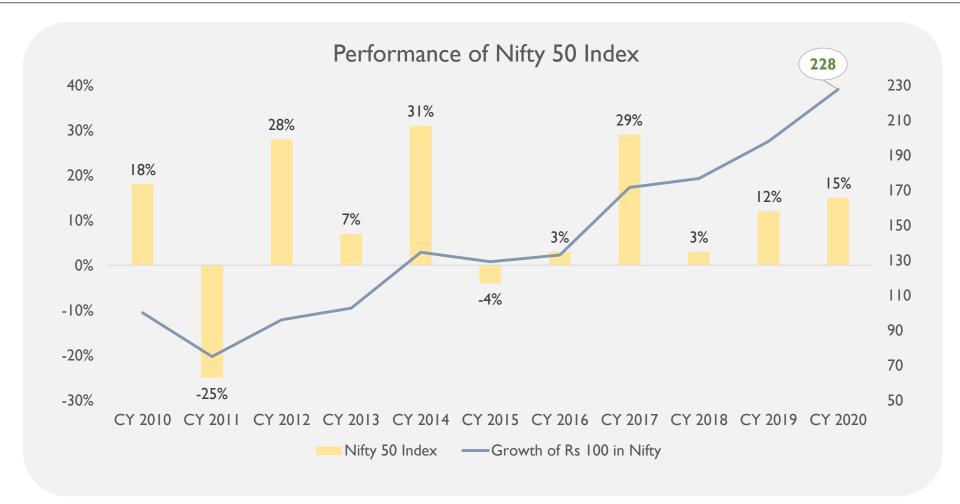


Motilal Oswal Focused 25 Fund

Focused Large cap fund

January 2022

Equity investing leads to Compounding of wealth

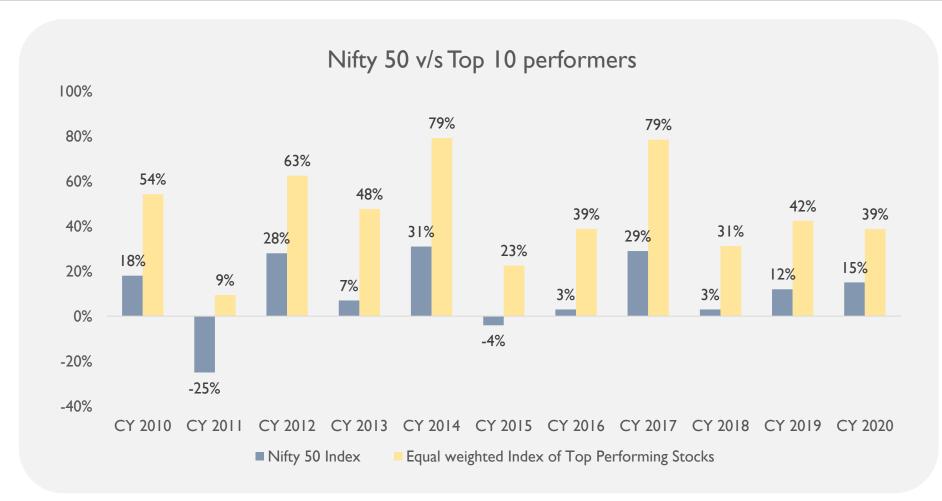


Investment in equities (Nifty 50 Index) has grown by 2 x times in 10 years

Data as on December 31, 2020. Source: MOAMC internal research. Disclaimer: The above is for representation purpose only and should not used for development or implementation of an investment strategy. Past performance may or may not be sustained in future.



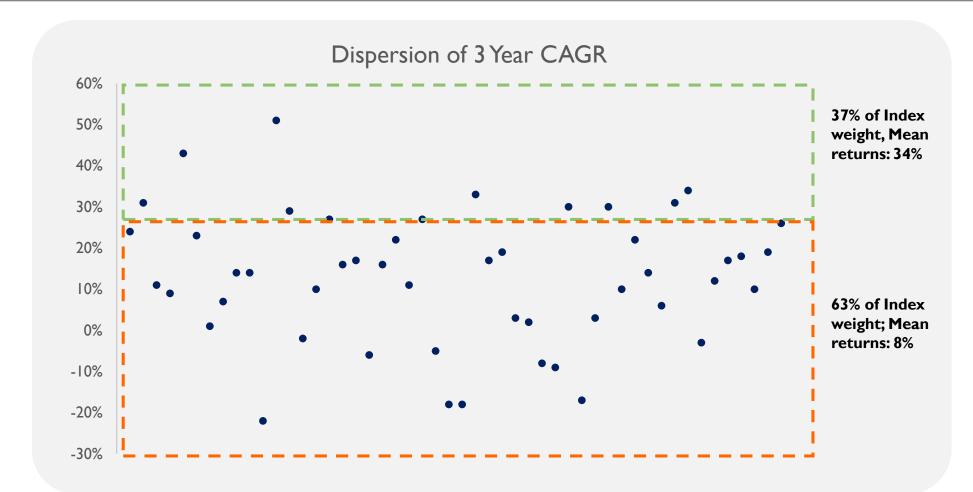
... However all stocks have not given same returns



- Top 10 stocks have significantly outperformed the Nifty 50 Index
- Thus having fewer good stocks in the portfolio is beneficial for the investor

Data as on December 31, 2020. Source: MOAMC internal research. Disclaimer: Returns for 10 stocks are mean returns assuming that top 10 performing stocks of each year were invested at equal weights. The above is for representation purpose only and should not used for development or implementation of an investment strategy. Past performance may or may not be sustained in future.

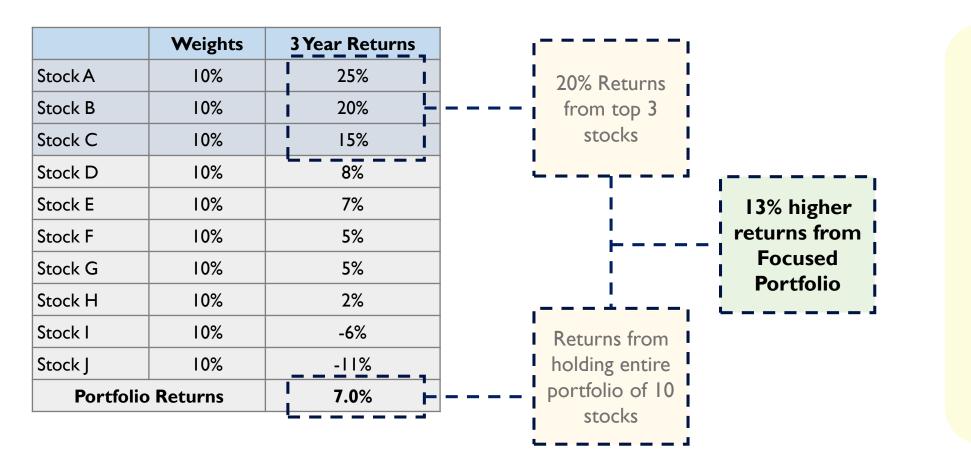
Why Focused Portfolios? Dispersion robs Portfolios of true multiplying potential



- Top 10 stocks account for 37% of Index weight but contributes majority of returns
- Nifty 50 Returns for 3 years: 14.6%
- Dispersion averages out the overall returns of the portfolio

Source: MOAMC internal research. Disclaimer: Data from Mar 31, 2018 till Mar 31,2021. The above is for representation purpose only and should not used for development or implementation of an investment strategy. Past performance may or may not be sustained in future.

Why focused portfolio? – Invests in few quality stocks

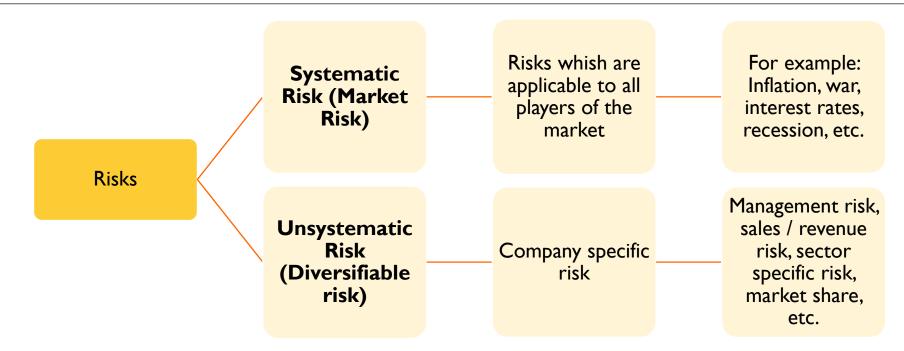


 Focusing on few quality stocks can greatly enhance the performance of a portfolio

Source: MOAMC internal research. Disclaimer: The above table is an illustration of a stated example and is the actual performance of any scheme. The above is for representation purpose only and should not used for development or implementation of an investment strategy. Past performance may or may not be sustained in future.



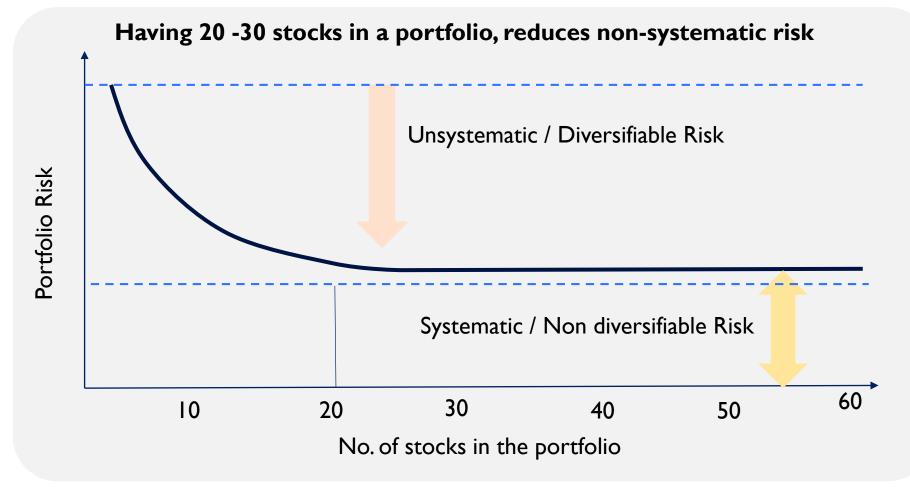
Does "less (stocks)" mean "more risk"? - Analysing risks in building focused portfolio



- Nobel Memorial Prize winner Harry Markowitz suggests that there are two kinds of portfolio risk
 a) Systematic and b) Unsystematic
- Non-systemic risk decreases with increasing number of stocks, but only up to a limit

Key Question to ask: To what extent does having more stocks in a portfolio reduce Diversifiable risk?

Does "less (stocks)" mean "more risk"? - Analysing risks in building focused portfolio



- Based on Modern Portfolio Theory, Unsystematic risk reduces only till 20-30 stocks in the portfolio
- Adding additional stocks does not reduce risk further

Source: Adapted from Modern Portfolio Theory

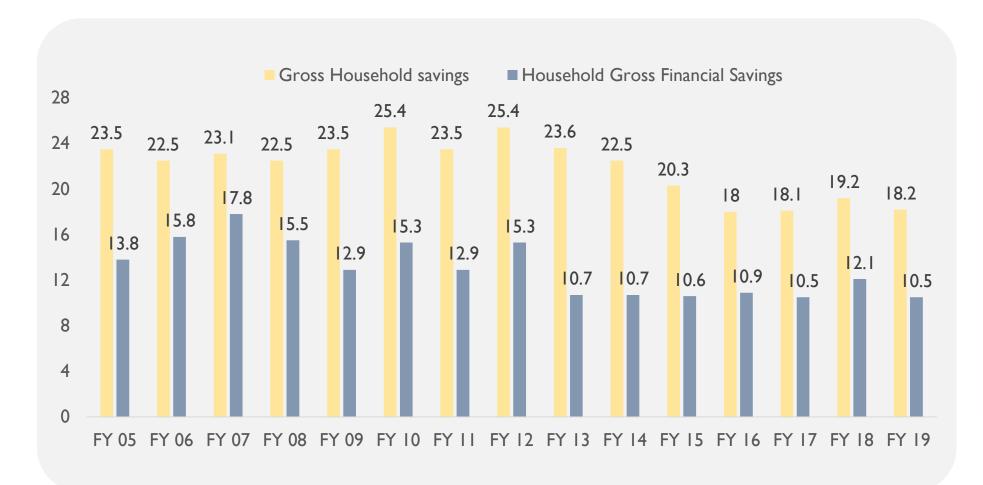
Disclaimer: The above is for representation purpose only and should not used for development or implementation of an investment strategy. Past performance may or may not be sustained in future.

Introducing Motilal Oswal Focused 25 Fund

Large cap oriented focused funds with buy right sit tight philosophy



Why Large caps? -Increase in Equity ownership with financialisation of savings

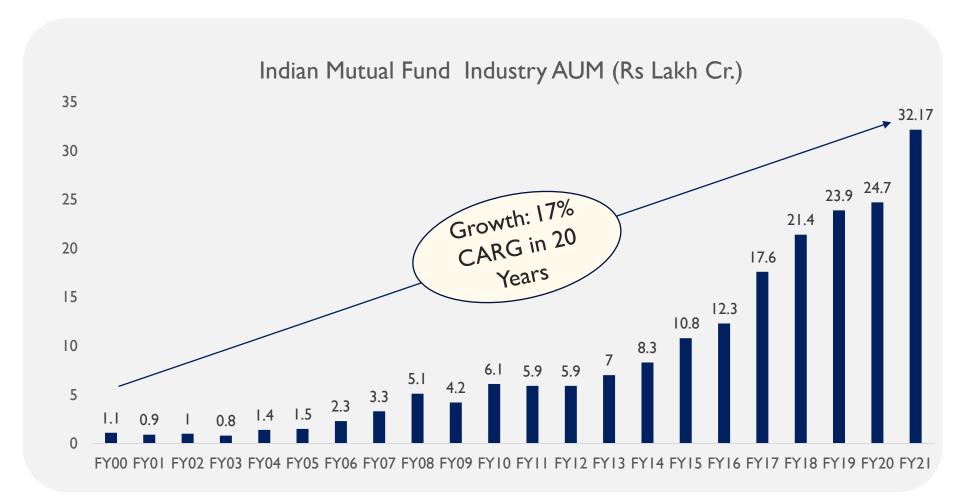


- It is moving
 assets from real
 assets to
 financial assets
- Household
 savings seeing
 increase in
 share of
 financial assets
 (currently
 ~60%)

Source: ICICI Securities and MOFSL Research

Disclaimer: The above Graph is used for illustration purpose only and should not used for development or implementation of an investment strategy

Why Large caps? -Increase in Equity ownership with financialisation of savings



Increase in financial assets is evident from consistent increase in mutual fund AUM

Source: AMFI, MOAMC internal Research and MOFSL Research. AUM stands for Asset Under Management
Disclaimer: The above graph is used for illustration purpose only and should not used for development or implementation of an investment strategy

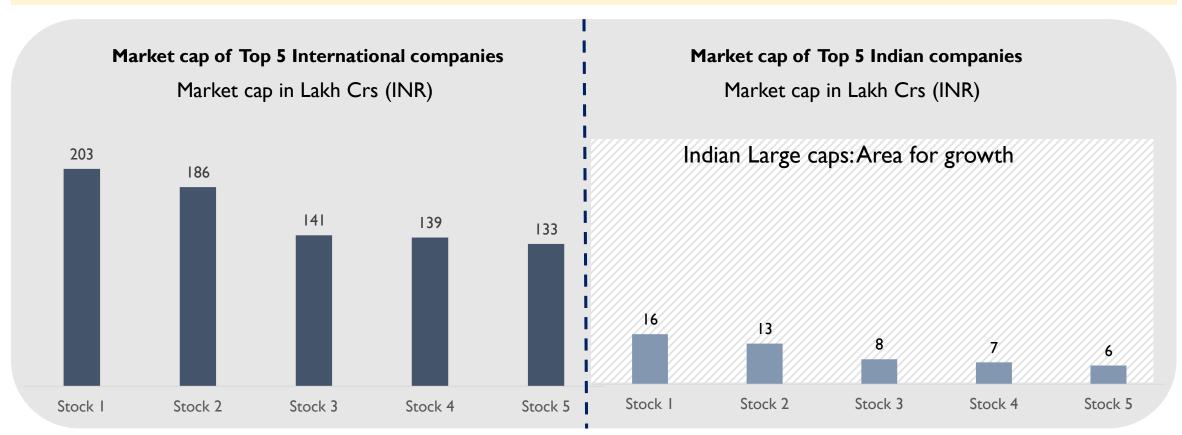


Why Large caps? – Quality with stability and resilience

Relative stability	 Relatively stable due to large size and longer history compared to the broader markets Broad based ownership also ensures lesser volatility
Resilience	 Larger Balance sheet & Survival through different market cycles make large caps resilient
Quality of Management	 Experienced management teams Quality of board Better standards of governance/disclosures

Why Large caps? – Room for Growth

Indian Large caps have a lot of room for growth



Source: Internal MOAMC Research. Data as of November 30, 2021

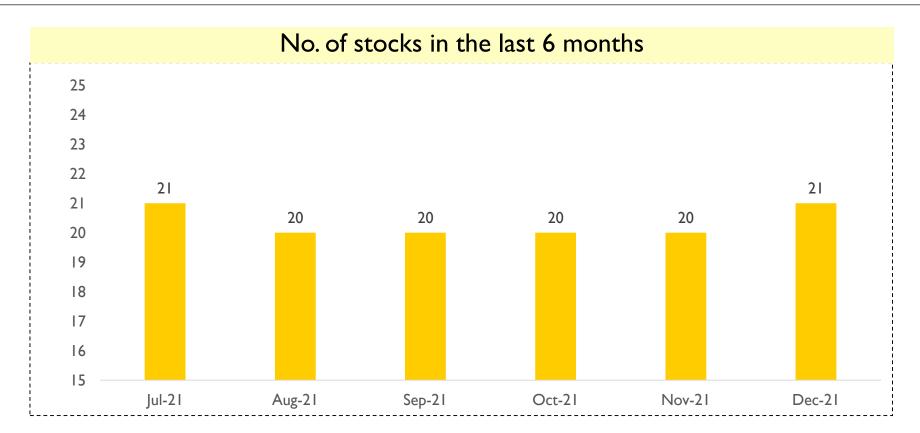
Disclaimer: The above graph is actual market cap of the stated companies in INR lakh crores. This data should not used for development or implementation of an investment strategy. Past performance may or may not be sustained in future

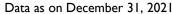


Why invest in Motilal Oswal Focused 25 Fund?

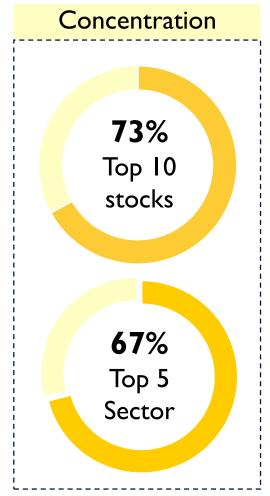
	High Conviction Concentrated Portfolio	
i L	Concentrated Portfolio of not more than 25 stocks	
	Large Cap Oriented	
<u>. </u>	Large cap oriented focused portfolio	
	Benchmark Agnostic	
<u>.</u>	• Least overlap with the benchmark	
:	Strong Stock Picking Process	
	QGLP framework for bottom up stock picking	

#I Concentrated portfolio of 25 stocks - True to mandate Focused Fund





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



#2 Large cap oriented focused fund – Greater flexibility in portfolio structure

	Large Cap (Top 100)	Mid Cap (101- 250)	Small Cap (Below 250)
Large Cap	> 80%	0 -	- 20 %
Focused Fund	> 65%	0 -	- 35 %

- Minimum allocation to Large cap should be 65%
- Higher flexibility in portfolio construction; thus the fund may tap right opportunities as they arise

Source: Internal MOAMC Research

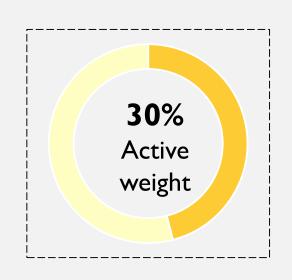
Disclaimer: The above is for representation purpose only and should not used for development or implementation of an investment strategy. Past performance may or may not be sustained in future.



#3 Benchmark agnostic

F25 benchmark agnostic portfolio is testament to bottoms up stock picking of high conviction companies

Top 5 Stocks with least overlap with Benchmark								
Script	 Weightage (%) in portfolio	Weightage (%) in Index						
Portfolio Stock I	 8.4 	0.5						
Portfolio Stock 2	7.2	0.0						
Portfolio Stock 3	6.9	0.0						
Portfolio stock 4	9.2 L	5.3						
Portfolio Stock 5	3.8	0.0						



 Active weights means having portion of the portfolio which does not have an overlay with the benchmark.

Data as on December 31, 2021

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#4 QGLP Framework

Quality of business x Quality of management

- Stable business, preferably consumer facing
- Huge business opportunity
- Sustainable competitive advantage
- Competent management team
- Healthy financials & ratios

Price

- Reasonable valuation, relative to quality and growth prospects
- High margin of safety



Growth in earnings

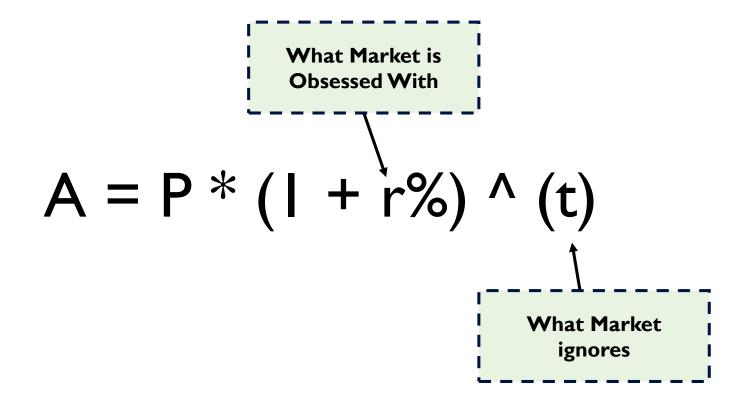
- Volume growth
- Price growth
- Mix change
- Operating & Financial leverage

Longevity - of both Q & G

- Long-term relevance of business
- Extending competitive advantage period
- Initiatives to sustain growth for 10-15 years

Source: MOAMC internal analysis

Longevity of Growth is the Key Value Driver

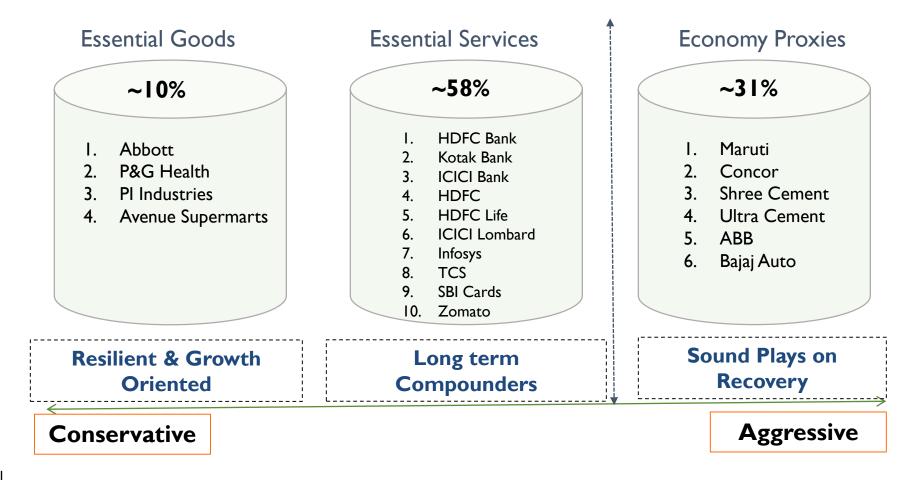


Source: Flame University



Portfolio Positioning – Three Buckets

FSN E-Comm erce

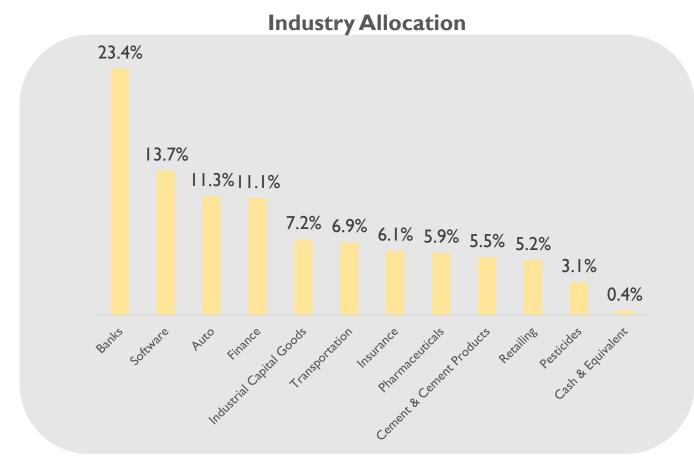


Data as on December 31, 2021

The above buckets of essentials is shown only to explain the concept. 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



Portfolio Holdings



Top 10 Equity Holdings

Script	Weightage (%)
Tata Consultancy Services Limited	9.2%
HDFC Bank Limited	9.1%
Housing Development Finance Corporation	9.0%
Bajaj Auto Limited	8.4%
ICICI Bank Limited	l I 8.2%
ABB India Limited	7.2%
Container Corporation of India Limited	6.9%
Kotak Mahindra Bank Limited	6.1%
Infosys Limited	4.5%
HDFC Life Insurance Company Limited	l 4.2%

Data as on December 31, 2021

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



Scheme Performance

Point to Point Returns (%)	l Year		3 ye	ears	5 Ye	ears	Since Inception	
rollit to rollit Returns (%)	CAGR (%)	Rs. 10000	CAGR (%)	Rs. 10000	CAGR (%)	Rs. 10000	CAGR (%)	Rs. 10000
Motilal Oswal Focused 25 Fund (F25)	14.6	11,459	16.3	15,735	14.8	19,920	14.7	32,597
Nifty 500 TRI (BM)	31.6	13,160	19.1	16,906	17.9	22,775	15.7	35,369
S&P BSE SENSEX (Add. BM)	23.2	12,323	18.6	16,698	18.3	23,198	14.9	33,205

SIP Performance	l Year			3 years			5 Years			Since Inception		
(%)	F25	ВМ	Add. BM	F25	ВМ	Add. BM	F25	BM	Add. BM	F25	ВМ	Add. BM
Investment Amount		120,000			360,000			600,000			10,30,000	
Market Value	125,486	136,377	133,368	479,719	540,075	515,088	865,202	970,499	961,678	1,916,485	2,129,782	2,067,845
Returns (CAGR)%	8.6	26.2	21.2	19.6	28.2	24.7	14.6	19.3	18.9	14.0	16.4	15.7

Data as on December 31, 2021. BM = Benchmark i.e. Nifty 500 TRI Index; Add. BM = additional BM i.e. S&P BSE Sensex

Date of inception: 13-May-13. Incase, 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. Past performance may or may not be sustained in the future. Performance is for Regular Plan Growth option. Different plans have different expense structure. Mr. Siddharth Bothra is the Fund Manager for equity component since 23-Nov-2016 and Mr. Abhiroop Mukherjee is the Fund Manager for debt component since inception.

For Performance of other schemes managed by the fund managers, kindly refer to factsheet: https://www.motilaloswalmf.com/downloads/mutual-fund/Factsheet



Fund Managers



For Equity Component: Mr. Siddharth Bothra

- Rich Experience: Mr Siddharth Bothra has an experience of more than 13 years in the field of research and investments
- Experience across sectors: Prior to joining Motilal Oswal AMC he had an extensive stint with Motilal Oswal Securities Ltd. as a senior analyst in the institutional equities division covering various sectors
- Awards won: During his stint with Motilal Oswal Securities Ltd. Mr. Bothra won various recognitions such as the ZEE Business TV India's Best Analyst Awards 2009 Infrastructure, ET Reuters Starmine Awards No.1 Earnings Estimator 2009 Real Estate & No. 2 Stock Picker 2010 Real Estate
- Excellent academic background: Honors degree of MBA (Post Graduate Program) from ISB (Indian School of Business, Hyderabad), MBA International Student Exchange NYU Stern School of Business (New York) and B.Com (Honors)
- Funds managed: Motilal Oswal Focused 25 Fund, Motilal Oswal Equity Hybrid Fund, Motilal Oswal Multi Asset Fund, Motilal Oswal Flexi Cap Fund and Motilal Oswal Dynamic Fund

Fund Managers



For Debt Component: Mr. Abhiroop Mukherjee

- Rich Experience: Over 11 years of experience in the Debt and Money Market Instruments Securities trading and fund management
- Prestigious past experience: His past experience includes stint at PNG Gilts as AVP-WDM dealer
- Excellent academic background: B.Com (Honours) and PGDM (Finance)
- Funds managed:
 - Fund Manager Motilal Oswal Ultra Short Term Fund and Motilal Oswal Liquid Fund
 - Fund Manager for Debt Component Motilal Oswal Focused 25 Fund, Motilal Oswal Midcap 30 Fund, Motilal Oswal Multicap 35 Fund, Motilal Oswal Long Term Equity Fund, Motilal Oswal Dynamic Fund, Motilal Oswal Nasdaq Fund of Fund, Motilal Oswal S&P 500 Fund, Motilal Oswal Large and Midcap Fund, Motilal Oswal Multi Asset Fund, Motilal Oswal Equity Hybrid Fund, Motilal Oswal 5 Year G-sec Fund of Fund, Motilal Oswal Asset Allocation Passive Fund of Fund Conservative and Motilal Oswal Asset Allocation Passive Fund of Fund Aggressive, Motilal Oswal 5 Year G-Sec ETF, Motilal Oswal MSCI EAFE Top 100 Select Index Fund, Motilal Oswal Nasdaq Q50 ETF

Fund Facts

Type of the Scheme	An open ended equity scheme	e investing in maximum 25 stocks intending to focus on Large Cap stocks						
Category of the Scheme	Focused Fund intending to inv	Focused Fund intending to invest in large cap stocks						
Investment Objective	·	The investment objective of the Scheme is to achieve long term capital appreciation by investing in up to 25 companies with long term sustainable competitive advantage and growth potential. However, there can be no guarantee that the investment objective of						
Benchmark	Nifty 500 TRI							
Entry / Exit Load	allotment. A switch-out or a w	Entry: Nil Exit: 1% - If redeemed on or before 15 days from the date of allotment. Nil - If redeemed after 15 days from the date of allotment. A switch-out or a withdrawal shall also be subjected to the Exit Load like any Redemption. No Exit Load applies for switch between MOF25, MOF30, MOF35, MOFEH & MOFDYNAMIC. No Load for switch between Options within the Scheme.						
Plans	Regular Plan and Direct Plan							
Options (Under each plan)	Dividend (Payout and Reinvest	Dividend (Payout and Reinvestment) and Growth						
Minimum Application Amount	Rs. 500/- and in multiples of Ro	e. I/- thereafter						
Additional Application Amount	Rs. 500/- and in multiples of Ro	e. I/- thereafter						
	Weekly SIP							
	Fortnightly SIP	Rs. 500 and in multiples of Re. I/- thereafter (Minimum Installment – 12)						
	Monthly SIP							
	Quarterly SIP	Quarterly SIP Rs. 1,500 and in multiples of Re. I/- thereafter (Minimum Installment – 4)						
	Annual SIP	Annual SIP Rs. 6,000 and in multiples of Re. I/- thereafter (Minimum Installment – I)						
		The Dates of Auto Debit Facility shall be on the 1st, 7th, 14th ,21st or 28th of every month.						
Minimum Redemption Amount	Minimum Redemption Amount Rs. 500/- and in multiples of Re. I/- thereafter or account balance, whichever is lower.							



Product Labelling

Name of the scheme Motilal Oswal Focused 25 Fund (MOF25) An open ended equity scheme investing in maximum 25 stocks intending to focus on Large Cap stocks This product is suitable for investors who are seeking* Return by investing in upto 25 companies with long term sustainable competitive advantage and growth potential Investors understand that their principal will be at Very High risk



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

Motilal Oswal Mutual Funds

Performance of other schemes managed by Siddharth Bothra

Name of Fund Manager: Siddharth Bothra									
	Incontion	lу	ear	3 year		5 year		Since Inception	
Period	Inception Date	Scheme Return (%)	Benchmark Return (%)						
Motilal Oswal Flexi Cap Fund	28-04-2014	15.3	31.6	11.1	19.1	12.6	17.9	17.5	15.8
Motilal Oswal Equity Hybrid Fund	14-09-2018	13.3	19.7	14.8	16.0	-	-	13.4	13.8
Motilal Oswal Dynamic Fund	27-09-2016	7.4	15.9	9.0	14.6	9.8	13.1	8.6	12.0
Motilal Oswal Multi Asset Fund	04-08-2020	4.4	12.0	-	-	-	-	6.0	15.4

Note:

- a. Siddharth Bothra manages 5 schemes of Motilal Oswal Mutual Fund.
- b. In case the number of schemes managed by a fund manager is more than six, performance data of top 3 and bottom 3 schemes managed by fund manager has been provided herein.
- c. Period for which scheme's performance has been provided is computed basis last day of the month-end preceding the date of advertisement.
- d. Different plans shall have a different expense structure. The performance details provided herein are of Regular plan.

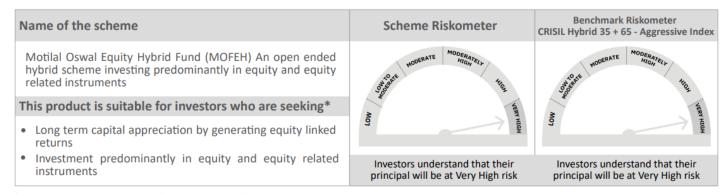
Source/Disclaimer: MOAMC, Data as of 31-Dec-21. Past performance may or may not be sustained in the future. Performance is for Regular Plan Growth Option. Different plans have different expense structure.



Motilal Oswal Flexi Cap Fund

Motilal Oswal Flexi Cap (MOF35) Fund - An open ended dynamic equity scheme investing across large cap, mid cap, small cap stocks This product is suitable for investors who are seeking* • Long-term capital growth • Investment in a maximum of 35 equity and equity related instruments across sectors and market capitalization levels Investors understand that their principal will be at Very High risk

Motilal Oswal Equity Hybrid Fund

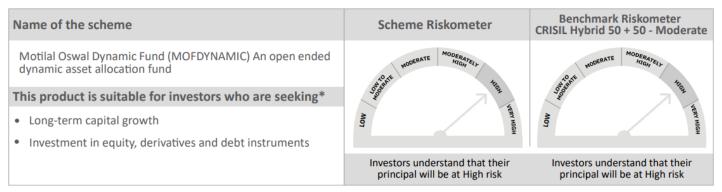


^{*}Investors should consult their financial advisers if in doubt about whether the product is suitable for them.



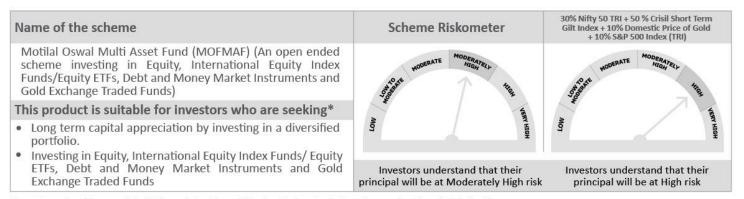
^{*}Investors should consult their financial advisers if in doubt about whether the product is suitable for them.

Motilal Oswal Dynamic Fund



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

Motilal Oswal Multi Asset Fund



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



Motilal Oswal Mutual Funds

Performance of other schemes managed by Abhiroop Mukherjee

Name of Fund Manager: Abhiroop Mukherjee									
	Incontion	lу	ear	3 year		5 y	ear	Since Inception	
Period	Inception Date	Scheme Return (%)	Benchmark Return (%)						
Motilal Oswal Midcap 30 Fund	24-02-2014	55.8	48.2	23.2	23.2	16.3	20.5	21.3	22.8
Motilal Oswal Large and Midcap Fund	17-10-2019	40.8	37.0	-	-	-	-	27.0	29.1
Motilal Oswal Long Term Equity Fund	21-01-2015	32.1	31.6	17.6	19.1	16.4	17.9	15.4	12.7
Motilal Oswal 5 Year G-Sec ETF	10-12-2020	3.1	3.3	-	-	-	•	3.3	3.5
Motilal Oswal Liquid Fund	20-12-2018	2.9	3.6	-	-	-	-	3.9	5.0
Motilal Oswal Ultra Short Term Fund	06-09-2013	2.4	4.2	4.3	6.1	1.9	6.6	3.9	7.5

Note:

- a. Abhiroop Mukherjee manages 18 schemes of Motilal Oswal Mutual Fund.
- b. In case the number of schemes managed by a fund manager is more than six, performance data of top 3 and bottom 3 schemes managed by fund manager has been provided herein.
- c. Period for which scheme's performance has been provided is computed basis last day of the month-end preceding the date of advertisement.
- d. Different plans shall have a different expense structure. The performance details provided herein are of Regular plan.

Source/Disclaimer: MOAMC, Data as of 31-Dec-21. Past performance may or may not be sustained in the future. Performance is for Regular Plan Growth Option. Different plans have different expense structure.



Motilal Oswal Mutual Funds

Performance of other schemes managed by Abhiroop Mukherjee

Name of Fund Manager: Abhiroop Mukherjee									
	Inception	. I year		3 year		5 year		Since Inception	
Period	Date	Scheme Return (%)	Benchmark Return (%)						
Motilal Oswal Passive FOF - Aggressive	12-03-2021	-	-	-	-	-	•	19.1	21.2
Motilal Oswal Passive FOF – Conservative	12-03-2021	-	-	-	-	-	-	13.5	15.0

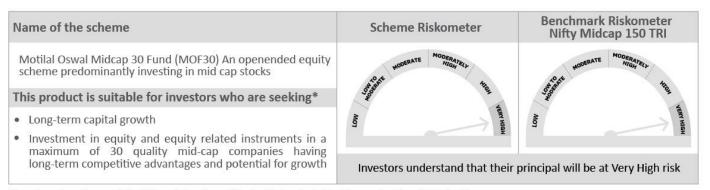
Note:

- a. Abhiroop Mukherjee manages 18 schemes of Motilal Oswal Mutual Fund.
- b. Returns for funds launched less than one year ago but over 6 months ago have been shown
- c. Returns are calculated on a simple annualized basis

Source/Disclaimer: MOAMC, Data as of 31-Dec-21. Past performance may or may not be sustained in the future. Performance is for Regular Plan Growth Option. Different plans have different expense structure.

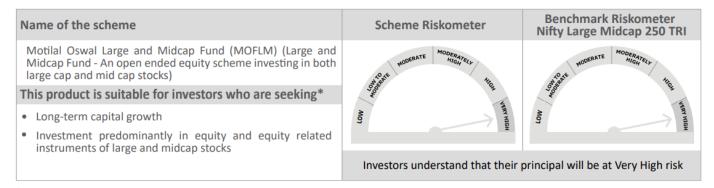


Motilal Oswal Midcap 30 Fund



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

Motilal Oswal Large and Midcap Fund



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

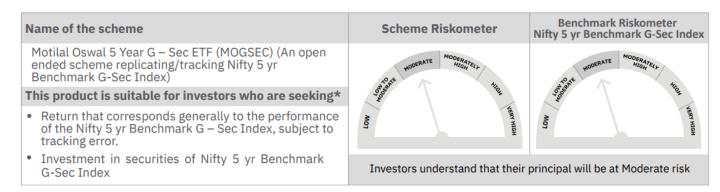


Motilal Oswal Long Term Equity Fund

Name of the scheme	Scheme Riskometer	Benchmark Riskometer Nifty 500 TRI				
Motilal Oswal Long Term Equity Fund (MOFLTE) (An open ended equity linked saving scheme with a statutory lock in of 3 years and tax benefit)	MODERATE MIGHTELY	MODERATE MODERATELY MIGHT ELY				
This product is suitable for investors who are seeking*						
Long-term capital growth	MO7	VOV WOLL WASH				
 Investment predominantly in equity and equity related instruments 	1	1				
instruments	Investors understand that their principal will be at Very High risk					
		, ,				

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

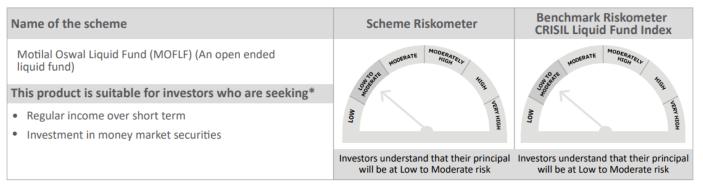
Motilal Oswal 5 Year G-Sec ETF



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

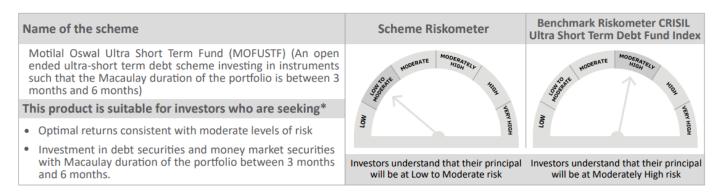


Motilal Oswal Liquid Fund



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

Motilal Oswal Ultra Short Term Fund



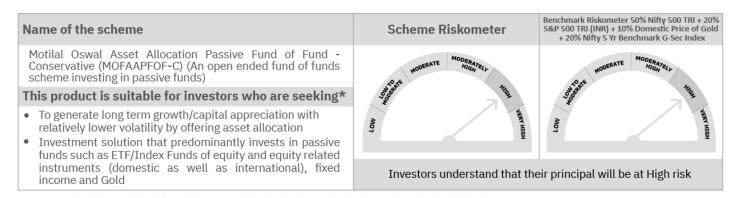
^{*}Investors should consult their financial advisers if in doubt about whether the product is suitable for them.



Motilal Oswal Passive FOF - Aggressive

Benchmark Riskometer 50% Nifty 500 TRI + 20% Name of the scheme **Scheme Riskometer** S&P 500 TRI (INR) + 10% Domestic Price of Gold + 20% Nifty 5 Yr Benchmark G-Sec Index Motilal Oswal Asset Allocation Passive Fund of Fund -Aggressive (MOFAAPFOF-A) (An open ended fund of funds scheme investing in passive funds) This product is suitable for investors who are seeking* • To generate long term growth/capital appreciation by offering asset allocation Investment solution that predominantly invests in passive funds such as ETF/Index Funds of equity and equity related instruments (domestic as well as international), fixed Investors understand that their principal will be at Very High risk income and Gold.

Motilal Oswal Passive FOF - Conservative



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



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

Disclaimer

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