

# “Buy Right : Sit Tight” now in four 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

No load

Focused  
Portfolio

Low Churn  
Portfolio

QGLP  
Stocks

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**BUY RIGHT  
SIT TIGHT**

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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

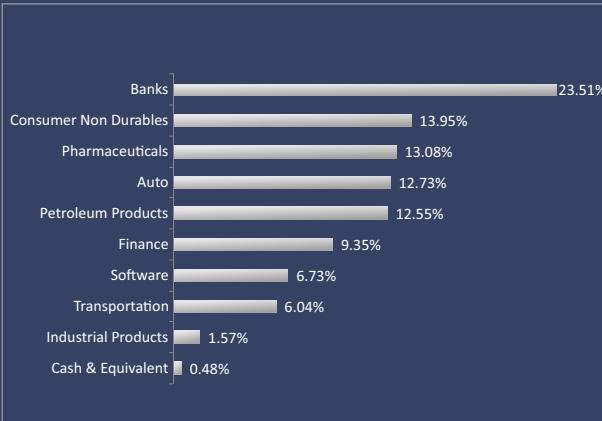
	MOST Focused 25	MOST Focused Midcap 30	MOST Focused Multicap 35	MOST Focused Long Term
<b>Type of Scheme:</b>	An open ended equity scheme	An open ended equity scheme	An open ended diversified equity scheme	An open ended equity linked saving scheme with a 3 year lock-in
<b>Investment Objective:</b>	The 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. However, there can be no assurance or guarantee that the investment objective of the Scheme would be achieved.	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. However, there can be no assurance or guarantee that the investment objective of the Scheme would be achieved.	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.	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	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>	<div style="text-align: center;"> <h3>Riskometer</h3> <p><b>Investors understand that their principal will be at Moderately High risk</b></p> </div>
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>	

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

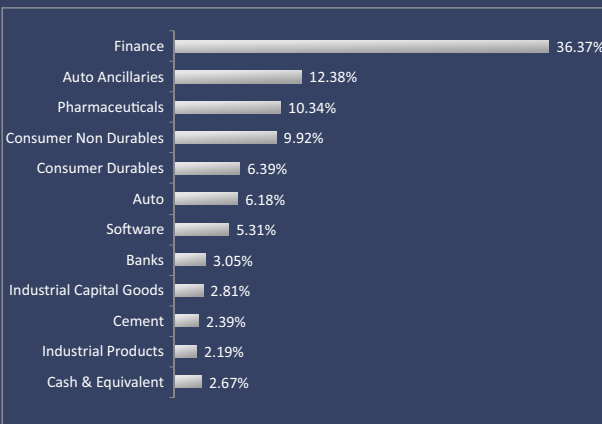
**Mutual Fund investments are subject to market risks, read all scheme related documents carefully**

## Motilal Oswal MOST Focused Multicap 35 Fund



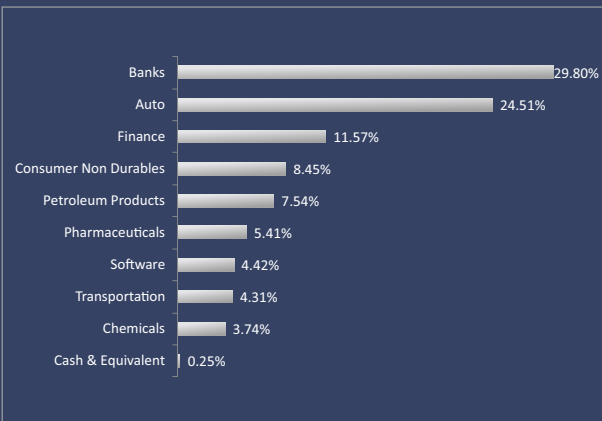
Sr. No.	Name of Instrument	% to Net Assets
1	HDFC Bank Limited	9.31
2	IndusInd Bank Limited	9.22
3	Eicher Motors Limited	6.98
4	Infosys Limited	6.73
5	HPCL	6.47
6	Britannia Industries Limited	6.22
7	Bharat Petroleum Corporation Limited	6.07
8	Interglobe Aviation Limited	6.04
9	Maruti Suzuki India Limited	5.75
10	Ajanta Pharma Limited	5.13

## Motilal Oswal MOST Focused Midcap 30 Fund



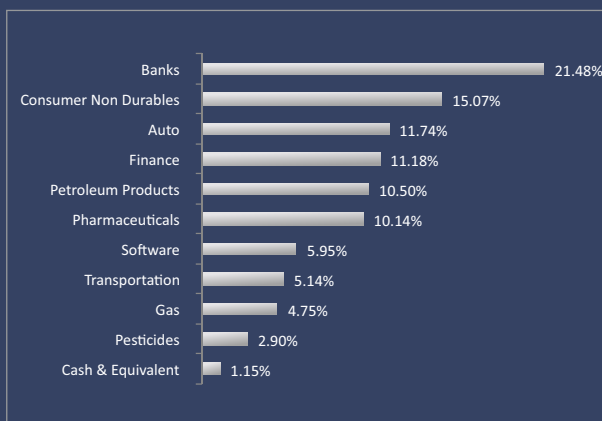
Sr. No.	Name of Instrument	% to Net Assets
1	Max Financial Services Limited	9.32
2	Amara Raja Batteries Limited	7.44
3	Bharat Financial Inclusion Limited	6.63
4	Havells India Limited	6.39
5	Ajanta Pharma Limited	6.29
6	TVS Motor Company Limited	6.18
7	CRISIL Limited	6.13
8	Repco Home Finance Limited	5.98
9	WABCO India Limited	4.95
10	Bajaj Finance Limited	4.26

## Motilal Oswal MOST Focused 25 Fund



Sr. No.	Name of Instrument	% to Net Assets
1	HDFC Bank Limited	9.47
2	Maruti Suzuki India Limited	8.99
3	Kotak Mahindra Bank Limited	8.82
4	Eicher Motors Limited	8.80
5	Britannia Industries Limited	8.45
6	HPCL	7.54
7	State Bank of India	7.27
8	Max Financial Services Limited	7.17
9	Tata Motors Limited	6.73
10	Lupin Limited	5.41

## Motilal Oswal MOST Focused Long Term Fund



Sr. No.	Name of Instrument	% to Net Assets
1	IndusInd Bank Limited	9.00
2	HDFC Bank Limited	8.96
3	Eicher Motors Limited	7.17
4	Infosys Limited	5.95
5	Britannia Industries Limited	5.17
6	Interglobe Aviation Limited	5.14
7	Bharat Petroleum Corporation Limited	5.03
8	Mahanagar Gas Limited	4.75
9	Maruti Suzuki India Limited	4.56
10	Gruh Finance Limited	4.33