

THE POWER OF FOCUS



Motilal Oswal Focused 25 Fund

With the power of focus; you can see constellations, whereas others only see stars. A focused portfolio helps prevent over-diversification. And with Large Cap stocks, you get the required stability.

By investing in our Motilal Oswal Focused 25 Fund (**MOF25**), you can reap the full growth potential of your equity portfolio. This is because we believe in our unique investment philosophy of 'Buy Right : Sit Tight' where we buy **Quality** stocks with **Growth** potential with **Longevity** advantage at a fair **Price** (QGLP).

Toll free number : 81086 22222 or 022-4054 8002 | **Visit**: www.motilaloswalmf.com

THINK EQUITY
THINK MOTILAL OSWAL



BUY RIGHT
SIT TIGHT

For individual nature of tax implications, investors are requested to consult their tax advisors before investing

Name of the scheme	This product is suitable for investors who are seeking*	Riskometer
Motilal Oswal Focused 25 Fund (MOF25) An open ended equity scheme investing in maximum 25 stocks intending to focus on Large Cap stocks	<ul style="list-style-type: none"> Return by investing in upto 25 companies with long term sustainable competitive advantage and growth potential Investment in Equity and equity related instruments subject to overall limit of 25 companies 	<p>Investors understand that their principal will be at Moderately High risk</p>

*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.

OUR INVESTMENT PHILOSOPHY - 'Buy Right : Sit Tight'

At Motilal Oswal Asset Management Company Limited (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'quality** 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

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 assurance or guarantee that the investment objective of the Scheme would be achieved.

INVESTMENT PATTERN

Instruments	Indicative allocations (% of total assets)		Risk Profile
	Minimum	Maximum	High/Medium/Low
Equity and equity related instruments* selected from Top 100 listed companies by full market capitalization	65	100	High
Equity and equity related instruments* other than above	0	35	High
Debt, Money Market Instruments, G-Sec, Bonds, Cash and Cash Equivalents, etc	0	10	Low
Units issued by REITs and InvITs	0	10	Medium to High

*subject to overall limit of 25 companies

TOP 10 HOLDINGS

Scrip	Holdings (%)
Avenue Supermarts Ltd.	9.8
HDFC Bank Ltd.	9.4
ICICI Bank Ltd.	9.2
Kotak Mahindra Bank Ltd.	7.5
HDFC Life Insurance Company Ltd.	7.0
Tata Consultancy Services Ltd.	6.8
Container Corporation of India Ltd.	6.6
Abbott India Ltd.	5.6
Max Financial Services Ltd.	4.5
Dr. Reddy's Laboratories Ltd.	3.7

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 25 to 30 stocks being our ideal number. We believe in adequate diversification but over-diversification results in diluting returns for our investors and adding market risk

FUND MANAGERS

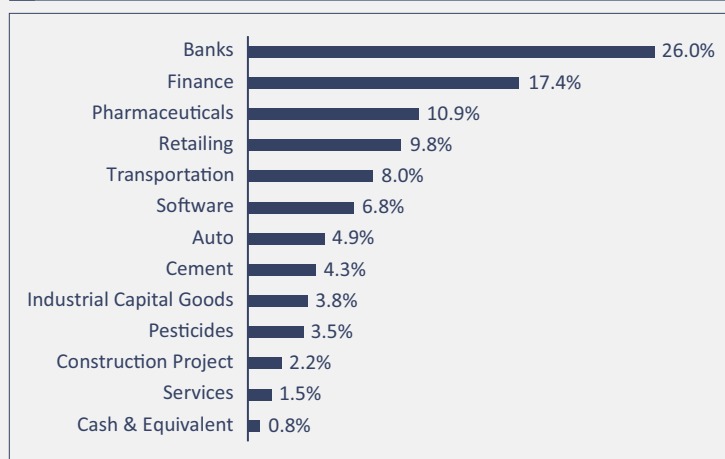
Fund Manager	Mr. Siddharth Bothra
Fund Manager (Debt Component)	Mr. Abhiroop Mukherjee

SCHEME DETAILS

NAV Regular Plan Growth Option (Rs.)	23.4191
NAV Regular Plan Dividend Option (Rs.)	16.9732
NAV Direct Plan Growth Option (Rs.)	25.6793
NAV Direct Plan Dividend Option (Rs.)	18.9156
Monthly AAUM (in Rs Crs.)	1,267.6
Latest AUM (31-August-2019) (in Rs Crs.)	1,236.8
Standard Deviation (Annualised)	13.4
Sharpe Ratio (Annualised)#	0.3
Portfolio Turnover Ratio	0.5
Beta	0.9

*Against the benchmark Nifty 50 TRI. # Risk free returns based on last overnight MIBOR cut-off of 5.09%

SECTOR ALLOCATION



Industry classification as recommended by AMFI