

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

Motilal Oswal Focused 25  
Fund (MOF25)

Invests in enduring  
wealth creators

Motilal Oswal Midcap 30  
Fund (MOF30)

Invests in emerging  
wealth creators

Motilal Oswal Multicap 35  
Fund (MOF35)

Invests in emerging and  
enduring wealth creators

Motilal Oswal Long Term Equity  
Fund (MOFLTE)

Lock in fund that invests  
in wealth creators  
plus Saves Tax

Motilal Oswal Dynamic Fund  
(MOFDYNAMIC)

A fund that changes its action  
based on market conditions

Focused  
Portfolio

Low Churn  
Portfolio

QGLP  
Stocks

Invest now to add colors to your portfolio

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THINK EQUITY  
THINK MOTILAL OSWAL



BUY RIGHT  
SIT TIGHT

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

## Our Investment Philosophy

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'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

### 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

## Benefits 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

# Scheme details

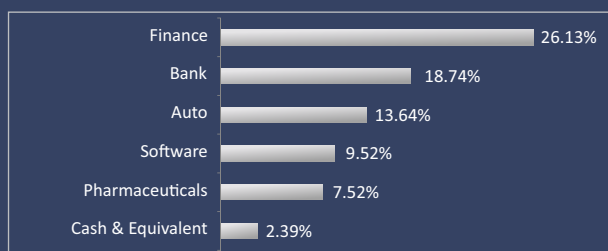
Type of Scheme:	MOF25	MOF30	MOF35	MOFDYNAMIC	MOFLTE
	An open ended equity scheme investing in maximum 25 stocks intending to focus on Large Cap stocks	Mid cap fund an open ended equity scheme predominantly investing in mid cap stocks	Multicap fund an open ended equity scheme investing across large cap, mid cap, small cap stocks	An open ended dynamic asset allocation fund	An open ended equity linked saving scheme with a statutory lock in of 3 years and tax benefit
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.	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, debt, money market instruments and units issued by REITs and InvITs.	The investment objective of the Scheme is 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.					
Benchmark:	Nifty 50 TRI	Nifty Midcap 100 TRI	Nifty 500 TRI	CRISIL Hybrid 35 + 65 - Aggressive	Nifty 500 TRI
Category:	Focused Fund intending to invest in large cap stocks	Midcap Fund	Multicap Fund	Dynamic Asset Allocation	ELSS
Entry:	Nil				
Exit load:	1% - If redeemed on or before 1 year from the date of allotment; Nil - If redeemed after 1 year from the date of allotment No Exit Load applies for switch between MOF25, MOF30, MOF35 & MOFDYNAMIC. No Load for switch between Options within the Scheme. Investors have option to withdraw up to 12% p.a. of original investment cost (OIC) within 1 year (from date of investment) with no exit load. If the withdrawal amount is beyond 12% p.a. of OIC, the normal exit load applies on the amount greater than 12% p.a.				Nil
Plans:	Regular Plan and Direct Plan				
Options (Under each plan):	Dividend (Payout and Reinvestment) and Growth				Dividend (Payout) and Growth
Application Amount:	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
Minimum Redemption Amount:	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.
Systematic Investment Plan (SIP):	Weekly SIP	1,000 and in multiples of Re. 1/- thereafter (Minimum Installment – 6)			Rs. 500/- and in multiples of Rs. 500/- thereafter (Minimum Installment – 12) and Rs. 1000/- and in multiples of Rs. 500/- thereafter (Minimum Installment – 6)
	Fortnightly SIP	1,000 and in multiples of Re. 1/- thereafter (Minimum Installment – 6)			
	Monthly SIP	1,000 and in multiples of Re. 1/- thereafter (Minimum Installment – 6)			Rs. 2000/- and in multiples of Rs. 500/- thereafter (Minimum Installment – 3)
	Quarterly SIP	2,000 and in multiples of Re. 1/- thereafter (Minimum Installment – 3)			
	Annual SIP	5,000 and in multiples of Re. 1/- thereafter (Minimum Installment – 1)			Rs. 5000/- and in multiples of Rs. 500/- thereafter (Minimum Installment – 1)
SIP Dates:	Weekly SIP	Any day of the week from Monday to Friday			
	Fortnightly SIP	1st -14th, 7th - 21st and 14th - 28th			
	Monthly SIP	Any day of the month except 29th, 30th or 31st			
	Quarterly SIP	Any day of the month for each quarter (i.e. January, April, July, October) except 29th, 30th or 31st			
	Annual SIP	Any day or date of his/her preference			
Incase it is a non business day, it will be processed on the next business day. Incase of ambiguity, SIP transaction will be processed on the 7th of subsequent month.					

Name of the scheme	This product is suitable for investors who are seeking*	
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"> <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>	 <p><b>Riskometer</b></p> <p>Investors understand that their principal will be at Moderately High risk</p>
Motilal Oswal Midcap 30 Fund (MOF30): Mid Cap Fund - An open ended equity scheme predominantly investing in mid cap stocks	<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 Multicap 35 Fund (MOF35): Multi Cap Fund - An open ended equity scheme investing across large cap, mid cap, small cap stocks	<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 Long Term Equity Fund (MOFLTE): An open ended equity linked saving scheme with a statutory lock in of 3 years and tax benefit	<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 Dynamic Fund (MOFDYNAMIC): An open ended dynamic asset allocation fund	<ul style="list-style-type: none"> <li>Long term capital appreciation</li> <li>investment in equity, derivatives and debt instruments</li> </ul>	

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

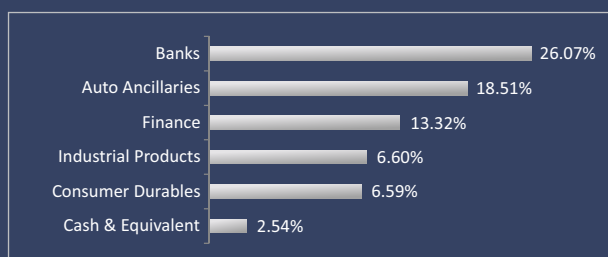
# Top 5 Sector Allocation & Top 5 Holdings

## Motilal Oswal Multicap 35 Fund



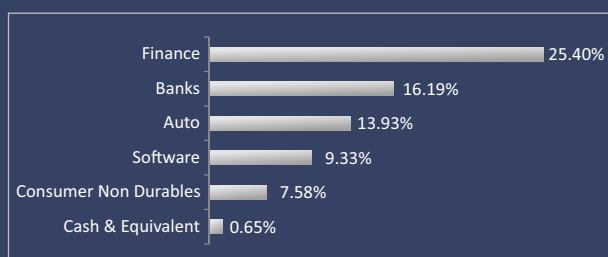
Sr. No.	Name of Instrument	% to Net Assets
1	Housing Development Finance Corporation Ltd	9.36
2	HDFC Bank Ltd	8.40
3	Maruti Suzuki India Ltd	7.06
4	IndusInd Bank Ltd	6.00
5	Infosys Ltd	5.45

## Motilal Oswal Midcap 30 Fund



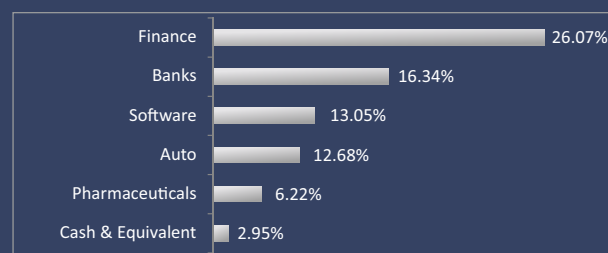
Sr. No.	Name of Instrument	% to Net Assets
1	RBL Bank Ltd	6.42
2	IndusInd Bank Ltd	5.68
3	Bajaj Finance Ltd	5.34
4	Page Industries Ltd	5.21
5	Exide Industries Ltd	4.60

## Motilal Oswal Focused 25 Fund



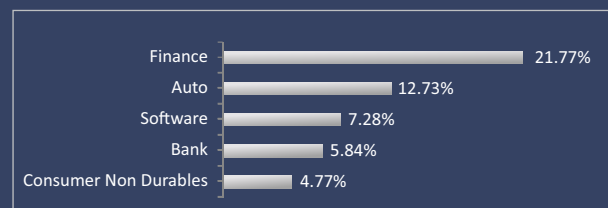
Sr. No.	Name of Instrument	% to Net Assets
1	HDFC Bank Ltd	9.42
2	Maruti Suzuki India Ltd	8.69
3	Kotak Mahindra Bank Ltd	6.77
4	Housing Development Finance Corporation Ltd	6.66
5	HDFC Standard Life Insurance Company Ltd	6.21

## Motilal Oswal Long Term Equity Fund



Sr. No.	Name of Instrument	% to Net Assets
1	Housing Development Finance Corporation Ltd	9.07
2	HDFC Bank Ltd	8.98
3	IndusInd Bank Ltd	7.36
4	Infosys Ltd	6.85
5	Maruti Suzuki India Ltd	5.34

## Motilal Oswal Dynamic Fund



Sr. No.	Name of Instrument	% to Net Assets
1.	Equity	66.26
2.	Bonds and NCDs	23.99
3.	Fixed Deposit	0.65
4.	Derivatives	-22.66
5.	CBLO / Reverse Repo Investments	2.92
6.	Cash & Cash Equivalents	28.85
	Total	100.00