

"Buy Right : Sit Tight" now in seven 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 Large and Midcap
Fund (MOFLM)**

Invests primarily Large and
Midcap Stocks

**Motilal Oswal Dynamic Fund
(MOFDYNAMIC)**

A fund that changes its action
based on market conditions

**Motilal Oswal Equity Hybrid Fund
(MOFEH)**

Aggressive
Hybrid Fund

**Focused
Portfolio**

**Low Churn
Portfolio**

**QGLP
Stocks**

Invest now to add colors to your portfolio

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**THINK EQUITY
THINK MOTILAL OSWAL**

MOTILAL OSWAL
Asset Management
MUTUAL FUND

**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

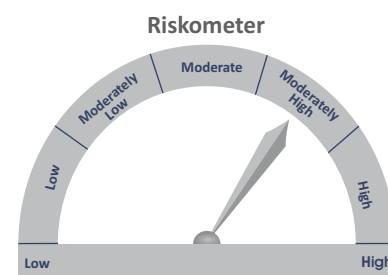
High Conviction

- 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	MOFEH	MOFLM	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 hybrid scheme investing predominantly in equity and equity related instruments	An open ended equity scheme investing in both large cap and mid cap stocks	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 is to generate equity linked returns by investing in a combined portfolio of equity and equity related instruments, debt, money market instruments and units issued by Real Estate Investment Trust (REITs) and Infrastructure Investment Trust (InvITs).	The investment objective is to provide medium to long-term capital appreciation by investing primarily in Large and Midcap stocks.	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	CRISIL Hybrid 35 + 65 - Aggressive	NIFTY Large Midcap 250 TRI	Nifty 500 TRI
Category:	Focused Fund intending to invest in large cap stocks	Midcap Fund	Multicap Fund	Dynamic Asset Allocation	Aggressive Hybrid Fund	Large and Midcap Fund	ELSS
Entry:	Nil						
Exit load:	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						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. 500/- and in multiples of Re. 1/- thereafter. Additional Rs. 500/- and in multiples of Re. 1/- thereafter.						Rs. 500/- and in multiples of Rs. 500/- thereafter
Minimum Redemption Amount:	Rs. 500/- 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	500 and in multiples of Re. 1/- thereafter (Minimum Installment – 12)					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	500 and in multiples of Re. 1/- thereafter (Minimum Installment – 12)					
	Monthly SIP	500 and in multiples of Re. 1/- thereafter (Minimum Installment – 12)					
	Quarterly SIP	1,500 and in multiples of Re. 1/- thereafter (Minimum Installment – 4)					Rs. 2000/- and in multiples of Rs. 500/- thereafter (Minimum Installment – 3)
	Annual SIP	6,000 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. In case of ambiguity, SIP transaction will be processed on the 7th of subsequent month.							

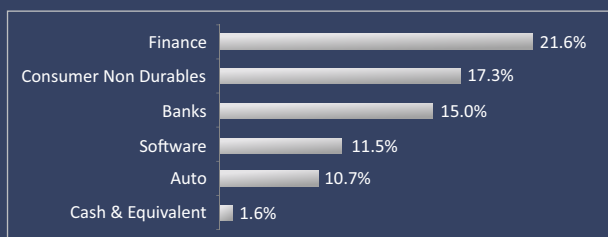
Name of the scheme	This product is suitable for investors who are seeking*
Motilal Oswal Focused 25 Fund (MOF25): An open ended equity scheme investing in maximum 25 stocks intending to focus on Large Cap stocks	<ul style="list-style-type: none"> Return by investing in upto 25 companies with long term sustainable competitive advantage and growth potential Investment in Equity and equity related instruments subject to overall limit of 25 companies
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"> Long-term capital growth 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
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"> Long-term capital growth Investment in a maximum of 35 equity and equity related instruments across sectors and market-capitalization levels
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"> Long-term capital growth Investment predominantly in equity and equity related instruments;
Motilal Oswal Dynamic Fund (MOFDYNAMIC): An open ended dynamic asset allocation fund	<ul style="list-style-type: none"> Long term capital appreciation investment in equity, derivatives and debt instruments
Motilal Oswal Equity Hybrid Fund (MOFEH): An open ended hybrid scheme investing predominantly in equity and equity related instruments	<ul style="list-style-type: none"> Long-term capital appreciation by generating equity linked returns Investment predominantly in equity and equity related instruments;
Motilal Oswal Large and Midcap Fund (MOFLM): An open ended equity scheme investing in both large cap and mid cap stocks	<ul style="list-style-type: none"> Long term capital appreciation Investment predominantly in equity and equity related instruments of large and midcap stocks



Investors understand that their principal will be at Moderately High risk

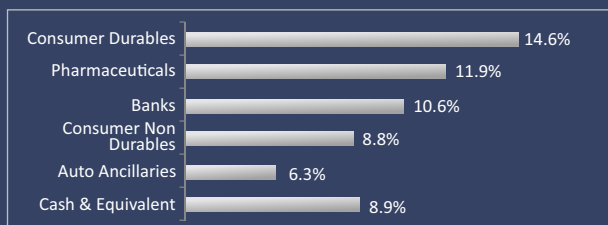
*Investors should consult their financial advisers if in doubt about whether the product is suitable for them.

Motilal Oswal Multicap 35 Fund



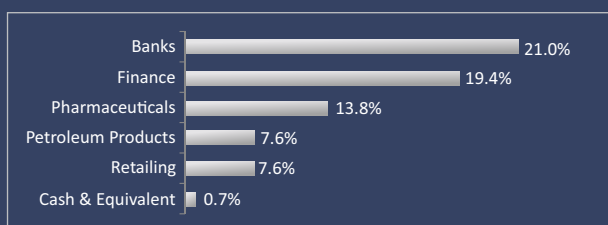
Sr. No.	Name of Company	% to Net Assets
1	HDFC Bank Ltd.	8.7
2	HDFC Life Insurance Company Ltd.	8.0
3	Reliance Industries Ltd.	6.3
4	Bharti Airtel Ltd.	5.8
5	Infosys Ltd.	5.8

Motilal Oswal Midcap 30 Fund



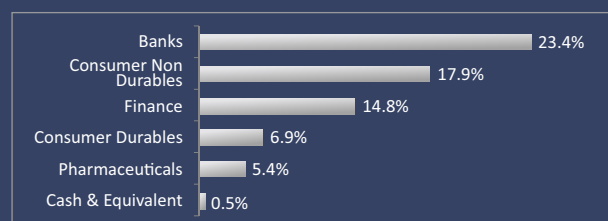
Sr. No.	Name of Company	% to Net Assets
1	Crompton Greaves Consumer Electricals Ltd.	8.3
2	Abbott India Ltd.	6.1
3	Ipca Laboratories Ltd.	5.8
4	Endurance Technologies Ltd.	5.3
5	Larsen & Toubro Infotech Ltd.	5.3

Motilal Oswal Focused 25 Fund



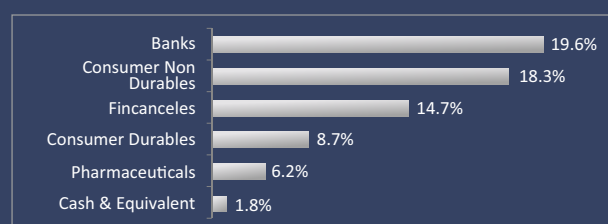
Sr. No.	Name of Company	% to Net Assets
1	HDFC Bank Ltd.	8.9
2	Kotak Mahindra Bank Ltd.	7.8
3	Reliance Industries Ltd.	7.6
4	Avenue Supermarts Ltd.	7.6
5	HDFC Life Insurance Company Ltd.	7.4

Motilal Oswal Long Term Equity Fund



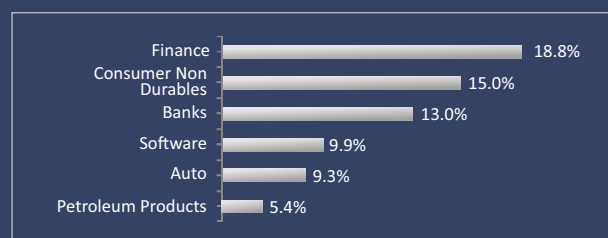
Sr. No.	Name of Company	% to Net Assets
1	HDFC Bank Ltd.	8.1
2	ICICI Bank Ltd.	7.7
3	Hindustan Unilever Ltd.	7.1
4	United Breweries Ltd.	5.7
5	Torrent Pharmaceuticals Ltd.	5.4

Motilal Oswal Large and Midcap Fund



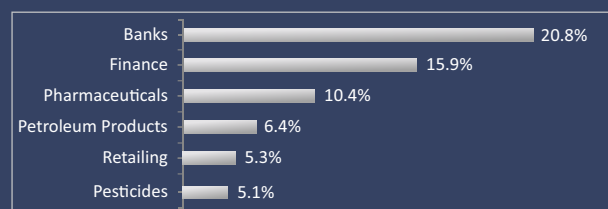
Sr. No.	Name of Company	% to Net Assets
1	Hindustan Unilever Ltd.	8.5
2	HDFC Bank Ltd.	7.3
3	ICICI Bank Ltd.	7.2
4	Torrent Pharmaceuticals Ltd.	6.2
5	Max Financial Services Ltd.	6.0

Motilal Oswal Dynamic Fund



Sr. No.	Name of Instrument	% to Net Assets
1.	Equity	82.9
2.	Bonds and NCDs	7.8
3.	Fixed Deposit	Nil
4.	Derivatives	Nil
5.	Money Market Instrument (CD,CBLO & Treasury Bill)	6.9
6.	Cash & Cash Equivalents	2.3
	Total	100.00

Motilal Oswal Equity Hybrid Fund



Sr. No.	Name of Instrument	% to Net Assets
1.	Equity	78.2
2.	Bonds and NCDs	16.70
3.	Treasury Bills/Certificate of Deposit	3.2
4.	CBLO / Reverse Repo Investments	1.4
5.	Cash & Cash Equivalents	0.6
	Total	100.00