

“Buy Right : Sit Tight” now in six 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

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

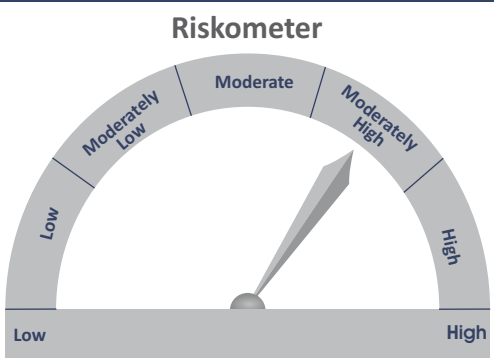
- Higher portfolio churn can increase the fund expenses disproportionately affecting the returns of the fund directly
- Frequent churn may not let you reap the full growth potential of the stocks leading to poor returns
- Hence we research extensively before we buy any stock and hold onto them for years 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

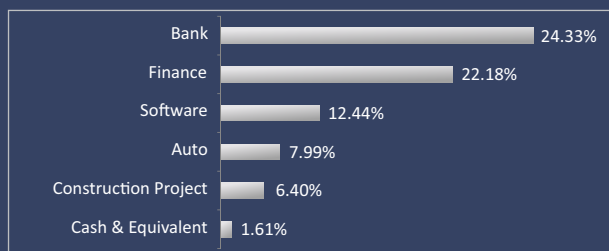
	MOF25	MOF30	MOF35	MOFDYNAMIC	MOFEH	MOFLTE
Type of Scheme:	An open ended equity scheme investing in maximum 25 stocks intending to focus on Large Cap stocks	Mid cap fund an open ended equity scheme predominantly investing in mid cap stocks	Multicap fund an open ended equity scheme investing across large 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 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 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 500 TRI
Category:	Focused Fund intending to invest in large cap stocks	Midcap Fund	Multicap Fund	Dynamic Asset Allocation	Aggressive Hybrid 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)				
	Annual SIP	6,000 and in multiples of Re. 1/- 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"> 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>Low Moderately Low Moderate Moderately High High</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"> 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 	

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

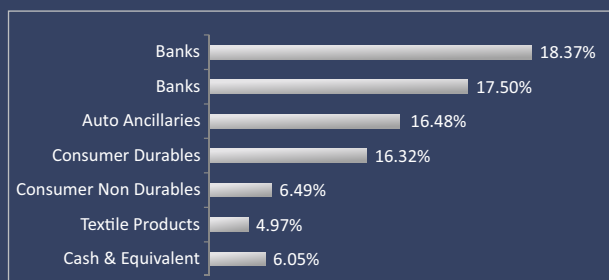
Top 5 Sector Allocation & Top 5 Holdings

Motilal Oswal Multicap 35 Fund



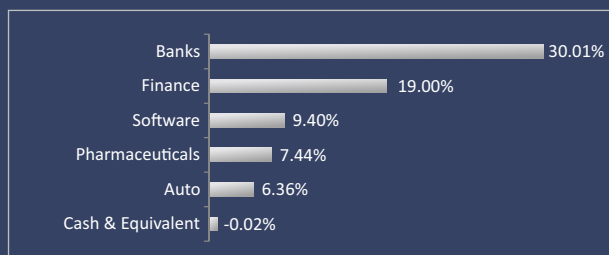
Sr. No.	Name of Company	% to Net Assets
1	HDFC Bank Ltd.	10.44
2	Axis Bank Ltd.	7.51
3	HDFC Ltd.	7.33
4	Larsen & Toubro Ltd.	6.40
5	Infosys Ltd.	6.16

Motilal Oswal Midcap 30 Fund



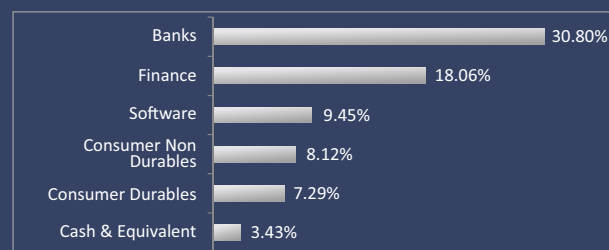
Sr. No.	Name of Company	% to Net Assets
1	Bajaj Finance Ltd.	10.16
2	City Union Bank Ltd.	6.77
3	AU Small Finance Bank Ltd.	6.32
4	Voltas Ltd.	5.33
5	Page Industries Ltd.	4.97

Motilal Oswal Focused 25 Fund



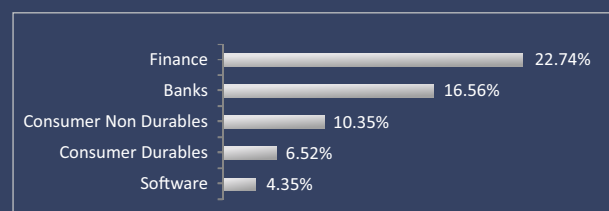
Sr. No.	Name of Company	% to Net Assets
1	HDFC Bank Ltd.	10.79
2	HDFC Life Insurance Company Ltd.	8.10
3	ICICI Bank Ltd.	7.39
4	Larsen & Toubro Ltd.	6.15
5	Kotak Mahindra Bank Ltd.	6.00

Motilal Oswal Long Term Equity Fund



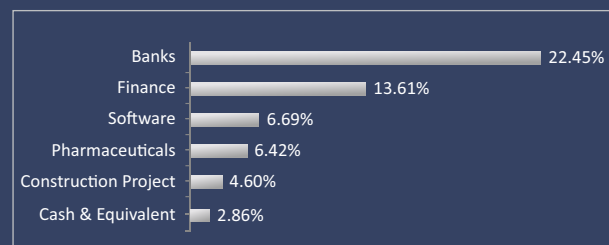
Sr. No.	Name of Company	% to Net Assets
1	HDFC Bank Ltd.	9.36
2	ICICI Bank Ltd.	5.97
3	HDFC Ltd.	5.87
4	Larsen & Toubro Ltd.	5.61
5	Infosys Ltd.	5.17

Motilal Oswal Dynamic Fund



Sr. No.	Name of Instrument	% to Net Assets
1.	Equity	69.37
2.	Bonds and NCDs	7.19
3.	Fixed Deposit	5.01
4.	Derivatives	-25.21
5.	Money Market Instrument (CD & CBLO)	17.29
6.	Cash & Cash Equivalents (including book value of Futures)	26.35
	Total	100

Motilal Oswal Equity Hybrid Fund



Sr. No.	Name of Instrument	% to Net Assets
1.	Equity	77.72
2.	Bonds and NCDs	3.81
3.	Treasury Bills	15.61
4.	CBLO / Reverse Repo Investments	2.36
5.	Cash & Cash Equivalents	0.50
6.	Total	100.00