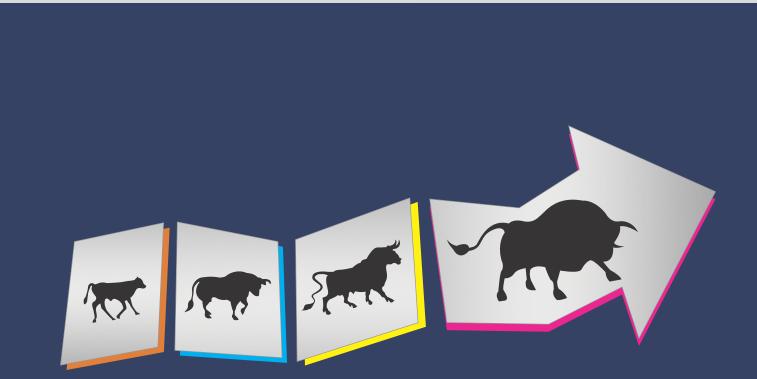
BUY RIGHT : SIT TIGHT

Buying quality companies and riding their growth cycle



THINK EQUITY THINK MOTILAL OSWAL





Motilal Oswal Asset Management Company (MOAMC) is one of India's fastest growing asset management companies.

With a focus on equity investing and equity investment expertise inherited from over 30 years of capital markets experience of our sponsors Motilal Oswal Securities Ltd., we have created a single investing philosophy be it Mutual Fund (MF) or Portfolio Management Services (PMS).

Like our investing philosophy, our product basket is also focused with concentrated 'buy and hold' PMS Strategies and Mutual Fund schemes in the Large Cap, Midcap and Multicap space respectively.

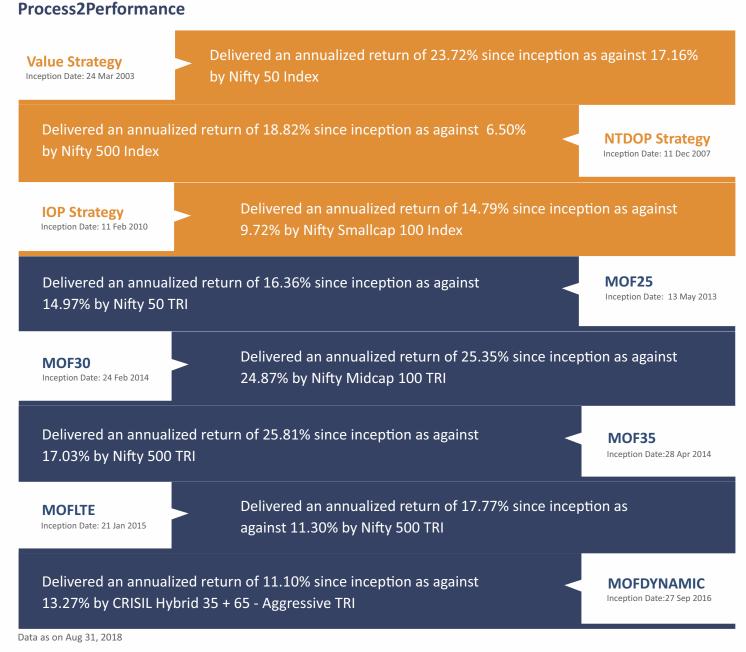
Our Value Strategy is one of the longest running products in PMS with a track record of 14 years. And our MF offerings come with unique features such as "Low Churn" and "Focused" portfolios.

With an investment management team of 21; we aim to be seen as an investment management house focused on wholesaling through marquee distribution platforms and strong relationships, backed by performance track record.

BUY RIGHT SIT TIGHT

Our Investment Philosophy

At Motilal Oswal Asset Management Company (MOAMC), our investment philosophy is centered on two critical pillars of equity investing – 'Buy Right: Sit Tight'. 'Buy Right' means buying quality companies at a reasonable price and 'Sit Tight' means staying invested in them for a long time to realise the full growth potential of the stocks.



Past performance may or may not be sustained in future.

For detailed performance tables, please refer page no. 11 to 16 for Mutual Fund Schemes and 18 to 20 for Strategies of Portfolio Management Services

How do we 'Buy Right'?

BUY RIGHT

Over the last 22 years, our chairman, Raamdeo Agrawal (one of India's foremost value investors) has been analyzing the Indian equity market to come up with investing insights in the form of the Annual Motilal Oswal Wealth Creation Study. The learnings from all these studies have helped us evolve a unique and focused investing process - 'QGLP'.

Every stock we buy in our Mutual Fund Schemes or PMS Strategies is based on our QGLP parameters.



Performance of QGLP stocks

Here are a few more examples that show how QGLP stocks have fared in terms of compounded annual growth return (CAGR) over the last 20 years or since listing; whichever is later.

Company Name	CAGR %
Eicher Motors Ltd.	58.16
Berger Paints Ltd.	37.23
Pidilite Industries Ltd.	32.59
Asian Paints Ltd.	27.27
Kotak Mahindra Bank Ltd.	23.86

The given stocks are part of portfolio. The Stocks mentioned above are used to explain the concept and are for illustration purpose only and should not be used for development or implementation of an investment strategy. It shall not be constitute as an advice, an offer to sell/purchase or as an invitation or solicitation to do so for any securities. The statements made herein may include statements of future expectations and other forward-looking statements that are based on our current views and assumptions and involve known and unknown risks and uncertainties that could cause actual results, performance or events to differ materially from those expressed or implied in such statements. Past performance may or may not be sustained in future. Source: Bloomberg Consensus & Internal Research

Data as on August 31st, 2018

SIT TIGHT

How do we 'Sit Tight'?

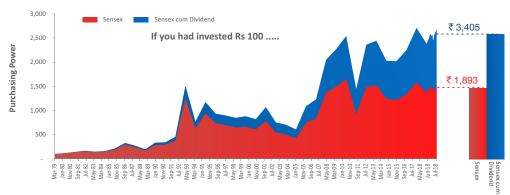
While Buying Right is all about following a process, Sitting Tight on a good buy requires Focus & Discipline.

Buy and Hold: We believe in focused stock portfolios and are strictly buy and hold investors and believe that while picking the right business needs skill; 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 as overdiversification results in diluting returns for our investors and adding market risk.

Buy & Hold

If you had invested ₹ 100 in the Sensex in 1979, your investment would have multiplied to ₹ 3,405 with dividend and to ₹ 1,893 without dividend.

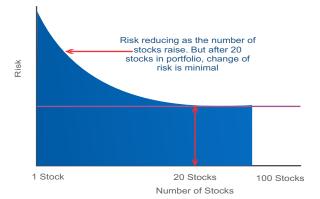


Source: Bloomberg | Data as on August 31, 2018

The graph above is used to explain the concept and is for illustration purpose only and should not be used for development or implementation of an investment strategy. It should not be construed as investment advice to any party. The above figures are inflation adjusted.

Focused Portfolio

Diversification beyond your control becomes unmanageable and adds no value to your portfolio. Over diversification can impact the overall performance of your portfolio. As in case of most portfolios, the top 5 good quality stocks contribute 80% of overall performance of your portfolio while the rest 20% is contributed by bad quality stocks.



Quality

"Great companies to invest are like wonderful castles, surrounded by deep, dangerous moats where the leader inside is an honest and decent person. Preferably, the castle gets its strength from the genius inside; the moat is permanent and acts as a powerful deterrent to those considering an attack; and inside, the leader makes gold but doesn't keep it all for himself."

= Quality of business X Q

Quality of management

There are two aspects to Q: (1) Quality of business and (2) Quality of management. The relationship between the two is multiplicative and not additive. Thus, if one of the aspects is zero, Q will be equal to zero, no matter how high the other.

Quality is a subjective concept, and yet there are several objective indicators of the same, as listed below:

Q INDICATORS

Q

Quality of Business

- Large profit pool
- Economic Moat i.e. sustained competitive advantage reflected in return ratios (RoE, RoCE) higher than cost of capital and also those ofpeers
- Favourable competitive structure like monopoly or oligopoly
- Secular and stable business, preferably consumer facing
- Positive demand-supply situation

Quality of Management

- Competence
 - Sound business strategy
 - Excellence in execution
 - Rational dividend payout policy
- Integrity
 - Honest and transparent
 - Concern for all stakeholders
- Growth mindset
 - Long-range profit outlook
 - Efficient capital allocation, including growth by acquisitions



Growth

"Growth creates value only when it takes place within the limits of a strong and sustainable company franchise, and these are rare."

G = Growth in earnings

In investing, there are two dimensions of growth: (1) Earnings growth and (2) Valuation growth. The G of QGLP addresses earnings growth, whereas the P(rice) takes care of the Valuation growth.

Earnings growth by itself doesn't mean much. It adds value only when the company earns returns on capital higher than the cost of capital. Hence, growth is simply an amplifier: good when returns exceed the cost of capital, bad when returns are below the cost of capital, and neutral when returns equal the cost of capital.

In the final analysis, G (i.e. earnings growth in a company) is a quantitative reflection of Q (i.e. quality of business and management). G has four dimensions:

- 1. Volume growth a function of demand growth matched by company's capacity to supply
- Price growth a function of company's pricing power, which in turn is a function of the competitive landscape
- Operating leverage a function of the company's operating cost structure. Higher the fixed cost, lower the unit cost incidence and higher the operating leverage
- Financial Leverage a function of capital structure. Higher the debt-equity, higher the financial leverage and vice versa



Longevity

"We like great companies with dominant positions, whose franchise is hard to duplicate and has tremendous staying power or some permanence to it."

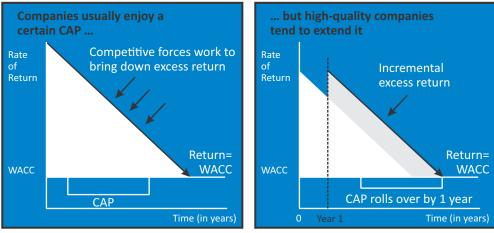
= Longevity of quality and growth

Having established the present quality and earnings growth of the company, the next challenge to investors is assessing how long it can sustain both. In the context of longevity, competence of management is tested at two levels:

(1) Extending CAP (i.e. Competitive Advantage Period), and

(2) Delaying growth slowdown.

Extending CAP: Competitive Advantage Period (CAP) is the time during which a company generates returns on investment that exceed its cost of capital. Competition eventually drives down returns to cost of capital, and sometimes even below it. However, a company with a great business and great management keeps extending its CAP, sustaining high return both for itself and its equity investors.



WACC is the Weighted Average Cost of Capital

Delaying growth slowdown: Competent managements can delay growth slowdown by

(1) new streams of organic growth, and/or

(2) inorganic growth via judicious acquisitions.

Price

"In the Bible, it says that love covers a multitude of sins. Well, in the investing field, price covers a multitude of mistakes. For human beings, there is no substitute for love. For investing there is no substitute for paying the right price – absolutely none."

= Price (i.e. Favourable valuation)

Growth in stock price is a multiplicative function of growth in earnings and growth in valuation. The simplest way to improve the odds of valuation growth is by ensuring favourable purchase price.

The price of a stock has to be seen in conjunction with the value it offers. Price is what we pay; value is what we get. Therefore, stock prices are attractive only when they are less than the value perceived in the stock.

A simple rule of thumb of favourable purchase price is low P/E, preferably single-digit. However, in certain situations, low P/E may not be the sole determinant of favourable price e.g. during bottom-of-the-cycle, earnings of cyclical stocks are depressed leading to high P/Es; likewise, where companies are expected to turn from loss to profit, current P/E cannot be calculated.

Few other measures of favourable purchase price

- Discount to historical valuation bands P/E, Price/Book
- PEG Ratio (i.e. P/E ÷ Earnings growth; the lower the better)
- Discount to DCF value (Discounted Cash Flow) or Replacement cost
- Low Payback ratio (i.e. Market cap / Expected profits of next 5 years)
- High dividend yield
- Absolute market cap relative to the size of opportunity

MUTUAL FUNDS

For whom: Our equity expertise can be accessed by individual investors with an approach to long term savings through our Mutual Fund products for as low as Rs. 500 through a systematic investment plan (SIP).

Benefits: Our Mutual Fund Schemes pass through a rigorous investment process with an aim to deliver consistent performance. Investments in the Schemes can also be conveniently done online. As an investment house, since we have only one investment philosophy, we aim to keep life simple for us and our investors by having a focused menu of equity funds – one large cap, one midcap, one multicap, one tax saver fund and one dynamic fund.

Our Funds

- 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) Invest in equity, derivatives, debt, money market instruments and units issued by REITs and InvITs.

Benefits of our Funds



PORTFOLIO MANAGEMENT SERVICES

For whom: Our PMS products are meant for financially savvy high net worth individuals (HNIs) who wish to utilise our expertise in building a portfolio of high quality companies or who have a large portfolio of stocks but lack the bandwidth to monitor them.

Benefits: With our Portfolio Management Services one can build an equity portfolio in the large cap and midcap segment with highly personalized service. Also, the 'Buy Right : Sit Tight' approach results in low churn in our portfolios and makes the costing of our Portfolio Management Services very attractive.

Our Strategies

- Value Strategy Concentrated large cap portfolio with around 20 stocks
- Next Trillion Dollar Opportunity Strategy Concentrated Diversified portfolio with around 25 stocks
- India Opportunity Portfolio Strategy Concentrated Small & Mid cap portfolio with around 20 stocks
- India Opportunity Portfolio V2 Strategy Concentrated Small & Mid cap portfolio with around 20 stocks

Benefits of our Strategies

Focused **Low Churn** Portfolio Recall Reap the full growth We do not buy more than 25-30 stocks, distributed product potential of stocks reducing the risk of diversification **Segregated** Track Record **Portfolio** Behavior of an One of the longest Transparency in investor won't running strategies in portfolio holdings,

impact the portfolio of other investors

the industry with a 15+ years track record

High Brand

Widely accepted and

Transparency

transactions and expenses

LARGE CAP FUND

Motilal Oswal Focused 25 Fund (MOF25)

Investment Objective	The investment objective of the Scheme is to achieve long term capital appreciation by investing in upto 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.
Type of Scheme	An open ended equity scheme investing in maximum 25 stocks intending to focus on Large Cap stocks
Category	Focused Fund intending to invest in large cap stocks
Benchmark	Nifty 50 TRI
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

of investment) with no exit load. If the withdrawal amount is beyond 12% OIC, the normal exit load applies on the amount greater than 12 % p.a.

Performance*

	1 Year		З Ү	ears	5	Years	Since Inception	
	CAGR (%)	Current Value of Investment of ₹ 10,000	CAGR (%)	Current Value of Investment of ₹ 10,000	CAGR (%)	Current Value of Investment of ₹ 10,000	CAGR (%)	Current Value of Investment of ₹ 10,000
MOF25	6.91	10,691	11.89	14,009	20.04	24,926	16.36	22,336
Nifty 50 TRI (Benchmark)	19.40	11,940	15.09	15,246	17.84	22,726	14.97	20,956
BSE Sensex TRI (Additional benchmark)	23.20	12,320	15.23	15,300	17.34	22,243	15.26	21,243
NAV (Rs.) Per Unit (22.3359 as on 31-Aug-2018)	20.8	922	15.9	9436	8.9	608	10.0	0000

"Date of inception: 13-May-2013. Incase, the start/end date of the concerned period is non business date (NBD), the NAV of the previous date is considered for computation of returns. The NAV per unit shown in the table is as on the start date of the said period. Past performance may or may not be sustained in the future. Performance is for Regular Plan Growth Option. Different plans have different expense structure. This scheme is currently managed by Mr. Siddharth Bothra. He is the Fund Manager for equity component since 23-Nov-2016; Mr. Gautam Sinha Roy is the Co-Fund Manager for equity component since 26-Dec-2016 and Mr. Abhiroop Mukherjee is the Fund Manager for debt component since inception. The performance of the Schemes managed by them are on page no. 12,13,14,15 and 16.

Fund Manager

Top 10 Holdings*

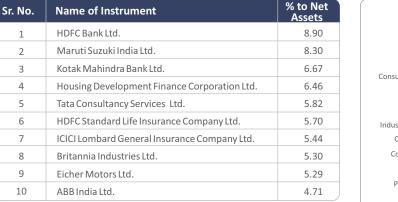
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Name	Experience			1 Year			3 Year			5 Year		Si	nce Incep	tion
Mr. Siddharth Bothra Fund Manager	He has a rich experience of more than 17 years in the field of research and investments. He has been		Scheme	Nifty 50 TRI	BSE Sensex TRI^	Scheme	Nifty 50 TRI	BSE Sensex TRI^	Scheme	Nifty 50 TRI	BSE Sensex TRI^	Scheme	Nifty 50 TRI	BSE Sensex TRI^
	managing this fund since 23-Nov- 2016	Invested Amount	1	L,20,000		Э	3,60,000		6	5,00,000		E	5,30,000	
Mr. Gautam Sinha Roy	He has close to 15 years of experience in fund management	Market Value	125,944	135,022	137,112	445,711	478,398	485,205	871,200	882,533	887,000	940,791	946,300	950,920
Co-Fund Manager	and investment research. He has been co-managing this fund since 26-Dec-2016	Returns (CAGR)%	9.30%	23.99%	27.44%	14.38%	19.37%	20.38%	14.90%	15.43%	15.64%	15.23%	15.46%	15.64%
	20-DEC-2010	^Also repre	sents add	itional ber	nchmark									

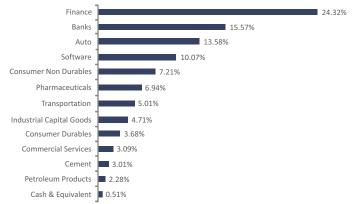
Inception date: 13-May-2013.

SIP Performance*

For SIP returns, monthly investment of ₹ 10,000/- invested on the 1st day of every month has been considered. Performance is for Regular Plan Growth Option. Past performance may or may not be sustained in the future.

Sector Allocation*





*Data as on Aug 31, 2018

Industry classification as recommended by AMFI

MIDCAP

Motilal Oswal Midcap 30 Fund (MOF30)

Investment Objective	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.
	However, there can be no assurance or guarantee that the investment objective of the Scheme would be achieved.
Type of Scheme	Mid Cap Fund - An open ended equity scheme predominantly investing in mid cap stocks
Category	Mid Cap Fund
Benchmark	Nifty Midcap 100 TRI
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.

Performance*

	1 Y	ear	3 Y	ears	Since Inception		
	CAGR (%)	Current Value of Investment of ₹ 10,000	CAGR (%)	Current Value of Investment of ₹ 10,000	CAGR (%)	Current Value of Investment of ₹ 10,000	
MOF30	9.91	10,991	11.01	13,682	25.35	27,753	
Nifty Midcap 100 TRI (Benchmark)	10.15	11,015	16.49	15,807	24.87	27,280	
Nifty 50 TRI (Additional Benchmark)	19.40	11,940	15.09	15,246	16.62	20,030	
NAV (Rs.) Per Unit (27.7530 as on 31-Aug-2018)	25.2	513	21.2	701	10.0	0000	

Date of inception: 24-Feb-14. • Incase, the start/end date of the concerned period is non business date (NBD), the NAV of the previous date is considered for computation of returns. The NAV per unit shown in the table is a on the start date of the said period. Past period may or may not be sustained in the future. Performance is for Regular Plan Growth option. Different plans have different expense structure. • Mr. Akash Singhania is the Fund Manager for equity component since 28-Jul-2017; Mr. Niket Shah is the Associate Fund Manager since March 1, 2018 and Mr. Abhiroop Mukherjee is the Fund Manager for debt component since 24-Feb-2014. The performance of the Schemes is the Associate Fund Manager managed by them are on page no. 11,13,14, and 15 • The scheme has been in existence for less than 5 years.

SIP Performance*

Fund Manager

	0											
Name	Experience			1 Year		3 Year			Since Inception			
Mr. Akash Singhania Fund Manager	He has overall 13 years of experience and more than 11 years of experience in Fund management		Scheme	Nifty Midcap 100 TRI	Nifty 50 TRI^	Scheme	Nifty Midcap 100 TRI	Nifty 50 TRI^	Scheme	Nifty Midcap 100 TRI	Nifty 50 TRI^	
	across the tenure. He has been appointed as the Fund Manager	Invested Amount		1,20,000			3,60,000			540,000		
	since 28-Jul-2017	Market Value	128,892	124,675	135,022	434,589	460,274	478,398	761,477	790,953	758,788	
Mr. Niket Shah	He has been appointed as Associate Fund Manager since March 1, 2018	Returns (CAGR)%	14.01%	7.30%	23.99%	12.62%	16.63%	19.37%	15.32%	17.06%	15.16%	
Associate Fund Manage	He has overall 9 years of experience	Inception date: 24							_			

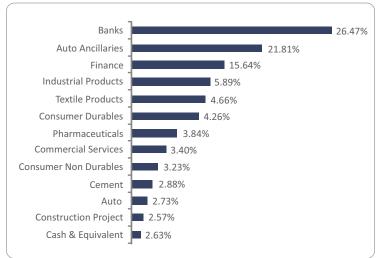
For SIP returns, monthly investment of Rs. 10000/- invested on the 1st day of every month has been considered. Performance is for Regular Plan Growth Option. Past performance may or may not be sustained in the future.

Top 10 Holdings*

Sr. No.	Name of Instrument	% to Net Assets
1	RBL Bank Ltd.	6.54
2	AU Small Finance Bank Ltd.	5.11
3	Bajaj Finance Ltd.	4.97
4	City Union Bank Ltd.	4.91
5	Exide Industries Ltd.	4.76
6	Page Industries Ltd.	4.66
7	IndusInd Bank Ltd.	4.64
8	Balkrishna Industries Ltd.	4.26
9	Astral Poly Technik Ltd.	3.85
10	Eris Lifesciences Ltd.	3.84

*Data as on Aug 31, 2018

Sector Allocation*



Industry classification as recommended by AMFI

MULTICAP

Motilal Oswal Multicap 35 Fund (MOF35)

Investment Objective	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.
	However, there can be no assurance or guarantee that the investment objective of the Scheme would be achieved.
Type of Scheme	MultiCap - An open ended equity scheme investing across large cap, mid cap, small cap stocks
Category	MultiCap
Benchmark	Nifty 500 TRI
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

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.

Performance*

	1 Ye	ear	3 Y	ears	Since Inception		
	CAGR (%)	Current Value of Investment of ₹ 10,000	CAGR (%)	Current Value of Investment of ₹ 10,000	CAGR (%)	Current Value of Investment of ₹ 10,000	
MOF35	3.76	10,376	16.07	15,636	25.81	27,115	
Nifty 500 TRI (Benchmark)	16.33	11,633	15.86	15,553	17.03	19,806	
Nifty 50 TRI (Additional Benchmark)	19.40	11,940	15.09	15,246	14.94	18,314	
NAV (Rs.) Per Unit (27.1151 as on 31-Aug-2018)	26.1	321	17.3	3419	10.0	000	

Date of inception: 28-Apr-14. • Incase, the start/end date of the concerned period is non business date (NBD), the NAV of the previous date is considered for computation of returns. The NAV per unit shown in the table is as on the start date of the said period. Past performance may or may not be sustained in the future. Performance is for Regular Plan Growth option. Different plans have different expense structure. • Mr. Gautam Sinha Roy is the Fund Manager for equity component since 5-May-2014; • Ms. Snigdha Sharma has been appointed Associate Fund Manager of the Schemes Motilal Oswal Multicap 35 Fund (MOF35) vide addendum dated August 1, 2018 w.e.f. July 23, 2018, Mr. Abhiroop Mukherjee is the Fund Manager for debt component since 28-Apr-2014 and Mr. Swapnil Mayekar for Foreign Securities since 10-Aug-2015. The performance of the Schemes managed by them are on page no. 11,12,14,15 and 16 • The scheme has been in existence for less than 5 years.

Fund Manager

Name	Experience			1 Year			3 Year		Si	nce Inceptio	n
Mr. Gautam Sinha Roy	He has close to 15 years of experience in fund management and investment research. He has		Scheme	Nifty 500 TRI	Nifty 50 TRI^	Scheme	Nifty 500 TRI	Nifty 50 TRI^	Scheme	Nifty 500 TRI	
Fund Manager	been managing this fund since 5- May-2014	Invested Amount		120,000			360,000	60,000 520,000			
	11129-2014	Market Value	122,543	126,716	131,083	458,775	458,573	464,439	761,850	703,297	
Ms. Snigdha Sharma	Ms. Snigdha Sharma has overall 10 years of rich and diverse	Returns (CAGR)%	3.95%	10.53%	17.55%	16.40%	16.37%	17.27%	17.77%	13.97%	-
Associate Fund Manager	experience on both buy and sell side equity research across India	Inception date: 28-A For SIP returns, mo					st day of eve	ery month ha	s been considered. Perforr		

SIP Performance*

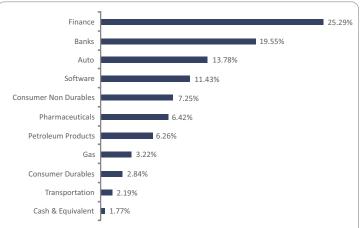
For SIP returns, monthly investment of Rs. 10000/- invested on the 1st day of every month has been considered. Performance is for Regular Plan Growth Option. Past performance may or may not be sustained in the future.

Top 10 Holdings*

and US markets

Sr. No.	Name of Instrument	% to Net Assets
1	HDFC Ltd.	9.03
2	HDFC Bank Ltd.	8.32
3	Maruti Suzuki India Ltd.	6.62
4	Infosys Ltd.	6.45
5	IndusInd Bank Ltd.	5.74
6	Tata Consultancy Services Ltd.	4.98
7	Eicher Motors Ltd.	4.81
8	Bajaj Finance Ltd.	4.71
9	United Spirits Ltd.	3.74
10	Bharat Petroleum Corporation Ltd.	3.56

Sector Allocation*



Industry classification as recommended by AMFI

Nifty 50 TRIA

699 139

13.69%

TAX SAVER

Motilal Oswal Long Term Equity Fund (MOFLTE)

Investment Objective	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.
Type of Scheme	An open ended equity linked saving scheme with a statutory lock in of 3 years and tax benefit
Category	ELSS
Benchmark	Nifty 500 TRI
Entry	NIL
Exit	NIL

Performance*

		1 Year		3 Years	Since Inception		
	CAGR (%)	Current Value of Investment of ₹ 10,000	CAGR (%)	Current Value of Investment of ₹ 10,000	CAGR (%)	Current Value of Investment of ₹ 10,000	
MOFLTE	6.02	10,602	18.35	16,577	17.77	18,054	
Nifty 500 TRI (Benchmark)	16.33	11,633	15.86	15,553	11.30	14,720	
Nifty 50 TRI (Additional Benchmark)	19.40	11,940	15.09	15,246	9.87	14,047	
NAV (Rs.) Per Unit (18.0537 as on 31-Aug-2018)	17.0)278	10.8	3910	10.0000		

"Date of inception: 21-Jan-2015. Incase, the start/end date of the concerned period is non business date (NBD), the NAV of the previous date is considered for computation of returns. The NAV per unit shown in the table is as on the start date of the said period. Past performance may or may not be sustained in the future. Performance is for Regular Plan Growth Option. Different plans have different expense structure. This scheme is currently managed by Mr. Gautam Sinha Roy is the Fund Manager for equity component since inception; Ms. Snigdha Sharma has been appointed Associate Fund Manager of the Schemes Motilal Oswal Long Term Equity Fund (MOFLTE) vide addendum dated August 1, 2018 w.e.f. July 23, 2018 and Mr. Abhiroop Mukherjee is the Fund Manager for debt component since inception. The performance of the Schemes managed by them are on page no. 11,12,13,15 and 16. The scheme has been in existence for less than 5 years.

Fund Manager

Fund Manager		SIP Performance*									
Name	Experience			1 Year			3 Year		Si	nce Inceptio	ı
Mr. Gautam Sinha Roy Fund Manager	He has close to 15 years of experience in fund management and investment research. He has		Scheme	Nifty 500 TRI	Nifty 50 TRI^	Scheme	Nifty 500 TRI	Nifty 50 TRI^	Scheme	Nifty 500 TRI	Nifty 50 TRI^
	been managing this fund since inception	Invested Amount	1,20,000			3,60,000			430,000		
Ms. Snigdha Sharma Associate Fund Manager	Ms. Snigdha Sharma has overall 10 years of rich and diverse experience	Market Value	122,490	131,391	135,022	470,324	475,490	478,398	587,434	578,936	578,213
	on both buy and sell side equity research across India and US markets	Returns (CAGR)%	3.87%	18.05%	23.99%	18.16%	18.93%	19.37%	17.65%	16.80%	16.72%
		Inception date: 21-Ja	n-2015.^A	lso represen	ts additional	benchmark					

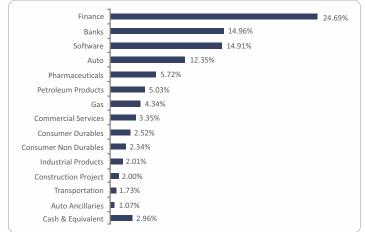
For SIP returns, monthly investment of Rs. 10000/- invested on the 1st day of every month has been considered. Performance is for Regular Plan Growth Option. Past performance may or may not be sustained in the future.

Top 10 Holdings*

Sr. No.	Name of Instrument	% to Net Assets
1	HDFC Ltd.	8.73
2	HDFC Bank Ltd.	8.41
3	Infosys Ltd.	7.87
4	IndusInd Bank Ltd.	6.55
5	Tata Elxsi Ltd.	5.05
6	Eicher Motors Ltd.	4.85
7	Maruti Suzuki India Ltd.	4.77
8	Petronet LNG Ltd.	4.34
9	Eris Lifesciences Ltd.	3.89
10	Max Financial Services Ltd.	3.70

*Data as on Aug 31, 2018

Sector Allocation*



Industry classification as recommended by AMFI

DYNAMIC FUND

Motilal Oswal Dynamic Fund (MOFDYNAMIC)

Investment Objective		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.
		However, there can be no assurance or guarantee that the investment objective of the Scheme would be achieved.
Type of		
Scheme	•	An open ended dynamic asset allocation fund
Category		Dynamic Asset Allocation
Benchmark		CRISIL Hybrid 35 + 65 - Aggressive TRI
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

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.

Name	Experience
Mr. Gautam Sinha Roy Fund Manager	He has close to 15 years of experience in fund management and investment research. He has been managing this fund since 23-Nov-2016
Ms. Snigdha Sharma Associate Fund Manager	Ms. Snigdha Sharma has overall 10 years of rich and diverse experience on both buy and sell side equity research across India and US markets
Mr. Abhiroop Mukherjee - Fund Manager for Debt Component	He has 10 years of experience in Trading Fixed Income Securities viz. G-sec, T-bills, Corporate Bonds CP, CD etc. He has been managing this fund since inception

Performance*

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	1 Ye	ear	Since Ir	nception
	CAGR (%)	Current Value of Investment of ₹ 10,000	CAGR (%)	Current Value of Investment of ₹ 10,000
MOFDYNAMIC	4.23	10,423	11.10	12,247
CRISIL Hybrid 35 + 65 - Aggressive Index TRI (Benchmark)	11.77	11,177	13.27	12,713
Nifty 50 TRI (Additional Benchmark)	19.40	11,940	18.05	13,767
NAV (Rs.) Per Unit (12.2470 : as on 31-Aug-2018)	11.75	500	10.0	0000

Date of inception: 27-Sep-2016 Incase, the start/end date of the concerned period is non business date (NBD), the NAV of the previous date is considered for computation of returns. The NAV per unit shown in the table is as on the start date of the said period. Past performance may or may not be sustained in the future. Performance is for Regular Plan Growth Option. Different plans have different expense structure. This scheme is currently managed by Mr. Gautam Sinha Roy. He has been managing equity component since 23-Nov-2016; Ms. Snigdha Sharma has been appointed Associate Fund Manager of the Schemes Motilal Oswal Dynamic Fund (MOFDYANAMIC) vide addendum dated August 1, 2018 w.e.f. July 23, 2018 and Mr. Abhiroop Mukherjee is the Fund Manager for debt component since inception. The performance of the Schemes managed by them are on page no. 11,12,13,14 and 16. The scheme has been in existence for less than 3 years

TOP 10 HOLDINGS (Equity Component)*

Sr. No.	Name of Instrument	% to Net Assets
1	Bajaj Finance Ltd.	7.49
2	HDFC Ltd.	6.71
3	Maruti Suzuki India Ltd.	6.16
4	United Spirits Ltd.	4.93
5	Ashok Leyland Ltd.	3.83
6	Infosys Ltd.	3.67
7	HDFC Bank Ltd.	3.14
8	Petronet LNG Ltd.	2.97
9	Tata Elxsi Ltd.	2.80
10	Titan Company Ltd.	2.80

All the Returns shown above are of Regular Plan Growth Option

Allocation*

Sr. No.	Name of Instrument	% to Net Assets
1	Total Equity	66.70
2	Bonds and NCDs	23.64
3	Fixed Deposits	0.65
4	Derivatives	-23.21
5	CBLO / Reverse Repo Investments	1.41
6	Cash & Cash Equivalents	30.81
	Total	100.00



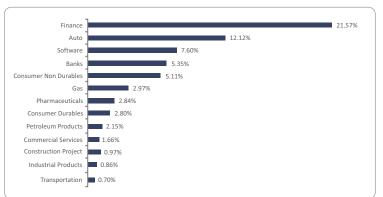
SIP Performance*

		1 Year		Since Inception			
	Scheme	CRISIL Hybrid 35 + 65 - Aggressive TRI	Nifty 50 TRI^	CRISIL Hybr Scheme 35 + 65 - Aggressiv TRI		Nifty 50 TRI^	
Invested Amount		120,000		230,000			
Market Value	122,788	128,999	135,023	250,892	263,398	281,220	
Returns (CAGR)%	4.33%	14.18%	23.99%	8.98%	14.24%	21.61%	

^ Also represents additional benchmark

Date of inception: 27-Sep-2016 For SIP returns, monthly investment of ₹ 10,000/- invested on the 1st day of every month has been considered. Performance is for Regular Plan Growth Option. Past performance may or may not be sustained in the future.

Sector Allocation*



OTHER FUNDS

Motilal Oswal Ultra Short Term Fund (MOFUSTF) Performance*

	1 Y	ear	З Ү	ears	Since Inception		
	CAGR (%)	Current Value of Investment of ₹ 10,000	CAGR (%)	Current Value of Investment of ₹ 10,000	CAGR (%)	Current Value of Investment of ₹ 10,000	
Ultra Short Term (MOFUSTF)	5.89	10,589	6.05	11,930	6.62	13,767	
CRISIL Short Term Bond Fund TRI (Benchmark)	7.23	10,723	7.50	12,425	8.33	14,902	
CRISIL LIQUIFEX TRI (Additional Benchmark)	7.13	10,713	7.22	12,329	8.00	14,679	
NAV (Rs.) Per Unit (13.7669 : as on 31-Aug-2018)	13.0	0009	11.5	5400	10.0000		

"Date of inception: 6-Sep-13. Incase, the start/end date of the concerned period is non business date (NBD), the NAV of the previous date is considered for computation of returns. The NAV per unit shown in the table is as on the start date of the said period. Past performance may or may not be sustained in the future. Performance is for Regular Plan Growth Option. Different plans have different expense structure. This scheme is currently managed by Mr. Abhiroop Mukherjee. He has been managing this fund since inception; The performance of the Schemes managed by him are on page no. 11 to 15. The scheme has been in existence for less than 5 years."

Motilal Oswal NASDAQ 100 ETF (MOFN100) Performance*

	1 Year		3 Y	ears	5 Y	ears	Since Inception	
	CAGR (%)	Current Value of Investment of ₹ 10,000	CAGR (%)	Current Value of Investment of ₹ 10,000	CAGR (%)	Current Value of Investment of ₹ 10,000	CAGR (%)	Current Value of Investment of ₹ 10,000
MOFN100	41.01	14,101	22.82	18,528	20.76	25,685	24.57	51,157
NASDAQ 100 TRI (Benchmark)	43.94	14,394	25.05	19,556	22.77	27,891	26.50	57,350
Nifty 50 TRI (Additional Benchmark)	19.40	11,940	15.09	15,246	17.84	22,726	11.47	22,404
NAV (Rs.) Per Unit (528.1279 : as on 31-Aug-2018)	374.5249		285.0427		205.	6146	103.2365	

"Date of inception: 29-Mar-11. Incase, the start/end date of the concerned period is non business date (NBD), the NAV of the previous date is considered for computation of returns. The NAV per unit shown in the table is as on the start date of the said period. Past performance may or may not be sustained in the future. Performance is for Regular Plan Growth Option. Different plans have different expense structure. This scheme is currently managed by Mr. Swapnil Mayekar. He has been managing this fund since 10-Aug-2015". Other Scheme managed by him are on page 13.

Mr. Swapnil Mayekar is the fund manager of the scheme Motilal Oswal NASDAQ 100 ETF (MOFN100) & for foreign securities of the scheme, Motilal Oswal Multicap 35 Fund (MOF35).

PRODUCT LABEL

Name of the Scheme	This product is suitable for investors who are seeking*	
Motilal Oswal Focused 25 Fund (MOF25)	 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)	 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 	Riskometer Moderate Acque
Motilal Oswal Multicap 35 Fund (MOF35)	 Long-term capital growth Investment in a maximum of 35 equity and equity related instruments across sectors and market capitalization levels. 	traffin (1)
Motilal Oswal Long Term Equity Fund (MOFLTE)	 Long-term capital growth Investment predominantly in equity and equity related instruments 	Low High Investors understand that their principal will be at Modentely High risk
Motilal Oswal Dynamic Fund (MOFDYNAMIC)	 Long term capital appreciation Investment in equity, derivatives and debt instruments 	
Motilal Oswal NASDAQ 100 ETF (MOFN100)	 Return that corresponds generally to the performance of the NASDAQ 100 Index, subject to tracking error Investment in equity securities of NASDAQ 100 Index 	Riskometer Moderate By High Low Investors understand that their principal will be at High risk

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

Value Strategy

LARGE CAP Strategy

Investment objective:

The Strategy aims to benefit from the long term compounding effect on investments done in good businesses, run by great business managers for superior wealth creation.

- Concentrated large cap portfolio with around 20 stocks
- One of the longest running products in the industry with a 15 years track record
- The corpus under this Strategy is over Rs. 2,641 cr as on August 31, 2018

The selection of the stocks will be based on the criteria of strategy at the time of initial ideation and investment made as per the model portfolio of the strategy

Strategy Details

Shrey Loonker
Open ended
24th March 2003
Nifty 50 Index
3 Years +
Daily
Daily
Daily

Top 10 Holdings

Sr. No.	Name of Instrument	% to Net Assets
1	HDFC Bank Ltd.	10.84
2	Kotak Mahindra Bank Ltd.	9.34
3	AU Small Finance Bank Ltd.	7.16
4	Bajaj Finserv Ltd.	6.94
5	Sun Pharmaceuticals Ltd.	6.28
6	Bharat Petroleum Corporation Ltd.	5.99
7	Eicher Motors Ltd.	5.94
8	Bharat Forge Ltd.	5.83
9	Larsen & Toubro Ltd.	5.59
10	Bosch Ltd.	5.32

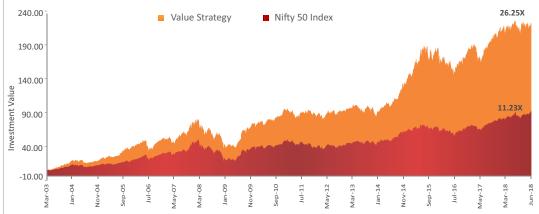
Key Portfolio Analysis

Performance Data (Since Inception)	Value Strategy	Nifty 50 Index
Standard Deviation (%)	20.54%	22.69%
Beta	0.82	1.00

Sector Allocation

Sr. No.	Sector Allocation	% Allocation
1	Banking & Finance	49.59
2	Auto & Auto Ancillaries	23.22
3	Oil & Gas	9.24
4	Pharmaceuticals	7.37
5	Engineering & Electricals	5.59

Performance



Both, Value Strategy and Nifty 50 Index are rebased to 10 as on Mar 24, 2003

The Above strategy returns are of a Model Client as on August 31, 2018. Returns of individual clients may differ depending on factors such as time of entry/exit/ additional inflows in the strategies. The stocks forming part of the existing portfolio may or may not be bought for new client. Returns below 1 year are absolute and above 1 year are annualized. Strategy returns shown above are post fees & expenses. Past performance should not be used as a basis for comparison with other investments. Past performance may or may not be sustained in future.

Diversified Strategy

Next Trillion Dollar Opportunity Strategy (NTDOP)

Investment objective:

The Strategy aims to deliver superior returns by investing in stocks from sectors that can benefit from the Next Trillion Dollar GDP growth.

It aims to pre-dominantly invest in diversified stocks with a focus on identifying potential winners that would participate in successive phases of GDP growth.

- Concentrated Diversified portfolio with around 25 stocks
- Focused on the 'Next Trillion Dollar Growth Opportunity'
- The corpus under this Strategy is over Rs. 8,946 cr as on August 31, 2018

The selection of the stocks will be based on the criteria of strategy at the time of initial ideation and investment made as per the model portfolio of the strategy

Strategy Details

Fund Manager:	Manish Sonthalia
Strategy Type:	Open ended
Date of Inception:	11th Dec 2007
Benchmark:	Nifty 500 Index
Investment Horizon:	3 Years +
Subscription:	Daily
Redemption :	Daily
Valuation Point:	Daily

Top 10 Holdings

Sr. No.	Name of Instrument	% to Net Assets
1	Bajaj Finance Ltd.	12.08
2	Page Industries Ltd.	11.37
3	Kotak Mahindra Bank Ltd.	11.14
4	Voltas Ltd.	8.68
5	Eicher Motors Ltd.	5.56
6	City Union Bank Ltd.	5.11
7	L&T Technology Services Ltd.	4.39
8	Bosch Ltd.	4.36
9	Godrej Industries Ltd.	4.03
10	Max Financial Services Ltd.	3.50

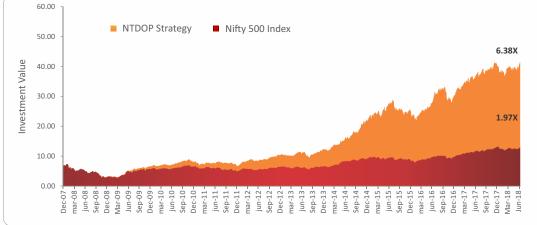
Key Portfolio Analysis

Performance Data (Since Inception)	NTDOP Strategy	Nifty 500 Index
Standard Deviation (%)	17.82%	21.47%
Beta	0.69	1.00

Sector Allocation

Sr. No.	Sector Allocation	% Allocation
1	Banking & Finance	34.50
2	FMCG	18.99
3	Auto & Auto Ancillaries	13.27
4	Diversified	12.71
5	Pharmaceuticals	4.53

Performance



Both, NTDOP Strategy and Nifty 500 Index are rebased to 10 as on Dec 11, 2007

The Above strategy returns are of a Model Client as on August 31, 2018. Returns of individual clients may differ depending on factors such as time of entry/exit/ additional inflows in the strategies. The stocks forming part of the existing portfolio may or may not be bought for new client. Returns below 1 year are absolute and above 1 year are annualized. Strategy returns shown above are post fees & expenses. Past performance should not be used as a basis for comparison with other investments. Past performance may or may not be sustained in future.

India Opportunity Portfolio Strategy (IOP)

SMALL-MIDCAP Strategy

Investment objective:

The Strategy aims to generate long term capital appreciation by creating a focused portfolio of high growth stocks having the potential to grow more than the nominal GDP for next 5-7 years across mid and smallcap stocks; and which are available at reasonable market prices.

- Concentrated Small & Mid cap portfolio with around 20 stocks
- Flexibility to own best performing stocks irrespective of market capitalization
- The corpus under this Strategy is over Rs. 3,917 cr as on August 31, 2018

The selection of the stocks will be based on the criteria of strategy at the time of initial ideation and investment made as per the model portfolio of the strategy

Strategy	Dotaile	•
Jualegy	Details)

Fund Manager:	Manish Sonthalia
Associate Fund Manager	Atul Mehra
Strategy Type:	Open ended
Date of Inception:	11th Feb. 2010
Benchmark:	Nifty Smallcap 100 Index
Investment Horizon:	3 Years +
Subscription:	Daily
Redemption :	Daily
Valuation Point:	Daily

Top 10 Holdings

Sr. No.	Name of Instrument	% to Net Assets
1	Development Credit Bank Ltd.	9.38
2	Au Small Finance Bank Ltd.	8.62
3	Birla Corporation Ltd.	7.84
4	Aegis Logistics Ltd.	6.55
5	TTK Prestige Ltd.	5.93
6	Gabriel India Ltd.	5.62
7	Quess Corp Ltd.	5.31
8	Alkem Laboratories Ltd.	5.26
9	Mahanagar Gas Ltd.	4.95
10	Dishman Carbogen Amcis Ltd.	4.58

Sector Allocation

Sr. No.	Sector Allocation	% Allocation
1	Banking & Finance	28.75
2	Pharmaceuticals	13.95
3	Oil & Gas	11.50
4	Cement & Infrastructure	10.76
5	Consumer Durable	9.89

Key Portfolio Analysis

Performance Data (Since Inception)	IOP Strategy	Nifty Smallcap 100 Index
Standard Deviation (%)	15.30%	19.64%
Beta	0.57	1.00

Performance



Both, IOP Strategy and Nifty Smallcap 100 Index are rebased to 10 as on Feb 11, 2010.

The Above strategy returns are of a Model Client as on August 31, 2018. Returns of individual clients may differ depending on factors such as time of entry/exit/ additional inflows in the strategies. The stocks forming part of the existing portfolio may or may not be bought for new client. Returns below 1 year are absolute and above 1 year are annualized. Strategy returns shown above are post fees & expenses. Past performance should not be used as a basis for comparison with other investments. Past performance may or may not be sustained in future.

India Opportunity Portfolio Strategy (IOP) V2

SMALL-MIDCAP Strategy

Investment objective:

The Strategy aims to deliver superior returns by investing in stocks from sectors that can benefit from India's emerging businesses. It aims to predominantly invest in Small and Midcap stocks with a focus on identifying potential winners. Focus on Sectors and Companies which promise a higher than average growth.

- Concentrated Small & Mid cap portfolio with around 20 stocks
- Companies which have potential to grow from mini to mid & mid to mega over a period of time
- The corpus under this Strategy is over Rs. 547 cr as on August 31, 2018

The selection of the stocks will be based on the criteria of strategy at the time of initial ideation and investment made as per the model portfolio of the strategy

Strategy Details

Fund Manager:	Manish Sonthalia	
Associate Fund Manager:	Atul Mehra	
Strategy Type:	Open ended	
Date of Inception:	5th Feb. 2018	
Benchmark:	Nifty Smallcap 100 Index	
Investment Horizon:	3 Years +	
Subscription:	Daily	
Redemption :	Daily	
Valuation Point:	Daily	

Top 10 Holdings

Sr. No.	Name of Instrument	% to Net Assets
1	Heg Ltd.	10.62
2	Gruh Finance Ltd	8.05
3	Cholamandalam Investment & Finance Company Ltd.	7.86
4	Godrej Agrovet Ltd.	6.79
5	Ipca Lab Ltd.	6.69
6	Bajaj Electricals Ltd.	6.26
7	Coffee Day Enterprises Ltd.	6.05
8	Sundaram Fasteners Ltd.	5.25
9	Sobha Ltd.	4.91
10	JK Lakshmi Cement Ltd.	4.76

Top Sectors

Sr. No.	Sector Allocation	% Allocation*
1	Banking & Finance	24.34
2	Electricals & Electronics	20.06
3	Agriculture	10.46
4	Pharmaceuticals	8.00
5	Restaurants	6.05

Performance

Key Portfolio Analysis

Period	IOP V2	Nifty Smallcap 100	
3 Months	-3.11	-2.05	
Since Inception	1.45	-7.75	

Data as on 31st August 2018

Performance Data (Since Inception)IOP V2Nifty Smallcap 100Standard Deviation (%)18.07%19.98%Beta0.761.00

Data as on 31^{st} July 2018





Raamdeo Agrawal Chairman



Aashish P Somaiyaa CEO

MF Fund Manager



Gautam Sinha Roy Sr. Vice President & Fund Manager Equity Mutual Funds



Siddharth Bothra Sr. Vice President & Fund Manager Equity Mutual Funds



Akash Singhania Sr. Vice President & Fund Manager Equity Mutual Funds



Niket Shah Vice President & Associate Fund Manager Equity Mutual Funds



Snigdha Sharma Vice President & Associate Fund Manager Equity Mutual Funds

PMS Fund Manager



Manish Sonthalia Sr. Vice President & Head Equity PMS



Shrey Loonker Vice President & Fund Manager Equity PMS



Atul Mehra Associate Fund Manager, PMS

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Note:

Pursuant to the scheme of amalgamation Motilal Oswal Securities Limited (MOSL) has been merged with Motilal Oswal Financial Services Limited (MOFSL) whereby all the assets and liabilities of MOSL including its business and investments have been transferred to MOFSL w.e.f. August 21, 2018.

For any Mutual Fund queries, please write to mfservice@motilaloswal.com, Similarly for PMS queries please call us on +91 22-39982602 or write to pmsquery@motilaloswal.com or visit motilaloswalmf.com

THINK EQUITY THINK MOTILAL OSWAL

