

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)

## Motilal Oswal Focused 25 Fund (MOF25)

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

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

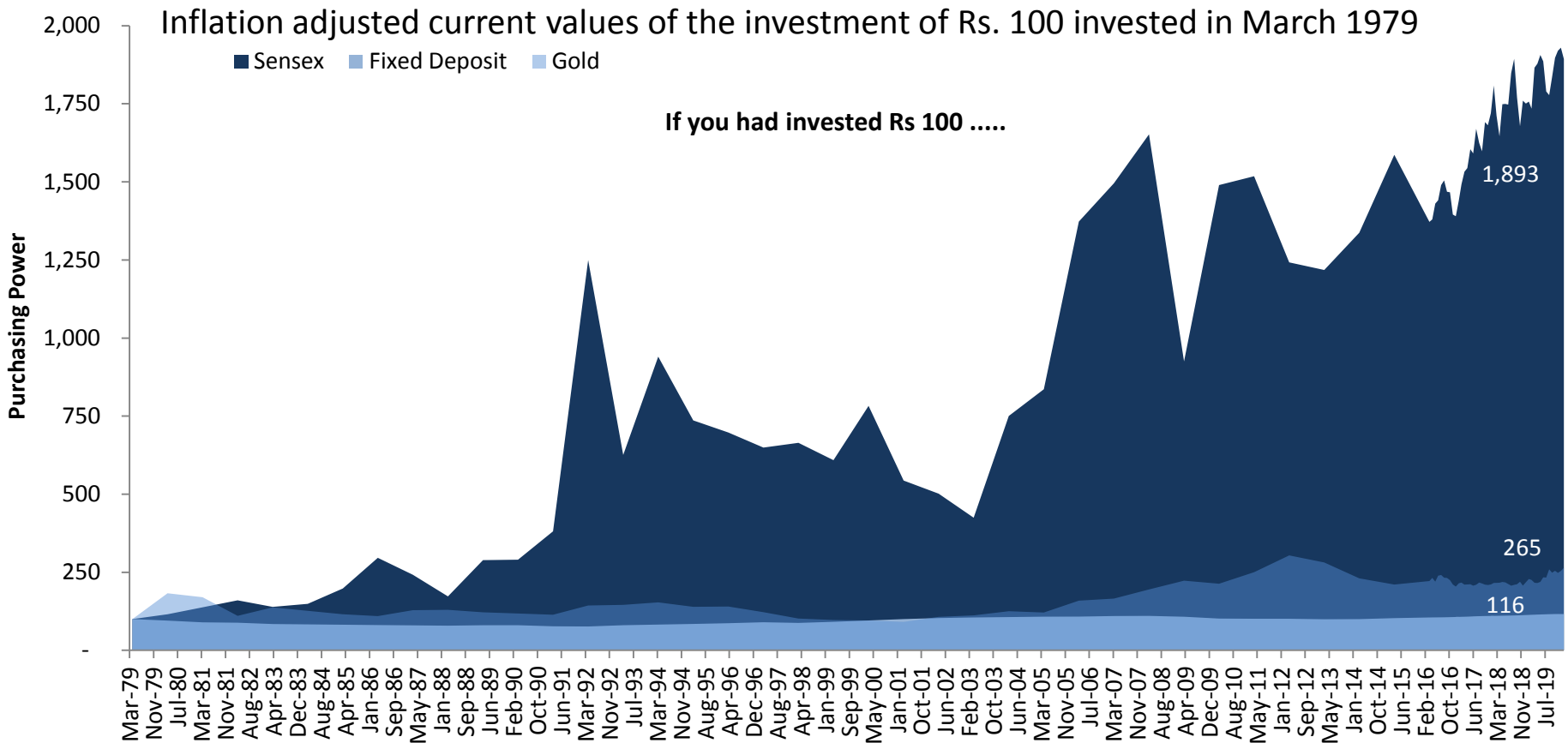
## Sit Tight

- 🌀 **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

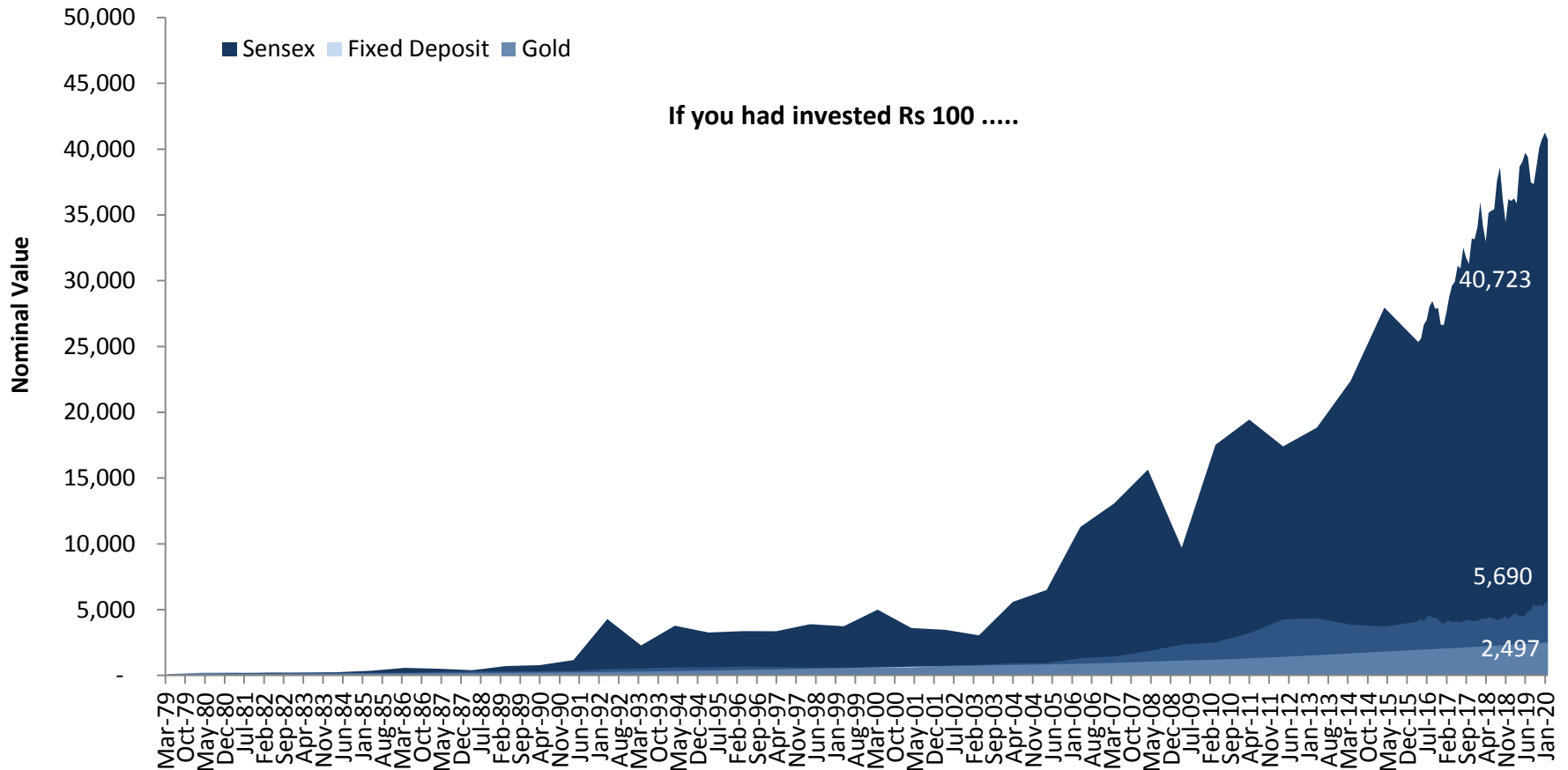
Because key objective of investing in equities is to create wealth.



Source: Bloomberg, MOAMC internal analysis, Data as on Feb 29, 2019

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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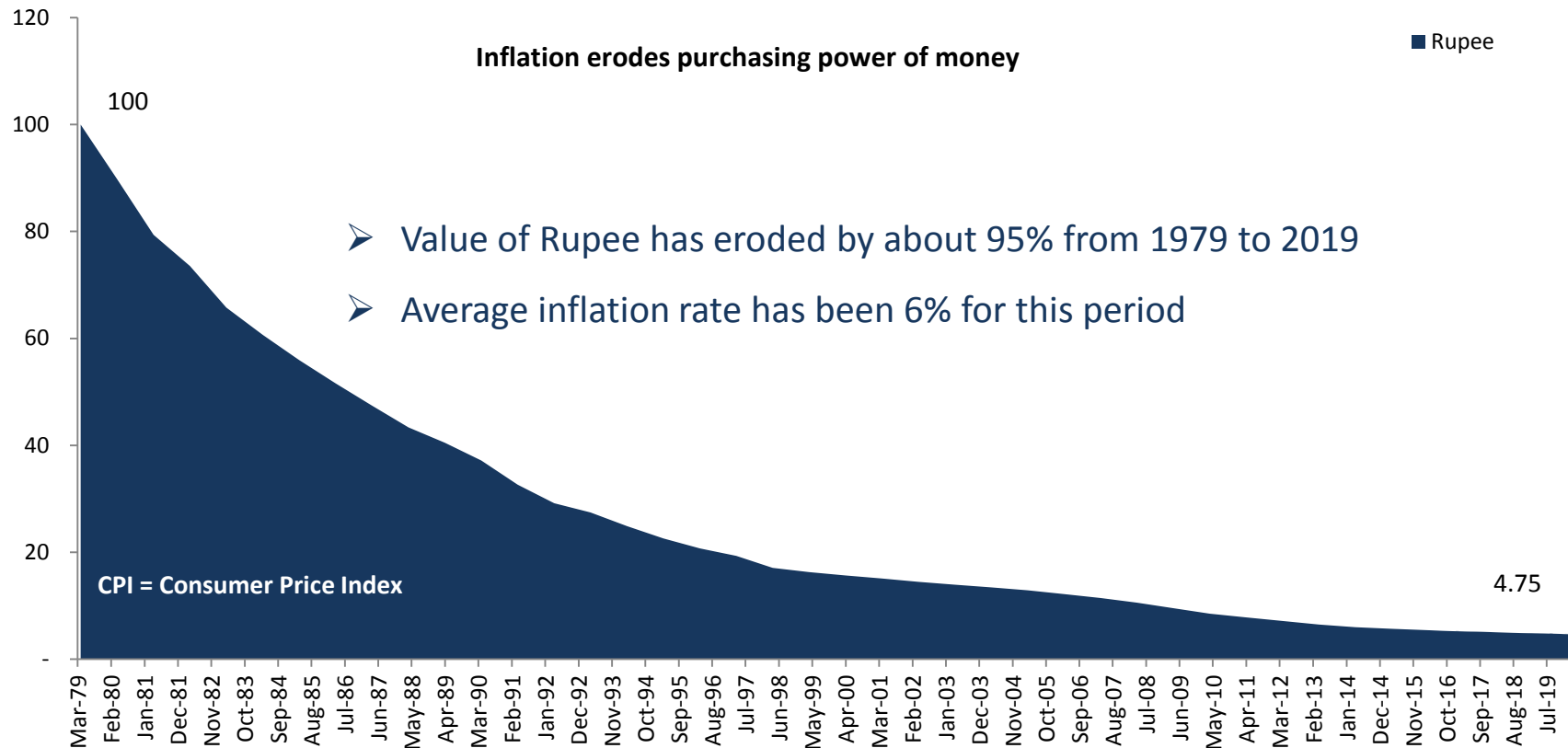


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# Inflation: Biggest destroyer of purchasing power...

Because Inflation erodes the purchasing power of your money.



Source: Bloomberg, MOAMC internal analysis, Data as on Feb 29, 2019

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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

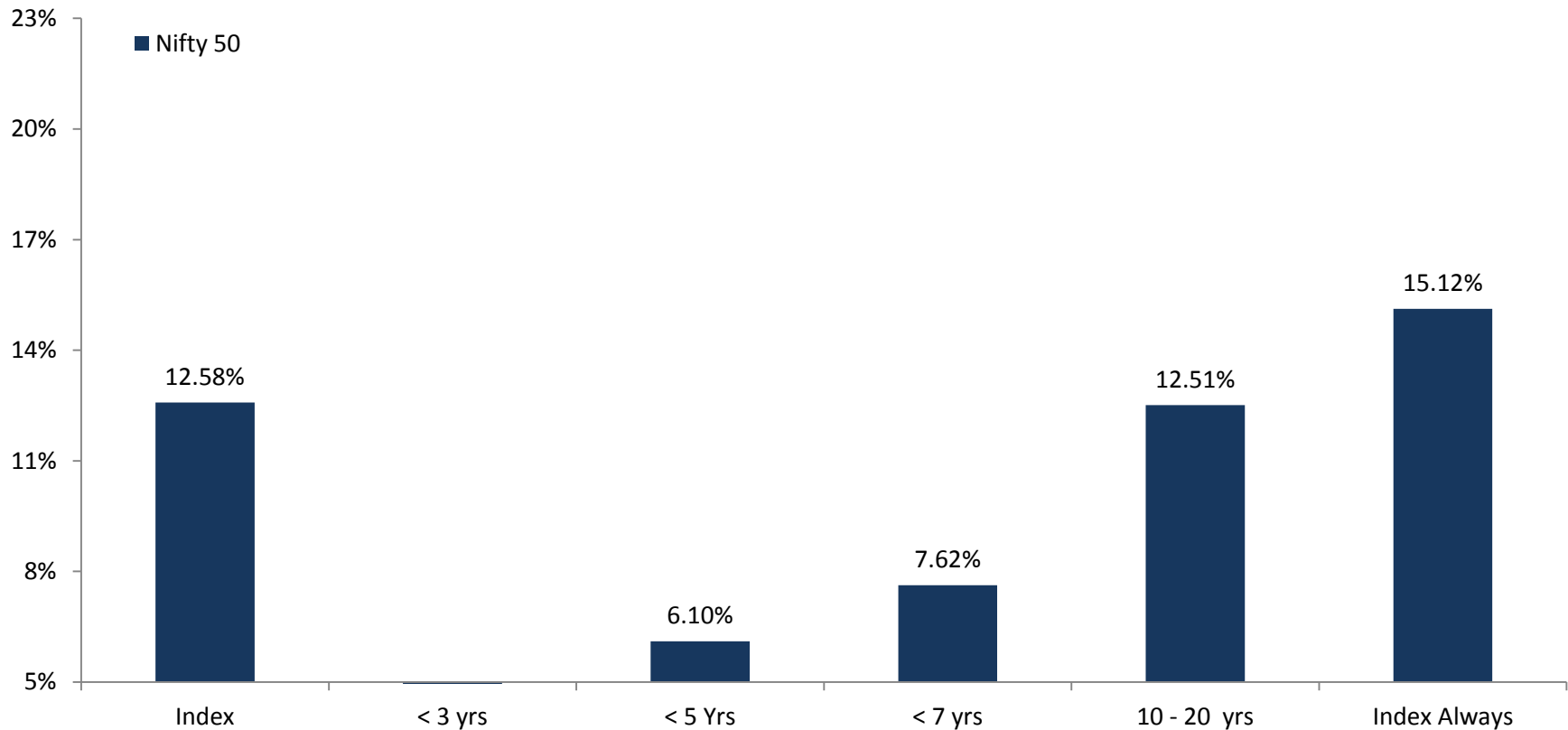
MOF25 would endeavour to construct such a portfolio that the product is best suited for medium and long term investment

High conviction ideas with improved risk-adjusted return characteristics

'360 degree view' of company to identify competitive advantages

# Why “Buy and Hold”

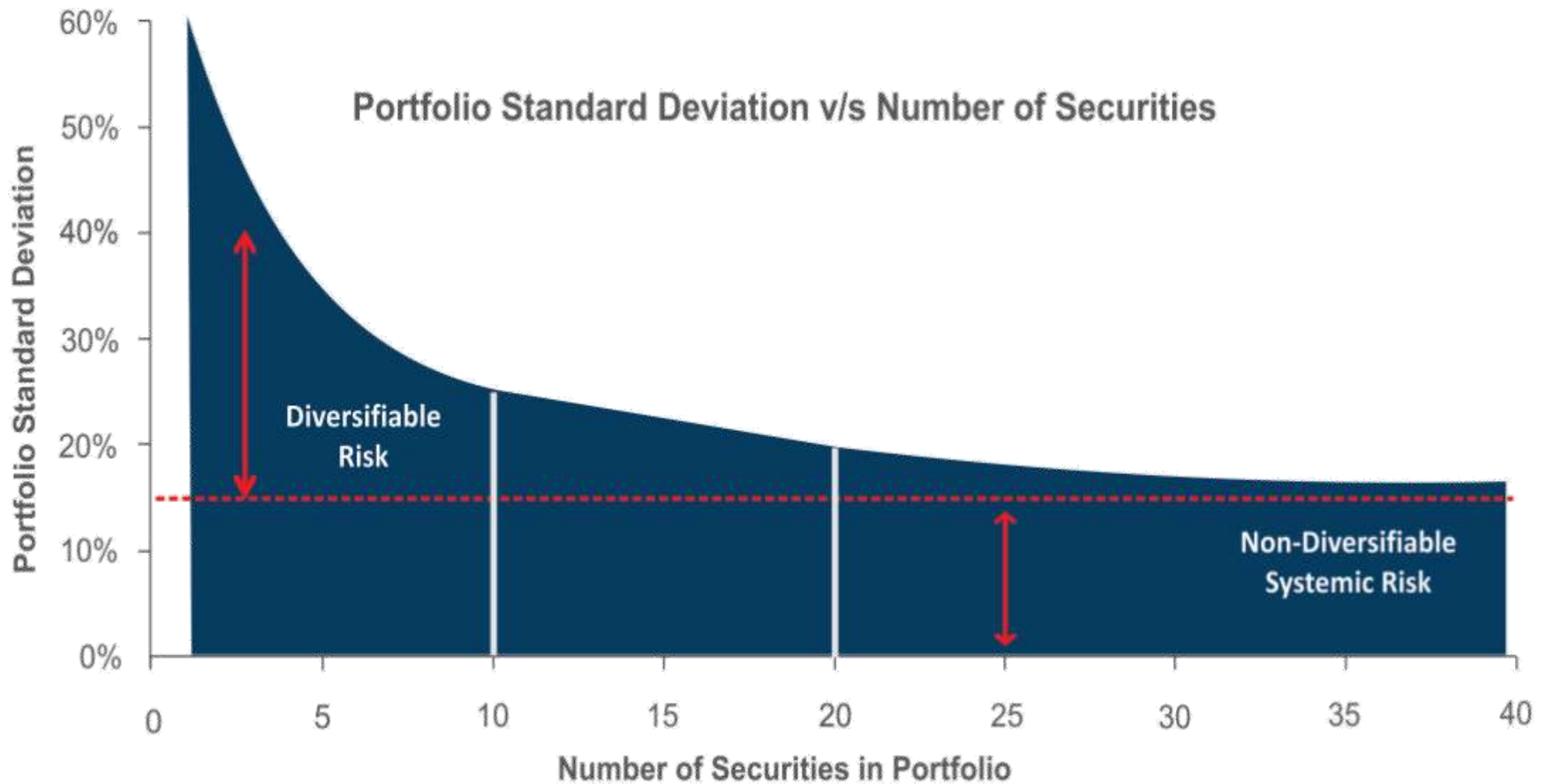
## Improved Quality companies held for longer duration



Source : MOAMC internal analysis, Data as on February 28, 2019; Period - January 1, 2001 to February 28, 2019

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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)

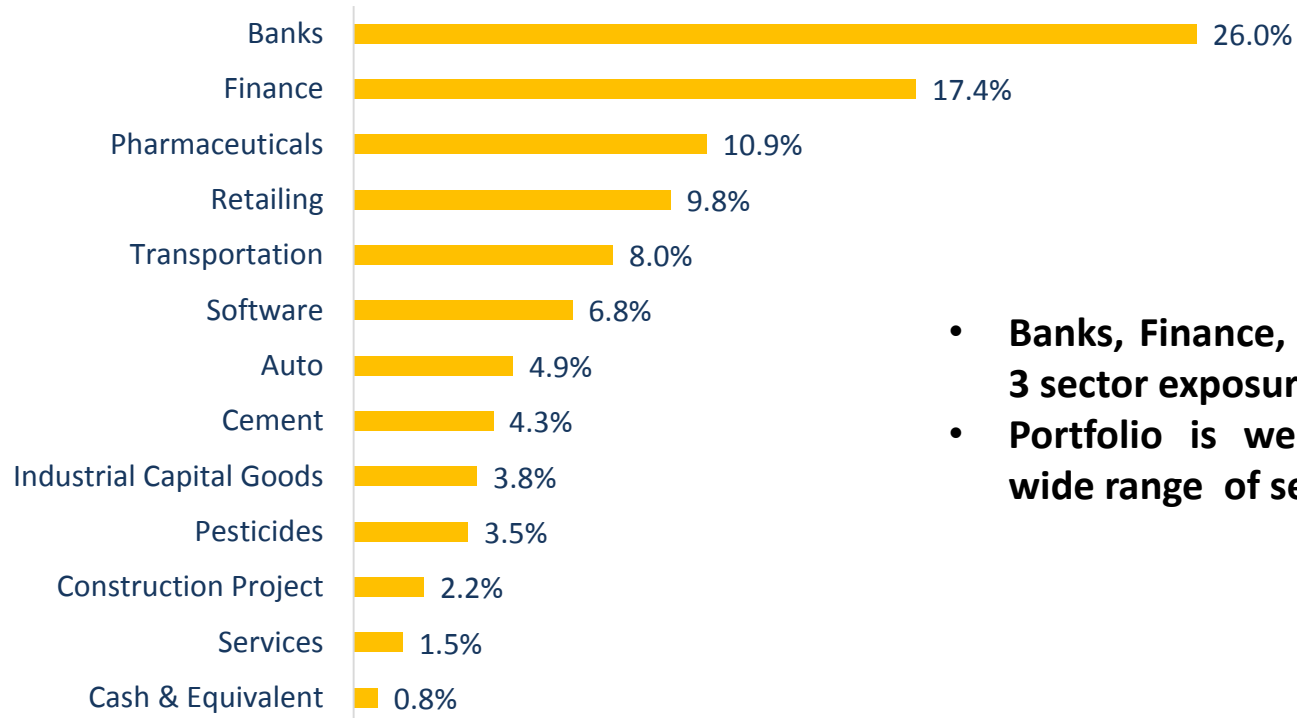
## Scrip Allocation

- Maximum 10% of NAV in a single stock

# Fund Details

<b>Type of Scheme</b>	An open ended equity scheme investing in maximum 25 stocks intending to focus on Large Cap stocks	
<b>Scheme Category</b>	Focused Fund intending to invest in large cap stocks	
<b>Investment Objective:</b>	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.	
<b>Benchmark:</b>	Nifty 50 TRI	
<b>Entry/Exit Load:</b>	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.	
<b>Plans:</b>	Regular Plan and Direct Plan	
<b>Options (Under each plan):</b>	Dividend (Payout and Reinvestment) and Growth	
<b>Minimum Application Amount:</b>	Rs. 500/- and in multiples of Re. 1/- thereafter	
<b>Additional Application Amount:</b>	Rs. 500/- and in multiples of Re. 1/- thereafter	
<b>Systematic Investment Plan (SIP):</b>	Weekly SIP	Rs. 500 and in multiples of Re.1/- thereafter (Minimum Installment – 12)
	Fortnightly SIP	
	Monthly SIP	
	Quarterly SIP	Rs. 1,500 and in multiples of Re.1/- thereafter (Minimum Installment – 4)
	Annual SIP	Rs. 6,000 and in multiples of Re. 1/- thereafter (Minimum Installment – 1)
	The Dates of Auto Debit Facility shall be on the 1 <sup>st</sup> , 7 <sup>th</sup> , 14 <sup>th</sup> , 21 <sup>st</sup> or 28 <sup>th</sup> of every month.	
<b>Minimum Redemption Amount:</b>	Rs. 500/- and in multiples of Re. 1/- thereafter or account balance, whichever is lower.	

# Sector Allocation



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

## TOP 10 Holdings

Scrip	Holdings (%)
Avenue Supermarts Limited	9.8%
HDFC Bank Limited	9.4%
ICICI Bank Limited	9.2%
Kotak Mahindra Bank Limited	7.5%
HDFC Life Insurance Company Limited	7.0%
Tata Consultancy Services Limited	6.8%
Container Corporation of India Limited	6.6%
Abbott India Limited	5.6%
Max Financial Services Limited	4.5%
Dr. Reddy's Laboratories Limited	3.7%

- **TOP 5 Stocks % to NAV= 42.8%**
- **Top 10 Stocks % to NAV= 70.0%**





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 and Motilal Oswal Equity Hybrid Fund

**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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Website: [www.motilaloswalmf.com](http://www.motilaloswalmf.com)



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