

The Power of
FOCUS



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

Presenting

Motilal Oswal Focused 25 Fund (MOF25)

(An open ended equity scheme investing in maximum 25 stocks intending to focus on Large Cap stocks)

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This product is suitable for investors who are seeking*

- return by investing 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



*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 centred 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

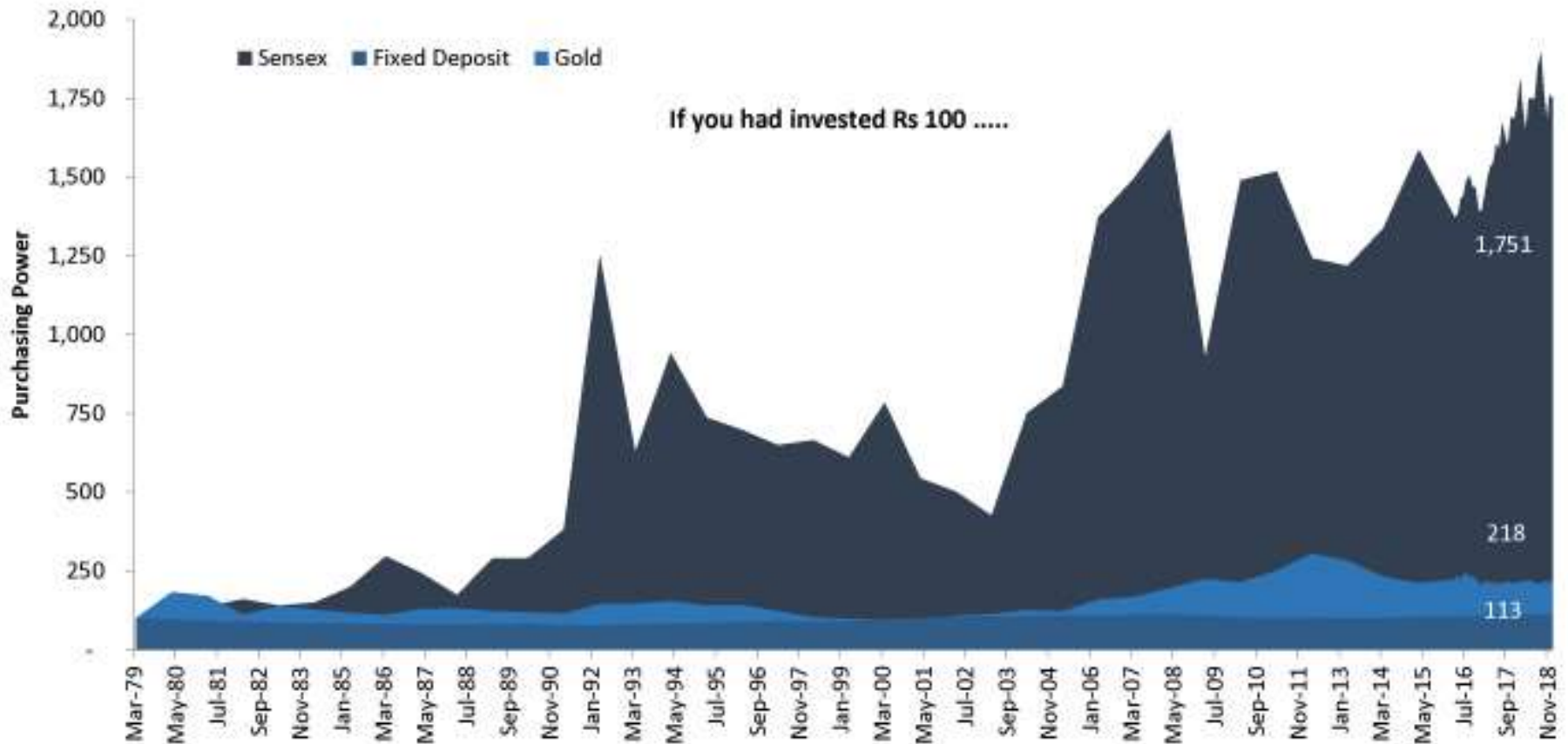
- ❧ **Buy and Hold:** We are strictly buy and hold investors and believe that picking the right business needs skill and holding onto these businesses to enable our investors to benefit from the entire growth cycle needs even more skill.
- ❧ **Focus:** Our portfolios are high conviction portfolios with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

WHY INVEST IN EQUITIES?

Key Objectives of Investing

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

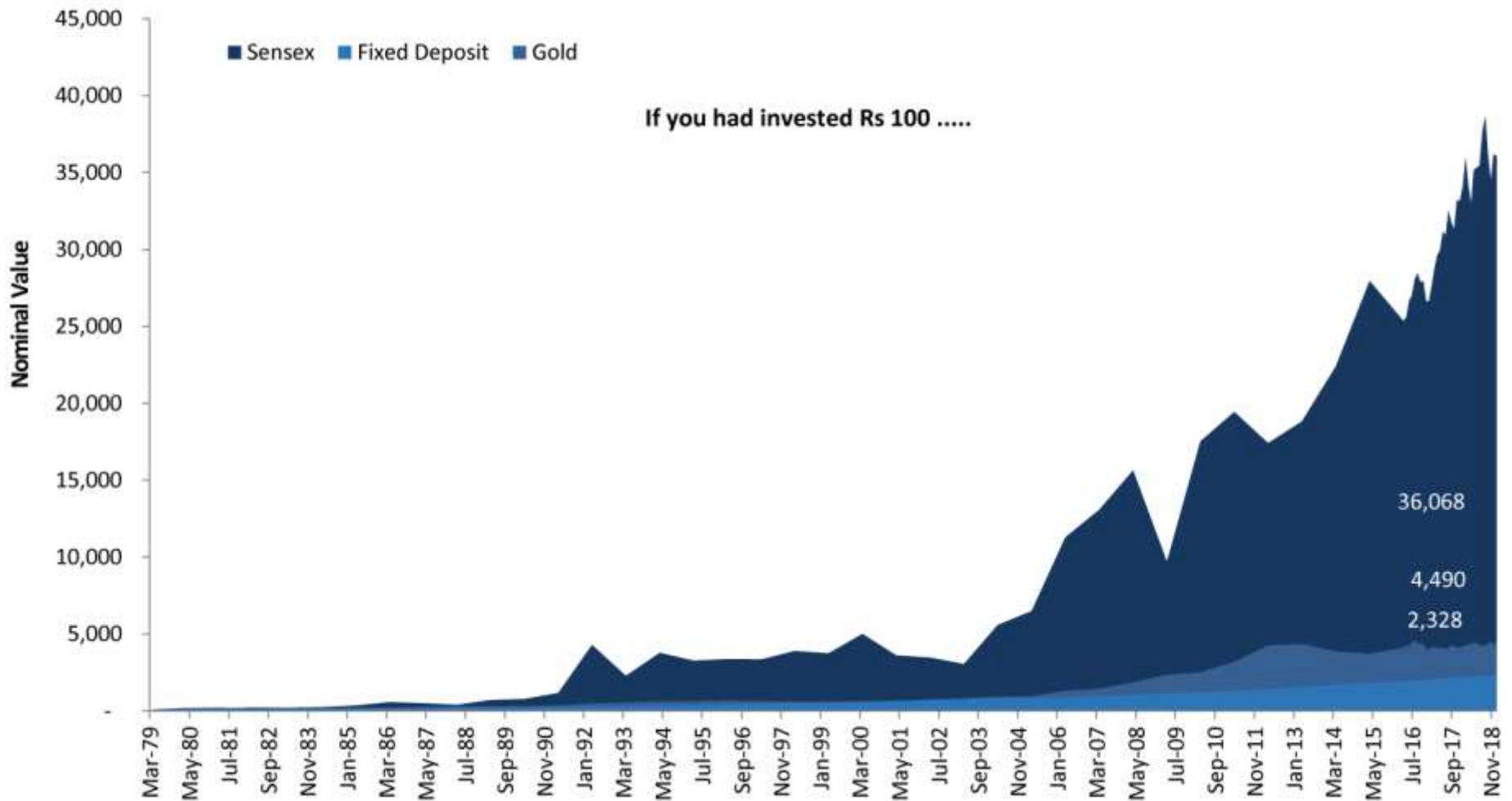
Inflation adjusted current values of the investment of Rs. 100 invested in March 1979



Source: Bloomberg, MOAMC internal analysis, Data as on December 31, 2018

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.

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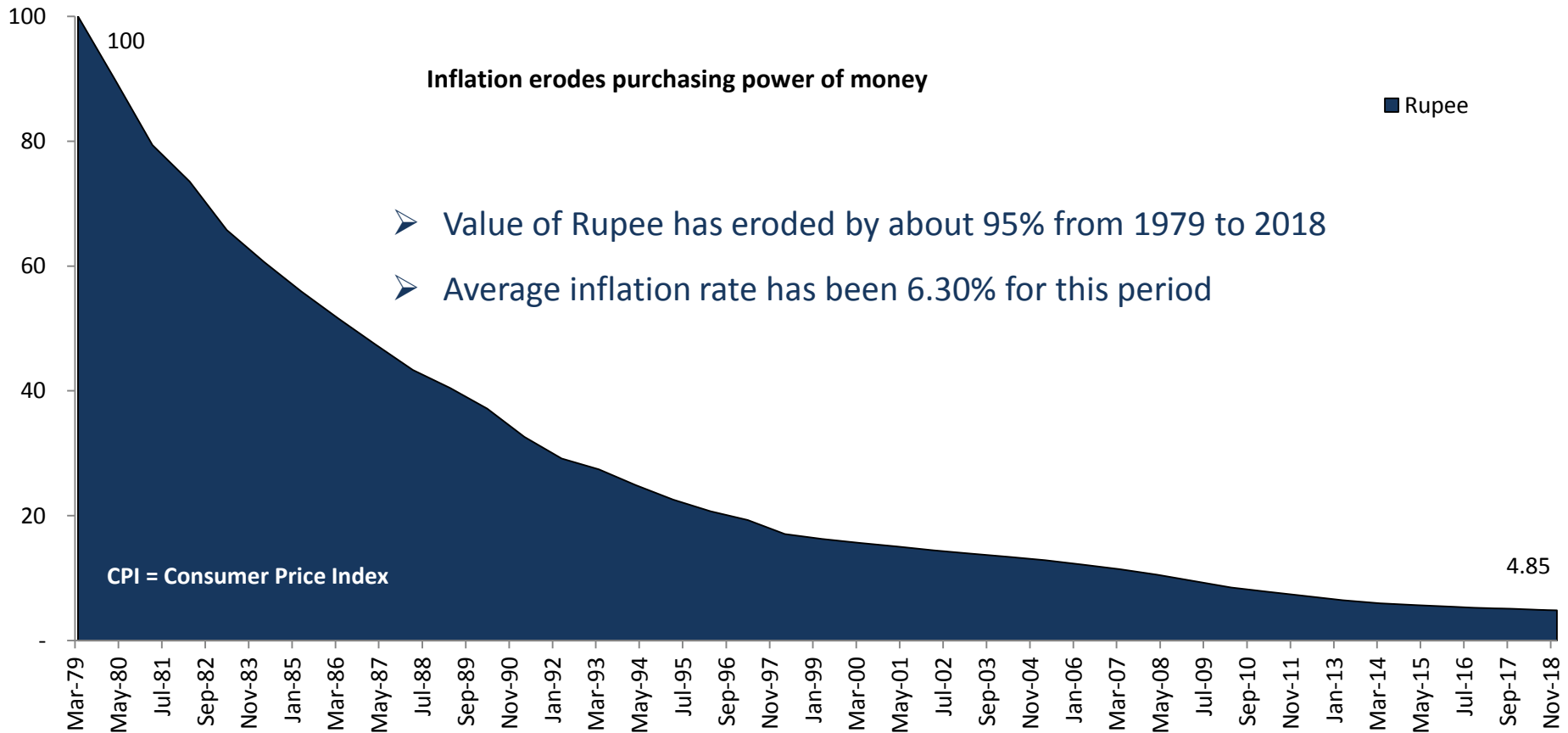


Source: Bloomberg, MOAMC internal analysis, Data as on December 31, 2018

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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, 2018

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Motilal Oswal
Focused 25 Fund
(MOF25)

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

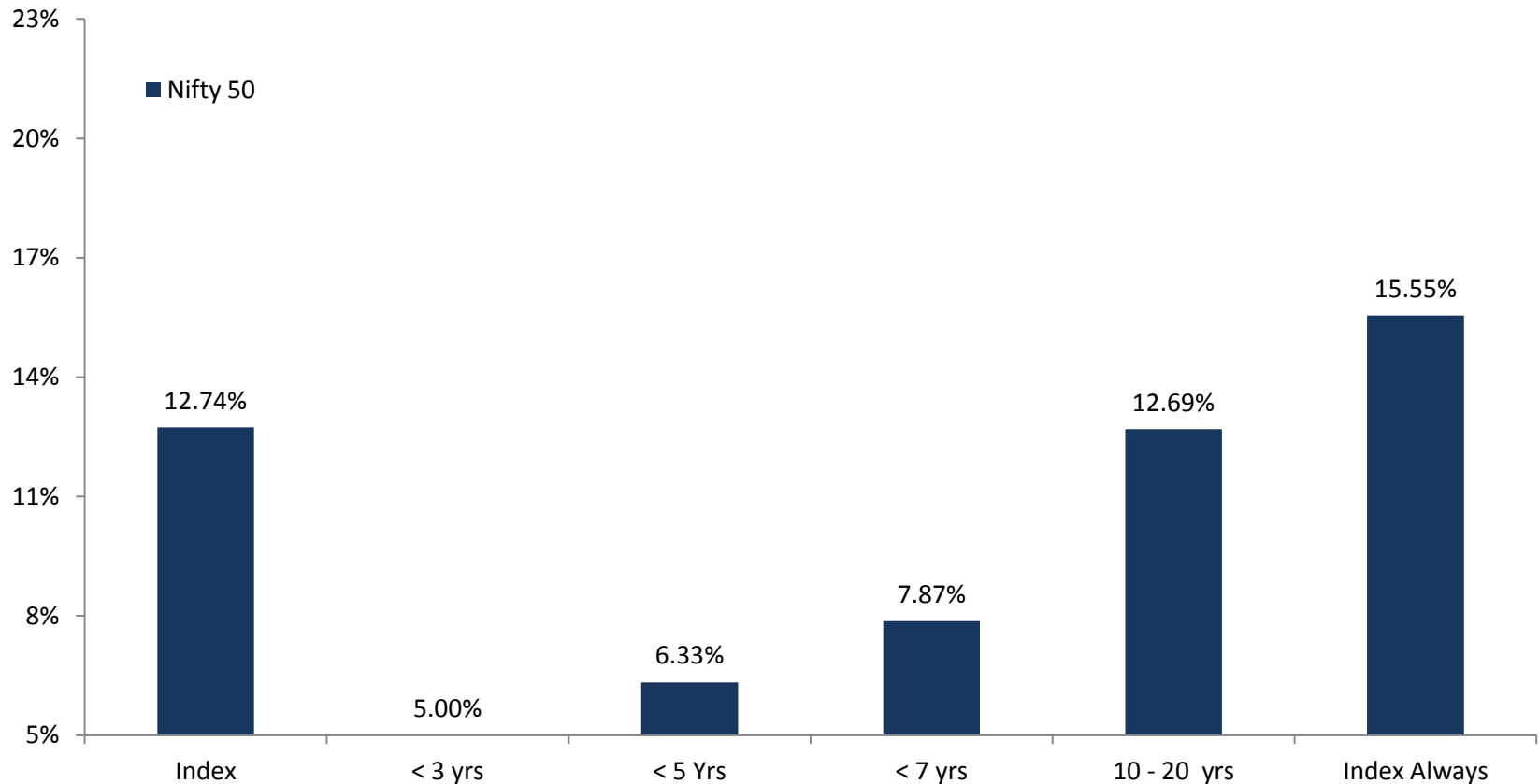
MOF25 would endeavour to construct such a portfolio that the product is best suited for medium and long term investment

High conviction ideas with improved risk-adjusted return characteristics

'360 degree view' of company to identify competitive advantages

Why “Buy and Hold”

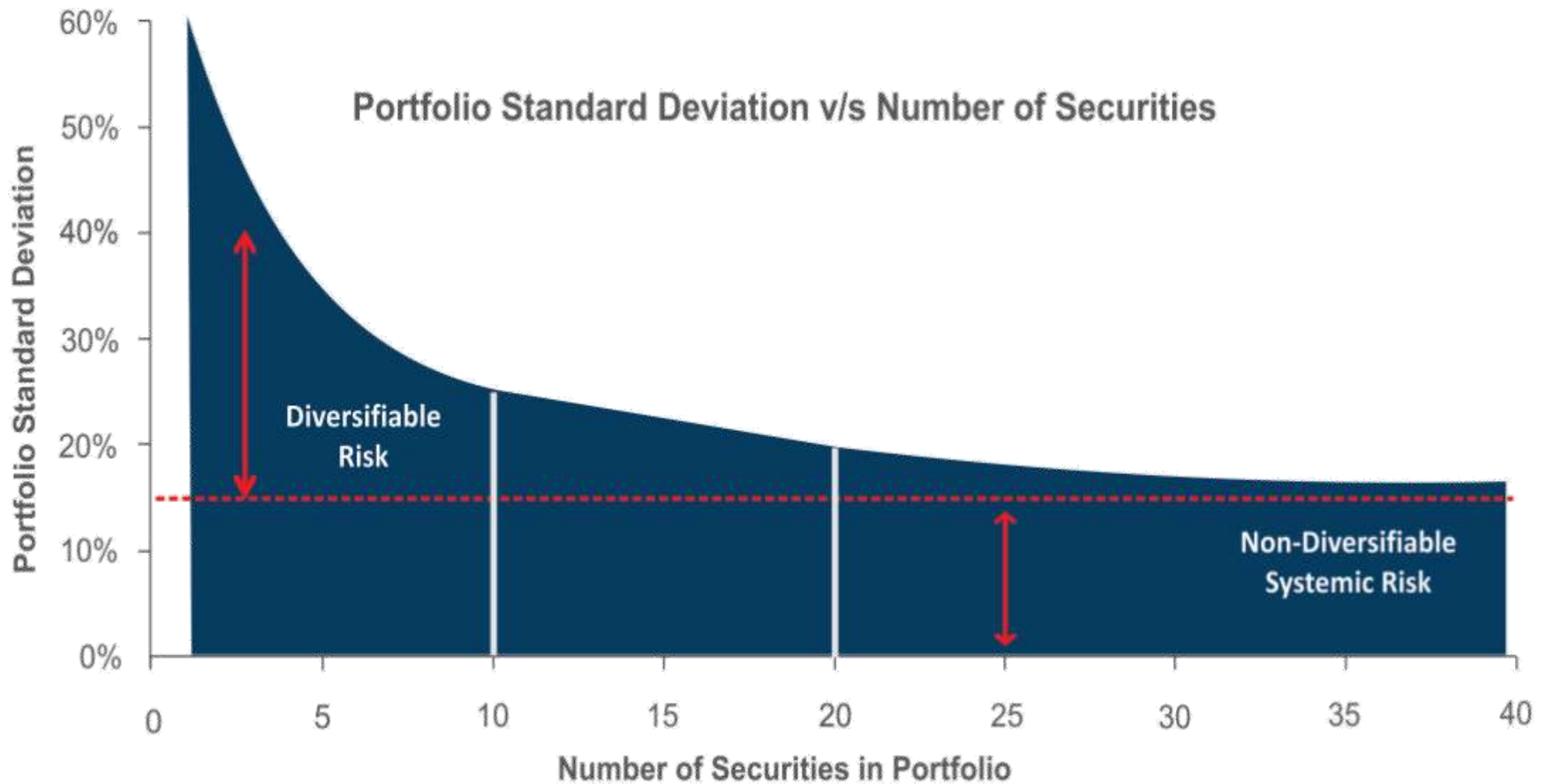
Improved Quality companies held for longer duration



Source : MOAMC internal analysis, Data as on December 31, 2018; Period - January 1, 2001 to December 31, 2018

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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

Portfolio Construct

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 full market capitalization
- **Maximum 35%:** Equity and equity-related instruments other than above
- **Maximum 10%:** Debt, Money Market Instruments, G-Sec, Bonds, Cash and cash equivalents, etc.
- **Maximum 10%:** Units issued by REITs (Real Estate Investment Trusts) and InvITs (Infrastructure Investment Trusts)

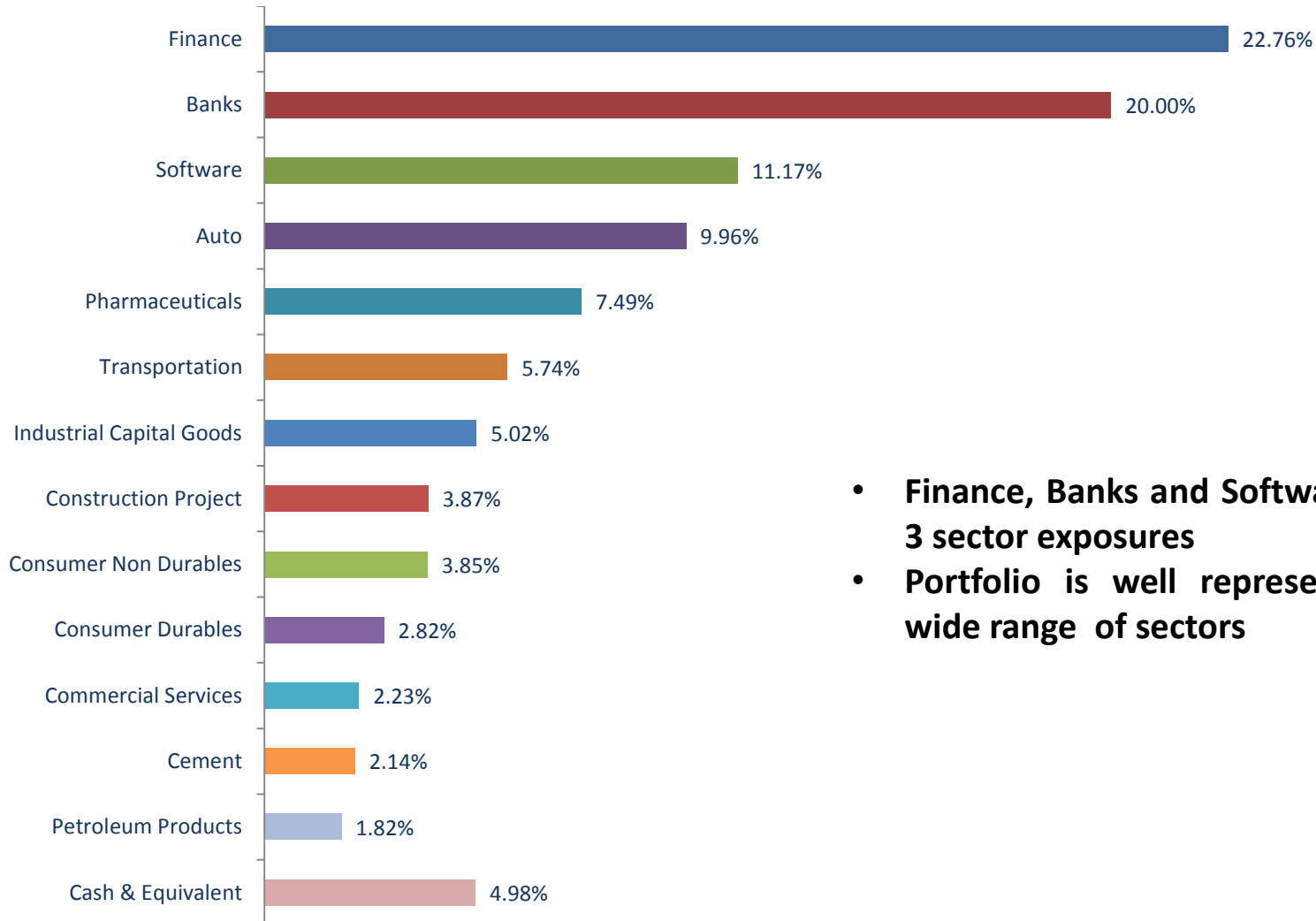
Scrip Allocation

- Maximum 10% of NAV in a single stock

Fund Details

Type of Scheme	An open ended equity scheme investing in maximum 25 stocks intending to focus on Large Cap stocks	
Scheme Category	Focused Fund intending to invest in large cap stocks	
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 TRI	
Entry/Exit Load:	Entry : Nil Exit : 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.	
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	Rs. 1,000 and in multiples of Re.1/- thereafter (Minimum Installment – 6)
	Fortnightly SIP	
	Monthly SIP	
	Quarterly SIP	Rs. 2,000 and in multiples of Re.1/- thereafter (Minimum Installment – 3)
	Annual SIP	Rs. 5,000 and in multiples of Re. 1/- thereafter (Minimum Installment – 1)
	The Dates of Auto Debit Facility shall be on the 1 st , 7 th , 14 th , 21 st or 28 th of every month.	
Minimum Redemption Amount:	Rs. 1,000/- and in multiples of Re. 1/- thereafter or account balance, whichever is lower.	

Sector Allocation



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

TOP 10 Holdings

Scrip	Holdings (%)
HDFC Bank Limited	9.56%
Kotak Mahindra Bank Limited	7.27%
Maruti Suzuki India Limited	5.67%
ICICI Lombard General Insurance Company Limited	5.58%
Housing Development Finance Corporation Limited	5.43%
HDFC Standard Life Insurance Company Limited	5.29%
ABB India Limited	5.02%
Tata Consultancy Services Limited	4.92%
Eicher Motors Limited	4.29%
Larsen & Toubro Limited	3.87%

- **TOP 5 Stocks % to NAV= 33.51%**
- **Top 10 Stocks % to NAV= 56.89%**
- **Currently we hold 25 stocks**



Mr. Siddharth Bothra
Fund Manager

For Equity Component:

Mr. Siddharth Bothra: He has a rich experience of more than 17 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 Alchemy 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 Focused 25 Fund.



Mr. Gautam Sinha Roy
Fund Manager

For Equity Component:

Mr. Gautam Sinha Roy: He has close to 15 years of rich and varied experience in fund management and research. He is the Fund Manager for the scheme Motilal Oswal Long Term Equity Fund, Motilal Oswal Dynamic Fund and Motilal Oswal Multicap 35 Fund.

He is the Co-Fund manager for Motilal Oswal 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 an honors degree in Chemical Engineering.

For Debt Component:

Mr. Abhiroop Mukherjee - He is a B.com (H), MBA with over 10 years of experience in trading Fixed Income Securities viz. G-secs, 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: Motilal Oswal Ultra Short Term Fund. He is also the Fund manager for the debt component of Motilal Oswal Midcap 30 Fund, Motilal Oswal Focused 25 Fund, Motilal Oswal Multicap 35 Fund, Motilal Oswal Dynamic Fund and Motilal Oswal Long Term Equity 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.

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

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**BUY RIGHT
SIT TIGHT**

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