

# “Buy Right : Sit Tight” now in five different colors

**Motilal Oswal MOST Focused  
25 Fund**

Invests in enduring  
wealth creators

**Motilal Oswal MOST Focused  
Midcap 30 Fund**

Invests in emerging  
wealth creators

**Motilal Oswal MOST Focused  
Multicap 35 Fund**

Invests in emerging and  
enduring wealth creators

**Motilal Oswal MOST Focused  
Long Term Fund**

Lock in fund that invests  
in wealth creators  
plus Saves Tax

**Motilal Oswal MOST Focused  
Dynamic Equity Fund**

A fund that changes its action  
based on market conditions

**No load**

**Focused  
Portfolio**

**Low Churn  
Portfolio**

**QGLP  
Stocks**

**Invest now to add colors to your portfolio**

Call: 1800-200-6626  
SMS: FOCUS to 575753  
Website: [www.motilaloswalmf.com](http://www.motilaloswalmf.com)



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## The recommended way to create Wealth from equity- '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' means buying quality companies at a reasonable price and 'Sit Tight' means staying invested in them for a longer time to realise the full growth potential of the stocks.

### 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

## Benefits of our Equity Mutual Fund Schemes

### No Exit Load

- Fund houses are seen to deduct 1-3% as exit load
- Exit load applied on the exit value, which means, the higher your returns the more will be the exit load in case you decide to exit during the exit load period. Once the exit load period expires, no exit load would be charged
- Hence we don't charge exit load in any of our equity mutual fund schemes

### Low Churn


- Higher portfolio churn can increase the fund expenses disproportionately affecting the returns of the fund directly
- Frequent churn may not let you reap the full growth potential of the stocks leading to poor returns
- Hence we research extensively before we buy any stock and hold onto them for years to reap the full growth potential

### High Conviction

- Too many stocks become unmanageable for the fund managers
- Over-diversified portfolio takes away the potential of quality stocks
- Risk comes from not knowing the stocks hence diversification beyond ones control can increase the risk
- Hence we believe in adequate diversification with less number of stocks in our portfolio

	MOST Focused 25	MOST Focused Midcap 30	MOST Focused Multicap 35	MOST Focused Dynamic equity	MOST Focused Long Term
<b>Type of Scheme:</b>	An open ended equity scheme	An open ended equity scheme	An open ended diversified equity scheme	An open ended equity scheme	An open ended equity linked saving scheme with a 3 year lock-in
<b>Investment Objective:</b>	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.	The investment objective of the Scheme is to achieve long term capital appreciation by investing in a maximum of 30 quality mid-cap companies having long-term competitive advantages and potential for growth.	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.	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.	To generate long term capital appreciation from a diversified portfolio of predominantly equity and equity related instruments.
	However, there can be no assurance or guarantee that the investment objective of the Scheme would be achieved.				
<b>Benchmark:</b>	Nifty 50 Index	Nifty Free Float Midcap 100 Index	Nifty 500 Index	CRISIL Balanced Fund Index	Nifty 500 Index
<b>Entry &amp; Exit load:</b>	Nil				
<b>Plans:</b>	Regular Plan and Direct Plan				
<b>Options (Under each plan):</b>	Dividend (Payout and Reinvestment) and Growth				Dividend (Payout) and Growth
<b>Application Amount:</b>	Minimum Rs. 5,000/- and in multiples of Re. 1/- thereafter. Additional Rs. 1,000/- and in multiples of Re. 1/-thereafter.				Rs. 500/- and in multiples of Rs. 500/- thereafter
<b>Minimum Redemption Amount:</b>	Rs. 1,000/- and in multiples of Re. 1/- thereafter or account balance, whichever is lower.				Rs. 500/- and in multiples of Re.1/- thereafter or the balance in the unit holder's folio, whichever is lower.
<b>Systematic Investment Plan (SIP):</b>	Minimum installment amount - Rs. 1,000/- (weekly / fortnightly/monthly) and Rs. 2,000/- (quarterly) and in multiples of Re. 1/- thereafter with minimum of 6 installments for weekly /fortnightly/monthly frequency and minimum 3 installments for quarterly frequency.				Minimum installment amount - Rs. 500 - and in multiples of Rs. 500 /- thereafter (weekly / fortnightly / monthly/ quarterly frequency). Minimum twelve installments.
<b>SIP Dates:</b>	The dates for Auto Debit Facility shall be on the 1st, 7th,14th, 21st or 28th of every month.				

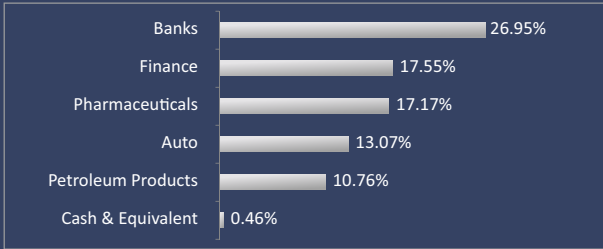
Name of the scheme	This product is suitable for investors who are seeking*
Motilal Oswal MOST Focused 25 Fund (MOST Focused 25): An Open Ended Equity Scheme	<ul style="list-style-type: none"> <li>Return by investing in upto 25 companies with long term sustainable competitive advantage and growth potential</li> <li>Investment in Equity and equity related instruments subject to overall limit of 25 companies</li> </ul>
Motilal Oswal MOST Focused Midcap 30 Fund (MOST Focused Midcap 30): An Open Ended Equity Scheme	<ul style="list-style-type: none"> <li>Long-term capital growth</li> <li>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</li> </ul>
Motilal Oswal MOST Focused Multicap 35 Fund (MOST Focused Multicap 35): An Open Ended Diversified Equity Scheme	<ul style="list-style-type: none"> <li>Long-term capital growth</li> <li>Investment in a maximum of 35 equity and equity related instruments across sectors and market-capitalization levels</li> </ul>
Motilal Oswal MOST Focused Long Term Fund (MOST Focused Long Term): An open ended equity linked saving scheme with a 3 year lock-in	<ul style="list-style-type: none"> <li>Long-term capital growth</li> <li>Investment predominantly in equity and equity related instruments;</li> </ul>
Motilal Oswal MOST Focused Dynamic Equity Fund (MOST Focused Dynamic Equity): An open ended equity scheme	<ul style="list-style-type: none"> <li>Long term capital appreciation</li> <li>investment in equity, derivatives and debt instruments</li> </ul>



**Investors understand that their principal will be at Moderately High risk**

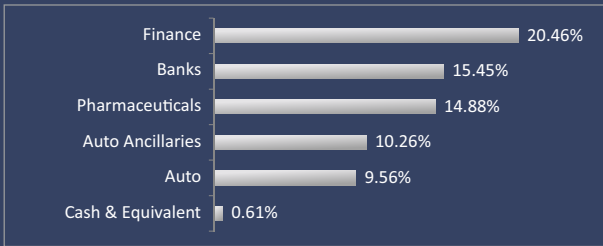
\*Investors should consult their financial advisers if in doubt about whether the product is suitable for them.

## Motilal Oswal MOST Focused Multicap 35 Fund



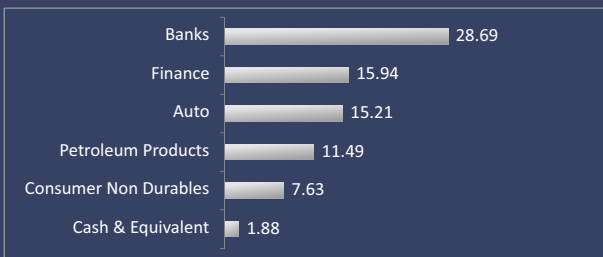
Sr. No.	Name of Instrument	% to Net Assets
1	HDFC Bank Ltd	9.01
2	IndusInd Bank Ltd	8.97
3	Eicher Motors Ltd	6.63
4	Maruti Suzuki India Ltd	6.43
5	RBL Bank Ltd	6.08

## Motilal Oswal MOST Focused Midcap 30 Fund



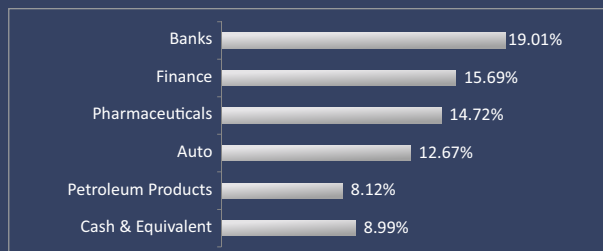
Sr. No.	Name of Instrument	% to Net Assets
1	RBL Bank Ltd	11.38
2	Max Financial Services Ltd	9.06
3	TVS Motor Company Ltd	6.43
4	The Ramco Cements Ltd	6.13
5	Amara Raja Batteries Ltd	6.13

## Motilal Oswal MOST Focused 25 Fund



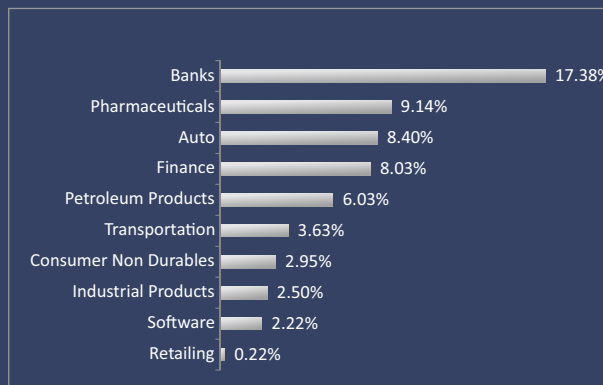
Sr. No.	Name of Instrument	% to Net Assets
1	HDFC Bank Ltd	9.70
2	Kotak Mahindra Bank Ltd	9.13
3	Max Financial Services Ltd	8.97
4	Maruti Suzuki India Ltd	8.32
5	Lupin Ltd	7.17

## Motilal Oswal MOST Focused Long Term Fund



Sr. No.	Name of Instrument	% to Net Assets
1	HDFC Bank Ltd	7.56
2	IndusInd Bank Ltd	7.55
3	Can Fin Homes Ltd	6.83
4	Eicher Motors Ltd	6.74
5	Maruti Suzuki India Ltd	5.93

## Motilal Oswal MOST Focused Dynamic Equity Fund



Name of Instrument	% to Net Assets
<b>Top 5 Equity Holdings</b>	
1. HDFC Bank Ltd	5.84
2. IndusInd Bank Ltd	5.45
3. Maruti Suzuki India Ltd	4.48
4. Eicher Motors Ltd	3.92
5. Bharat Petroleum Corporation Ltd	3.68
<b>Total Equities</b>	<b>60.49</b>
<b>Total Fixed Income</b>	<b>26.43</b>
<b>Total Cash and Equivalent</b>	<b>17.91</b>
<b>Equity derivatives</b>	<b>-4.84</b>