

The Zen of Investing



The Value 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.

The Strategy has the investment style of buying undervalued stock & sell overvalued stocks, irrespective of Index movements.

Our investment philosophy – 'Buy Right : Sit Tight'

At Motilal Oswal Asset Management Company (MOAMC), our investment philosophy and investing style is centered on 'Buy Right: Sit Tight' principle.

Buy Right Stock Characteristics

QGLP

- **'Q'uality** denotes quality of the business and management
- **'G'rowth** denotes growth in earnings and sustained RoE
- **'L'ongevity** denotes longevity of the competitive advantage or economic moat of the business
- **'P'rice** denotes our approach of buying a good business for a fair price rather than buying a fair business for a good price

Sit Tight Approach

- **Buy and Hold:** We are strictly buy and hold investors and believe that picking the right business needs skill and 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 but over-diversification results in diluting returns for our investors and adding market risk

Call: 022 - 39804238

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**BUY RIGHT
SIT TIGHT**

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Why Motilal Oswal PMS ?

- Amongst India's leading PMS Providers, with assets under management of approx Rs. 10,304 Crores.
- Our Flagship "Value Strategy" has outperformed the benchmark across market cycles for a 14 year period.
- Motilal Oswal PMS has one of the largest active accounts (more than 21,701) on PMS platform.
- Motilal Oswal PMS has active clients in 152 different cities right from Adilabad to Zirakpur ; a testimony of strong acceptance of our PMS across the length & breadth of the country.

Data as on Mar 31, 2017

Investments in Securities are subject to market and other risks and there is no assurance or guarantee that the objectives of any of the strategies of the Portfolio Management Services (PMS) will be achieved. Investors in the PMS Product are not being offered any guaranteed/assured returns. Past performance of the portfolio manager does not indicate the future performance for any of the strategies.

Wealth Creators

- A business is prudently picked for investment after a thorough study of its underlying hidden long-term potential.
- Value Investment involves determining the Intrinsic value of a stock, and investing in it if the difference between the value and the stock price provides a sufficient Margin of Safety.
- "We don't get paid for activity, just for being right. As to how long we'll wait, we'll wait indefinitely." - Warren Buffett

Stock	Purchase Date	Adjusted Purchase Price	Current Market Price	% Growth
			Mar 31, 2017	
Bosch Ltd.	Jun-03	497	22,751	4478%
Hero MotoCorp Ltd.	Jun-03	254	3,222	1170%
Eicher Motors Ltd.	Apr-12	2055	25,588	1145%
State Bank Of India	Jun-03	36	293	715%
HDFC Bank Ltd.	Jul-08	201	1,443	618%
HDFC Ltd.	Jan-06	242	1,502	521%

Source: MOAMC

Please Note: The given stocks are part of portfolio of a model client of Value Strategy as on Mar 31, 2017. The stocks forming part of the existing portfolio under Value Strategy may or may not be bought for new client. Past performance may or may not be sustained in future and should not be used as a basis for comparison with other investments. Name of the PMS Strategy does not in any manner indicate its future prospects and returns. The Companies mentioned above are only for the purpose of explaining the concept and should not be construed as recommendations from MOAMC.

Top 5 Holdings

Sr. No.	Scrip Name	(%) Holdings
1	HDFC Bank Ltd.	9.14
2	Bharat Petroleum Corporation Ltd.	8.77
3	Bosch Ltd.	8.66
4	Kotak Mahindra Bank Ltd.	8.30
5	Eicher Motors Ltd.	7.97

Data as on: Mar 31, 2017

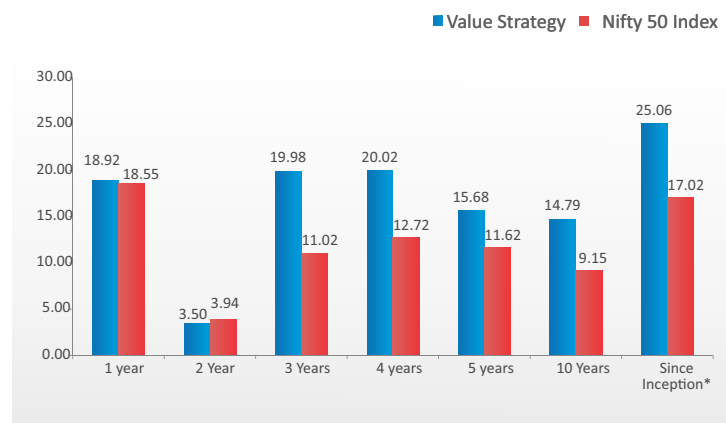
Please Note: These stocks are a part of the existing Value PMS strategy as on Mar 31, 2017. These Stocks may or may not be bought for new clients. Past performance may or may not be sustained in future and should not be used as a basis for comparison with other investments. The strategy may or may not have any present or future holdings in these stocks. The companies mentioned above are only for the purpose of explaining the concept and should not be construed as recommendations from MOAMC.

Portfolio Structure

Mode of payment	By Fund Transfer/Cheque and/or Stock Transfer
Investment Horizon	Medium to Long Term (3 Years +)
Benchmark	Nifty 50 Index
Account Activation	Next business day of Clearance of funds
Portfolio Valuation	Closing NSE market prices of the previous day
Operations	- Investments managed on individual basis - Third party custodian for funds and securities
Reporting	- Monthly Performance Statement - Transaction, Holding & Corporate Action Reports - Annual CA certified statement of the account
Servicing	- Dedicated Relationship Manager - Web access for portfolio tracking

Performance Snapshot

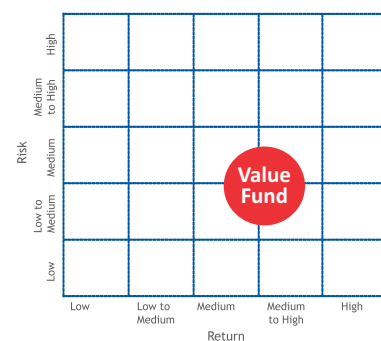
Since Inception, Value Strategy has delivered annualized returns of 25.06% vs. Nifty 50 returns of 17.02%, an out performance of 8.04% (CAGR).



*Strategy Inception Date: 24/03/2003.

Please Note: The Above strategy returns are of a Model Client as on Mar 31, 2017. 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. Strategy returns are shown above are post fees & expenses. Returns above 1 year are annualized.

Risk-Return Matrix & Strategy Construct



Investment Horizon

- Medium to Long Term (3 Years +)

For Whom

- Investors who like to invest with a Long-term wealth creation view.

Allocations - Market capitalization

- Large Caps : 65% - 100%
- Mid Caps : 0% - 35%

No. of Stocks

- 15 - 20 stocks for a portfolio

Scrip Allocation

- Not more than 10% in a single stock at the time of initiation

Sector Allocation Limit

- 35% in a sector