inception till Sep 30, 2016	7.02%	7.85%	15,212	15,954
Sep 30, 2015 to Sep 30, 2016	8.80%	8.33%	N. A.	
Sep 30, 2014 to Sep 30, 2015	-0.79%	-0.20%		
Sep 30, 2013 to Sep 30, 2014	44.21%	38.87%		
Sep 30, 2012 to Sep 30, 2013	-3.07%	0.56%		
Sep 30, 2011 to Sep 30, 2012	17.66%	15.38%		
Sep 30, 2010 to Sep 30, 2011	-23.25%	-18.02%		

NAV per unit : Rs 83.0920 (Sep. 30, 2016); Rs 76.3731 (Sep. 30, 2015); Rs 76.9821 (Sep. 30, 2014); Rs 53.3825 (Sep. 30, 2013); Rs 55.0746 (Sep. 30, 2012); Rs 46.8094 (Sep. 30, 2011); Rs 60.9888 (Sep. 30, 2010) Rs 54.6210 (July 28, 2010). Inception date: July 28, 2010. Data as on Sep 30, 2016. Returns for one year are absolute. Returns for more than one year are compounded annualized; In case, the start/end date of the concerned period is non business date (NBD), the NAV of the previous date is considered for computation of returns. Date of inception is deemed to be date of allotment. Past performance may or may not be sustained in the future.

Fund Manager: Ashish Agarwal

■ Disclaimer

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PASSIVE FUNDS

■ Motilal Oswal MOST Shares Midcap 100 ETF Performance

Date	Scheme	Benchmark	Additional Benchmark	Current Value of Standard Investment of Rs. 10,000/-		
	Motilal Oswal MOST Shares Midcap 100 ETF Returns	Nifty Free Float Midcap 100 Returns (%)	Nifty 50 Returns (%)	Motilal Oswal MOST Shares Midcap 100 ETF Returns (INR)	Nifty Free Float Midcap 100 Returns (INR)	Nifty 50 Returns (INR)
Since Inception till Sep 30, 2016	13.31%	12.46%	8.21%	20,305	19,455	15,640
Sep 30, 2015 to Sep 30, 2016	18.70%	18.70%	8.33%	N. A.	N. A.	N. A.
Sep 30, 2014 to Sep 30, 2015	13.82%	13.72%	-0.20%			
Sep 30, 2013 to Sep 30, 2014	63.83%	63.17%	38.87%			
Sep 30, 2012 to Sep 30, 2013	-9.49%	-10.75%	0.56%			
Sep 30, 2011 to Sep 30, 2012	11.62%	10.52%	15.38%			

NAV per unit : Rs 16.0866 (Sep. 30, 2016); Rs 13.5523 (Sep. 30, 2015); Rs 11.9065 (Sep. 30, 2014); Rs 7.2675 (Sep. 30, 2013); Rs 8.0298 (Sep. 30, 2012); Rs 7.1941 (Sep. 30, 2011); Rs 7.9225 (Jan. 31, 2011). Inception date: Jan. 31, 2011. Data as on Sep 30, 2016. Returns for one year are absolute. Returns for more than one year are compounded annualized; In case, the start/end date of the concerned period is non business date (NBD), the NAV of the previous date is considered for computation of returns. Date of inception is deemed to be date of allotment. Past performance may or may not be sustained in the future.

Fund Manager: Ashish Agarwal

■ Motilal Oswal MOST Shares NASDAQ 100 ETF Performance

Date	Scheme	Benchmark	Additional Benchmark	Current Value of Standard Investment of Rs. 10,000/-		
	MOST Shares NASDAQ 100 Returns	NASDAQ-100 Index (In INR) (%)	Nifty 50 Returns (%)	MOST Shares NASDAQ 100 Returns (INR)	NASDAQ 100 Index Returns (INR)	Nifty 50 Returns (INR)
Since Inception till Sep 30, 2016	22.88%	23.02%	7.65%	31,135	31,335	15,012
Sep 30, 2015 to Sep 30, 2016	19.90%	20.12%	8.33%	N. A.	N. A.	N. A.
Sep 30, 2014 to Sep 30, 2015	7.87%	8.09%	-0.20%			
Sep 30, 2013 to Sep 30, 2014	23.34%	23.44%	38.87%			
Sep 30, 2012 to Sep 30, 2013	35.36%	34.75%	0.56%			
Sep 30, 2011 to Sep 30, 2012	38.56%	39.23%	15.38%			

NAV per unit : Rs 321.4235 (Sep. 30, 2016); Rs 268.0739 (Sep. 30, 2015); Rs 248.5265 (Sep. 30, 2014); Rs 201.4942 (Sep. 30, 2013); Rs 148.8619 (Sep. 30, 2012); Rs 107.4320 (Sep. 30, 2011); Rs 103.2365 (March 29, 2011). Inception date: March 29, 2011. Data as on Sep 30, 2016. Returns for one year are absolute. Returns for more than one year are compounded annualized; In case, the start/end date of the concerned period is non business date (NBD), the NAV of the previous date is considered for computation of returns. Date of inception is deemed to be date of allotment. Past performance may or may not be sustained in the future.




Fund Manager: Swapnil Mayekar

Mr. Abhiroop Mukherjee is the fund manager of the scheme MOST Ultra Short Term Bond Fund and for the debt component of the scheme MOST Focused 25, MOST Focused Midcap 30, MOST Focused Multicap 35, MOST Focused Long Term and MOST Focused Dynamic Equity Fund.

Mr. Swapnil Mayekar is the fund manager of the scheme Motilal Oswal MOST shares NASDAQ 100 ETF & for foreign securities of the scheme, Motilal Oswal MOST Focused Multicap 35 fund.

Mutual Fund investments are subject to market risks, read all scheme related documents carefully

PRODUCT LABEL

Name of the Scheme	This product is suitable for investors who are seeking*	
Motilal Oswal MOST Focused 25 Fund (MOST Focused 25)	<ul style="list-style-type: none"> Return by investing in upto 25 companies with long term sustainable competitive advantage and growth potential Investment in Equity and equity related instruments subject to overall limit of 25 companies 	
Motilal Oswal MOST Focused Midcap 30 Fund (MOST Focused Midcap 30)	<ul style="list-style-type: none"> Long-term capital growth Investment in equity and equity related instruments in a maximum of 30 quality mid-cap companies having long-term competitive advantages and potential for growth 	
Motilal Oswal MOST Focused Multicap 35 Fund (MOST Focused Multicap 35)	<ul style="list-style-type: none"> Long-term capital growth Investment in a maximum of 35 equity and equity related instruments across sectors and market capitalization levels. 	
Motilal Oswal MOST Focused Long Term Fund (MOST Focused Long Term)	<ul style="list-style-type: none"> Long-term capital growth Investment predominantly in equity and equity related instruments 	
Motilal Oswal MOST Focused Dynamic Equity Fund (MOST Focused Dynamic Equity)	<ul style="list-style-type: none"> Long term capital appreciation Investment in equity, derivatives and debt instruments 	 <p>Investors understand that their principal will be at Moderately High risk</p>
Motilal Oswal MOST Shares M50 ETF (MOST Shares M50)	<ul style="list-style-type: none"> Return that corresponds generally to the performance of the Nifty 50 Index (Underlying Index), subject to tracking error Investment in equity securities of Nifty 50 Index 	
Motilal Oswal MOST Shares Midcap 100 ETF (MOST Shares Midcap 100)	<ul style="list-style-type: none"> Return that corresponds generally to the performance of the Nifty Free Float Midcap 100 Index, subject to tracking error Investment in equity securities of Nifty Free Float Midcap 100 Index 	
Motilal Oswal MOST Shares NASDAQ-100 ETF (MOST Shares NASDAQ 100)	<ul style="list-style-type: none"> Return that corresponds generally to the performance of the NASDAQ 100 Index, subject to tracking error Investment in equity securities of NASDAQ 100 Index 	 <p>Investors understand that their principal will be at High risk</p>
Motilal Oswal MOST Ultra Short Term Bond Fund (MOST Ultra Short Term Bond)	<ul style="list-style-type: none"> Optimal returns consistent with moderate levels of risk Investment in debt securities and money market securities with average maturity less than equal to 12 months 	 <p>Investors understand that their principal will be at Moderately Low risk</p>

*Investors should consult their financial advisors if in doubt about whether the product is suitable for them.



For any Mutual Fund queries, please write to mfservice@motilaloswal.com, Similarly for PMS queries, please write to MOAMC.Customercare@motilaloswal.com or visit motilaloswalmf.com