

The Power of
FOCUS




With the power of focus, you can see constellations where others only see stars

Presenting

Motilal Oswal MOST Focused 25 Fund

(An open ended Equity Scheme)

Product Labeling

Name of the Scheme	This product is suitable for investors who are seeking*	
<p>Motilal Oswal MOST Focused 25 Fund (MOST Focused 25) An Open Ended Equity Scheme</p>	<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>Riskometer</p> <p>Investors understand that their principal will be at Moderately High risk</p> <p>The Riskometer is a semi-circular gauge with five segments: Low, Moderately Low, Moderate, Moderately High, and High. The needle points to the Moderately High segment.</p>

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

Our Investment Philosophy

At Motilal Oswal Asset Management Company (MOAMC), our investment philosophy and investing style is centered on 'Buy Right: Sit Tight' principle.

Buy Right

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

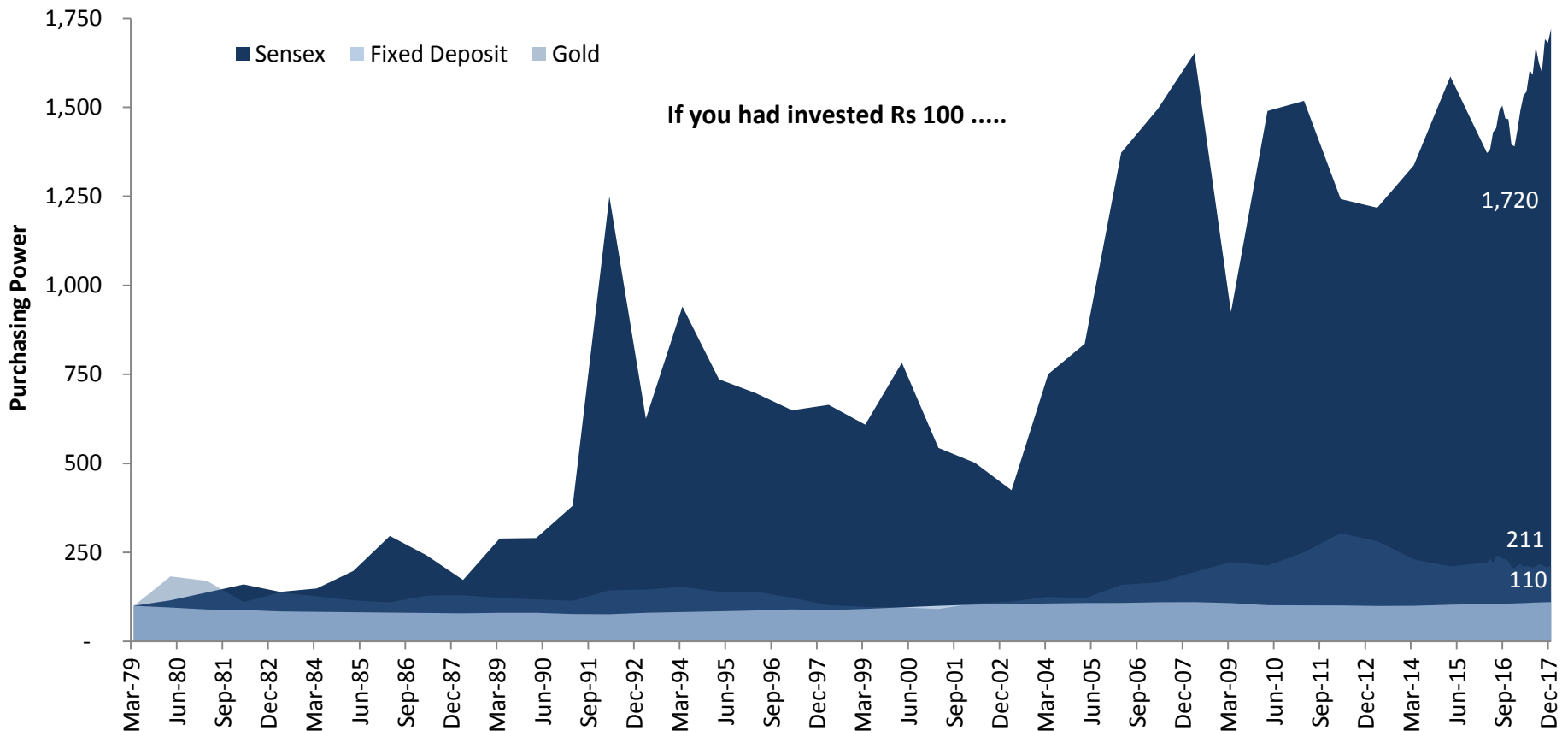
- ☞ **Buy and Hold:** We are strictly buy and hold investors and believe that picking the right business needs skill and holding onto these businesses to enable our investors to benefit from the entire growth cycle needs even more skill.
- ☞ **Focus:** Our portfolios are high conviction portfolios with 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

WHY INVEST IN EQUITIES?

Key Objectives of Investing

Because key objective of investing in equities is to create wealth.

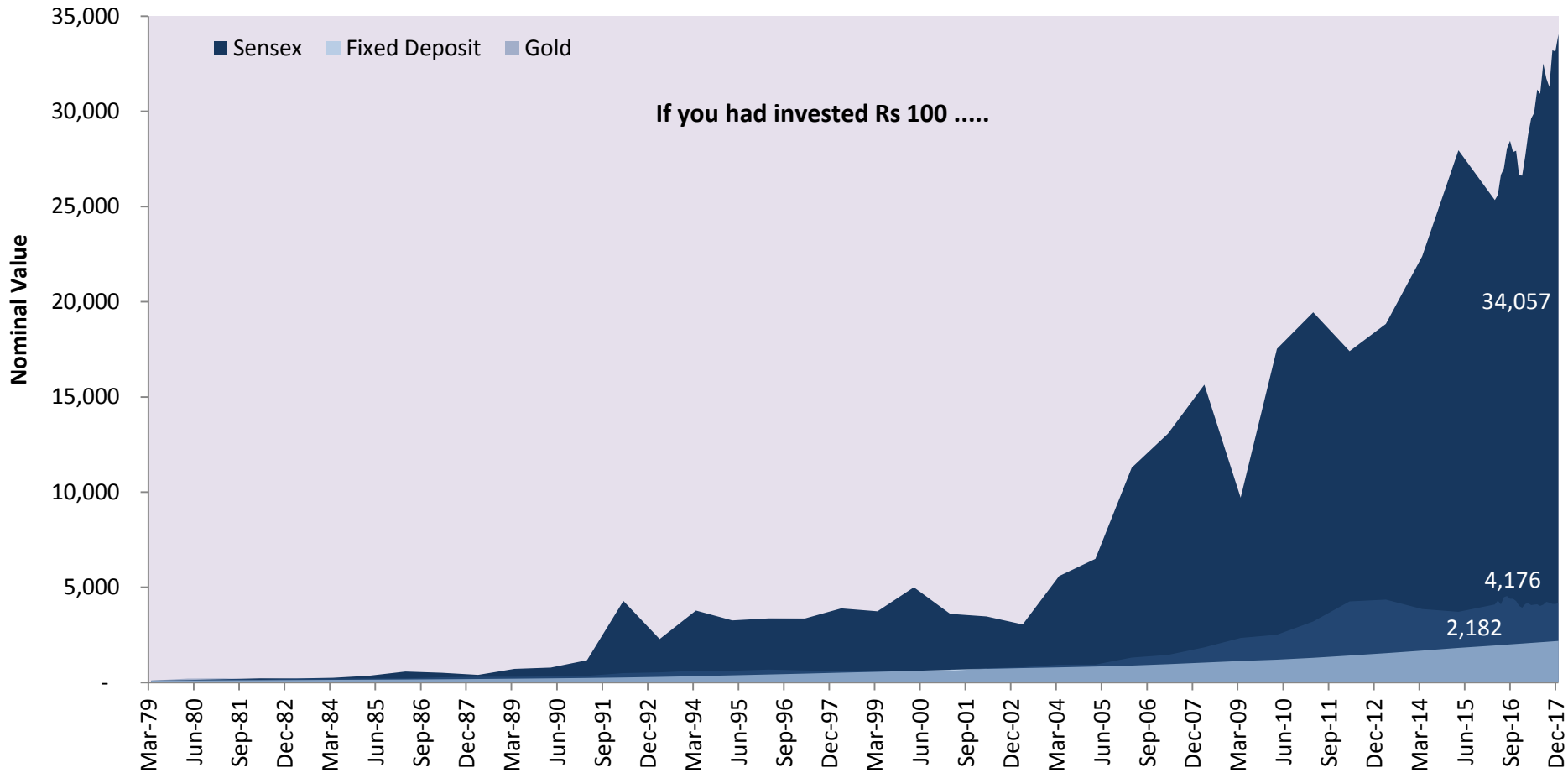
Inflation adjusted current values of the investment of Rs. 100 invested in March 1979



Source: Bloomberg, MOAMC internal analysis, Data as on December 31, 2017

The information herein is used for comparison purpose and is illustrative and 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. Past performance may or may not be sustained in future.

Key Objectives of Investing

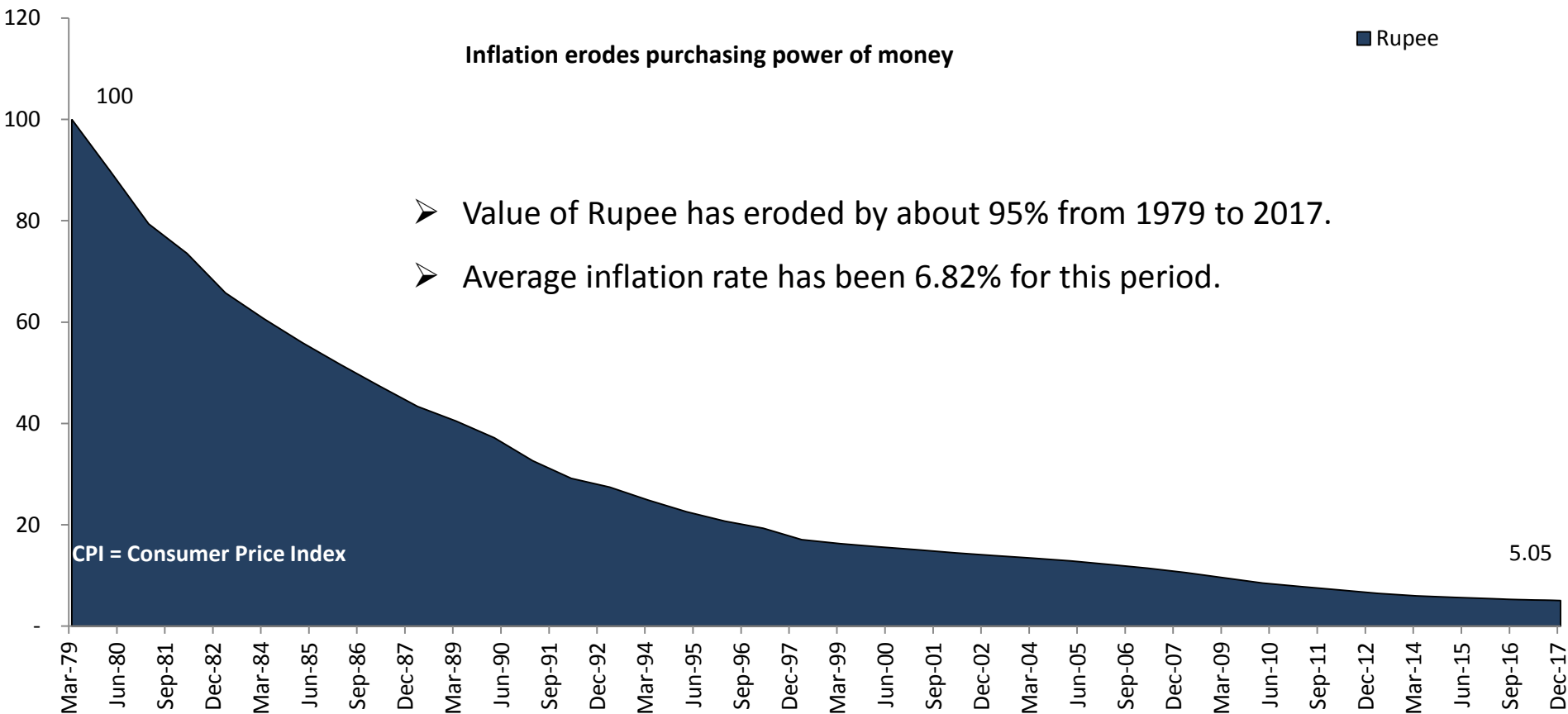


Source: Bloomberg, MOAMC internal analysis, Data as on December 31, 2017

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Inflation: Biggest destroyer of purchasing power...

Because Inflation erodes the purchasing power of your money.



Source: Bloomberg, MOAMC internal analysis, Data as on December 31, 2017

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Motilal Oswal
MOSt Focused 25 Fund

The investment objective of the Scheme is to achieve long term capital appreciation by primarily investing in upto of 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

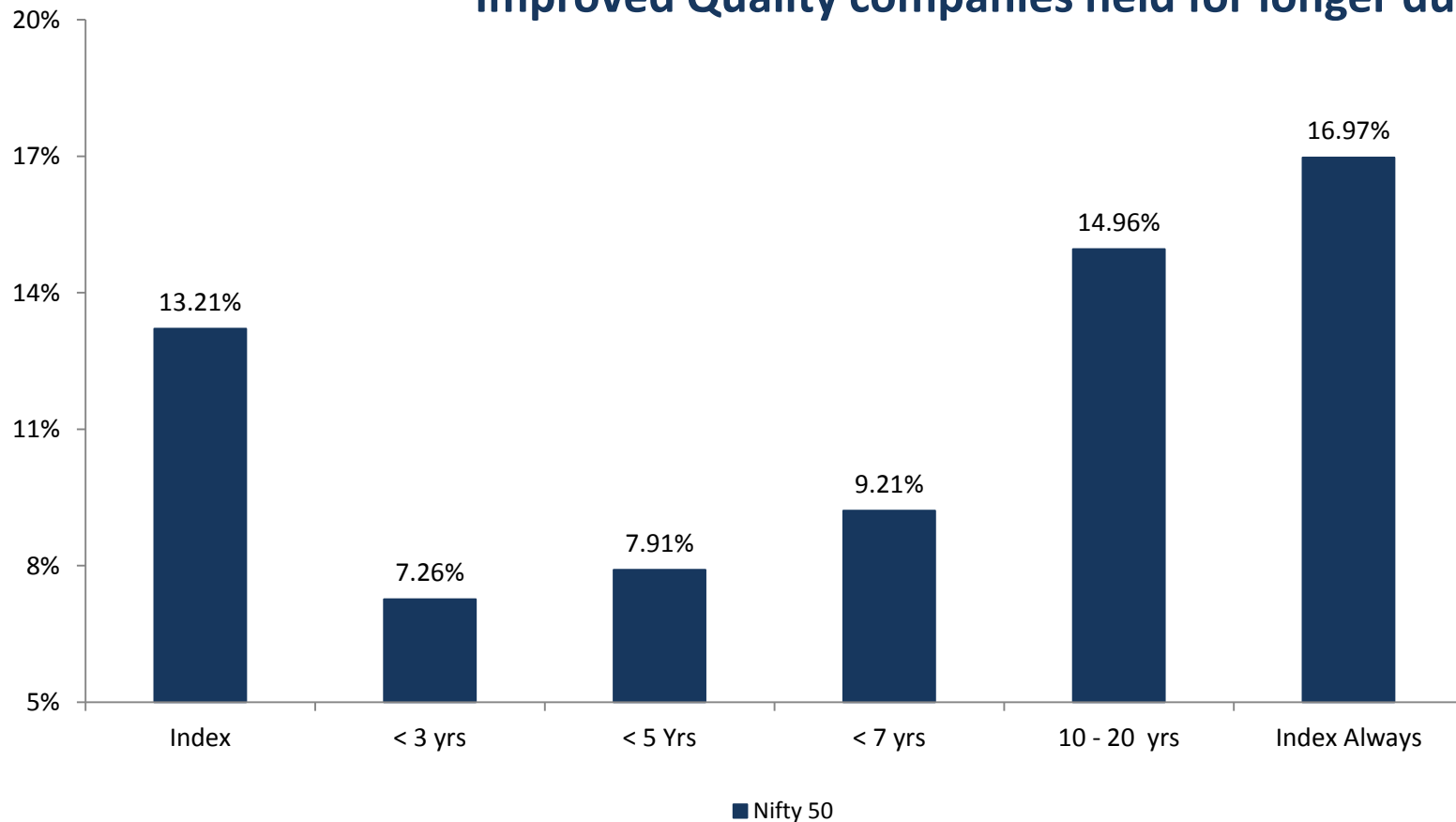
MOST Focused 25 would endeavour to construct such a portfolio that the product is best suited for medium and long term investment

High conviction ideas with improved risk-adjusted return characteristics

'360 degree view' of company to identify competitive advantages

Why “Buy and Hold”

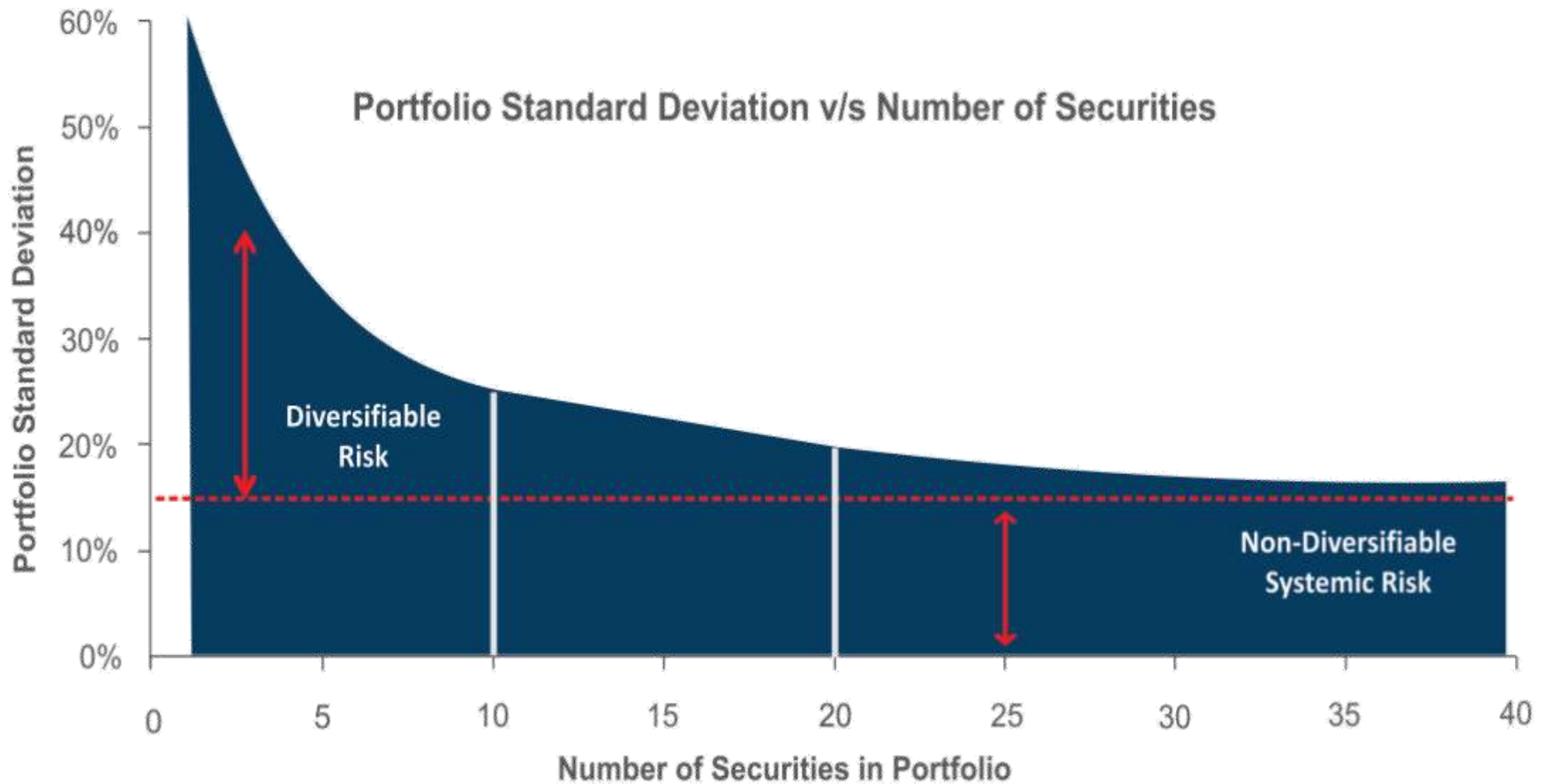
Improved Quality companies held for longer duration



Source : MOAMC internal analysis, Data as on November 30, 2017 ; Period - January 1, 2001 to November 30, 2017

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Focus on seeking optimal diversification



Source: An Introduction to Risk and Return Concepts and Evidence by Franco Modigliani and Gerald A. Pogue

Investment Process

A business
we
understand

Favorable
long term
economics

Able and
trustworthy
management

Margin of
Safety

Investment Horizon:

- Medium to Long Term

For Whom:

- Investors who like to invest with a Long-term wealth creation view

Number of Stock:

- Maximum 25 Stocks

Allocations:

- **Minimum 65%:** Top 100 listed companies by Market capitalization
- **Maximum 25%:** Next 50 listed companies by Market capitalization
- **Maximum 10%:** Cash and equivalents Debt, Money Market Instruments, G-Sec, Bonds, Cash and cash equivalents, etc

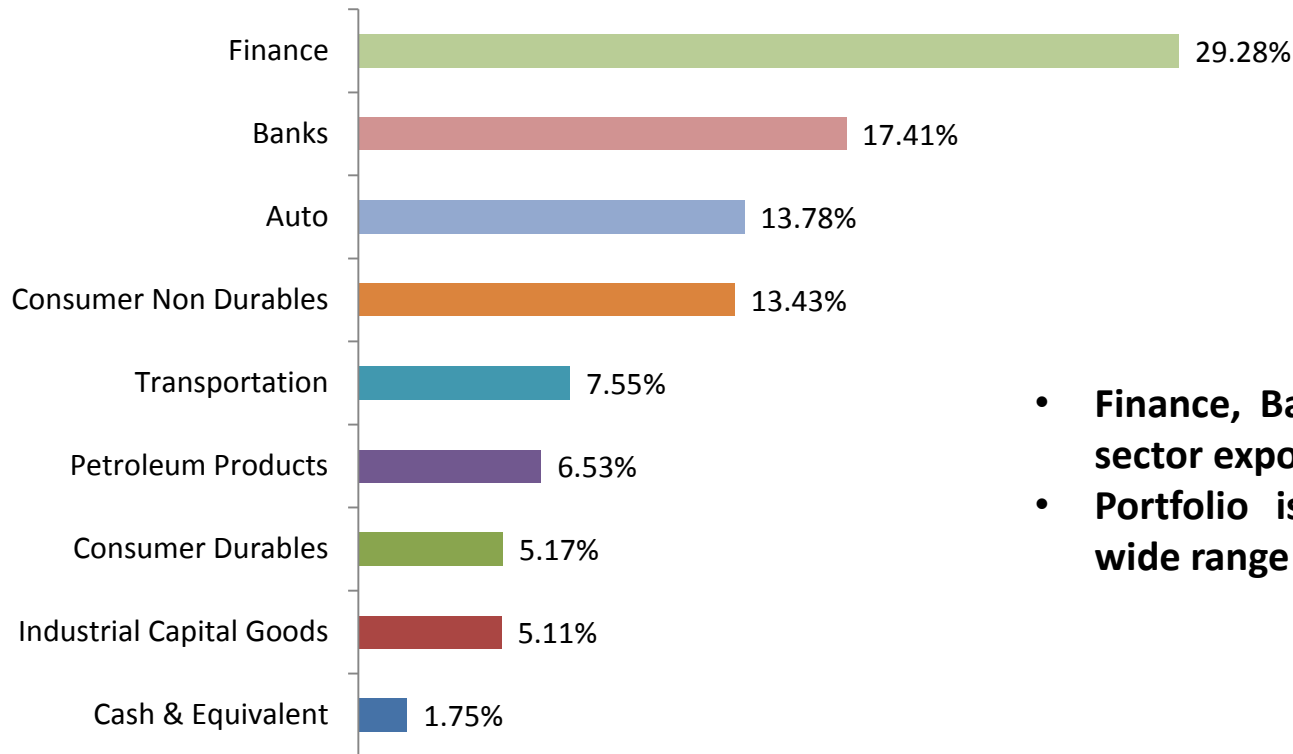
Scrip Allocation

- Maximum 10% of NAV in a single stock

Fund Details

Type of Scheme	An open ended equity scheme	
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 the scheme would be achieved.	
Benchmark:	Nifty 50 Index	
Entry/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	
Plans:	Regular Plan and Direct Plan	
Options (Under each plan):	Dividend (Payout and Reinvestment) and Growth	
Minimum Application Amount:	Rs. 5,000/- and in multiples of Re. 1/- thereafter	
Additional Application Amount:	Rs. 1,000/- and in multiples of Re. 1/- thereafter.	
Systematic Investment Plan (SIP):	Weekly SIP	1,000 and in multiples of Re.1/- thereafter (Minimum Installment – 6)
	Fortnightly SIP	
	Monthly SIP	
	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)
Minimum Redemption Amount:	Rs. 1,000/- and in multiples of Re. 1/- thereafter or account balance, whichever is lower.	

Sector Allocation



- **Finance, Banks and Auto are the top 3 sector exposures**
- **Portfolio is well represented across a wide range of sectors**

TOP 10 Holdings

Scrip	Weightage (%)
Maruti Suzuki India Limited	9.73%
HDFC Bank Limited	8.69%
Housing Development Finance Corporation Limited	7.93%
United Spirits Limited	5.77%
Max Financial Services Limited	5.74%
ICICI Lombard General Insurance Company Limited	5.27%
Container Corporation of India Limited	5.21%
HDFC Standard Life Insurance Company Limited	5.18%
Havells India Limited	5.17%
Bajaj Finserv Limited	5.15%

TOP 5 Stocks % to NAV= 37.86%
Top 10 Stocks % to NAV= 63.84%
Currently we hold 19 stocks



Siddharth Bothra
Sr. Vice President
Fund Manager

For Equity Component:

Mr. Siddharth Bothra: He has a rich experience of more than 15 years in the field of research and investments. Prior to joining Motilal Oswal AMC he had an extensive stint with Motilal Oswal Securities Ltd as senior analyst in the institutional equities division covering various sectors. During his stint with Motilal Oswal Securities Mr. Bothra won various recognition such as: 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.

He has also worked with broking outfits like Achemy Share & Stocks and VCK Share & Stocks in the past.

He has done his Post Graduate Program (PGP) from Indian School of Business (ISB), Hyderabad, which included an international MBA exchange program with NYU Stern Leonard N. Stern School of Business, New York.

Funds managed by Mr. Siddharth Bothra: Motilal Oswal MOST Focused 25 Fund. He is also the Co-Fund Manager for Motilal Oswal MOST Focused 30, Motilal Oswal MOST Focused Multicap 35 Fund and Motilal Oswal MOST Focused, Dynamic Equity Fund



Mr. Gautam Sinha Roy,
Fund Manager

For Equity Component:

Mr. Gautam Sinha Roy: Mr Gautam Sinha Roy: He has close to 13 years of rich and varied experience in fund management and research. He is the Fund Manager for the scheme MOST Dynamic Equity Fund and MOST Focused Multicap 35 Fund

He is the Co-Fund manager for Motilal Oswal MOST Focused 25 Fund. He has also worked with IIFL Capital (Singapore), Mirae Asset Global Investments, Edelweiss Capital and GE Capital Intl. Services prior to joining Motilal Oswal group, where he has worked for the last four years. He is an alumnus of IIM Calcutta (2003) and holds a honors degree in Chemical Engineering.

For Debt Component:

Mr. Abhiroop Mukherjee - He is B.com (H), MBA with over 9 years of experience in Trading Fixed Income Securities viz. G-sec, T-bills, Corporate Bonds CP, CD etc. He has earlier worked with PNB GILTS LTD. as a WDM Dealer for the period 2007-2011

Funds Managed by Mr. Abhiroop Mukherjee : He is the Fund manager for the debt component of Motilal Oswal MOST Focused 25 Fund, Motilal Oswal MOST Ultra Short Term Bond Fund, Motilal Oswal MOST Focused Midcap 30 Fund, Motilal Oswal MOST Focused Multicap 35 Fund, Motilal Oswal MOST Focused Dynamic Equity Fund and Motilal Oswal MOST Focused Long Term Fund

Disclaimer

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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 Ltd. **Investment Manager:** Motilal Oswal Asset Management Company Ltd. (CIN: U67120MH2008PLC188186) **Sponsor:** Motilal Oswal Securities Ltd.

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


Call: 1800-200-6626


Email: mfservice@motilaloswal.com


Website: www.motilaloswalmf.com



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