

# Consumption is always ON

Introducing

## **Motilal Oswal Consumption Fund**

An open-ended equity scheme following  
consumption theme

**NFO Period:**

1<sup>st</sup> October to 15<sup>th</sup> October 2025





An AMC Following High Growth Investing on a High Growth Trajectory

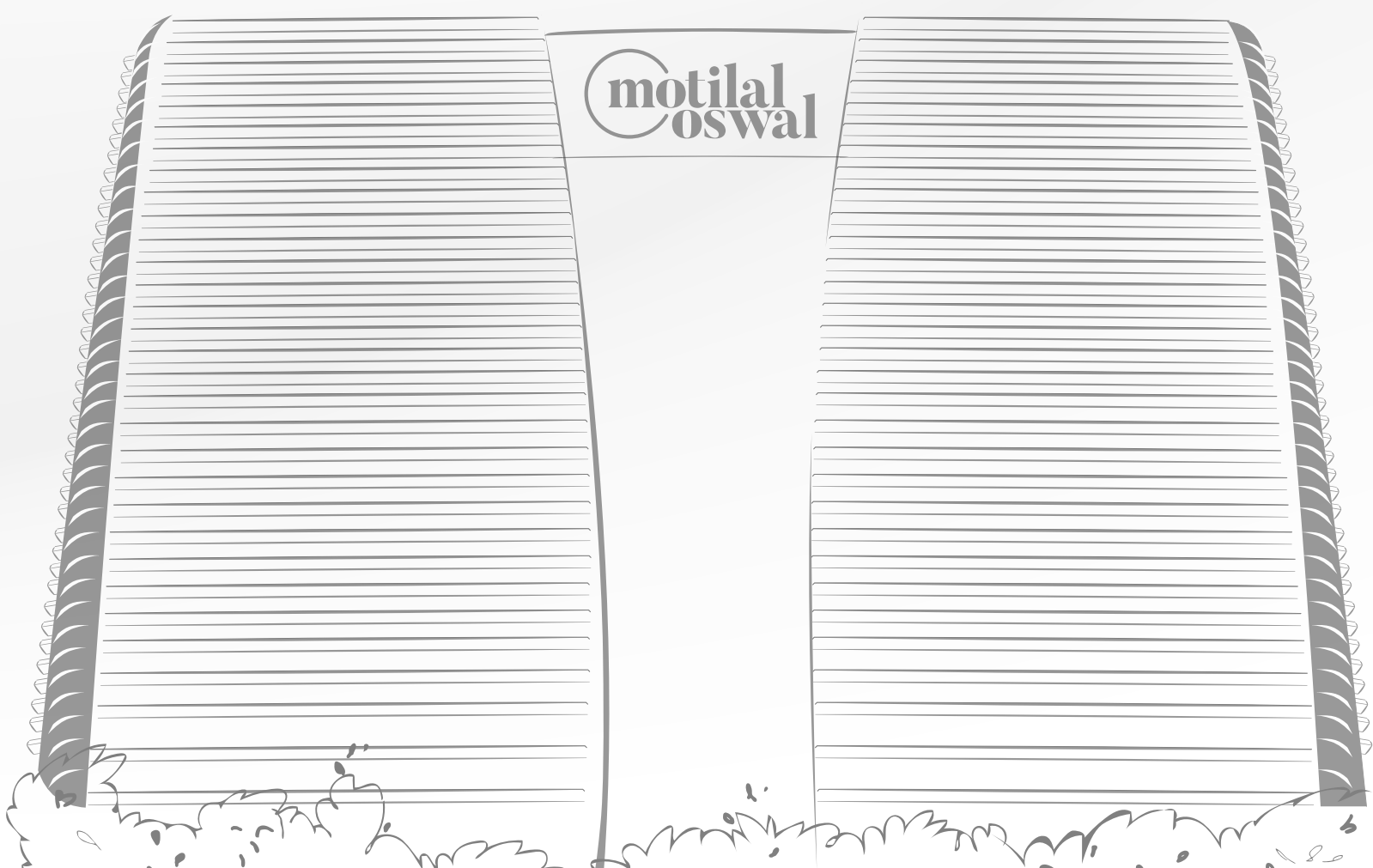


Assets Under Management (AUM)

Our company is one of the fastest growing AMCs, managing over **₹1,59,900 Cr+** in total AUM

In Active Funds we manage **~₹90,000 Cr+**, **~₹36,000 Cr+** in Passive Funds, **~₹15,000 Cr+** in PMS AUM, **~₹18,000 Cr+** in Category III AIF

Our SIP book has grown to **~₹1,400 Cr+** a **~3.5x** over last year



An AMC Following High Growth Investing on a High Growth Trajectory



Valued Patrons

Investors are our brand ambassadors

We cater to **~83+ lakh** unique investors, with  
**~100+ lakh** total folios in mutual funds and  
**~22,700+** unique PANs in PMS and AIF segment



Skin in the Game

MOAMC has **570+** employees and we have **~8600 Cr+**  
AUM invested in our own funds - 'Skin in the Game'

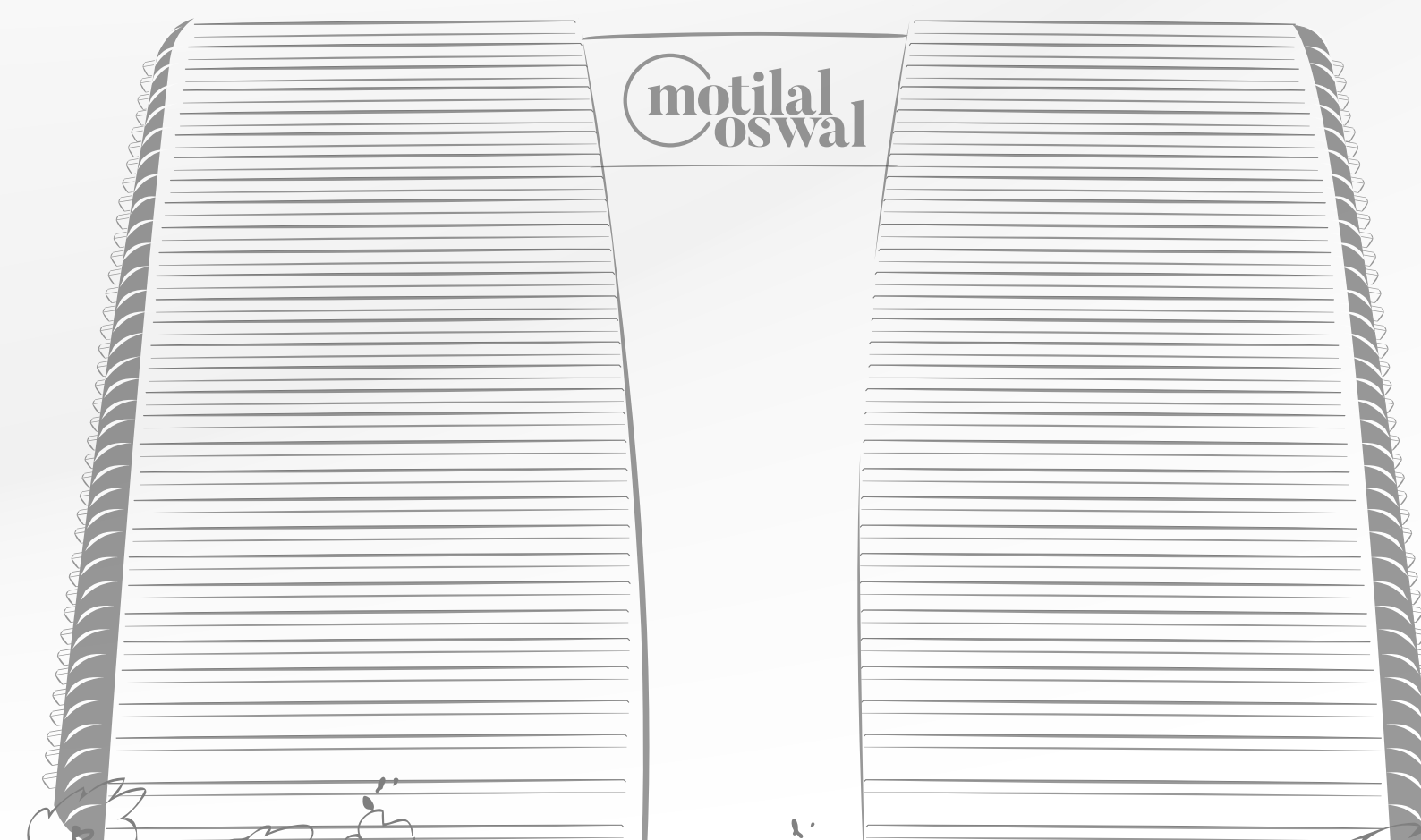


Our Network

More closer to you

Our network comprises of **49,500+** empaneled  
distributors, **64 branches** across India, and covering  
over **90%** of pin codes in India

AUM as on: 31<sup>st</sup> August 2025. | The term 'Hi-Quality and Hi-Growth Portfolios' refer to Motilal Oswal AMC's defined fund management processes based on internal qualitative and quantitative research parameters & not to be construed as investment advice to any party. | The QGLP strategy emphasizes investments in companies with a high quality of business and management, strong earnings growth potential, sustainable longevity, and attractive price valuations. While these factors are considered when constructing the portfolio, there is no assurance that this approach will outperform the market or provide positive returns. The strategy is subject to market risks and may experience periods of underperformance. | Assets Under Management as on 30th June 2025 (in lakhs) includes: Liquid Fund: 109193.28 | Debt: 57699.75 | Hybrid: 176984.73 | Equity: 8606855.27 | Solution Oriented Schemes: 0 | Index Funds: 2102476.15 | Gold ETF: 0 | Other ETF: 1211303.31 | FOF Overseas: 3133.25 Geographical Spread (%): Top 5 Cities: 50.88 | Next 10 Cities: 12.80 | Next 20 Cities: 6.31 | Next 75 Cities: 7.87 | Others: 22.07



Recent NFO Performance

Scheme Name	Since Inception Performance		Alpha	Inception Date
	Scheme	Benchmark		
Motilal Oswal Small Cap Fund	19.68%	11.81%	7.87%	26 <sup>th</sup> Dec'23
Motilal Oswal Large Cap Fund	21.78%	9.01%	12.77%	6 <sup>th</sup> Feb'24
Motilal Oswal Multicap Fund	28.98%	0.98%	27.94%	18 <sup>th</sup> Jun'24
Motilal Oswal Manufacturing Fund	11.73%	-1.38%	13.11%	8 <sup>th</sup> Aug'24
Motilal Oswal Business Cycle Fund	25.80%	-3.86%	29.66%	27 <sup>th</sup> Aug'24
Motilal Oswal Digital India Fund	1.31%	-8.78%	10.09%	4 <sup>th</sup> Nov'24
Motilal Oswal Innovation Opportunities Fund	49.25%	18.48%	30.77%	18 <sup>th</sup> Feb'25

Data as on: 31<sup>st</sup> August 2025. Benchmark for Motilal Oswal Small Cap Fund – Nifty Smallcap 250 TRI | Motilal Oswal Large Cap Fund – Nifty 100 TRI | Motilal Oswal Multicap Fund, Motilal Oswal Business Cycle Fund, Motilal Oswal Innovation Opportunities Fund – Nifty 500 TRI, Motilal Oswal Manufacturing Fund – Nifty India Manufacturing TRI, Motilal Oswal Digital India Fund– BSE TECK TRI. For other schemes managed by the fund manager kindly click on: <https://www.motilaloswalmf.com/CMS/assets/uploads/Documents/1c0a6-annexure-aug-25.pdf>

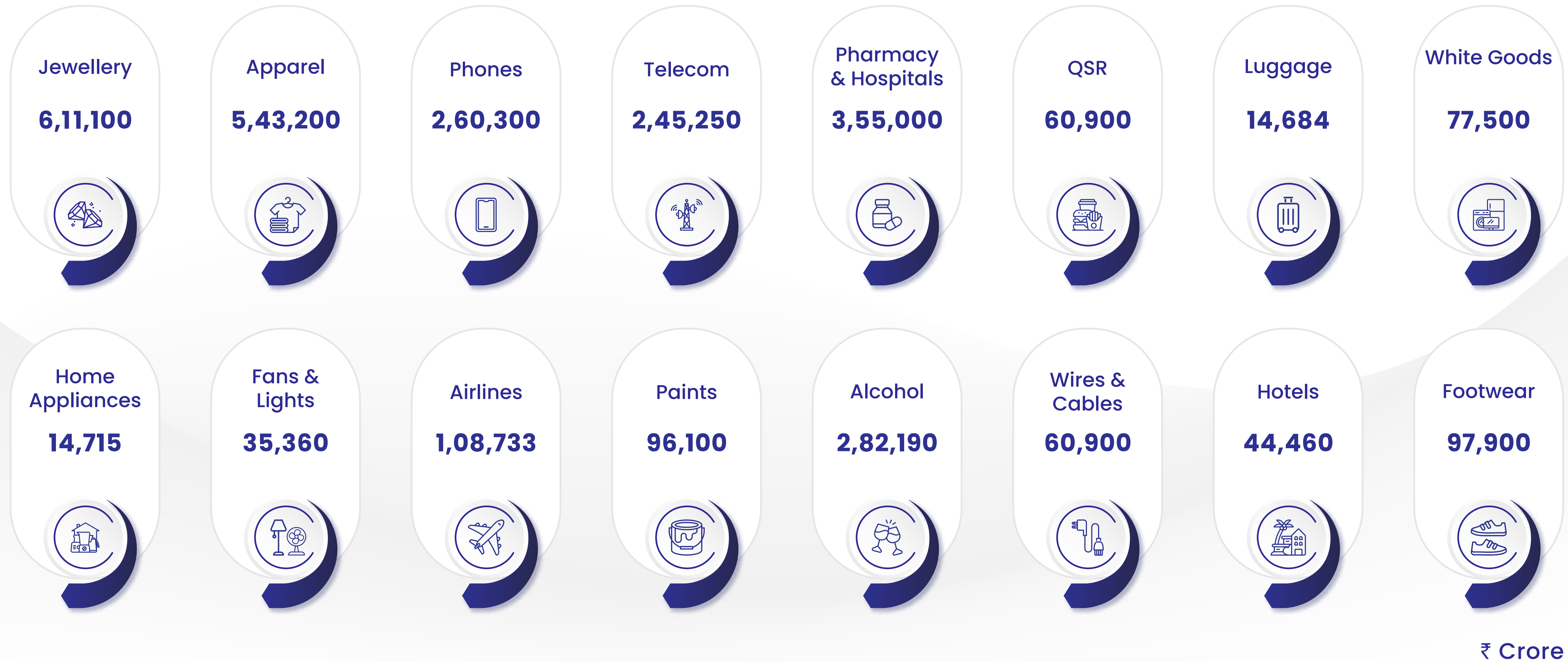




# Consumption

A Multi-decadal Theme

# India Spends more than ₹30 Tn on Discretionary Segment





# A Billion Dreams; a Trillion Dollar Market

- **Luxury Car Sales Surge**

Luxury car sales grow

**25–30% YoY**

- **Hotel Revenue Milestone**

Hotel sector reaches

**USD 281.83 Bn**

in revenue

- **E-Commerce Market Size**

E-commerce  
market reaches

**USD 136.43 Bn**

- **Insurance Market Size**

Insurance market  
projected to reach

**USD 807.9 Bn**



- **Smartphone Revenue Peak**

Smartphone  
revenue reaches

**USD 48.2 Bn**

- **UPI Transactions Milestone**

UPI crosses

**20 Bn** transactions

- **Air Conditioner Expansion**

Air conditioner market

grows at **15.6%** CAGR,  
tier-2/3 cities drive

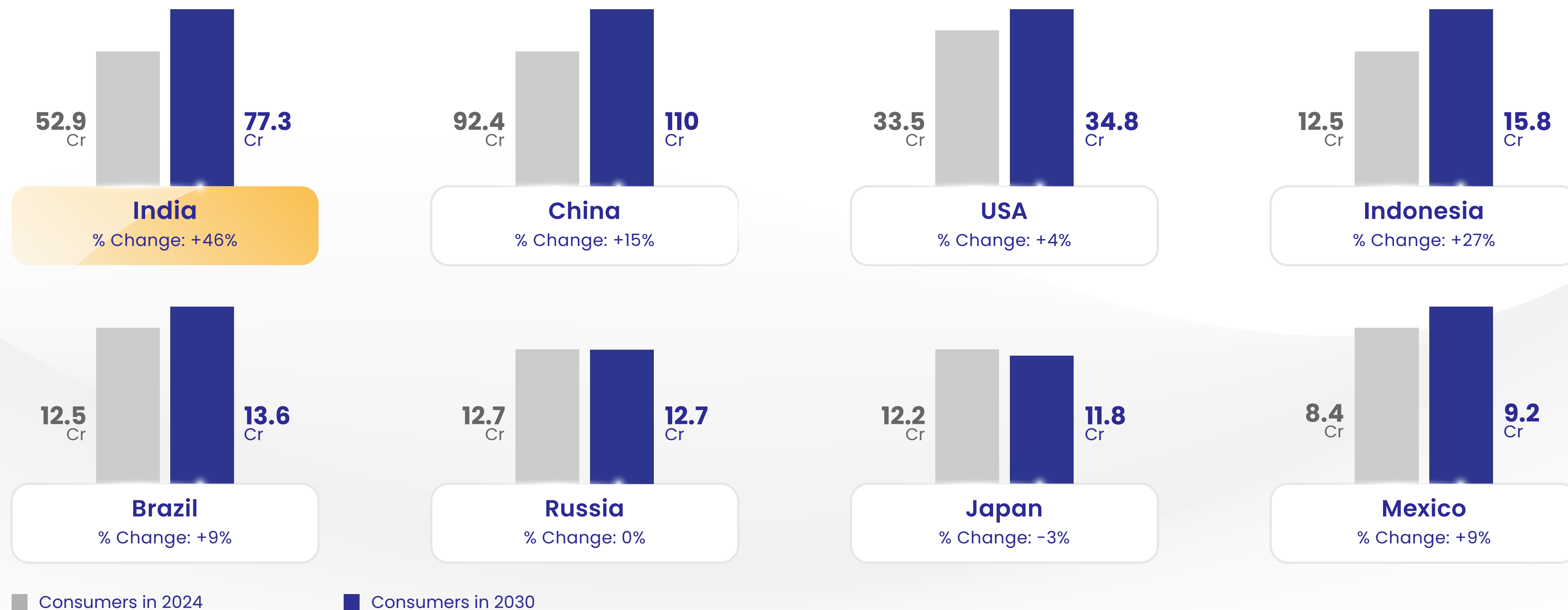
- **Alcohol Market Premiumization**

Alcohol sales estimated

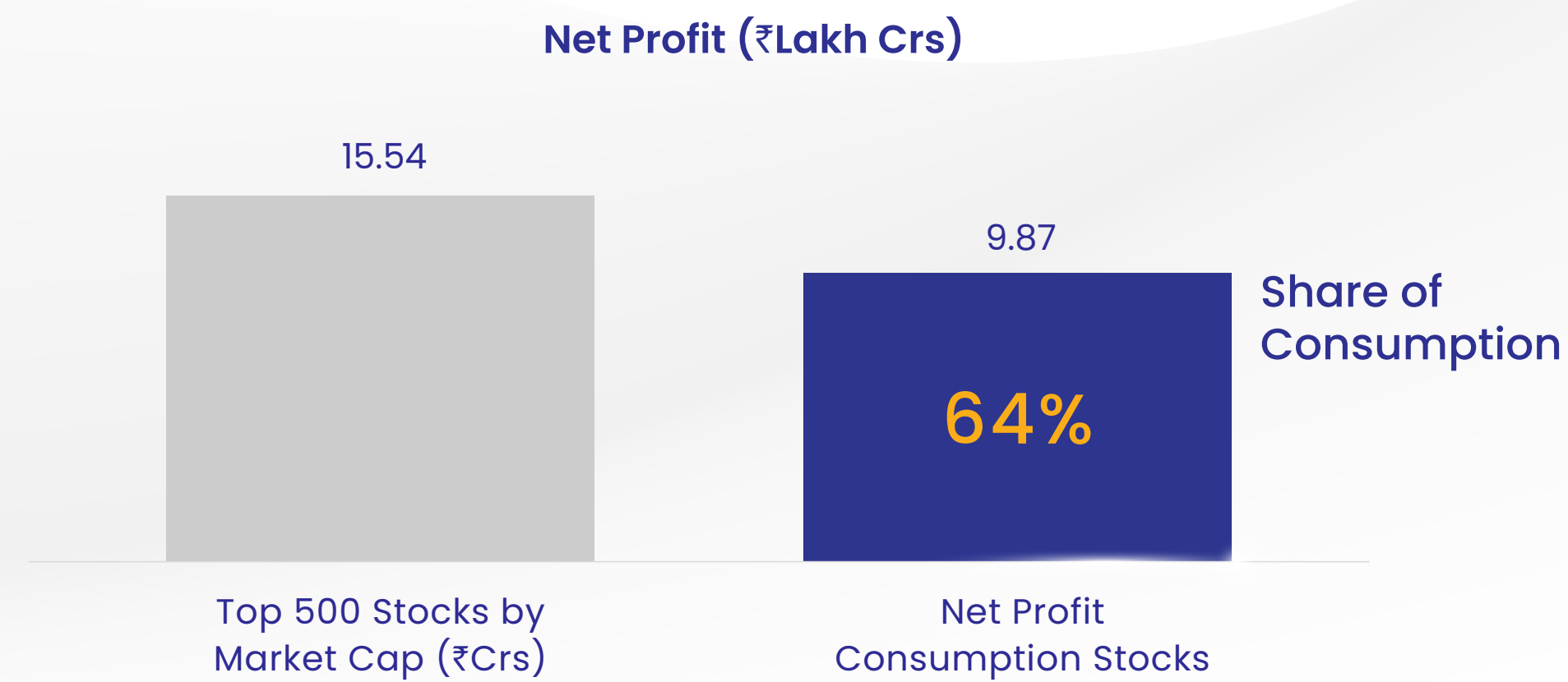
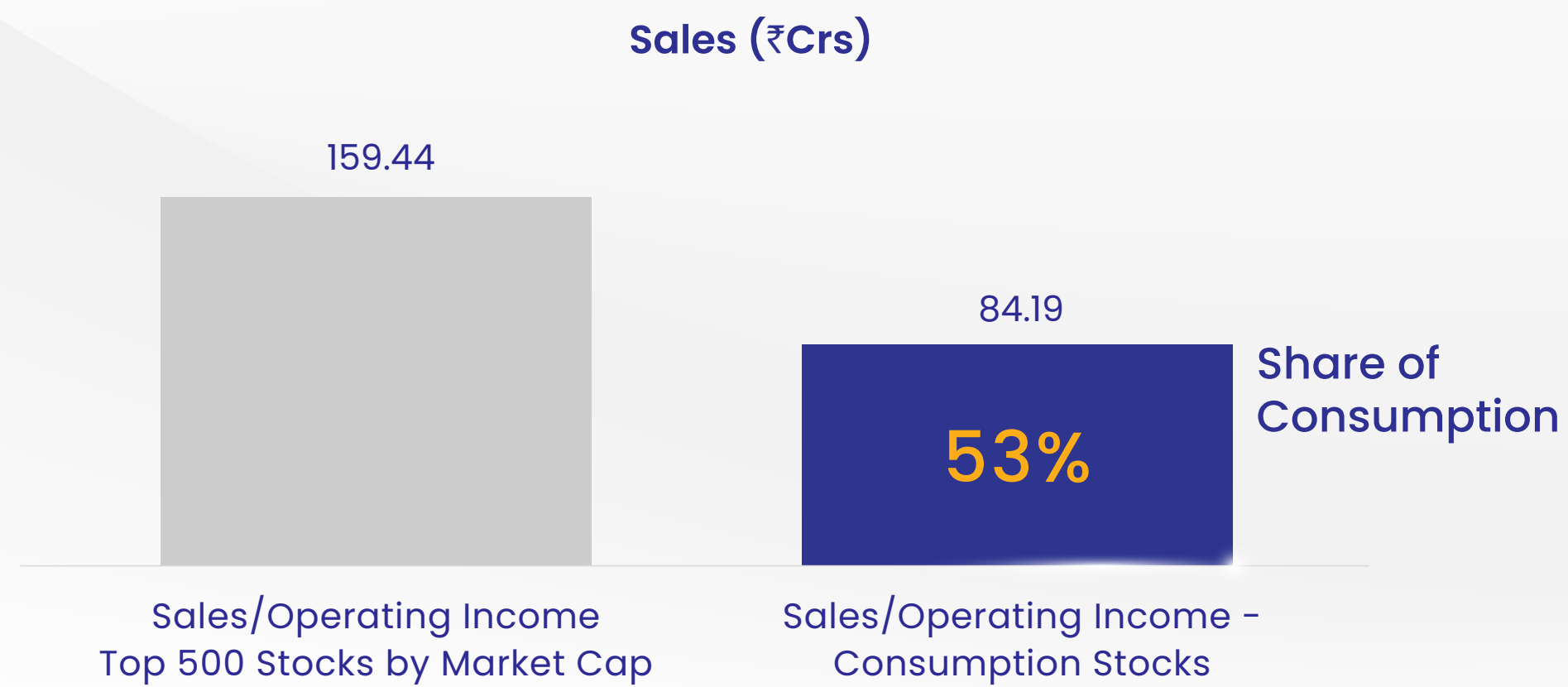
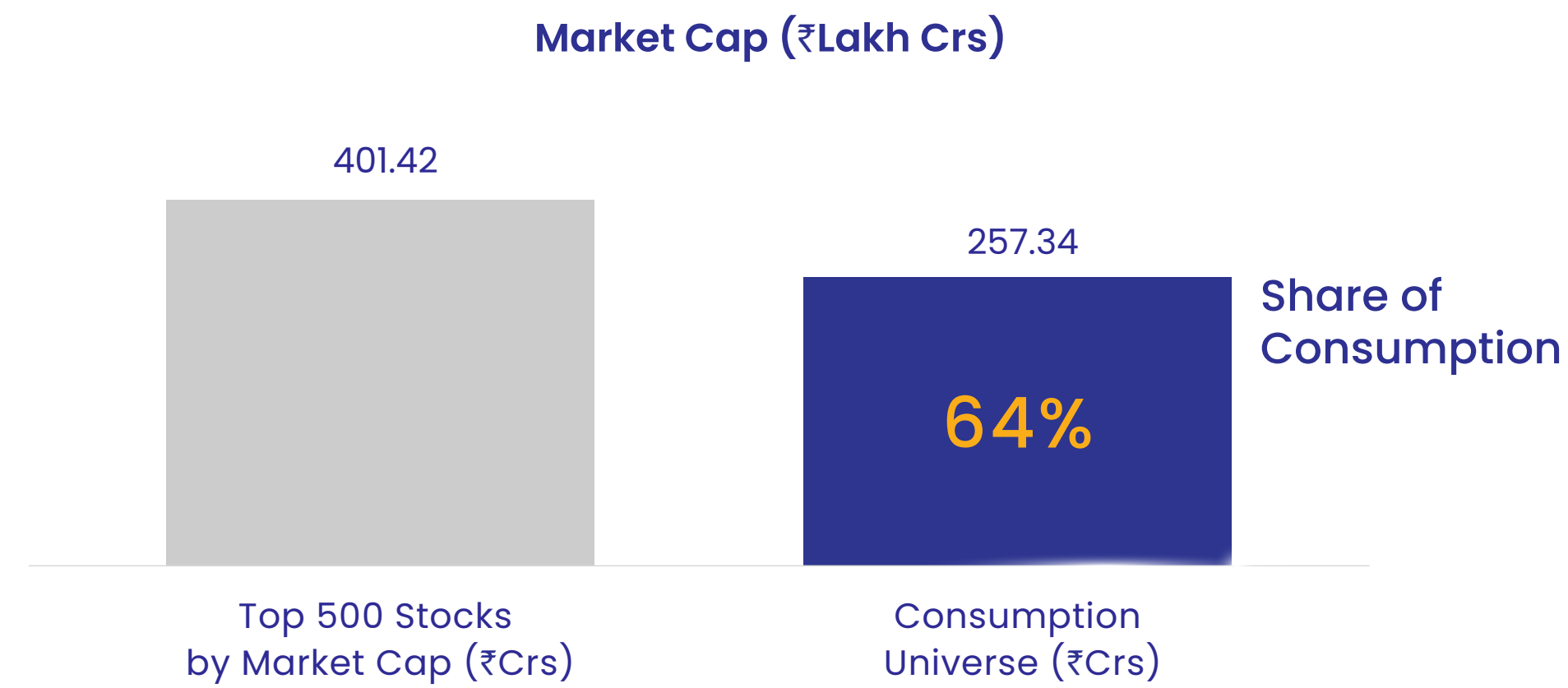
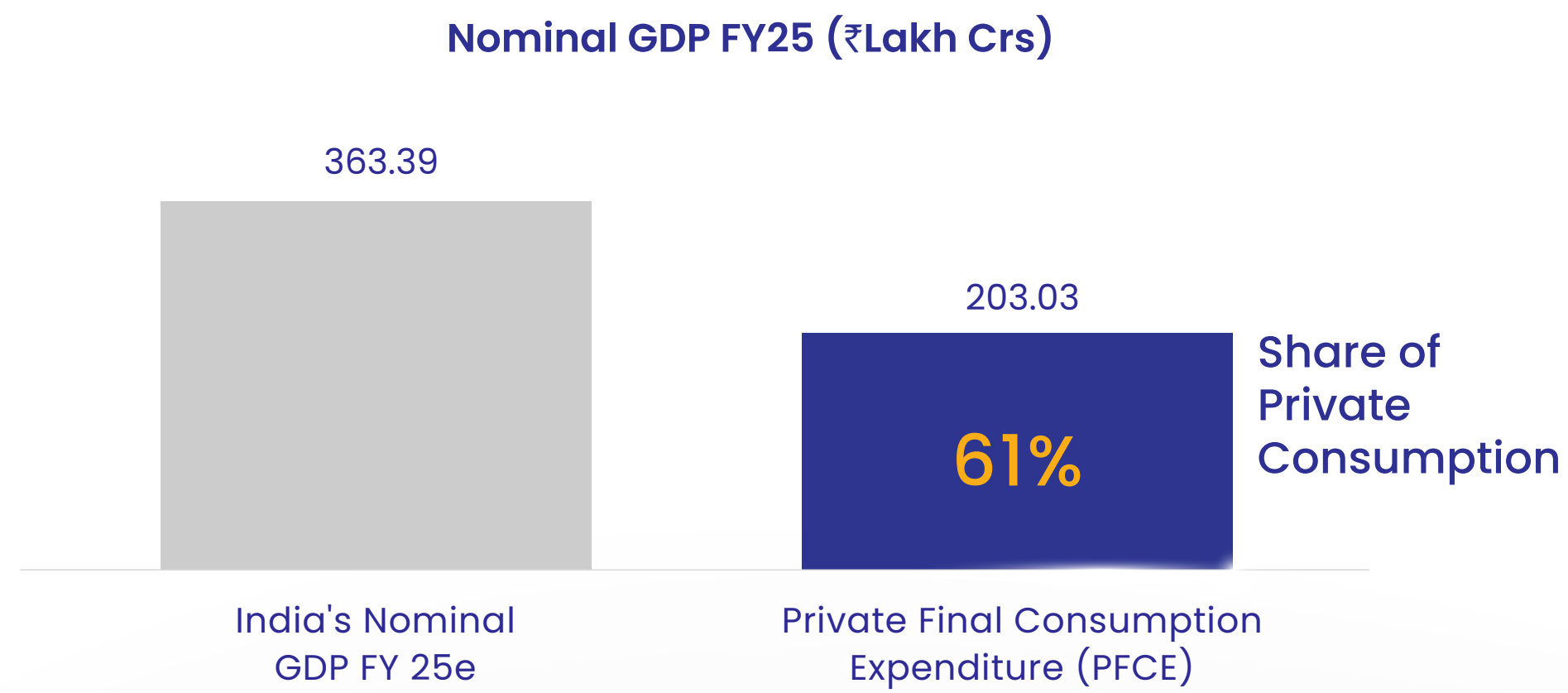
at **USD 200 Bn**  
premium/craft focus

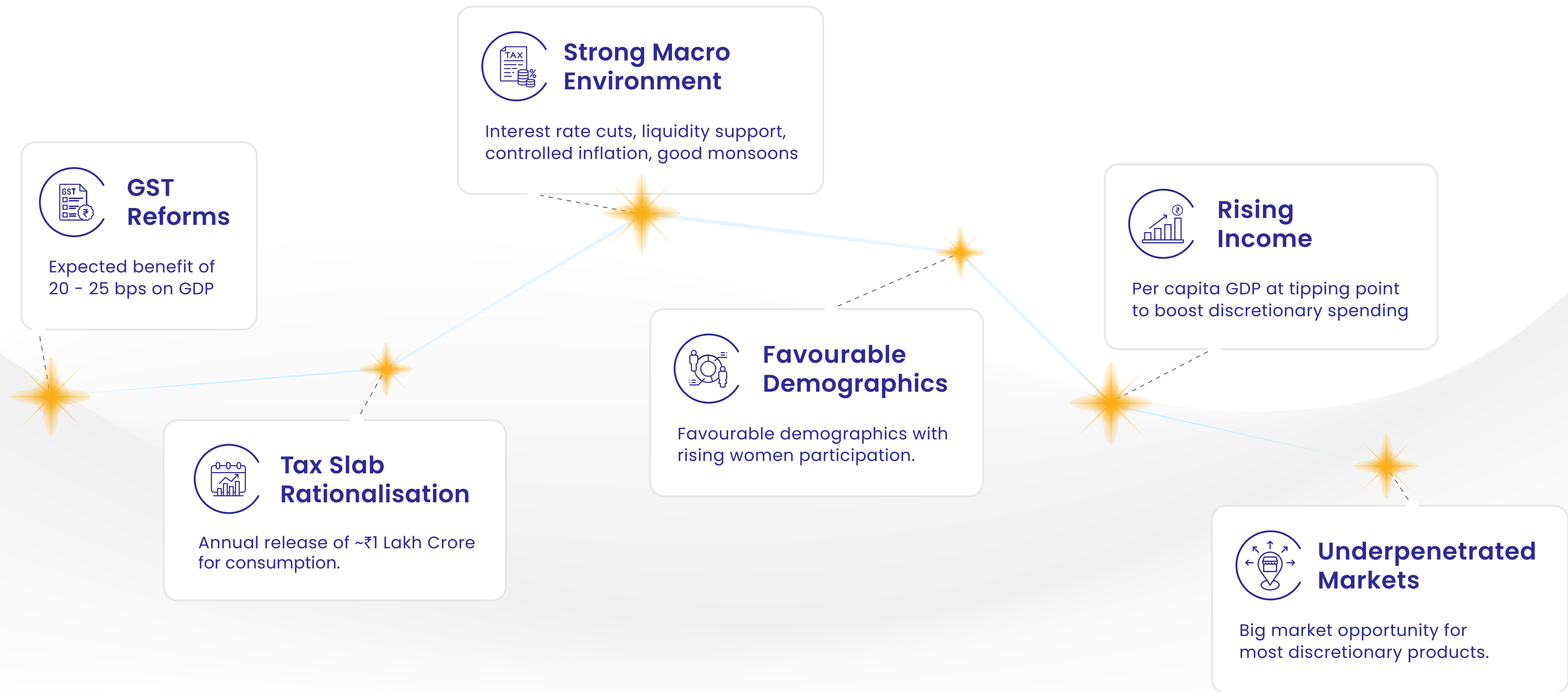
# India is Amongst the Largest & Fastest Growing Consumer Market

A consumer is classified as someone who spends at least \$12/day.

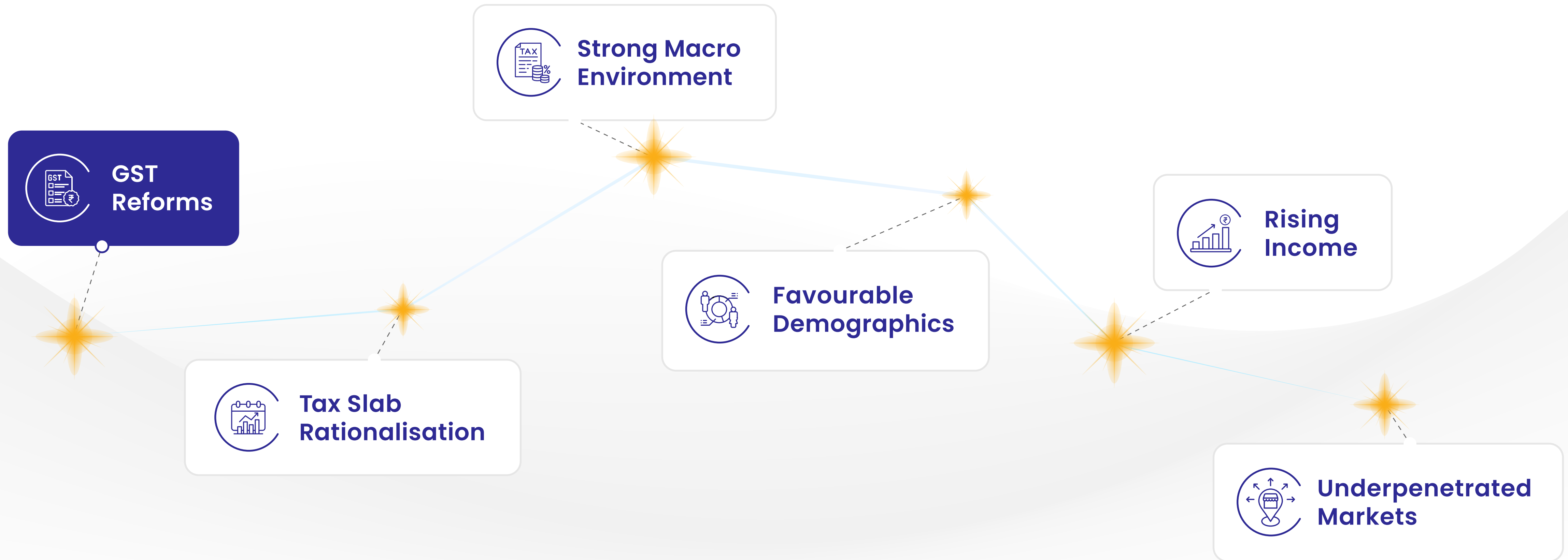












# GST 2.0 - A Tailwind For Consumption Growth

Reduction from

**12% to 5%**

**Products/Services**

- ✓ Leather, Handicraft, Sports Gloves, Handmade Shawls
- ✓ Textile Products and Articles
- ✓ Footwear
- ✓ Condensed Milk, Cheese, Butter, Milk, Beverages, Pre-packaged Foods, Namkeens
- ✓ Medical Grade Oxygen, Glucometer
- ✓ Life Saving Drugs & Medicines

Reduction from

**28% to 18%**

**Products/Services**

- ✓ TV (>32 Inch), AC, Dish Washers, 3W, Motorcycles, Automobiles (Small 4W, Larger Vehicles benefit from removal of Cess)

Reduction from

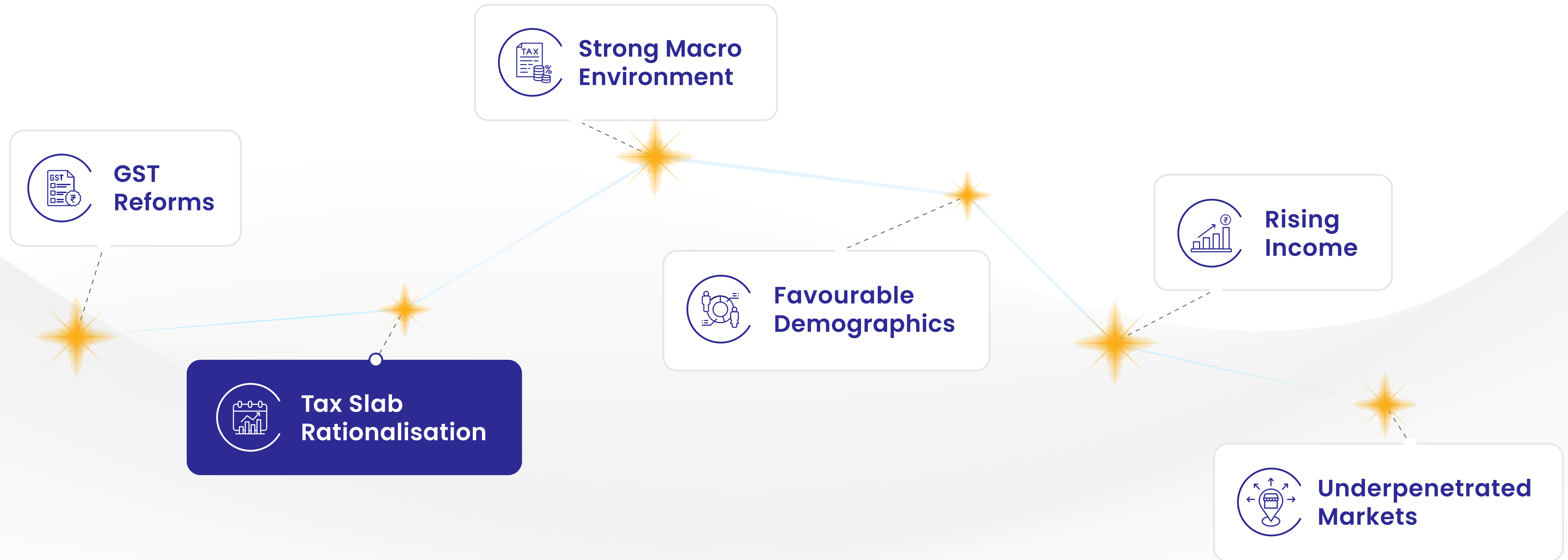
**18% to 5%**

**Products/Services**

- ✓ Hair oil, Shampoo, Toothpaste, Shaving cream, Toilet soap, Ice Cream, Chocolates/Cocoa
- ✓ Insurance
- ✓ Discretionary Consumption

Estimated to have positive impact of 20–30 bps on GDP Passing of Savings on GST to Consumers expected to boost consumption



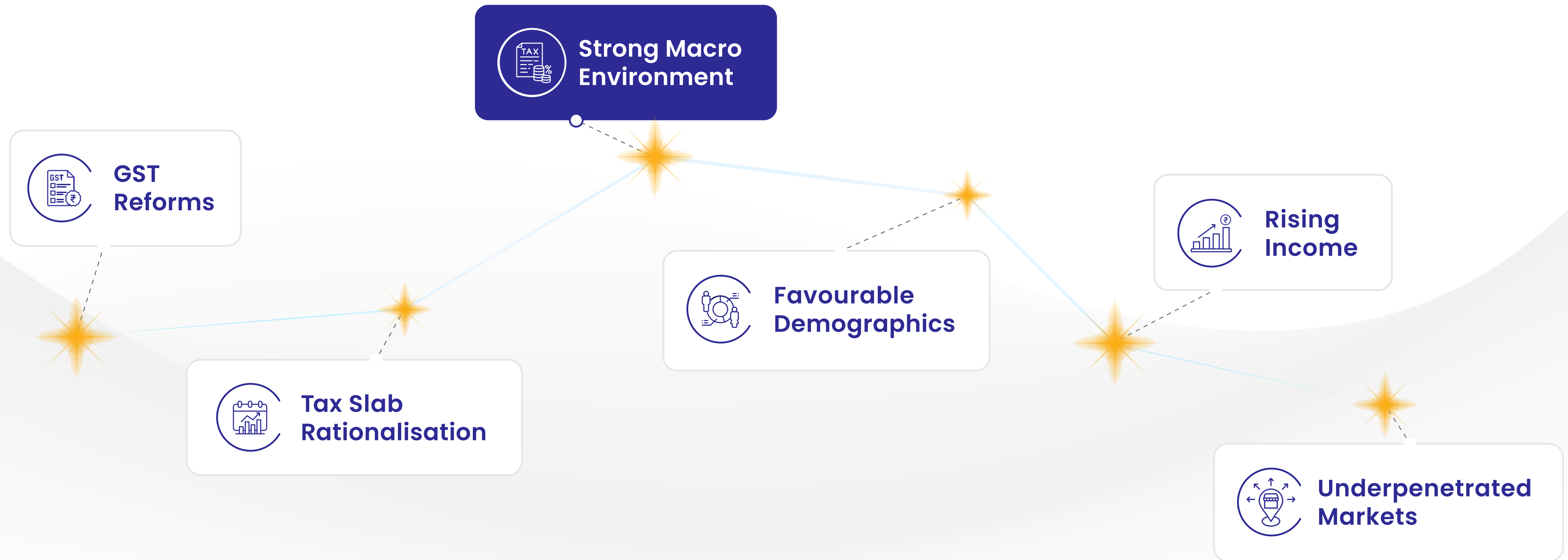


# Tax Rationalisation in Union Budget

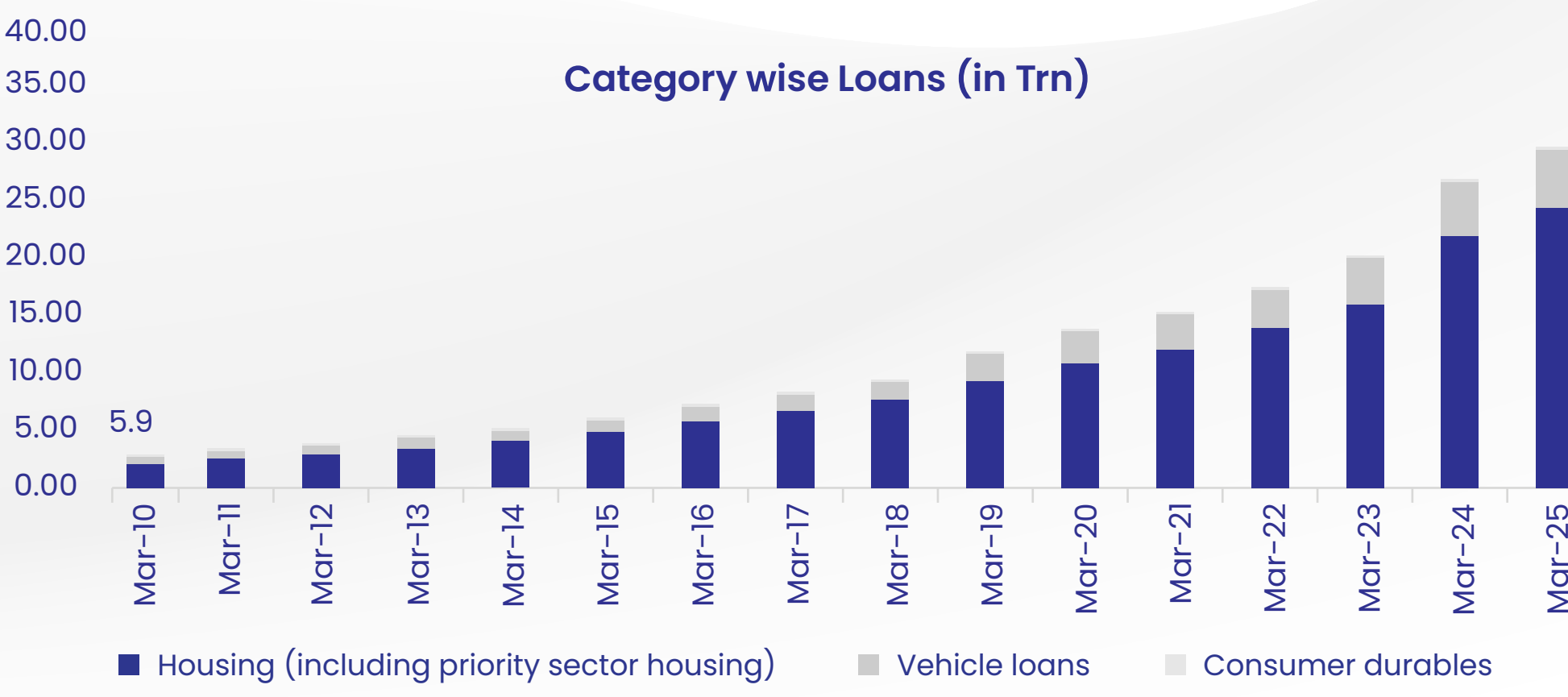
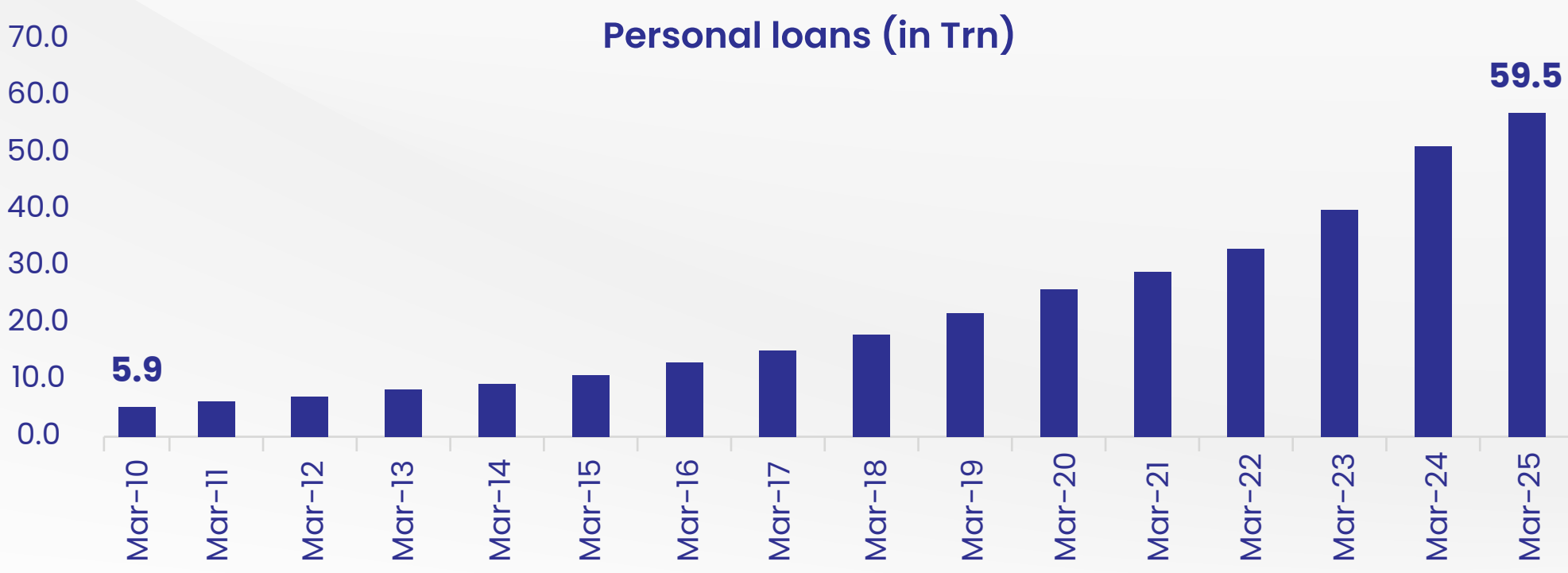
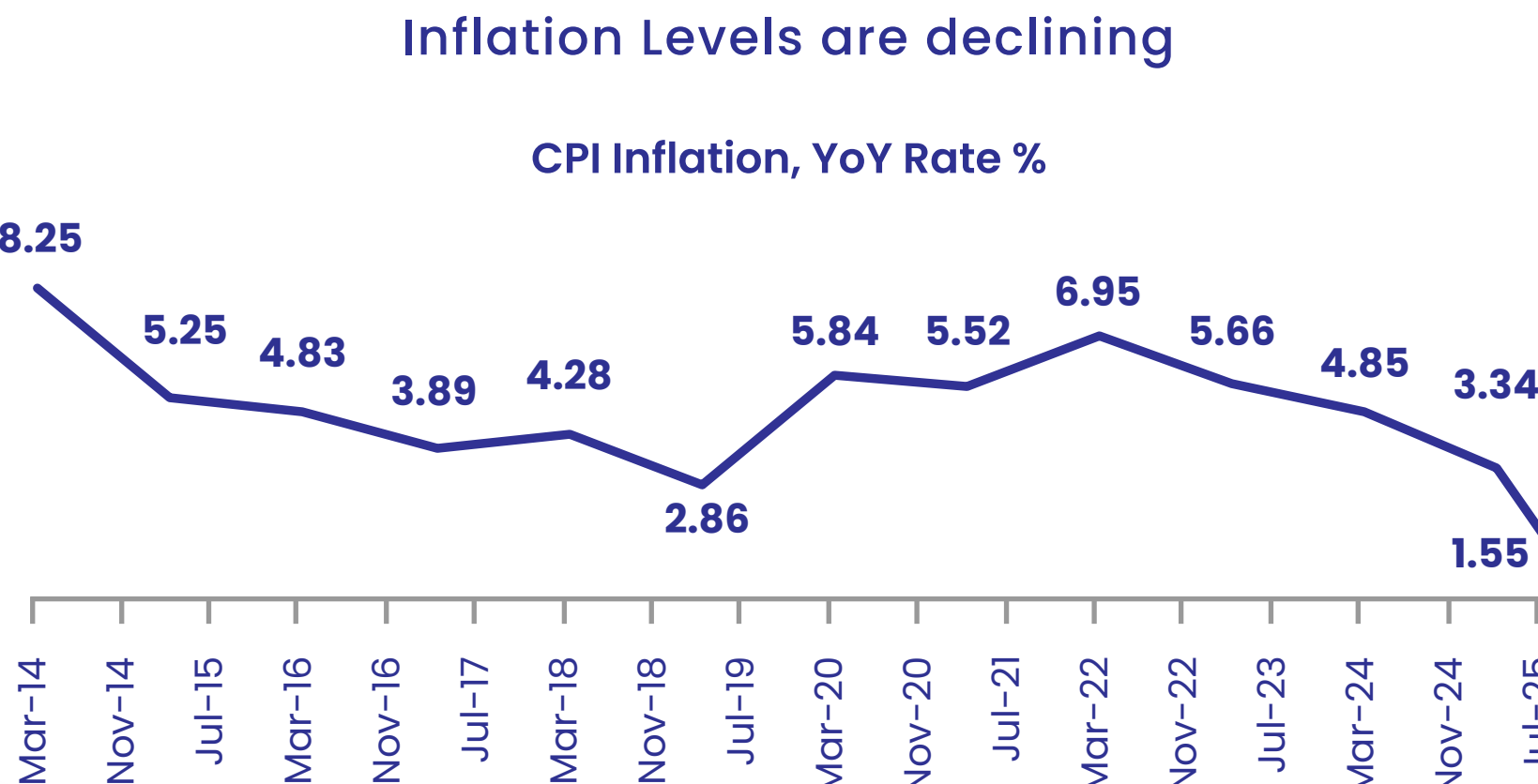
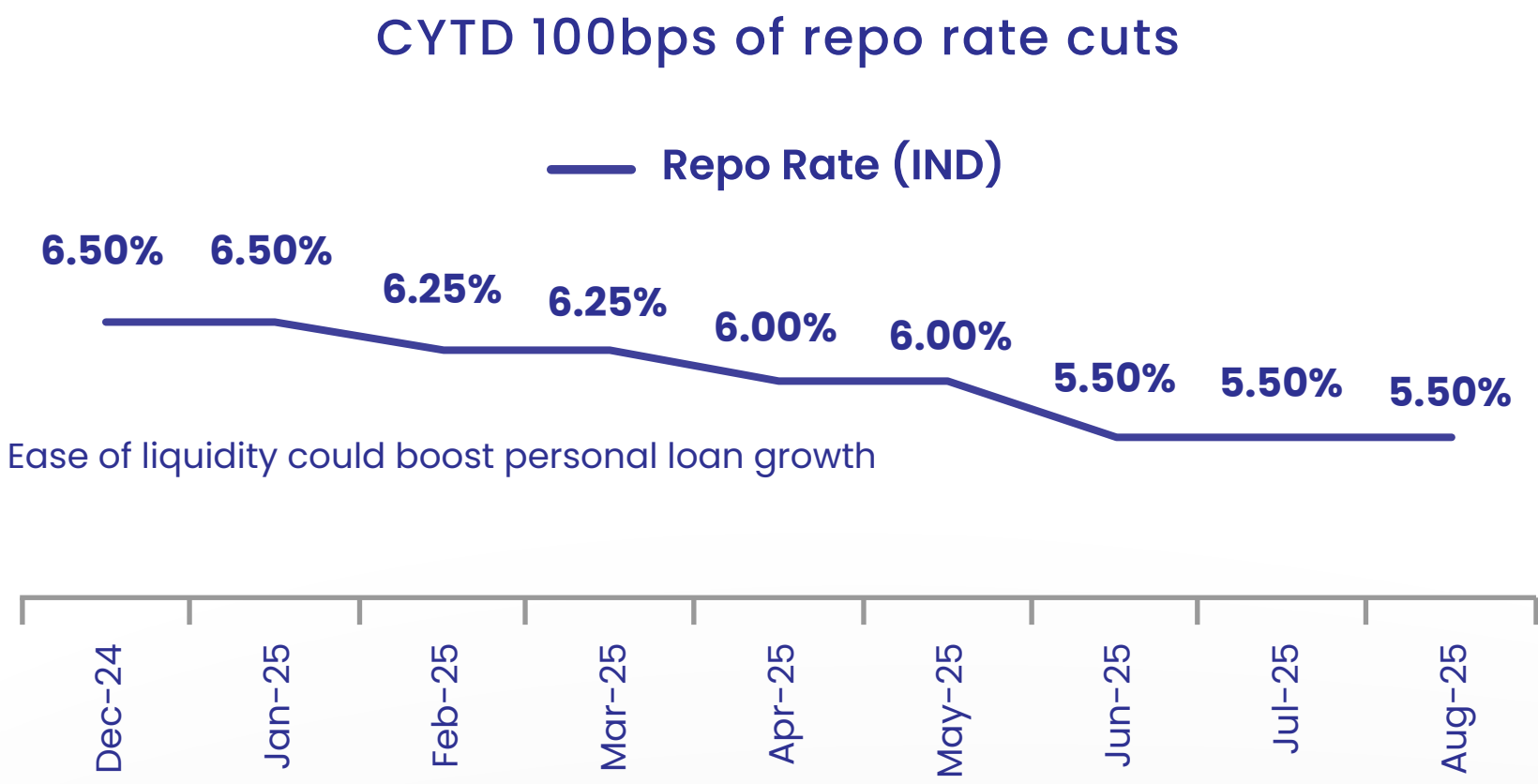
- Personal Income of upto ₹ 12 Lakh to attract no Income Tax
- Release of ~₹ 1 Lakh Crores annually by Government in the hands of consumers
- Will boost Consumer Confidence and Consumer Spending
- Upcoming 8<sup>th</sup> Pay Commission to further enhance disposable income and spending power





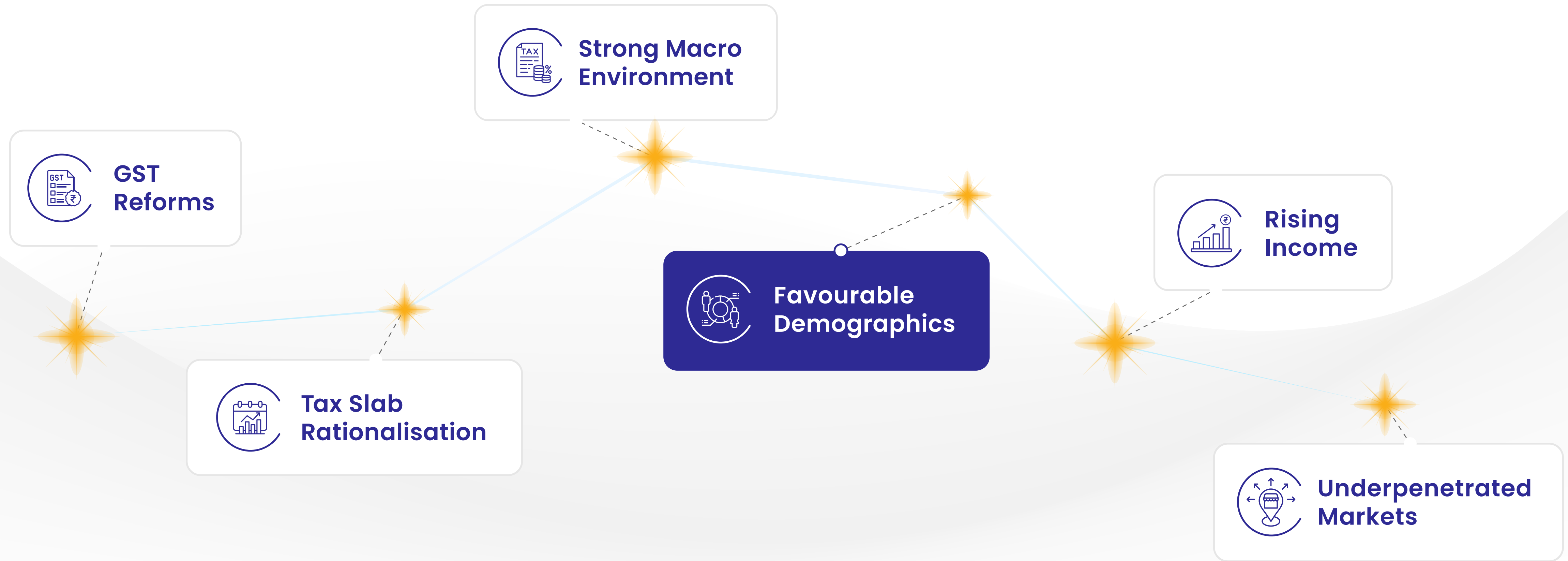


Monetary Policy, Contained Inflation & Good Monsoons – All Conducive to Support Growth



Source: RBI, MOSPI, NSO, Elara Securities, CRIF Research MOAMC Internal. Inflation Rate for July'25 is provisional. The information presented is based on current market conditions and economic data and is for illustrative purposes only. Past performance does not guarantee future results. While ease of liquidity may support personal loan growth, this is not assured and actual outcomes may vary due to changing factors. This should not be considered as investment advice or a guarantee of future performance.

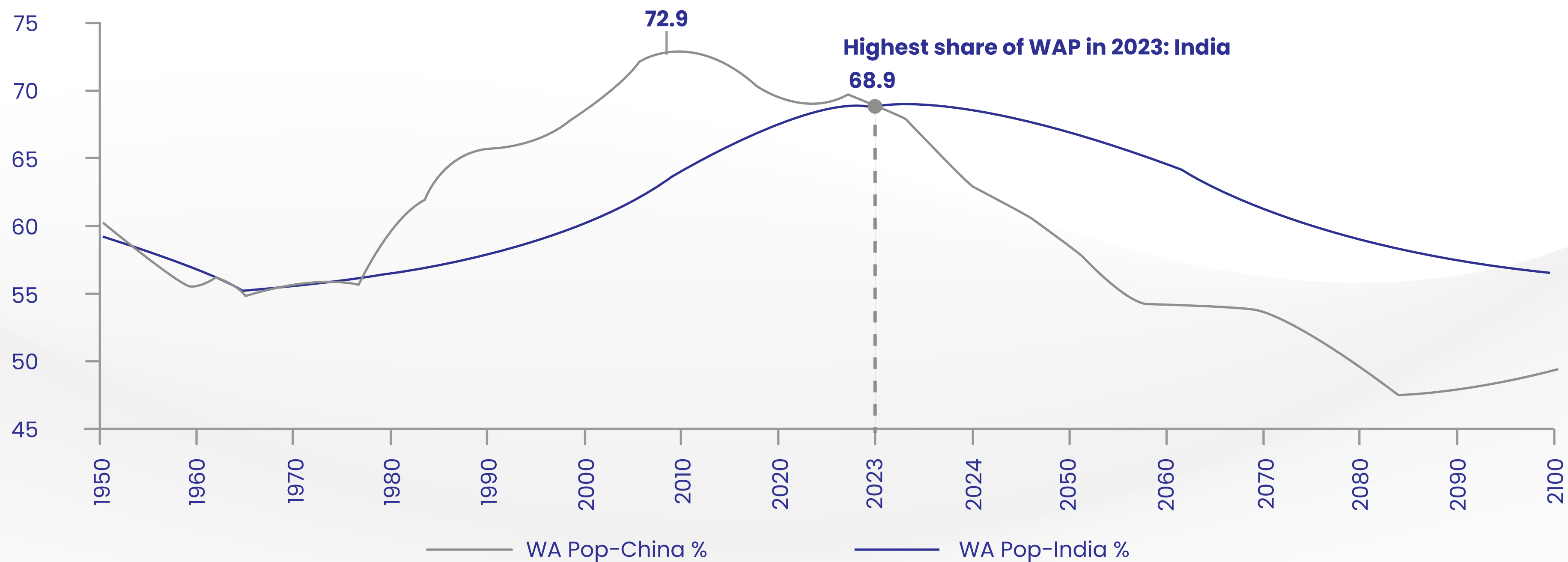




## India on the Right Side of Demographics – High Working Age Population & Rising Women Participation in workforce – A Force Multiplier

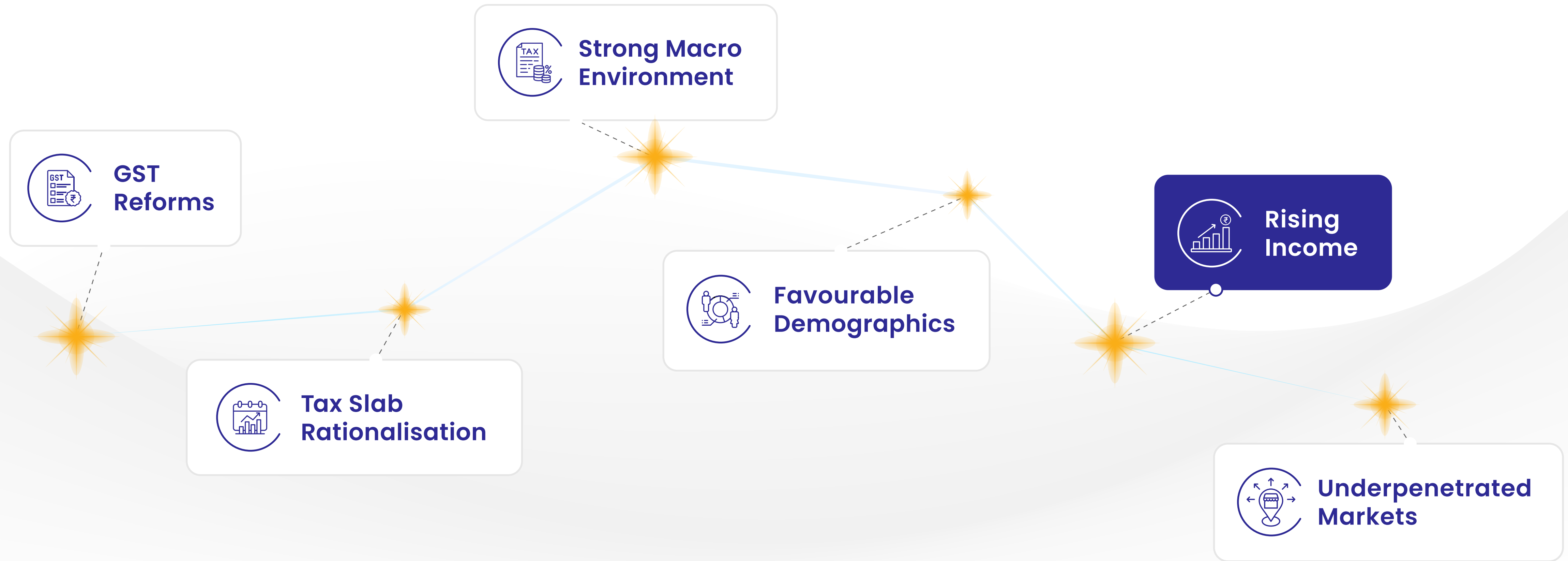
### A worker boom

India's working-age population to total population ratio will be the highest among all large economies.

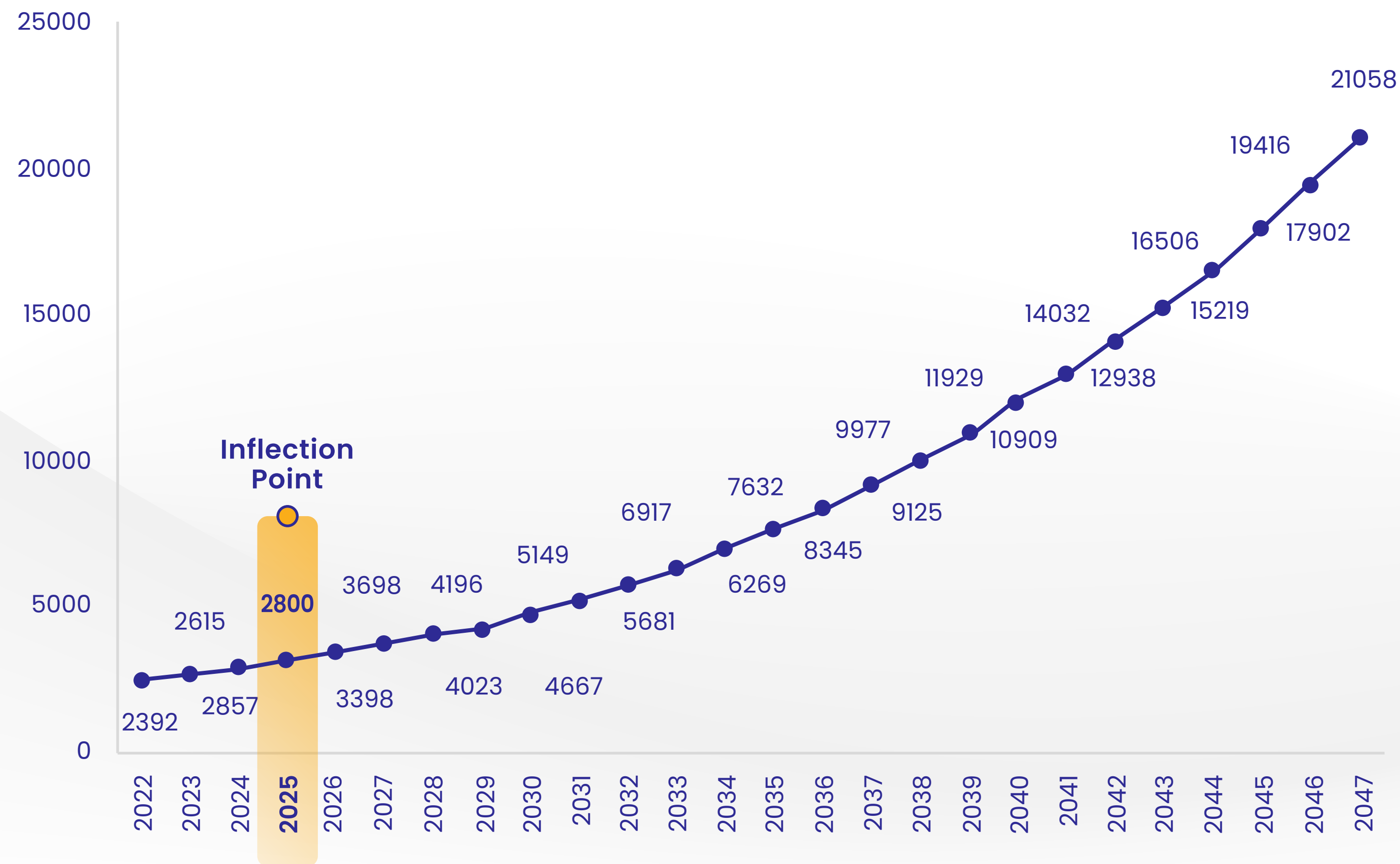


Source (Basis data): UN Population statistics 2022: WAP stands for working age population





## India's Rising Income – Augurs well for Discretionary Spending

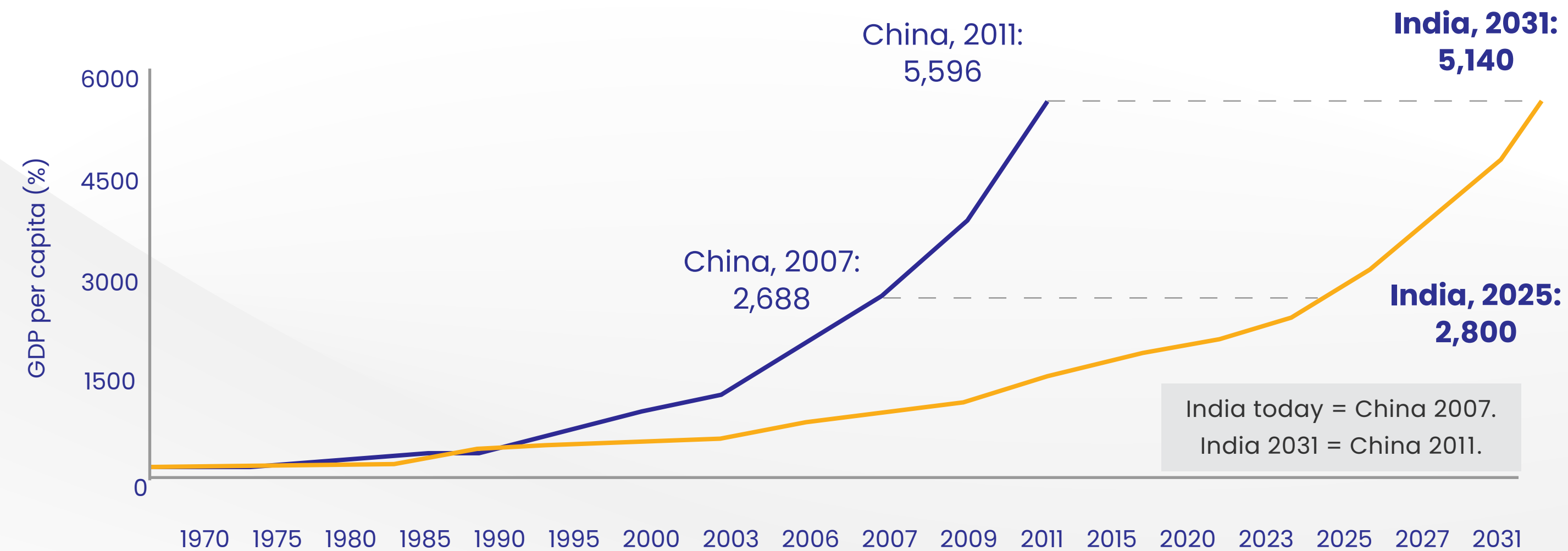


- Rising Per Capita GDP leads to rising disposable income
- First it reflects in higher discretionary spending, followed by premiumization
- It may also lead to higher access and usage of credit for consumption financing

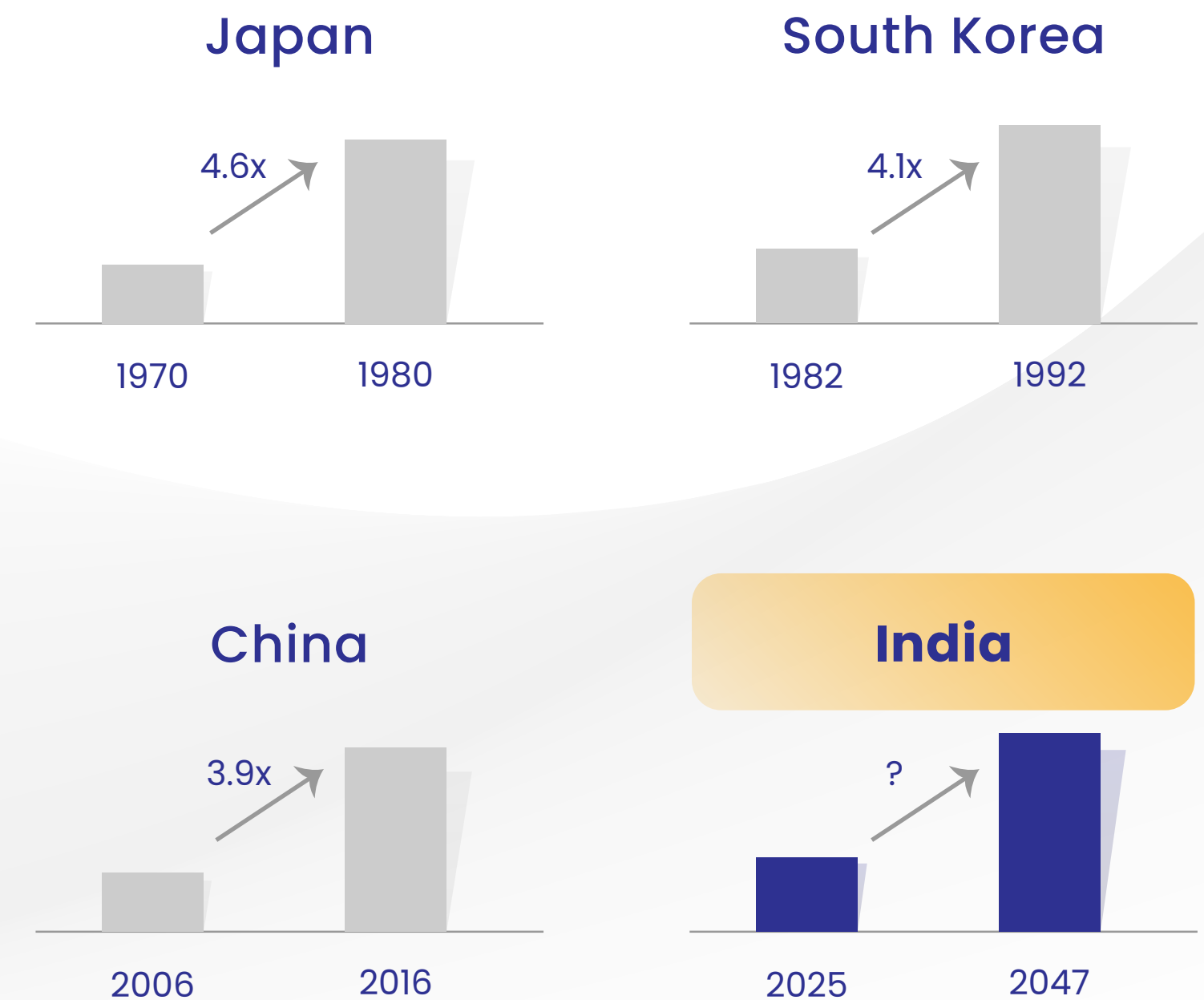
# India's Per Capita is at an Inflection Point

India is at where China was more than a decade ago

Per Capital GDP vs China

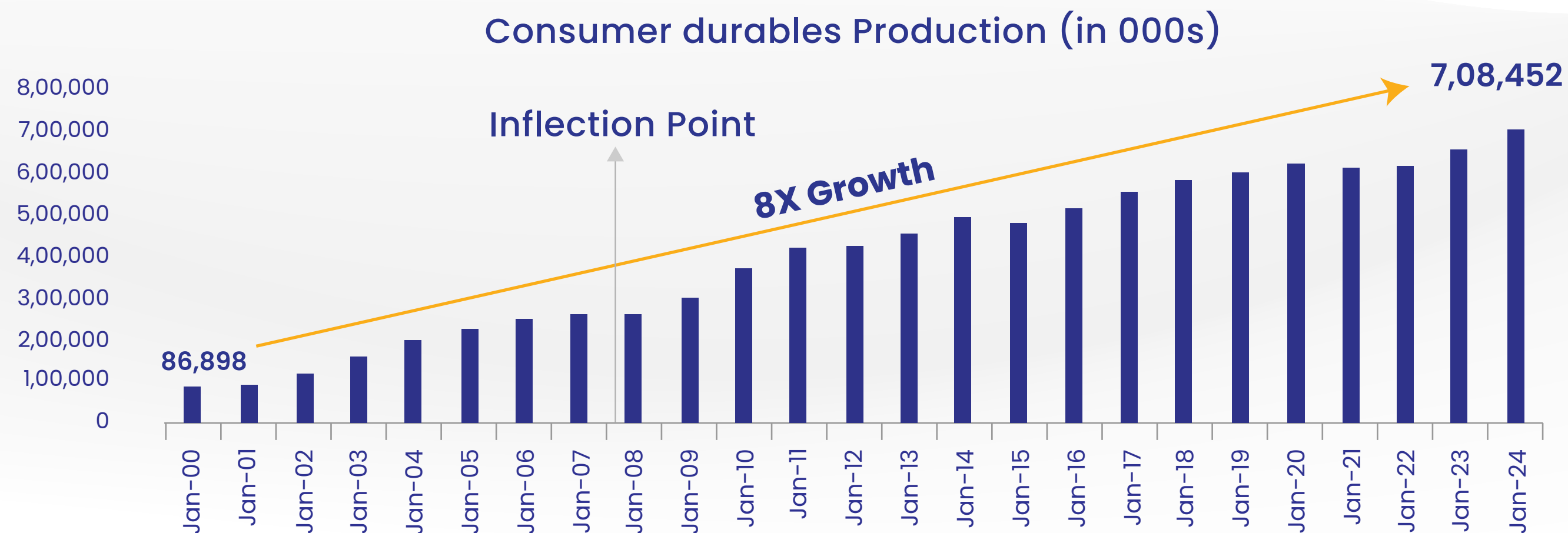
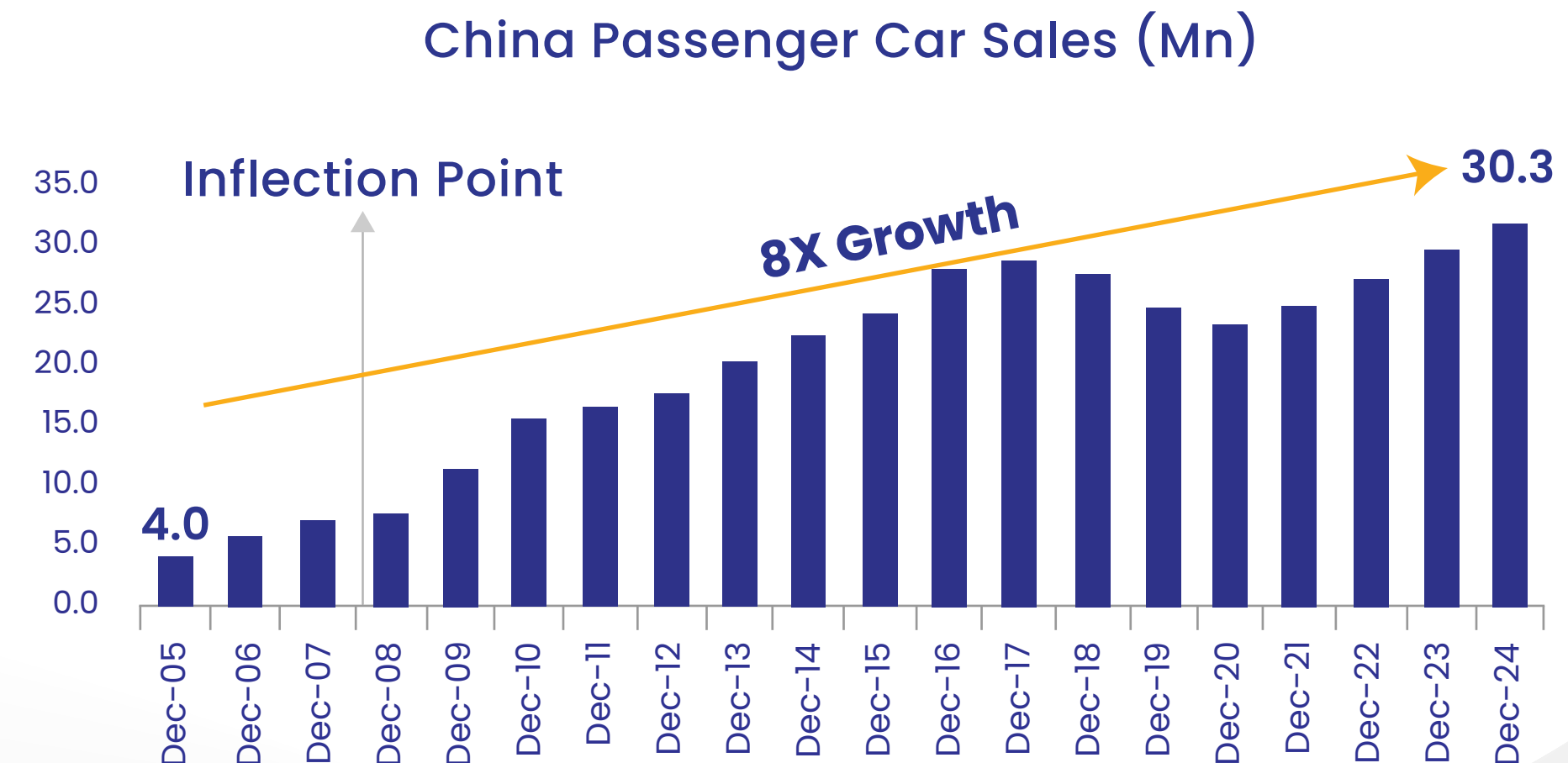
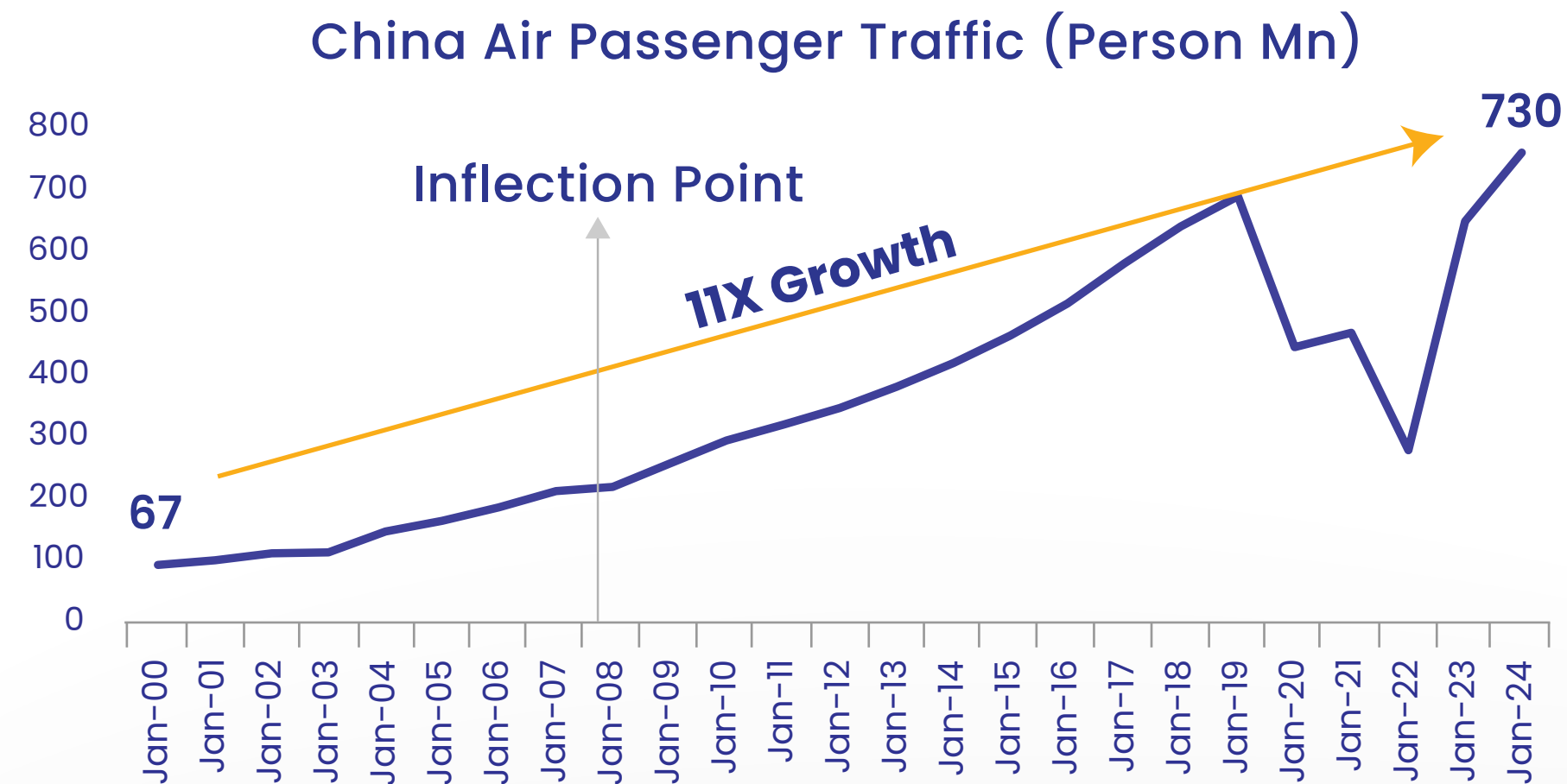


Path of per capita GDP





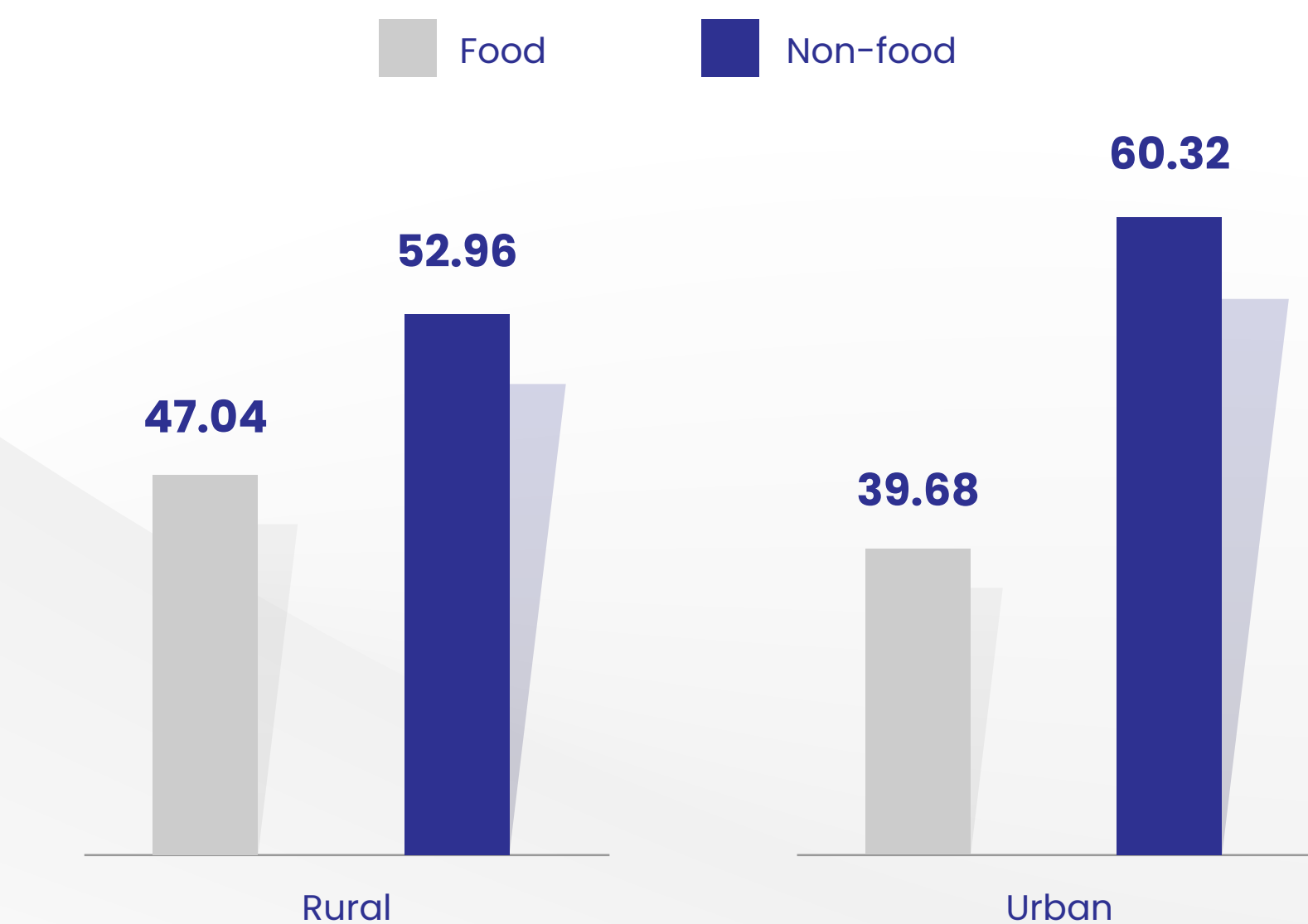
# Growth Trajectory in Chinese Consumption after Inflection Point



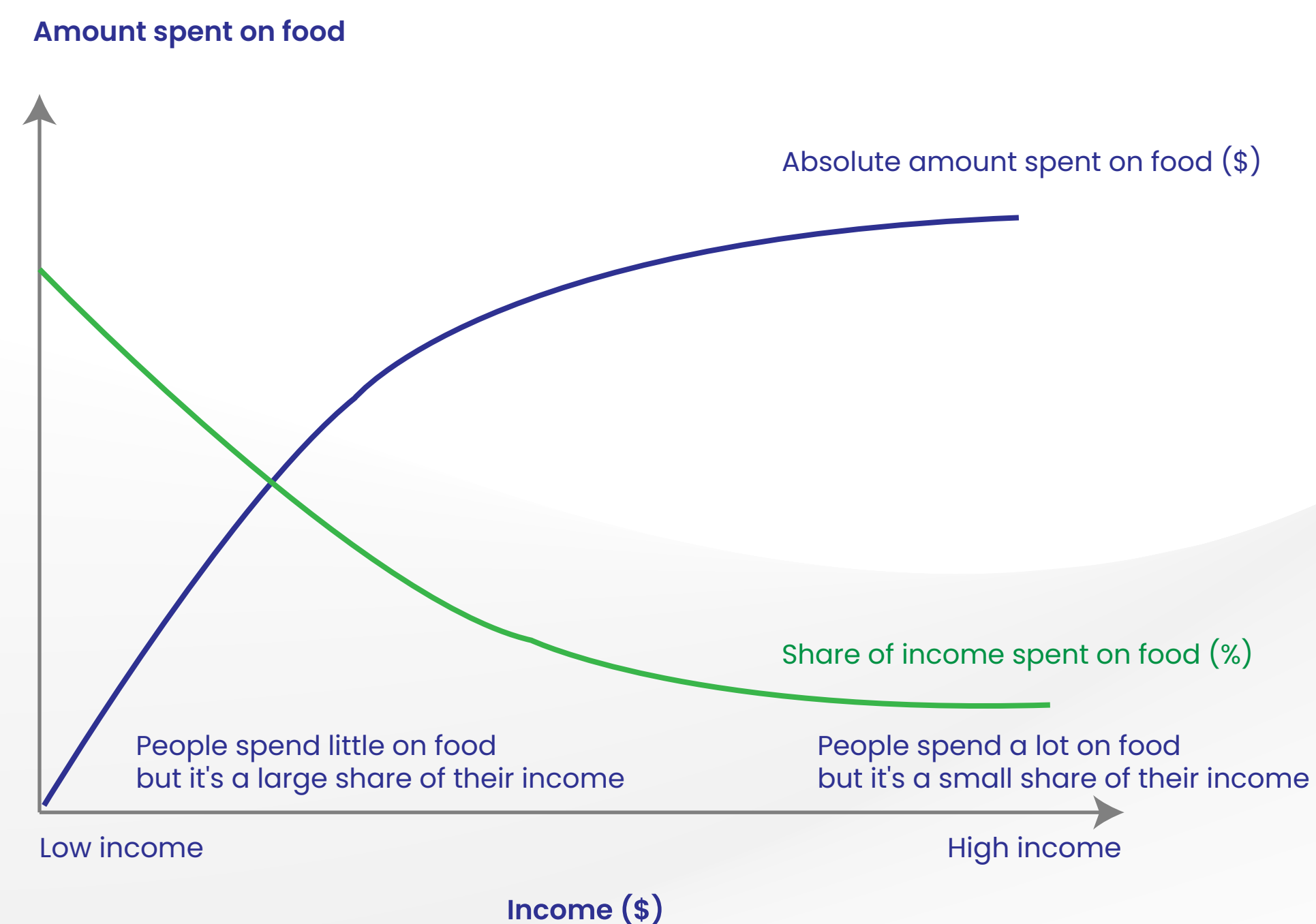
Source missing: Data as on: 2024. Source: Elara Securities. Past performance may or may not be sustained in the future. The above data/graph is used to explain the concept and is for illustration purpose only and should not be used for development or implementation of an investment strategy.

# Wallet Share for Discretionary Spend is much Higher Today

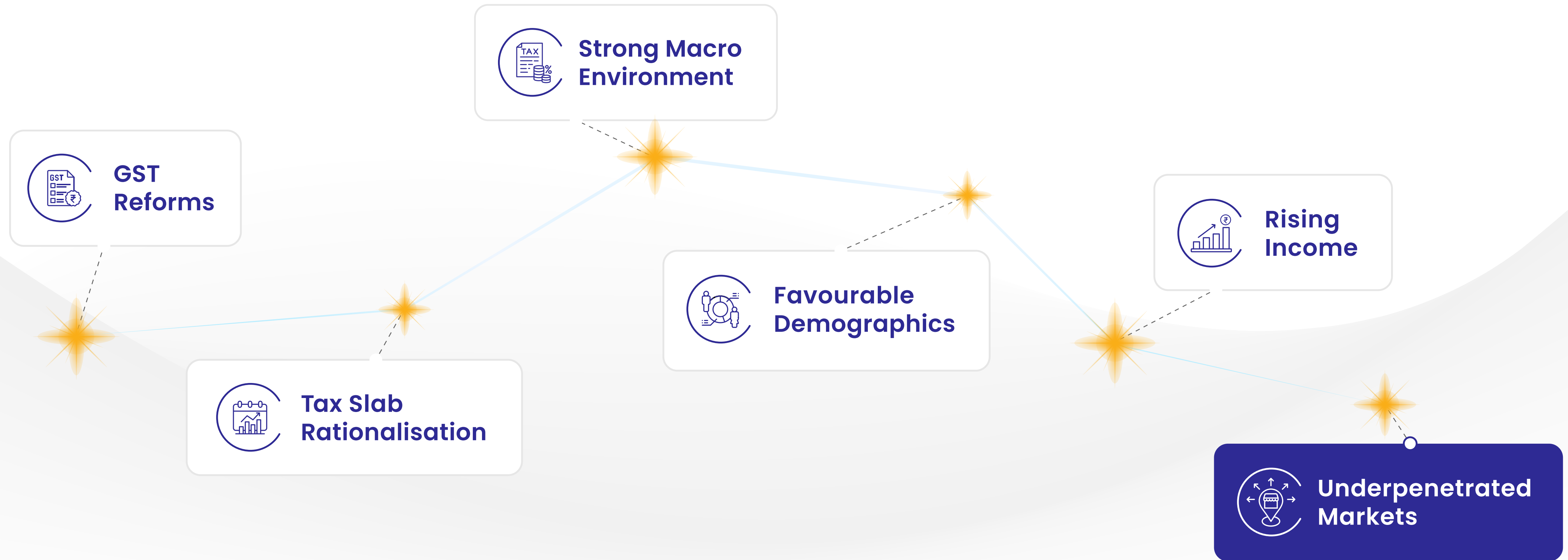
## Share in Monthly Capital Per Capita Expenditure



Data as on 2024



**Engel's Law:** As income rises, the share of income spent on food falls  
– freeing up wallet for discretionary spends







# Discretionary Consumption Penetration has a Huge Gap Vs China & Developed Economies

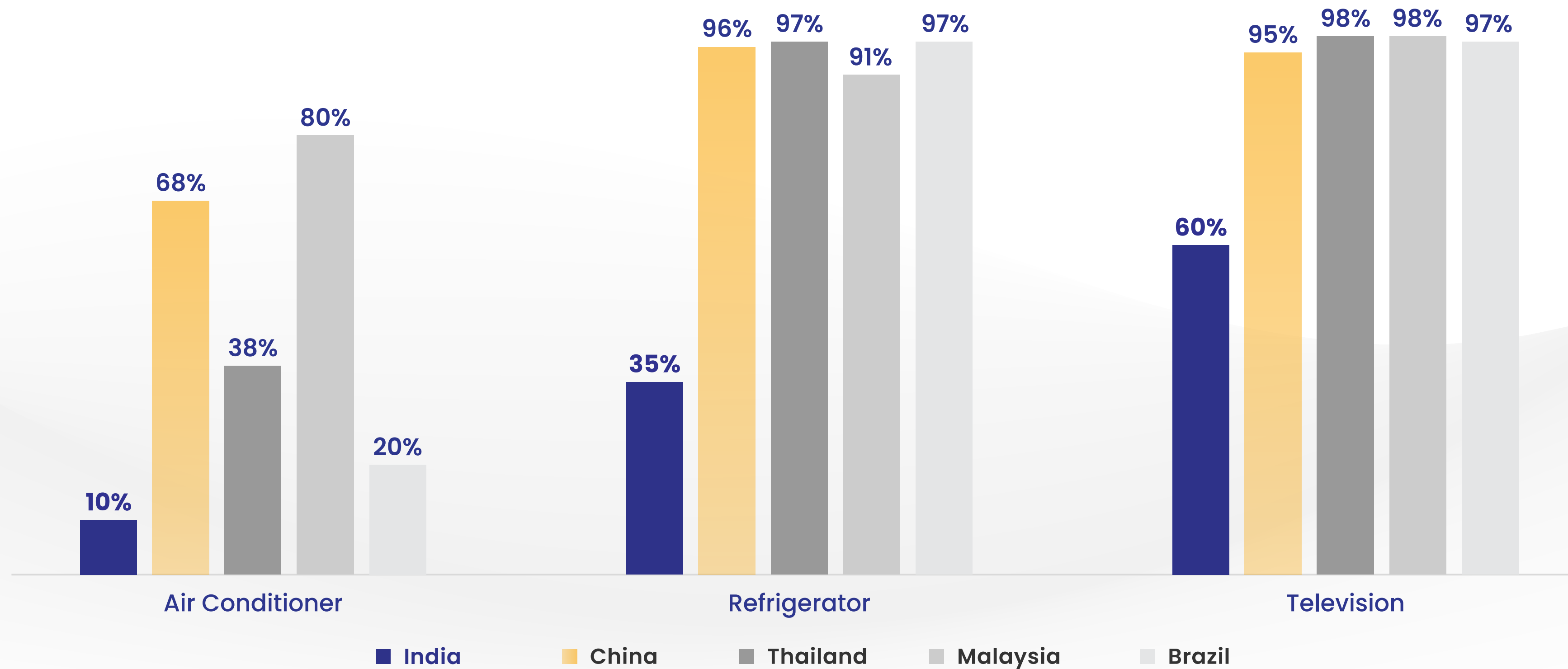
Consumer Durables Market Size (US\$ billion)									
Countries	FY24	FY25F	FY26F	FY27F	FY28F	FY29F	FY24-29F CAGR		
China	144	153	160	167	175	184	5.0%		
USA	134	138	144	150	157	165	4.3%		
Japan	32	33	35	36	37	40	4.0%		
Germany	26	26	27	27	29	30	3.0%		
United Kingdom	24	25	25	26	27	28	3.3%		
India	21	24	27	29	32	36	11.2%		
Others	286	303	324	348	374	401	7.0%		
World	665	700	742	789	839	894	6.1%		
India's Rank	6 <sup>th</sup>	6 <sup>th</sup>	5 <sup>th</sup>	4 <sup>th</sup>	4 <sup>th</sup>	4 <sup>th</sup>			

A 5x growth opportunity over coming decades

Source: Capitaline. Calculations Internal. Universe Top 500 Companies by Market Cap as on August 2025. Past performance may or may not be sustained in the future. The above data/graph 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.

# Consumer Durables Penetration has a Huge Gap Vs Other Countries

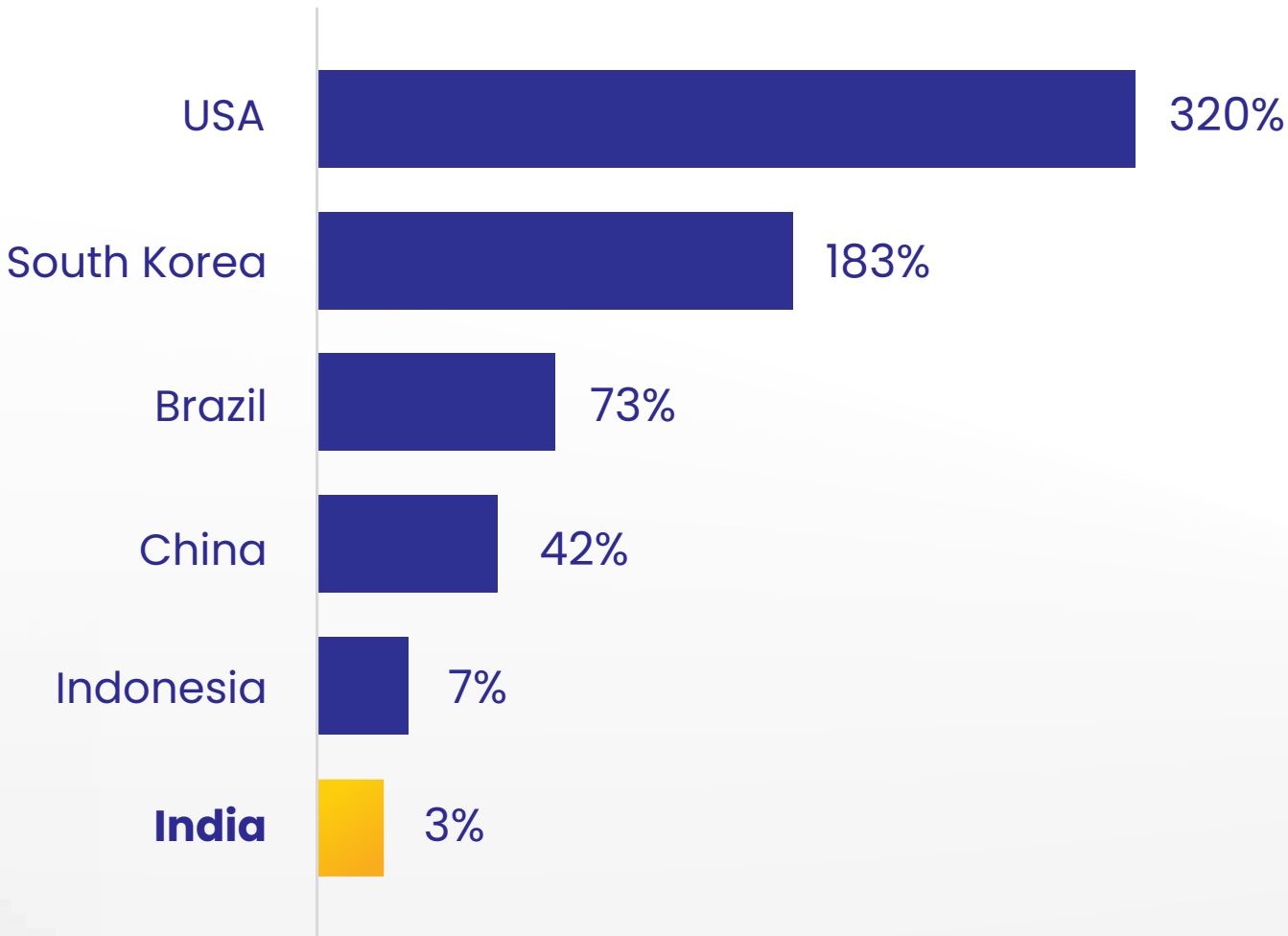
Household Penetration-India vs its peers (2023)



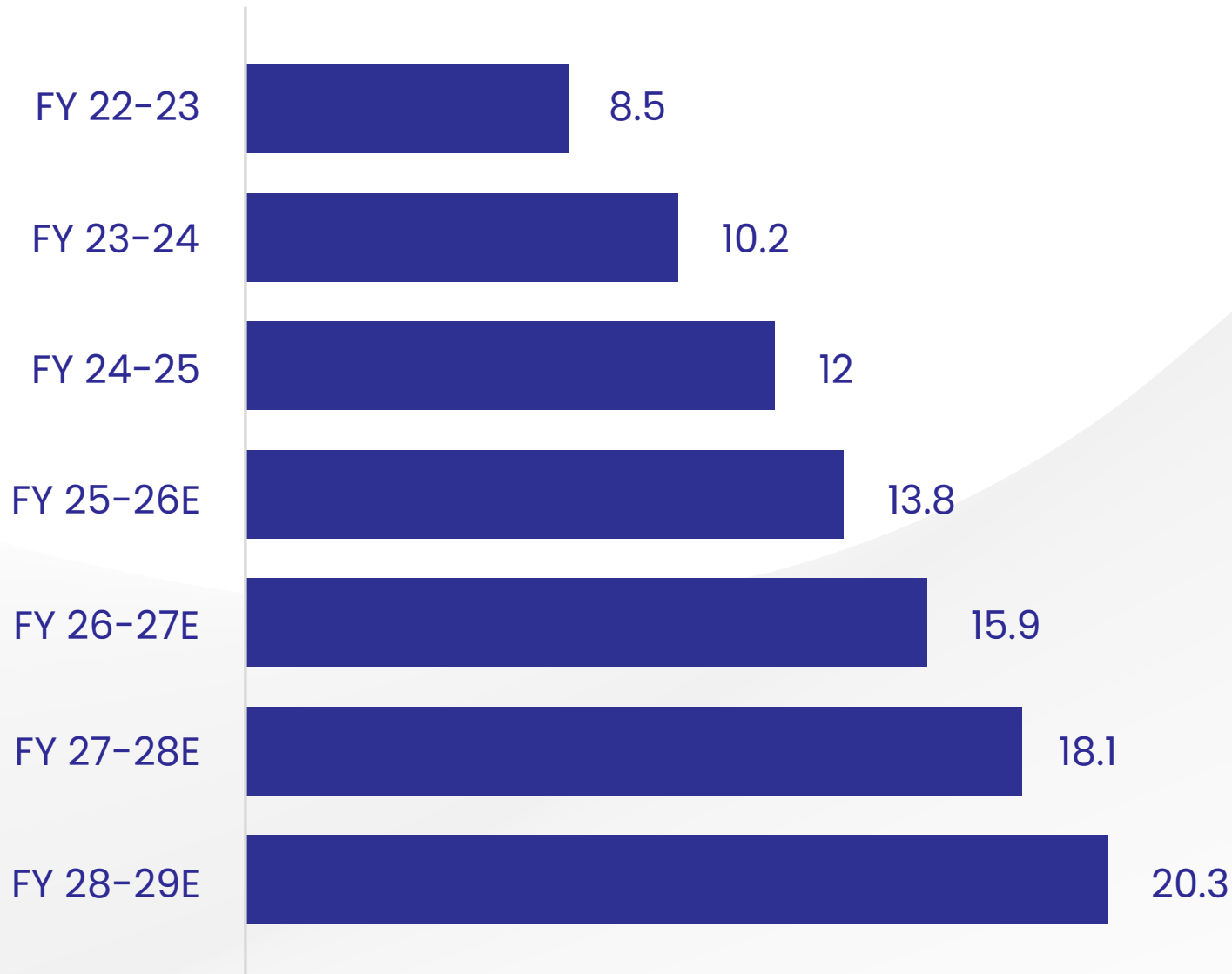
		Then		Now		Now	No. of Times(X)
	Unit of Measure	China (2007/2008)		China (2025/2024)		India (2025/2024)	India's Potential Opportunity
Annual Four-Wheeler Sales	Mn		8.79		31.44	4.3	15
Annual AC Sales	Mn		26.3		41.0	16.0	25
Annual Fridge/Refrigerator Sales	Mn		17.5		33.0	19.0	36
Annual TV Sales	Mn		30.0		44.0	25.0	37
Smartphone Sales	US\$ Bn		38.0		119.2	51.7	162
Annual Number of Travellers (Domestic)	Bn		1.6		5.8	2.9	11
Annual Hotel Room Bookings	₹ Lakh Crore		1.91		6.94	2.01	7
Credit Card Holders	Mn		66.67		814.0	108.0	1318
Credit Card Transactions	Bn		3.0		45.0	5.6	84
Luxury Goods Sales	₹ Lakh Crore		0.33		6.56	1.52	30
E-Commerce Sales	₹ Lakh Crore		0.36		74.32	1.19	245



Credit Penetration In India Lags Behind Global Peers– High Potential for Credit Cards Usage



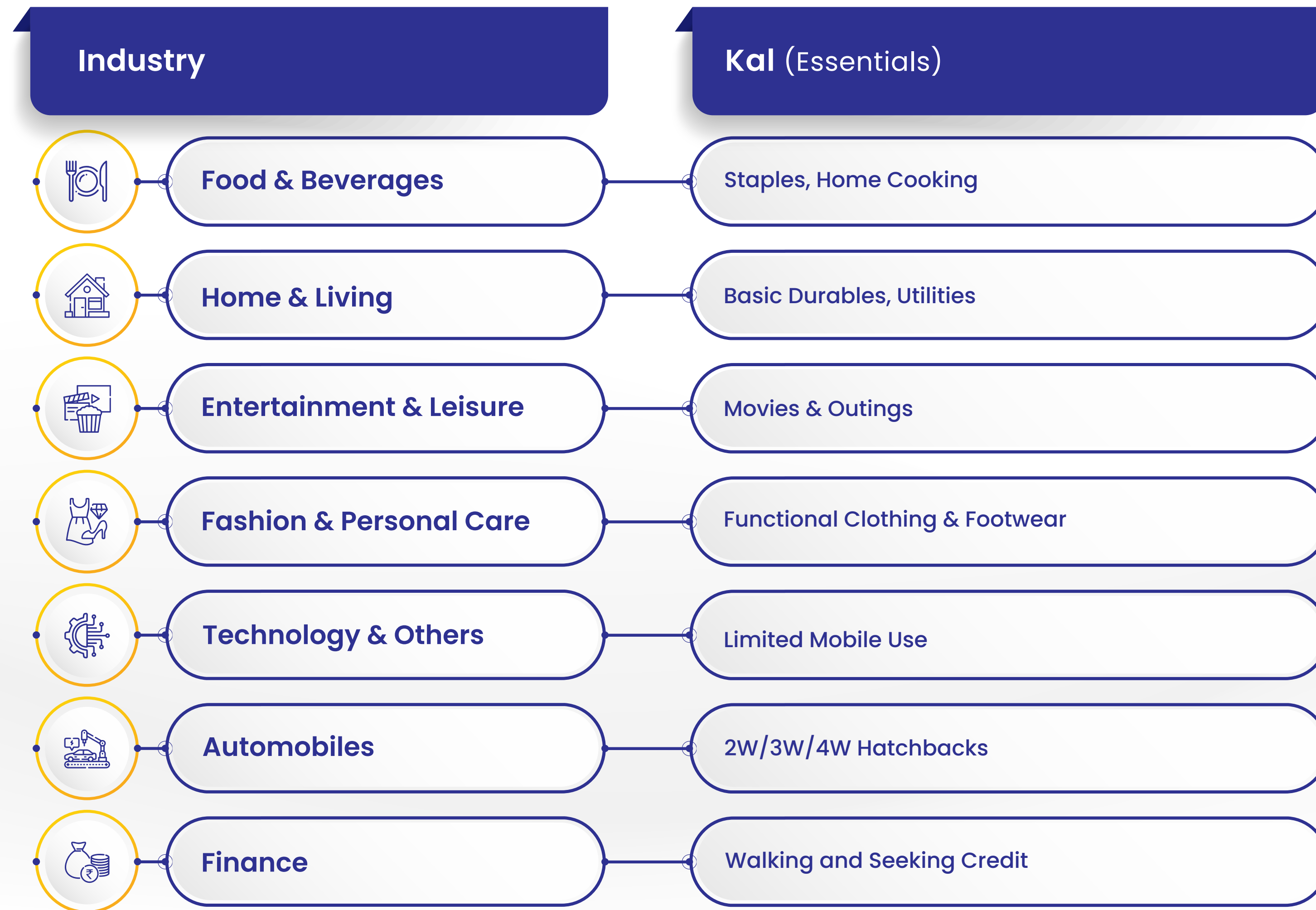
Credit Card penetration per capita (%)



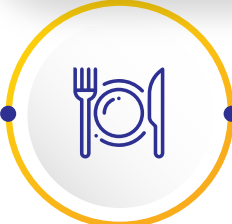



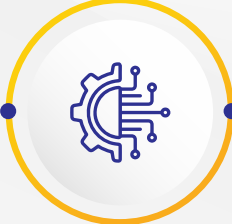
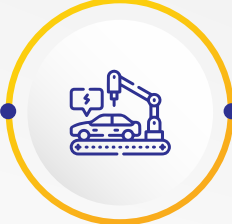

No. of Credit Cards in Force (In Crs)

Source: TechSci, BCG, NASSCOM, RBI, PwC. Past performance may or may not be sustained in the future. The above data/graph 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.

# Consumption is Witnessing a Major Transition





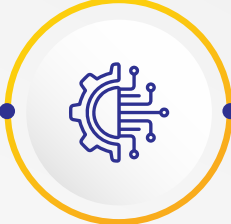




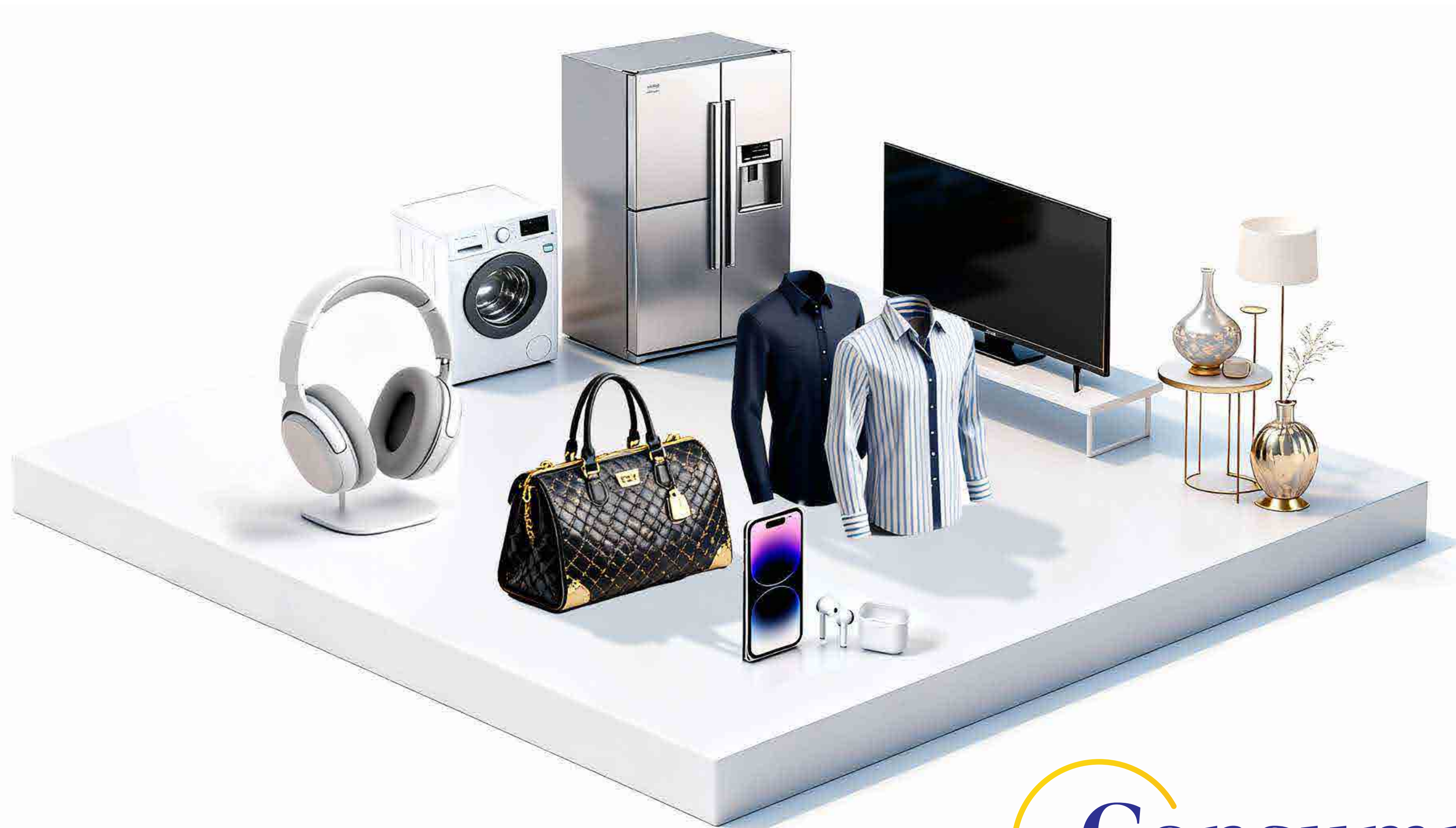
# Consumption is Witnessing a Major Transition

Industry	Kal (Essentials)	Aaj (Lifestyle)
 Food & Beverages	Staples, Home Cooking	Eating Out, Online Delivery, Quick Commerce
 Home & Living	Basic Durables, Utilities	Lifestyle appliances, Branded Smart Products
 Entertainment & Leisure	Movies & Outings	OTT, Casual Travel, Gaming
 Fashion & Personal Care	Functional Clothing & Footwear	Lifestyle Fashion, Beauty & Grooming
 Technology & Others	Limited Mobile Use	Smartphones, Wearables, Digital Payments, Multiple Apps
 Automobiles	2W/3W/4W Hatchbacks	SUV's, Hybrid Vehicles
 Finance	Walking and Seeking Credit	Digital Access to Credit & Investments



# Consumption is Witnessing a Major Transition

Industry	Kal (Essentials)	Aaj (Lifestyle)	Kal (Focus on Experiences over Basic Products & Services)
 <b>Food &amp; Beverages</b>	Staples, Home Cooking	Eating Out, Online Delivery, Quick Commerce	Health Foods, Organics, Events & Dining Experiences
 <b>Home &amp; Living</b>	Basic Durables, Utilities	Lifestyle appliances, Branded Smart Products	Smart Homes, Robotic Utilities, Customised Décor
 <b>Entertainment &amp; Leisure</b>	Movies & Outings	OTT, Casual Travel, Gaming	Immersive Entertainment, Customised Avatar Companions, Wellness Tourism
 <b>Fashion &amp; Personal Care</b>	Functional Clothing & Footwear	Lifestyle Fashion, Beauty & Grooming	Athleisure, Wellness Products, Organics, Digital Personalised Styling & Customisation
 <b>Technology &amp; Others</b>	Limited Mobile Use	Smartphones, Wearables, Digital Payments, Multiple Apps	Omnipresent Smart Devices (IoT), All in One Apps, Digital Assistants
 <b>Automobiles</b>	2W/3W/4W Hatchbacks	SUV's, Hybrid Vehicles	Electric Vehicles
 <b>Finance</b>	Walking and Seeking Credit	Digital Access to Credit & Investments	Holistic & Digitally Enabled Financial Ecosystem

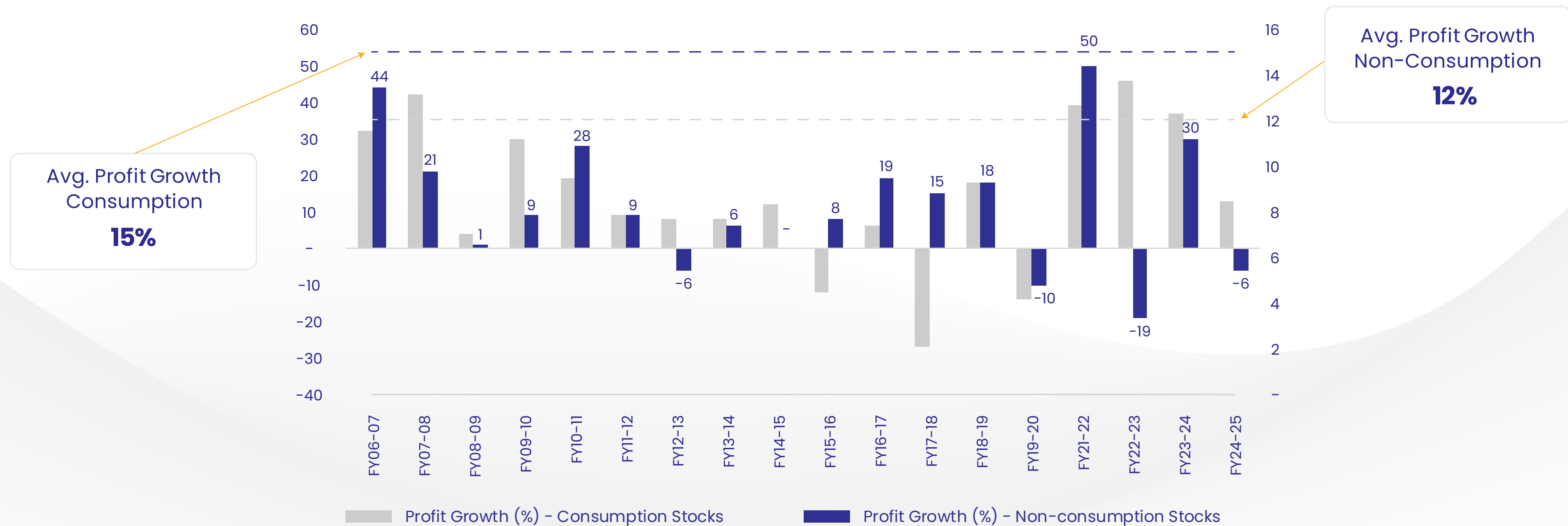


# Consumption Theme

Discretionary Consumption  
is a Potential High Growth Opportunity



# Consumption has been a High Growth Segment

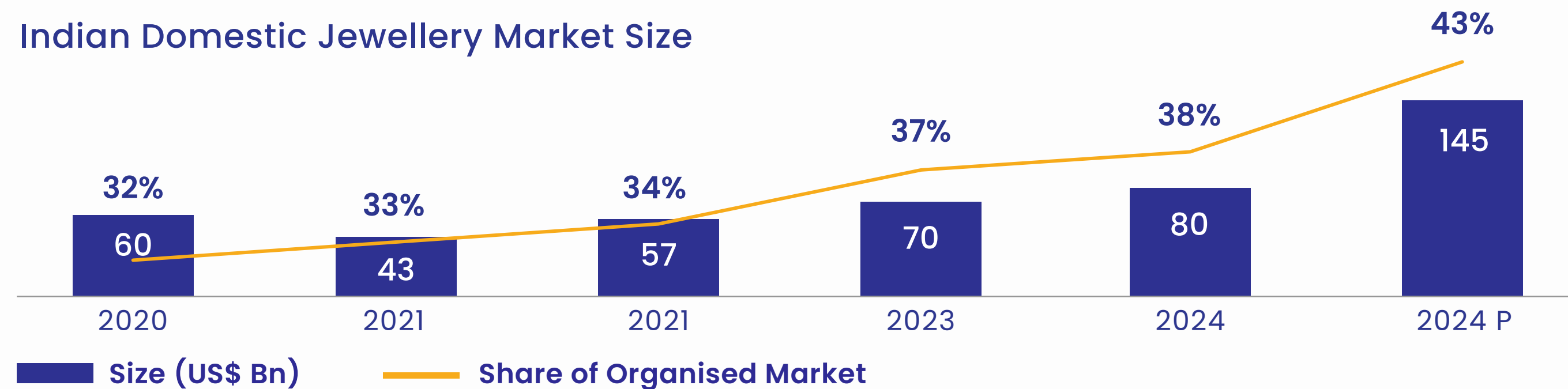


Excluding FY21 due to abnormal results post Covid-19 (Consumption Profit Growth 102% and Non-consumption 27%)

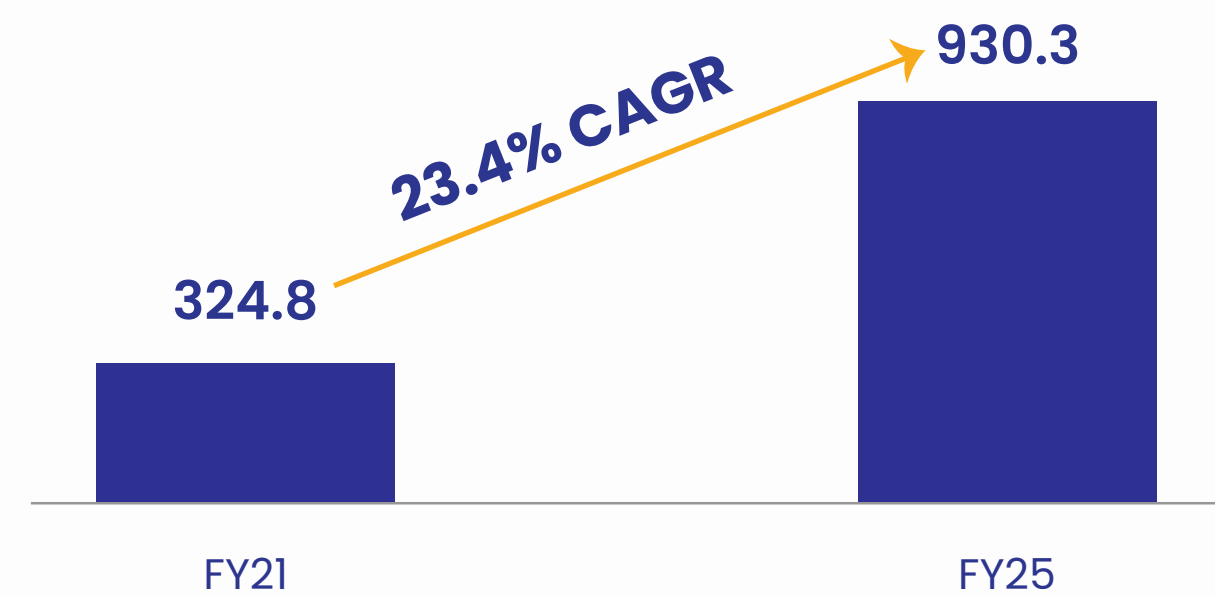


# Jewellery Market in India

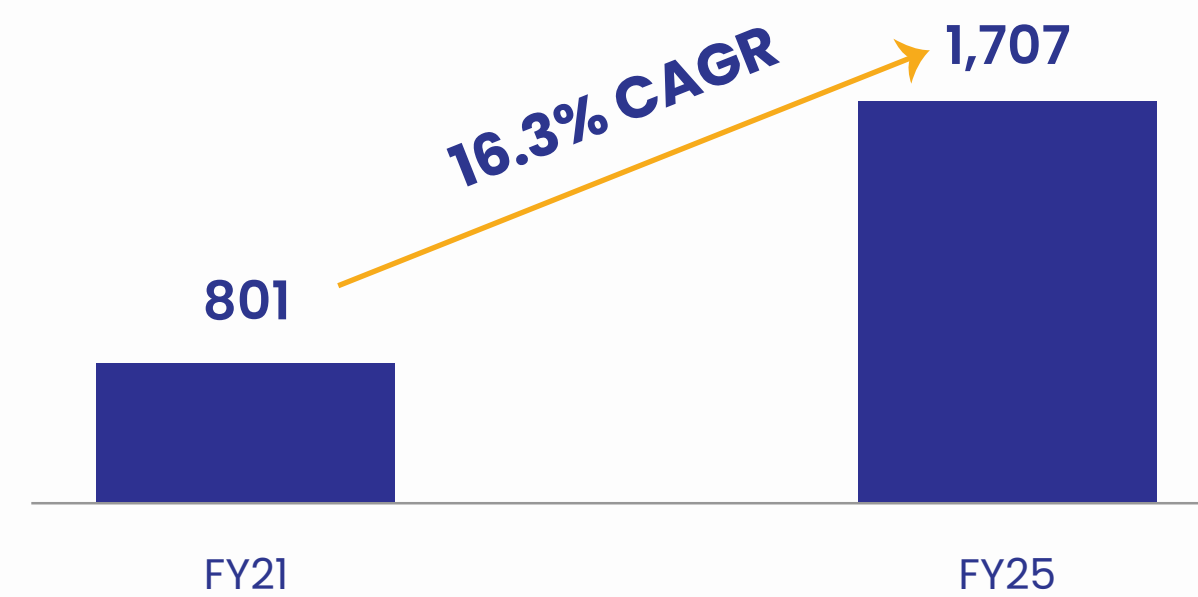
## Robust Growth in Revenue and Stores for Organised Segment



### Revenue Growth of Top 4 Listed Players in the Market (₹ Bn)



### Cumulative Stores of Top 4 Listed Players in the Market

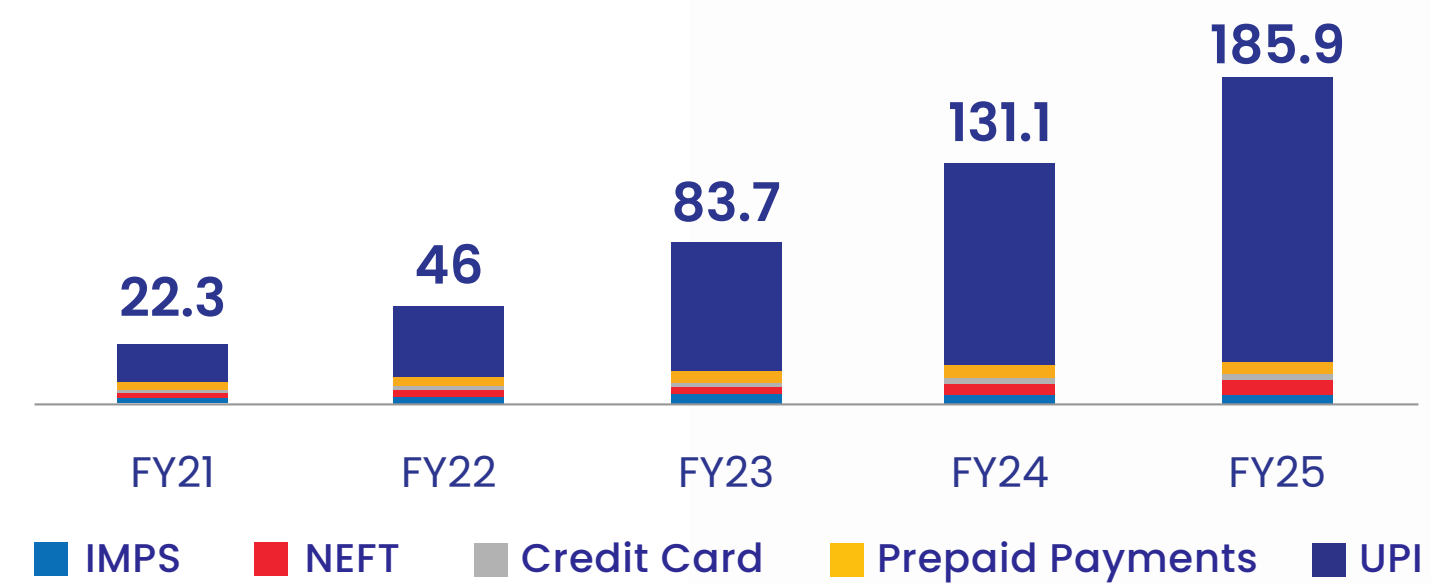


# Growth of Digital Spends in India

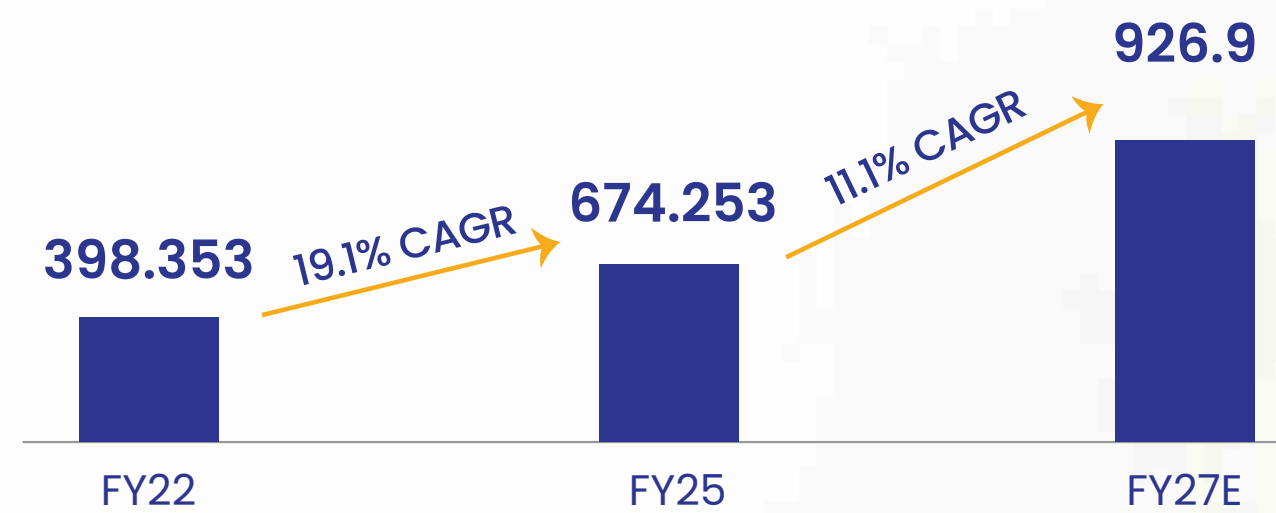
## Quick Commerce and Food Delivery Segment to Lead the Growth

### Transactions by Volume (In Billions)

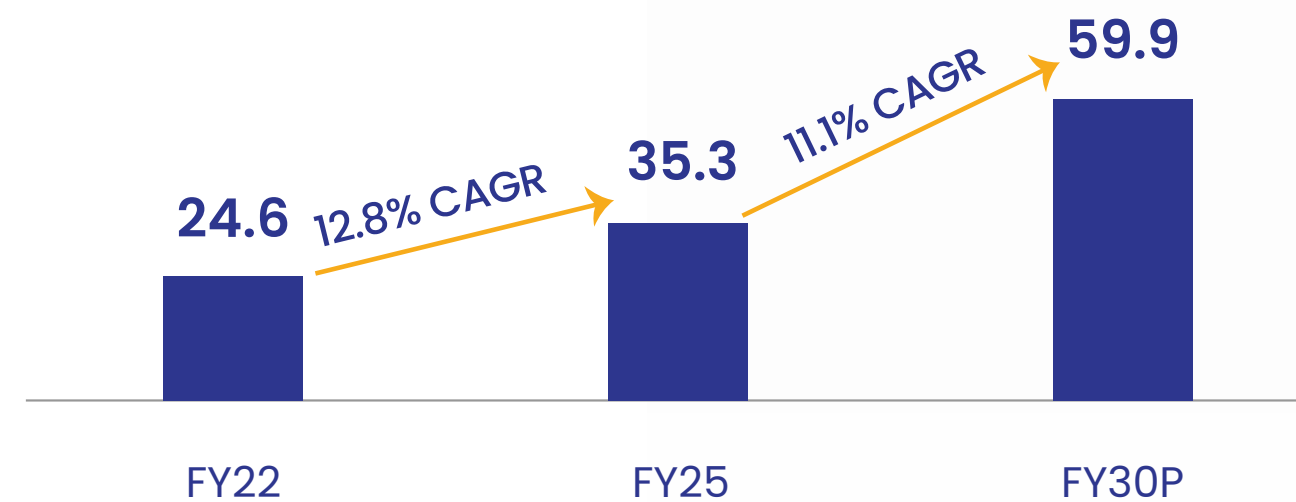
UPI transactions clocked the highest CAGR of ~53%



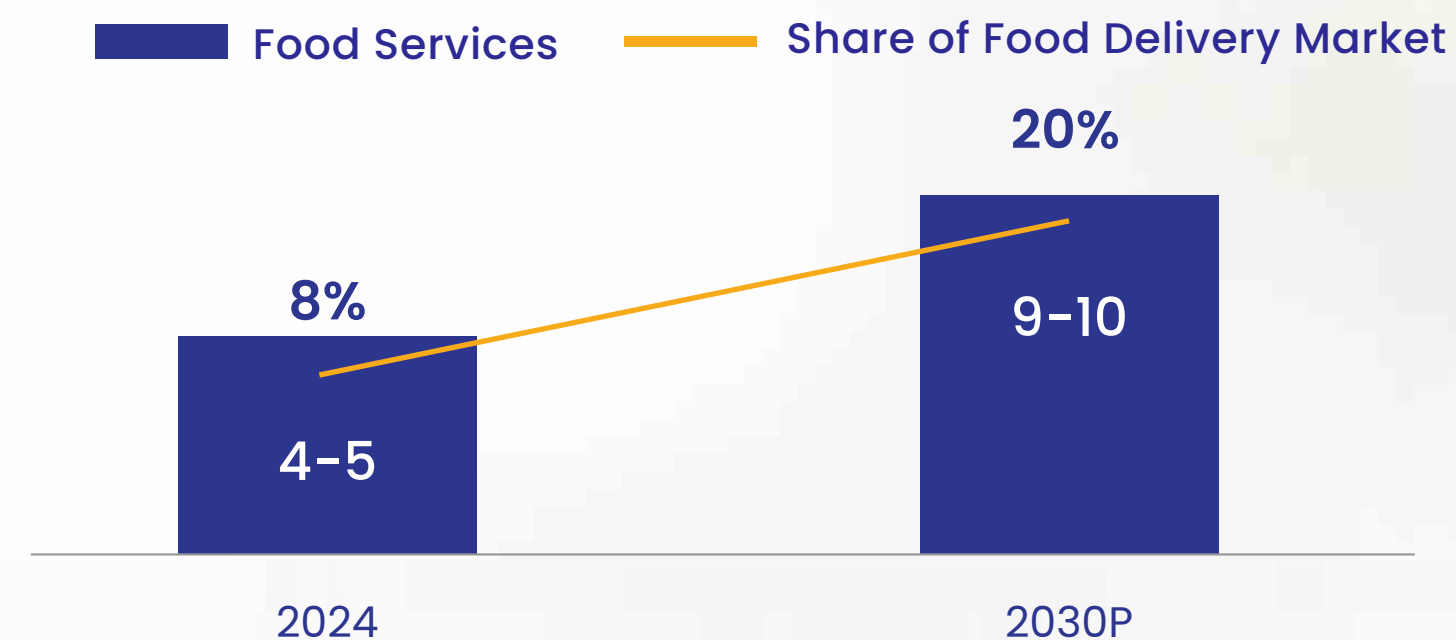
### Delivery Gross Order Value (GOV) of Leading Listed FD/QC Companies (₹ Bn)



### Total Monthly Transacting Users of Leading Listed FD/QC Companies (in Mn)



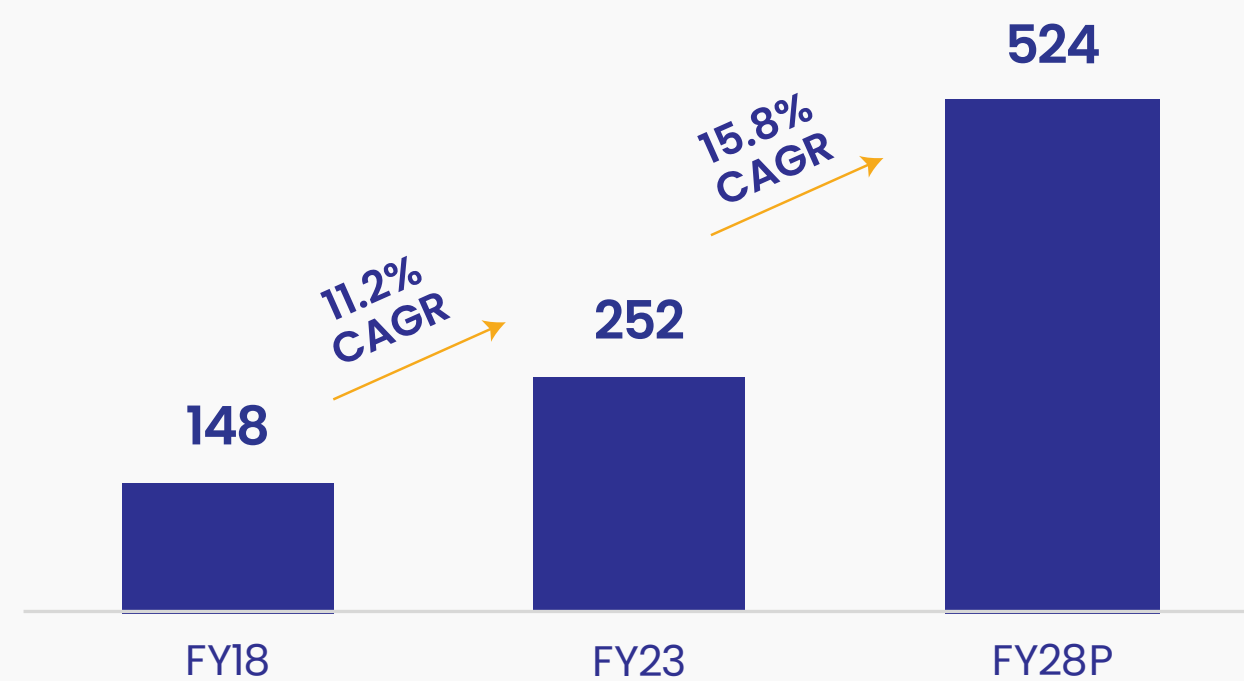
### Projected Food Services Market in India (₹ Tn)



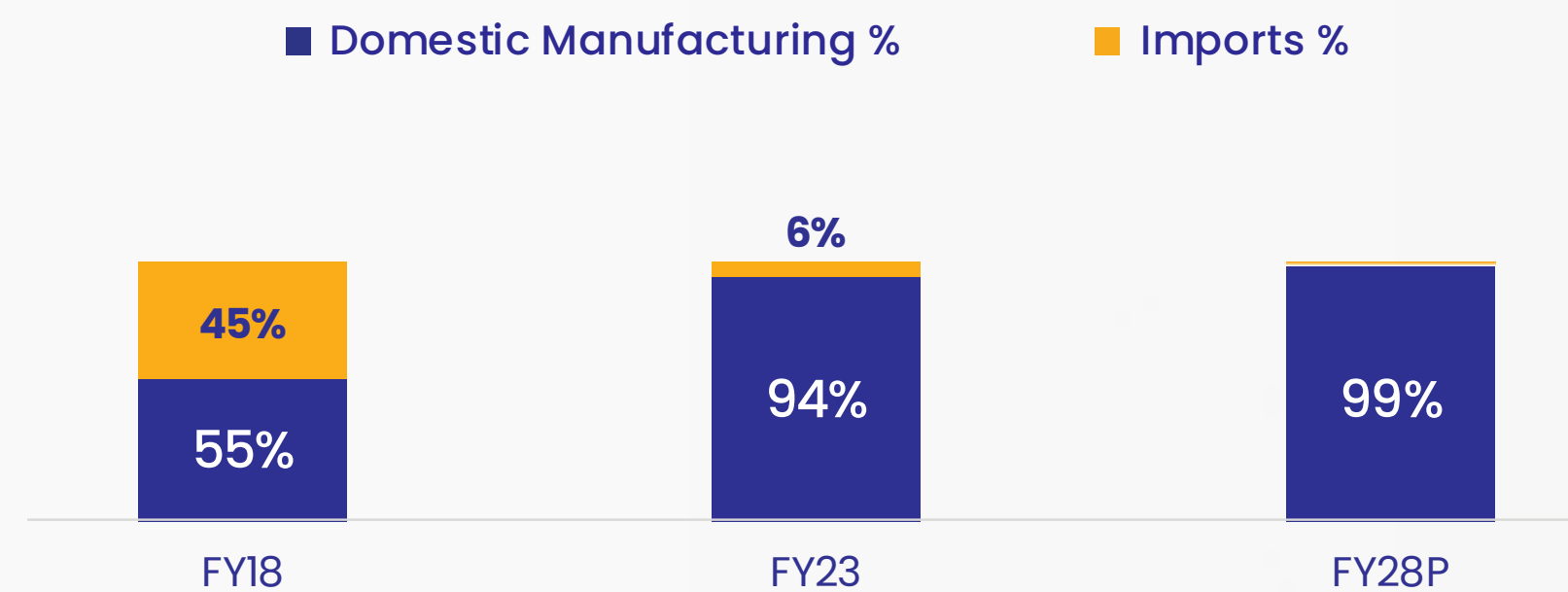
# Consumer Durables Spend Could Expand With Per Capita Income

## Room Air Conditioner Segment At An Inflection Point

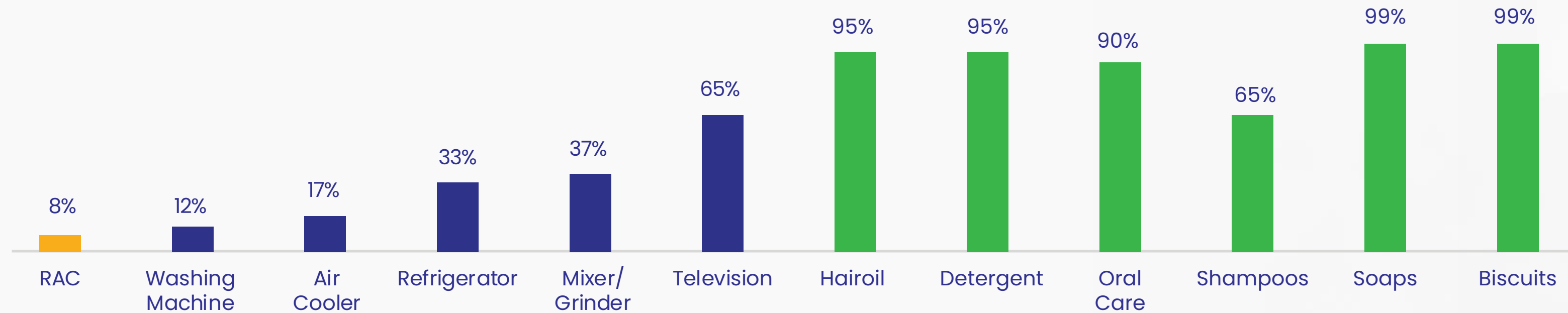
RAC Domestic Sales (₹ Bn)



Domestic Sales Percent Split by Domestic Manufacturing and Imports for Ac and Components



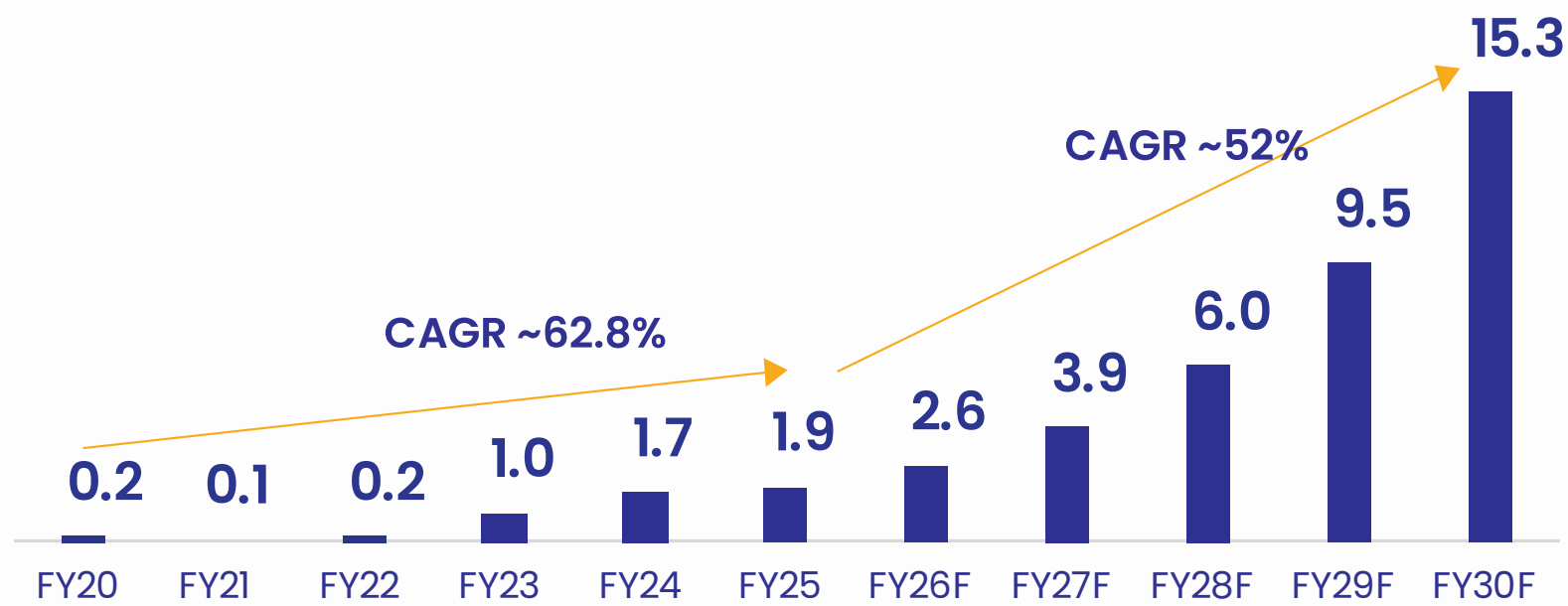
Comparison of penetration of RAC vs other consumer durables and FMCG in India



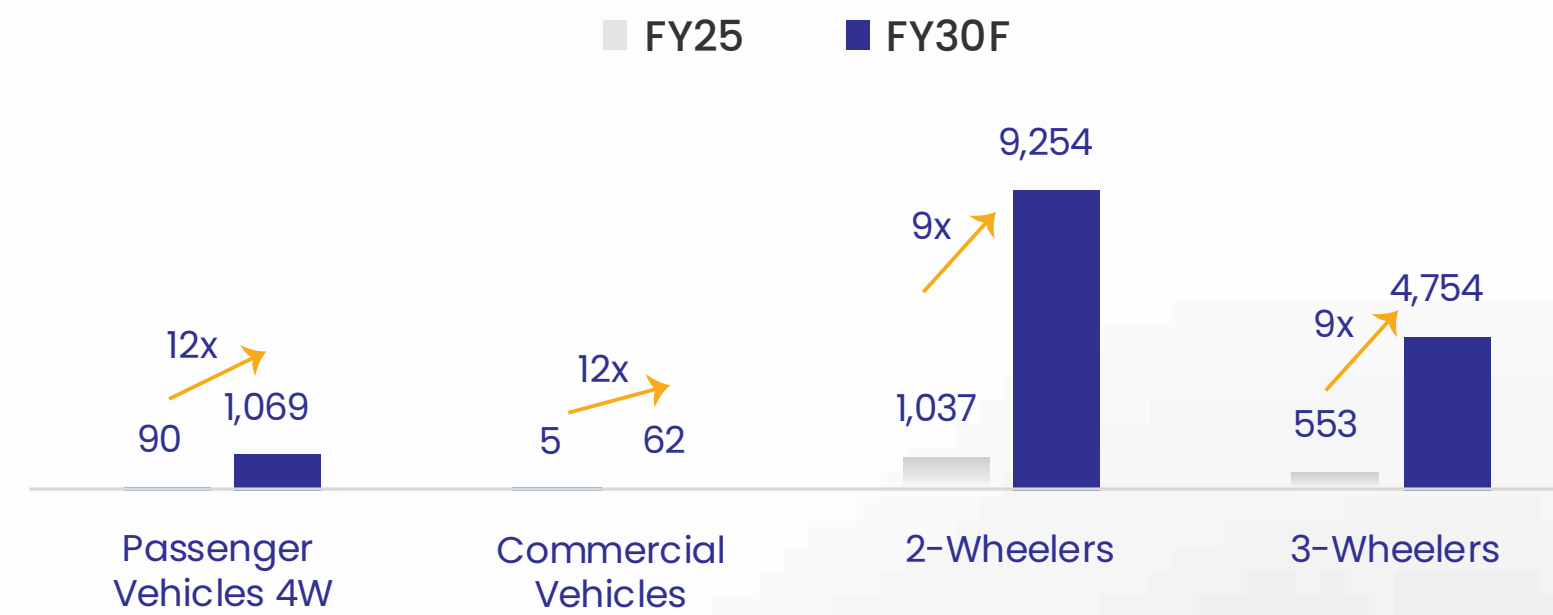


# Electric Vehicles Market Expected to Continue with its Exponential Trajectory

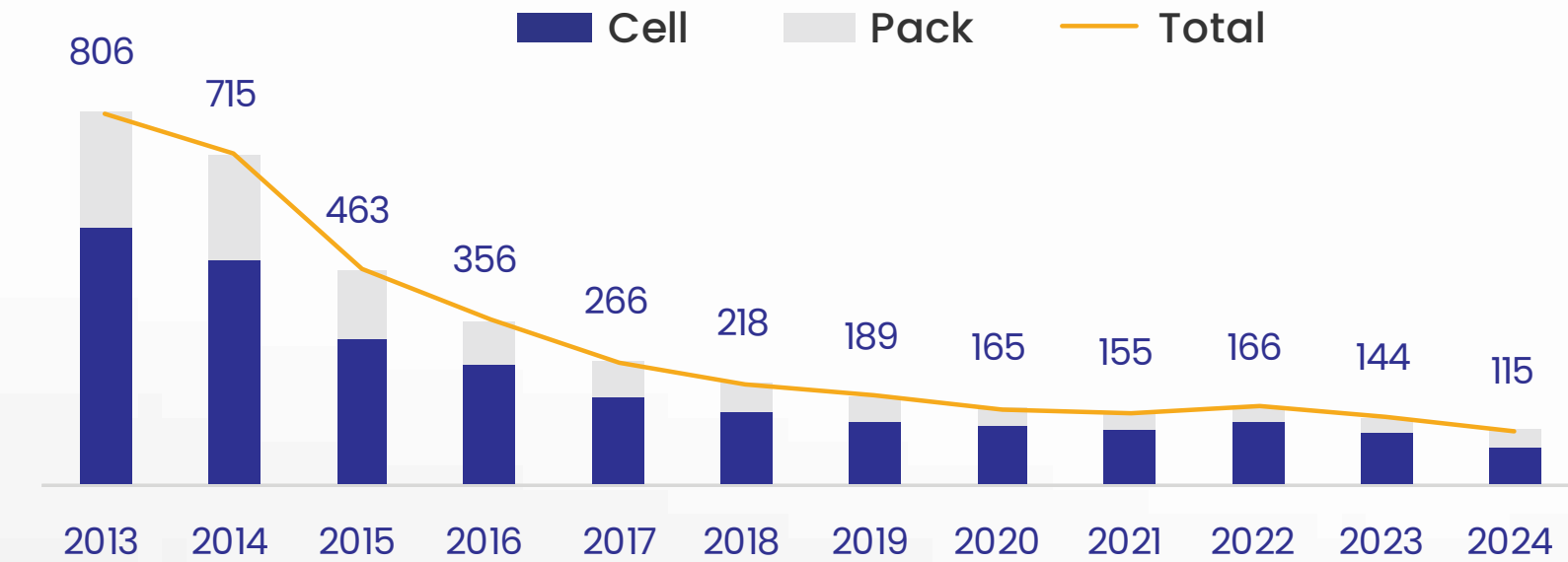
Indian EV Market Trend Volume  
(in Mn units)



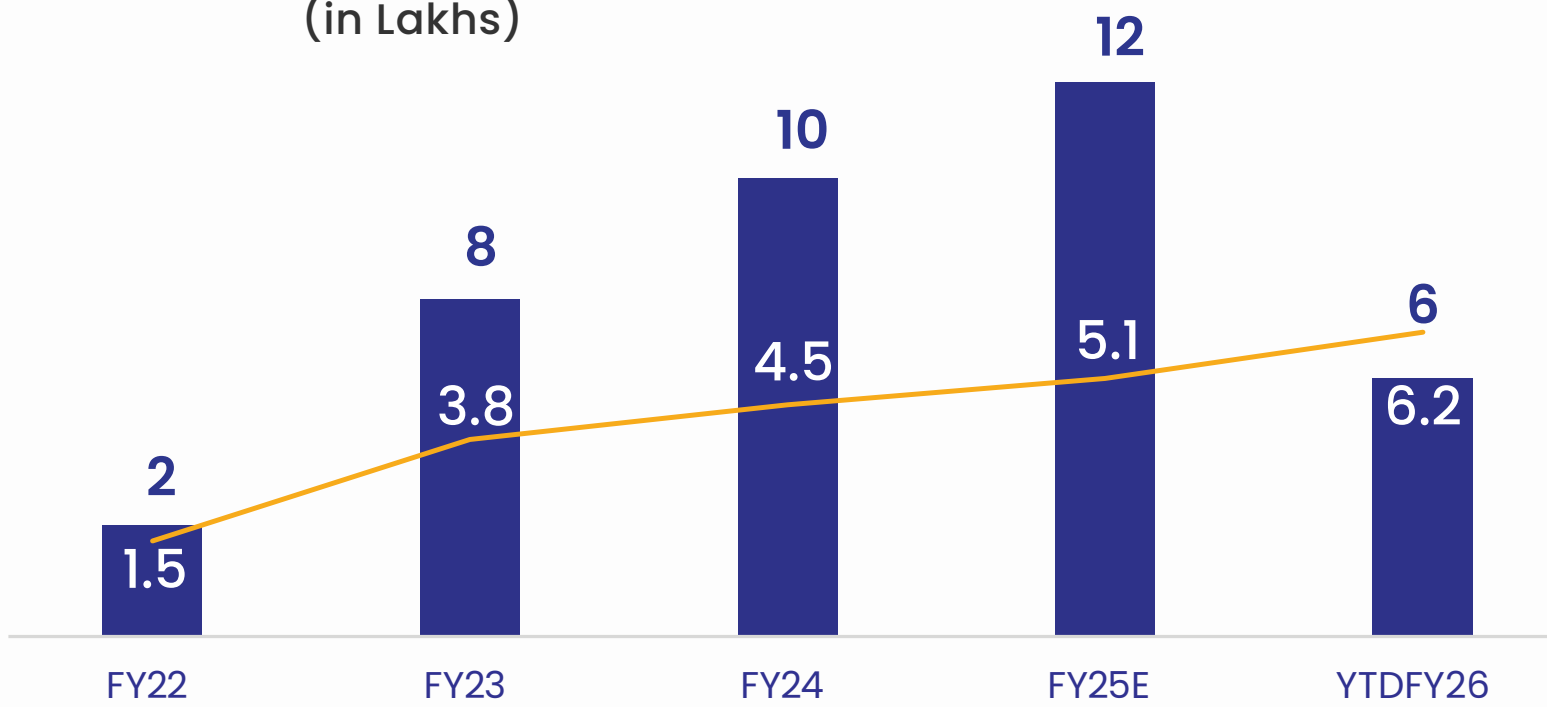
Segment-wise EV Market Growth by Volume  
(in Thousand Units)



Battery Cell Costs on the Decline  
(USD/Kwh)



Total EV Sales (2W+PV)  
(in Lakhs) Penetration (%)



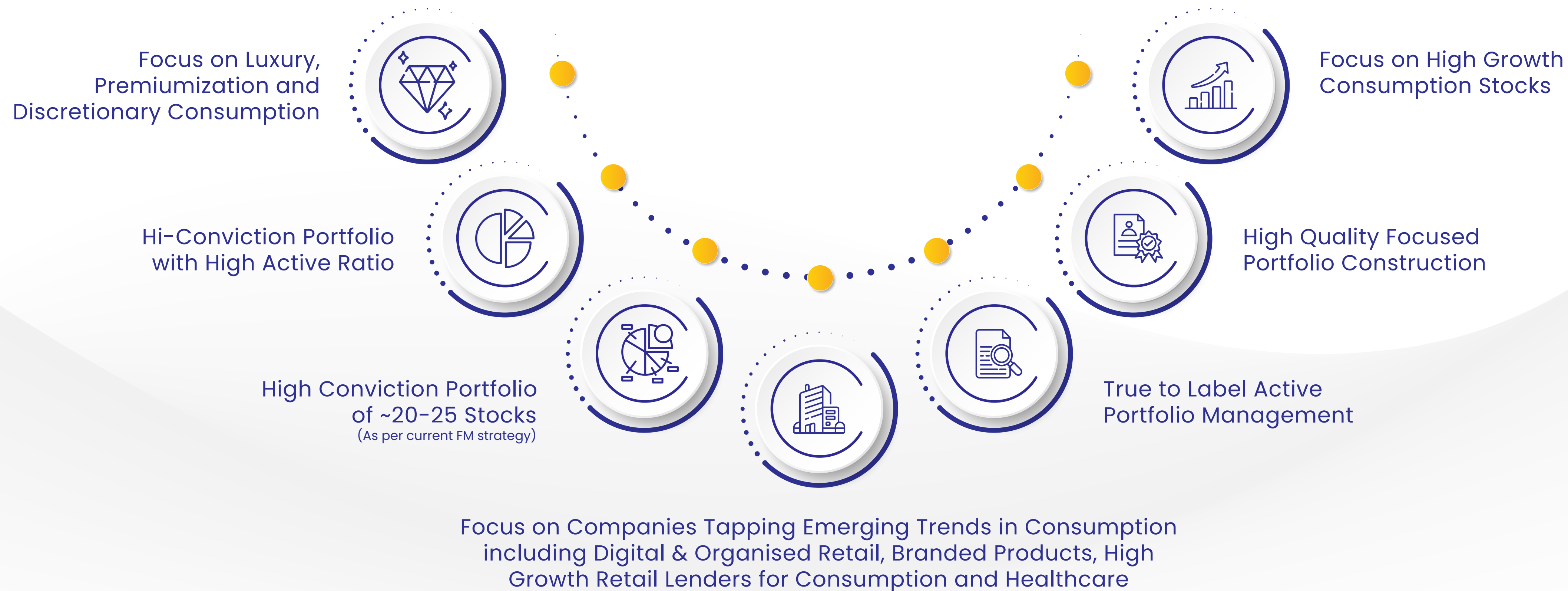




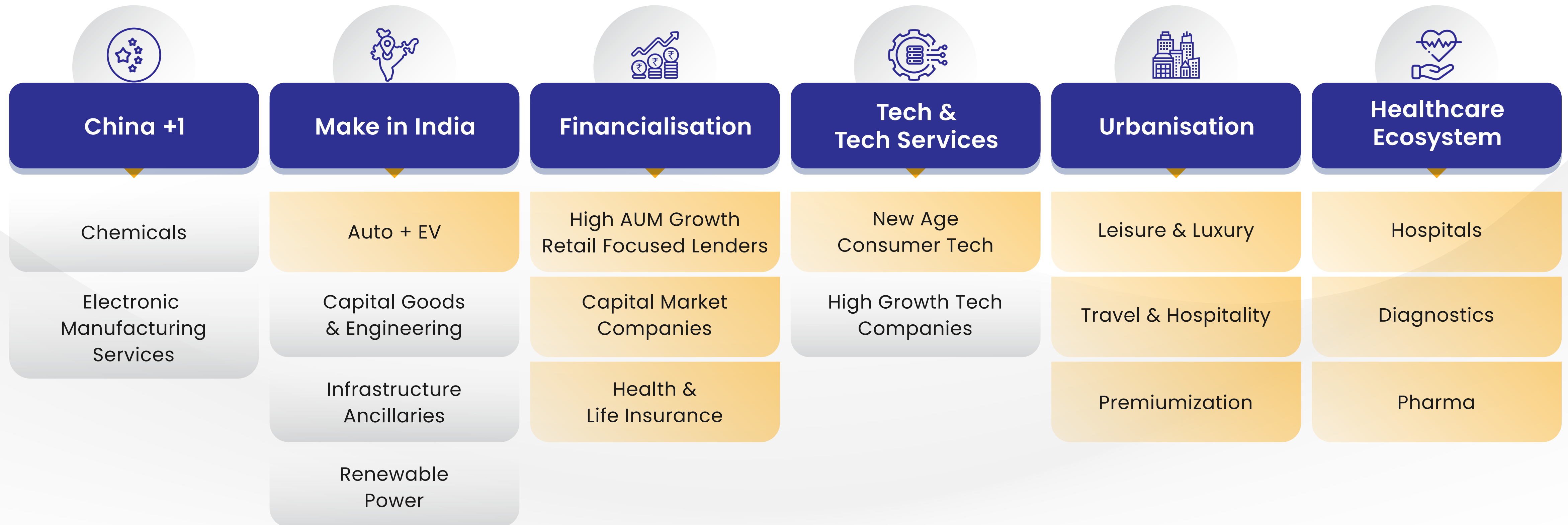
**Consumption**   
is always ON

Introducing  
**Motilal Oswal Consumption Fund**

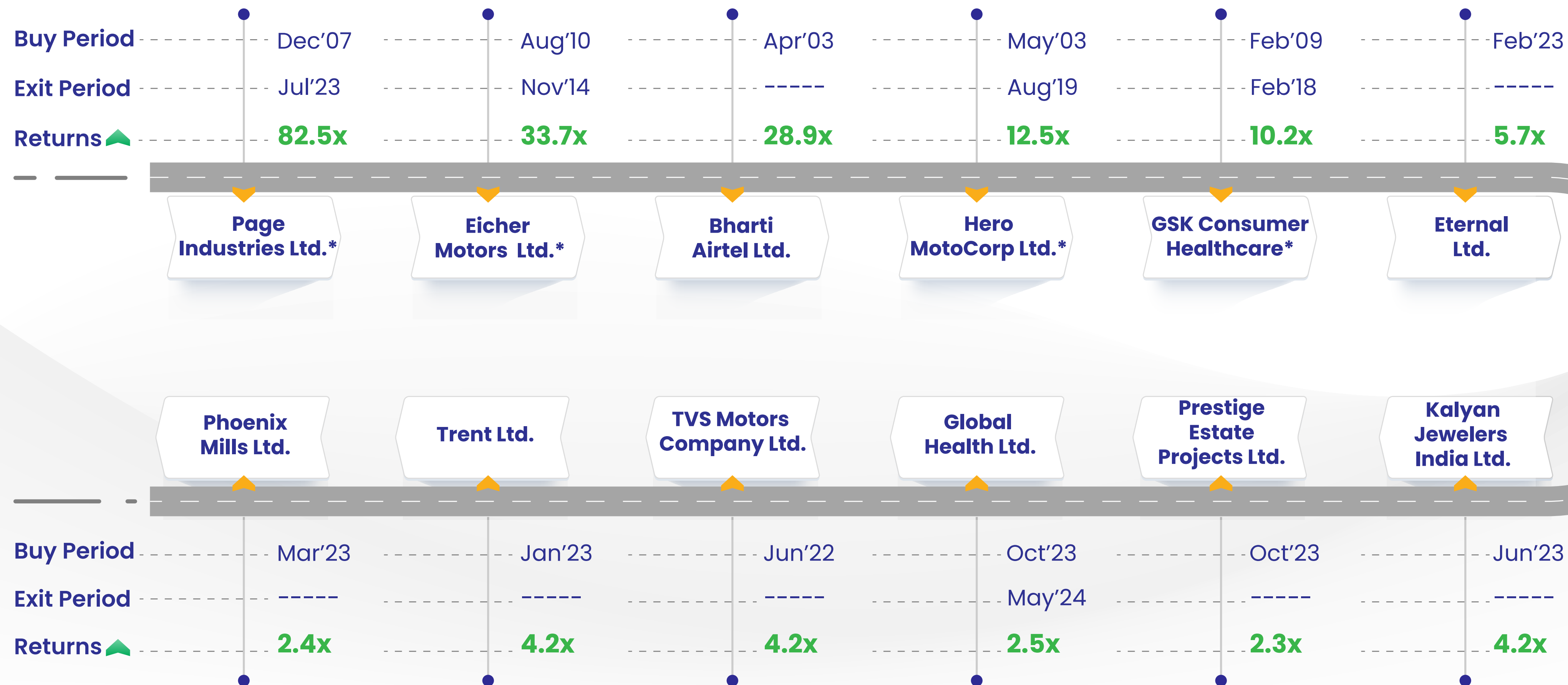




# Premiumisation & Discretionary Consumption is a Part of our House Theme



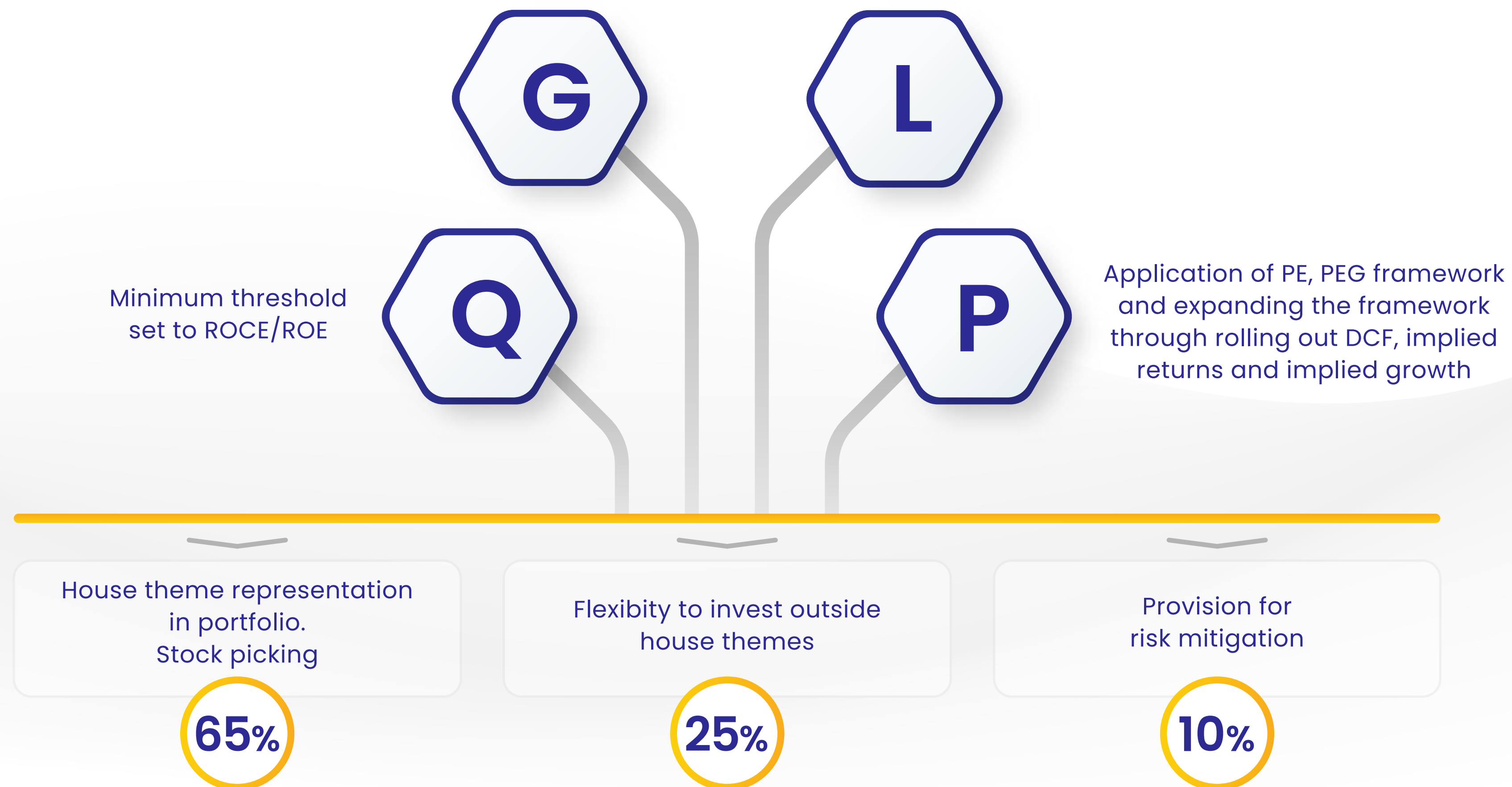
# Our Experience and Exposure to the Consumption Theme



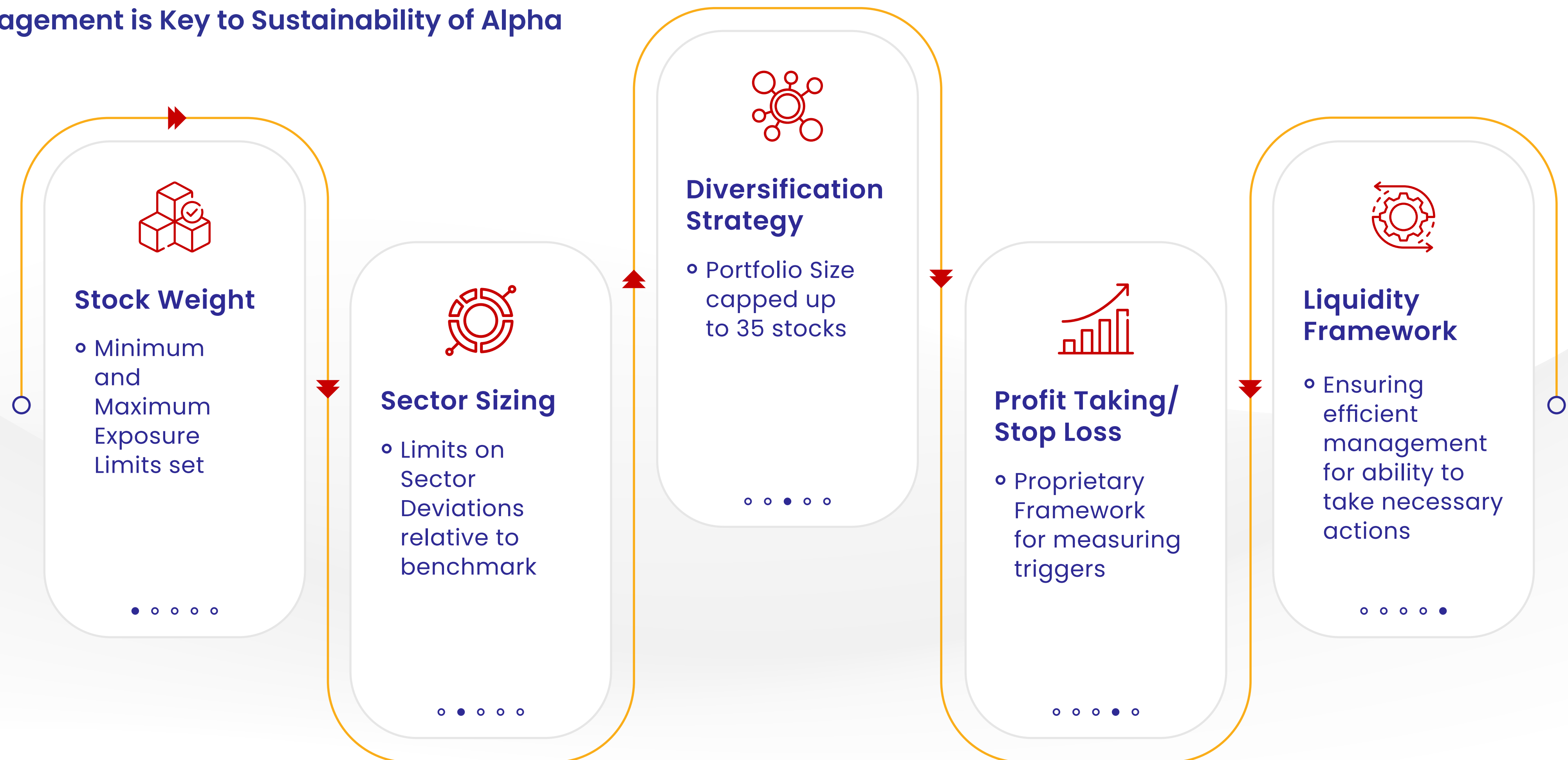


# High Quality & High Growth Focused House

Ensuring Longevity of Growth by investing in sustainable themes identified by the Investment team collectively



## Risk Management is Key to Sustainability of Alpha





**Mr. Niket  
Shah**

**CIO, Motilal Oswal Mutual Fund**

Mr. Niket Shah has 15 years of overall experience. He has done his Master's in Business Administration (MBA) in Finance from Welingkar Institute of Management studies.

Prior to joining MOAMC, he was associated with MOSL as Head of Midcaps Research from February 2013 to March 2018, Edelweiss Securities Ltd. as Research Analyst - Midcaps from March 2010 to January 2013 and Religare Capital Markets Ltd. as Associate Research Analyst - Midcaps from June 2008 to March 2010.



**Mr. Varun  
Sharma**

**Fund Manager, Motilal Oswal AMC**

Mr. Varun Sharma has completed his CFA Level 2 and holds a PGDM in Finance from the Indian Institute of Management, Kolkata. He brings over 15 years of rich experience across asset management and securities markets.

Prior to joining Motilal Oswal Asset Management Company Limited as Executive Group Vice President, he was associated with ICICI Securities and Franklin Templeton. In his most recent role, he served as Fund Manager at Franklin Templeton, where he independently managed the Franklin India Technology Fund from January 2022 to September 2024, delivering 16.5% returns with an impressive alpha of 8.1% against its benchmark, the BSE TeCK Index TRI.



**Mr. Bhalchandra  
Shinde**

**Fund Manager, Motilal Oswal AMC**

Mr. Bhalchandra Shinde boasts over 13 years of extensive experience in Equity Research. Mr. Shinde's professional journey has been marked by his expertise and significant contributions to the field.

Prior to his current role at MOAMC, he dedicated three years to Kotak Mahindra Life Insurance as an Investment Analyst, overseeing research across sectors such as Auto, Oil and Gas, and Real Estate. He has also been associated with Max Life Insurance and Centrum Broking.



**Mr. Rakesh  
Shetty**

**Fund Manager, Debt Component**

Mr. Rakesh Shetty has more than 14 years of overall experience and expertise in trading in equity, debt segment, Exchange Trade Fund's management, Corporate Treasury and Banking.

Prior to joining Motilal Oswal Asset Management Company Limited, he has worked with Company engaged in Capital Market Business wherein he was in charge of equity and debt ETFs, customized indices and has also been part of product development.



**Mr. Sunil  
Sawant**

**Fund Manager,  
Overseas Securities Component**

Mr. Sunil Sawant has been associated with the Company since 2018 for Alternates Business as Dealer.

Prior to joining to Motilal Oswal Asset Management Company, he has worked with Sharekhan, Aditya Birla and Angel Broking as Equity Dealer and Advisor. He has been associated in capital market industry since 2009.



Product Name	Motilal Oswal Consumption Fund	
Type of the Scheme	An open-ended equity scheme following consumption theme	
Category of the Scheme	Thematic Fund	
Investment Objective	The primary objective of the Scheme is to generate long-term capital appreciation by investing predominantly in equity and equity-related securities of companies engaged in consumption and consumption-related activities. However, there is no assurance that the investment objective of the scheme will be realised.	
Benchmark	Nifty India Consumption Total Return Index	
Entry Load	Nil	
Exit Load	1% – if redeemed on or before 3 months from the date of allotment. Nil – if redeemed after 3 months from the date of allotment. Exit load will be applicable on switch amongst the schemes of MOMF. No load shall be imposed for switching between options within the scheme. Further, it is clarified that there will be no exit load charged on a switch-out amongst the plans within the same scheme.	
Plans	Regular Plan and Direct Plan	
Options (Under each plan)	(i) Growth Option and (ii) Income Distribution cum Capital withdrawal (IDCW) Option.	
Minimum Application Amount (Lumpsum)	₹ 500/- and in multiples of ₹ 1/- thereafter	
Additional Application Amount (Systematic Investment Plan)	₹ 500/- and in multiples of ₹ 1/- thereafter	
	Daily SIP	₹ 100/- and multiple of ₹ 1/- thereafter 1 month (30 days)
	Weekly SIP	₹ 500/- and multiple of ₹ 1/- thereafter (Minimum – 12 Maximum – No Limit)
	Fortnightly SIP	₹ 500 and in multiples of ₹ 1/- thereafter (Minimum Installment – 12)
	Monthly SIP	₹ 500/- and multiple of ₹ 1/- thereafter (Minimum – 12 Maximum – No Limit)
	Quarterly SIP	₹ 1,500 and in multiples of ₹ 1/- thereafter (Minimum Installment – 4)
	Annual SIP	₹ 6,000 and in multiples of ₹ 1/- thereafter (Minimum Installment – 1)
Minimum Redemption Amount	₹ 500/- and in multiples of ₹ 1/- thereafter or account balance, whichever is lower.	



# Hi-Quality. Hi-Growth.

## **Benefit from both**

Motilal Oswal's investing process builds Hi-Quality and Hi-Growth portfolios.

The term 'Hi-Quality and Hi-Growth Portfolios' refers to Motilal Oswal AMC's defined fund management processes based on internal qualitative and quantitative research parameters & not to be construed as investment advice to any party.

Mutual fund investments are subject to market risks, read all scheme-related documents carefully.

This presentation has been prepared and issued on the basis of internal data, publicly available information and other sources believed to be reliable. The information contained in this document is for general purposes only and not a complete disclosure of every material fact and terms and conditions and features of Motilal Oswal Consumption Fund. The information / data herein alone is not sufficient and shouldn't be used for the development or implementation of an investment strategy. It should not be construed as investment advice to any party. All opinions, figures, charts/graphs, estimates and data included in this presentation are as on date and are subject to change without notice. While utmost care has been exercised while preparing this document, Motilal Oswal Asset Management Company Limited (MOAMC) does not warrant the completeness or accuracy of the information and disclaims all liabilities, losses and damages arising out of the use of this information. The statements contained herein may include statements of future expectations and other forward-looking statements that are based on our current views and assumptions and involve known and unknown risks and uncertainties that could cause actual results, performance or events to differ materially from those expressed or implied in such statements. Readers shall be fully responsible/liable for any decision taken on the basis of this presentation. No part of this document may be duplicated in whole or in part in any form and/or redistributed without prior written consent of the Motilal Oswal Mutual Fund/Motilal Oswal Asset Management Company Limited. Readers should before investing in the Scheme make their own investigation and seek appropriate professional advice. Please read Scheme Information Document (SID) and Statement of Additional Information (SAI) carefully before investing. Past performance of the Sponsor/ AMC/ Mutual Fund and its affiliates does not indicate the future performance of the scheme and may not provide a basis of comparison with other investments. The Stocks/sectors mentioned above are used to explain the concept and is for illustration purpose only and should not be used for development or implementation of any 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.

Statutory Details: Constitution: Motilal Oswal Mutual Fund has been set up as a trust under the Indian Trust Act, 1882.

Trustee: Motilal Oswal Trustee Company Limited. Investment Manager: Motilal Oswal Asset Management Company Ltd. (CIN: U67120MH2008PLC188186)

Sponsor: Motilal Oswal Financial Services Ltd.

**Mutual fund investments are subject to market risks, read all scheme-related documents carefully.**

For any Mutual Fund queries, please call us on +91 81086 22222 /+91 22 40548002 (Press 1) or write to [mfservice@molaloswal.com](mailto:mfservice@molaloswal.com)

The scheme is a thematic equity fund investing in consumption-related sectors and is subject to sector-specific risks, higher volatility, and concentration risk. Adverse developments in the sector, macroeconomic changes, or policy shifts may significantly impact the scheme's performance. Liquidity risks may also affect the scheme's ability to buy, sell, or redeem investments efficiently.

<https://www.motilaloswalmf.com/CMS/assets/uploads/Documents/00b44-1.-sid-motilal-oswal-consumption-fund-clean.pdf>

**Name of the scheme**

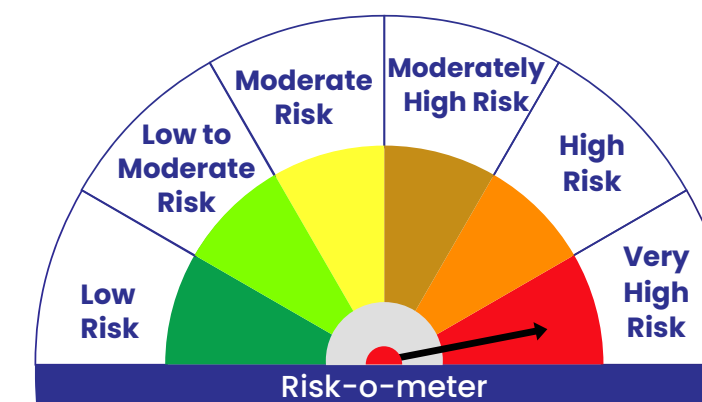
Motilal Oswal Consumption Fund  
(An open-ended equity scheme following consumption theme)

**This product is suitable for investors who are seeking\***

- Capital appreciation over long term
- Investing in equity & equity related securities of companies engaged in consumption and consumption related sector.

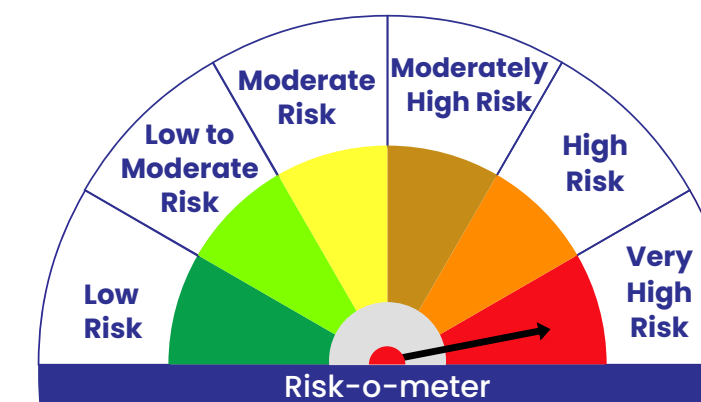
\*Investors should consult their financial advisors if in doubt about whether the product is suitable for them.

Scheme Riskometer



The risk of the scheme is Very High

Benchmark Riskometer  
(Nifty India Consumption TRI)

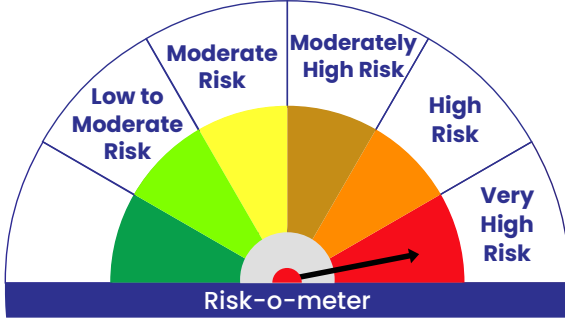
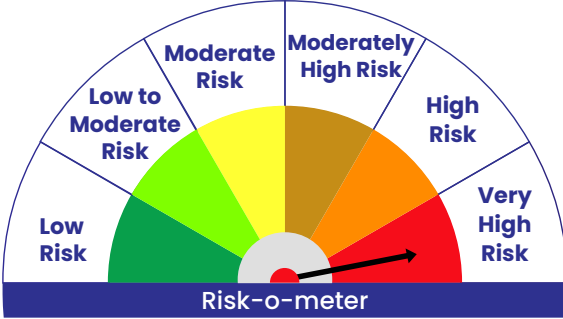
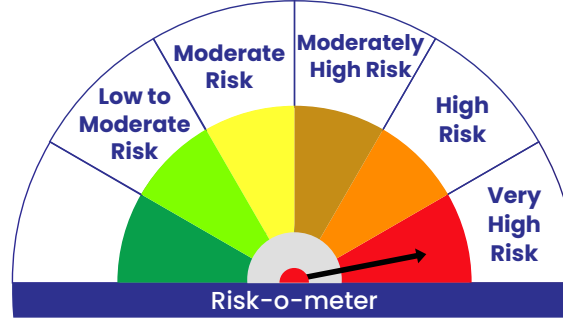
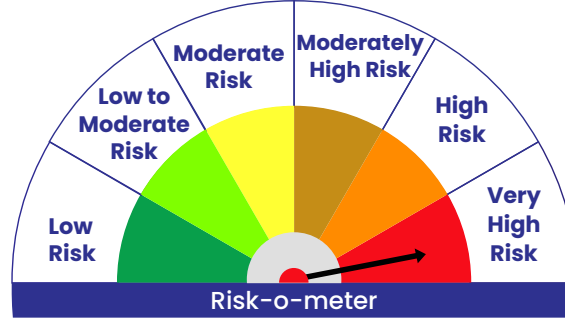
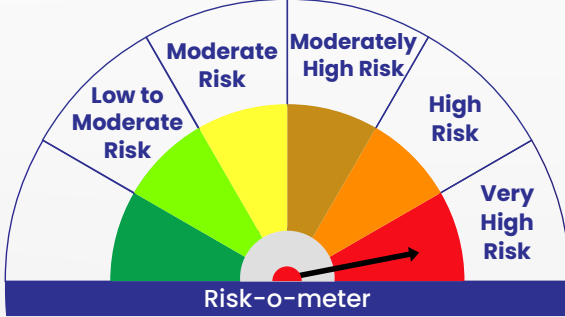
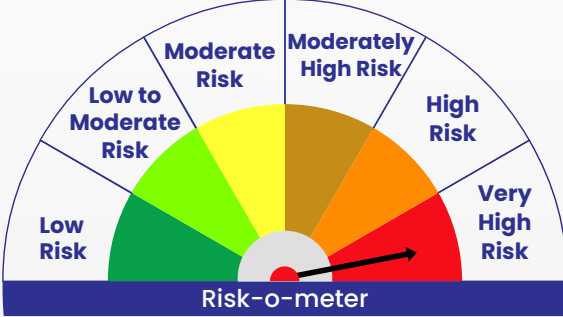
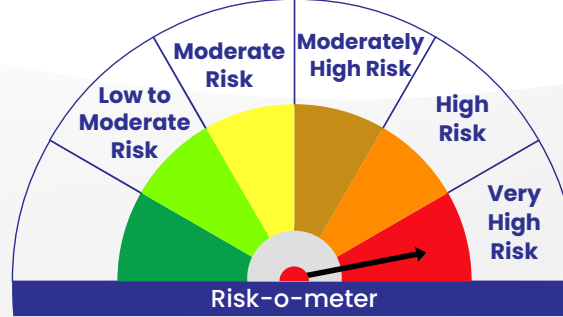
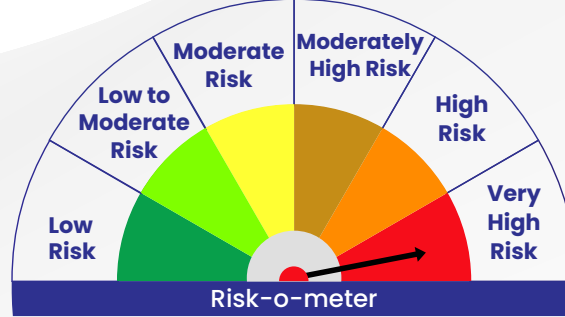


The risk of the benchmark is Very High

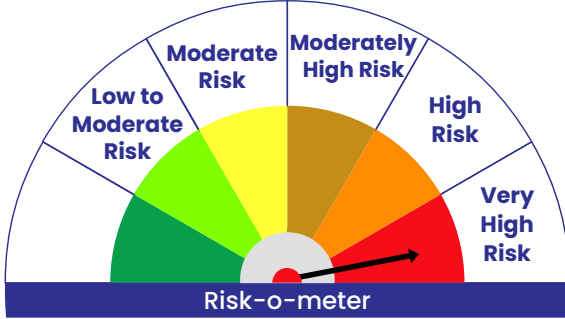
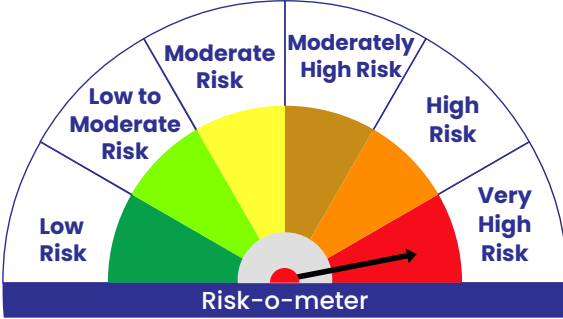
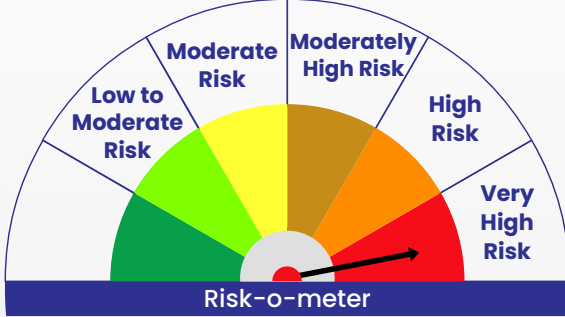
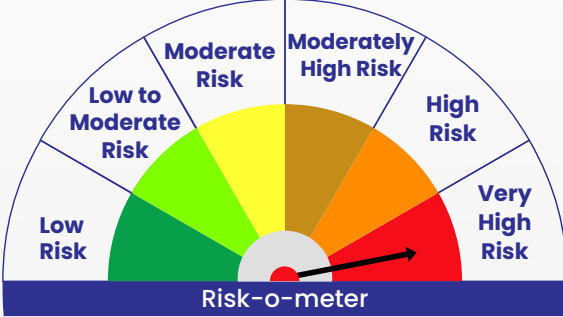
Product labelling designed during the NFO is based on internal assessment of the scheme characteristics or model portfolio and the same may vary post NFO when the actual investments are made. The statements contained herein may include statements of future expectations and other forward-looking statements that are based on our current views and assumptions and involve known and unknown risks and uncertainties that could cause actual results, performance or events to differ materially from those expressed or implied in such statements.



# Product Labelling

<p><b>Name of the scheme</b></p> <p>Motilal Oswal Small Cap Fund (An open-ended equity scheme predominantly investing in small cap stocks)</p> <p><b>This product is suitable for investors who are seeking*</b></p> <ul style="list-style-type: none"><li>• Long term capital growth</li><li>• Investing predominantly in equities and equity related instruments of small cap companies</li></ul> <p><small>*Investors should consult their financial advisors if in doubt about whether the product is suitable for them.</small></p>	<p>Scheme Riskometer</p>  <p>The risk of the scheme is Very High</p>	<p>Benchmark Riskometer (Nifty Smallcap 250 TRI)</p>  <p>The risk of the benchmark is Very High</p>	<p><b>Name of the scheme</b></p> <p>Motilal Oswal Large Cap Fund (An open-ended equity scheme predominantly investing in large cap stocks)</p> <p><b>This product is suitable for investors who are seeking*</b></p> <ul style="list-style-type: none"><li>• Long term capital growth</li><li>• Investments in equity and equity related instruments of large cap stocks</li></ul> <p><small>*Investors should consult their financial advisors if in doubt about whether the product is suitable for them.</small></p>	<p>Scheme Riskometer</p>  <p>The risk of the scheme is Very High</p>	<p>Benchmark Riskometer (NIFTY 100 TRI)</p>  <p>The risk of the benchmark is Very High</p>
<p><b>Name of the scheme</b></p> <p>Motilal Oswal Multi Cap Fund (An open-ended equity scheme investing across large cap, mid cap, small cap stocks)</p> <p><b>This product is suitable for investors who are seeking*</b></p> <ul style="list-style-type: none"><li>• Long term capital growth</li><li>• Investments in equity and equity related instruments across large cap, mid cap, small cap stocks</li></ul> <p><small>*Investors should consult their financial advisors if in doubt about whether the product is suitable for them.</small></p>	<p>Scheme Riskometer</p>  <p>The risk of the scheme is Very High</p>	<p>Benchmark Riskometer (NIFTY 500 Multicap 50:25:25 Index TR)</p>  <p>The risk of the benchmark is Very High</p>	<p><b>Name of the scheme</b></p> <p>Motilal Oswal Manufacturing Fund (An open-ended equity scheme following manufacturing theme)</p> <p><b>This product is suitable for investors who are seeking*</b></p> <ul style="list-style-type: none"><li>• Capital appreciation over long term</li><li>• Investments in equity and equity related instruments of Companies engaged in the Manufacturing theme</li></ul> <p><small>*Investors should consult their financial advisors if in doubt about whether the product is suitable for them.</small></p>	<p>Scheme Riskometer</p>  <p>The risk of the scheme is Very High</p>	<p>Benchmark Riskometer (Nifty India Manufacturing Total Return Index)</p>  <p>The risk of the benchmark is Very High</p>

# Product Labelling

<p><b>Name of the scheme</b></p> <p>Motilal Oswal Business Cycle Fund (An open-ended equity scheme following business cycles based investing theme)</p> <p><b>This product is suitable for investors who are seeking*</b></p> <ul style="list-style-type: none"><li>• Capital appreciation over long term</li><li>• Investing predominantly in equities and equity related instruments selected on the basis of business cycle</li></ul> <p><small>*Investors should consult their financial advisors if in doubt about whether the product is suitable for them.</small></p>	<p>Scheme Riskometer</p>  <p>The risk of the scheme is Very High</p>	<p>Benchmark Riskometer (Nifty 500 TRI)</p>  <p>The risk of the benchmark is Very High</p>	<p><b>Name of the scheme</b></p> <p>Motilal Oswal Digital India Fund (An open-ended equity scheme investing in Digital space, focusing on Technology, Telecom, Media, Entertainment and other related ancillary sectors)</p> <p><b>This product is suitable for investors who are seeking*</b></p> <ul style="list-style-type: none"><li>• Long term capital growth</li><li>• Investing predominantly in equities and equity related instruments of digital and technology related companies</li></ul> <p><small>*Investors should consult their financial advisors if in doubt about whether the product is suitable for them.</small></p>	<p>Scheme Riskometer</p>  <p>The risk of the scheme is Very High</p>	<p>Benchmark Riskometer (BSE Teck TRI)</p>  <p>The risk of the benchmark is Very High</p>
<p><b>Name of the scheme</b></p> <p>Motilal Oswal Innovation Opportunities Fund (An open-ended equity scheme following innovation theme)</p> <p><b>This product is suitable for investors who are seeking*</b></p> <ul style="list-style-type: none"><li>• Long term capital growth</li><li>• Investing predominantly in equity or equity related investments of companies that will benefit from the adoption of innovative strategies or following the innovation theme.</li></ul> <p><small>*Investors should consult their financial advisors if in doubt about whether the product is suitable for them.</small></p>	<p>Scheme Riskometer</p>  <p>The risk of the scheme is Very High</p>	<p>Benchmark Riskometer (Nifty 500 TRI)</p>  <p>The risk of the benchmark is Very High</p>			

# Thank You