

1ST

INDIA'S

**Nifty
Smallcap 250
Index Fund**

NFO

Opens: 19th Aug 2019
Closes: 30th Aug 2019

(An open-ended scheme replicating/ tracking Nifty Smallcap 250 Index)

**Introducing
Motilal Oswal Nifty Smallcap 250 Index Fund (MOFSMALLCAP)**

**THINK EQUITY
THINK MOTILAL OSWAL**

MOTILAL OSWAL
Asset Management

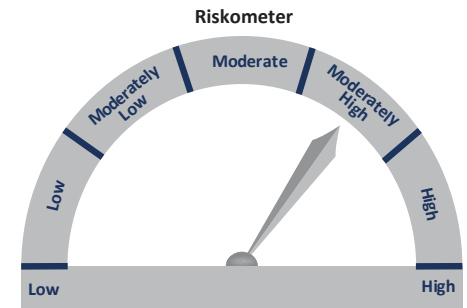
**MUTUAL
FUND**



Product labeling

This product is suitable for investors who are seeking*

- Return that corresponds generally to the performance of the Nifty Smallcap 250 index, subject to tracking error
- Equity and equity related securities covered by Nifty Smallcap 250 Index
- Long term capital growth



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.



Small-cap Funds performance vs Benchmark

Scheme Name	1 Year	2 Years	3 Years	5 Years	7 Years	10 Years
Smallcap Funds Category Average	-3.33	0.16	8.76	12.40	17.49	14.77
Indices						
Nifty Smallcap 250 TRI	-8.43	-5.88	5.67	7.15	13.61	11.68
Nifty Smallcap 100 TRI	-10.65	-6.47	4.06	4.25	10.70	10.00
Nifty Smallcap 50 TRI	-14.80	-13.79	0.88	2.15	8.64	6.28

- Best index fund to invest in small-cap indices

Nifty Smallcap 250 TRI	-8.43	-5.88	5.67	7.15	13.61	11.68
Nifty 50 TRI	12.70	12.95	14.67	10.81	13.95	11.76

- Despite 60% correction in small-cap index – small-cap returns same as Nifty 50 Index in the long run
- Expected to outperform all broad indices over the long-run

Data as on 28th June 2019 All figures are in %
Source: MOAMC Internal Research

Mutual Fund investments are subject to market risk, please read scheme related documents carefully.
Past performance may or may not be sustained in Future.



Volatility- 10 Year Standard Deviation

	Standard Deviation
Smallcap Funds Category Median	17.11
Nifty Smallcap 250 TRI	22.42

- Nifty Small-Cap 250 index appears to be more risky than other small-cap funds
- This is because other small-cap funds have historically held ~50% of funds in mid and large cap space. Today top 5 small-cap funds hold only 53-65% small-cap stocks

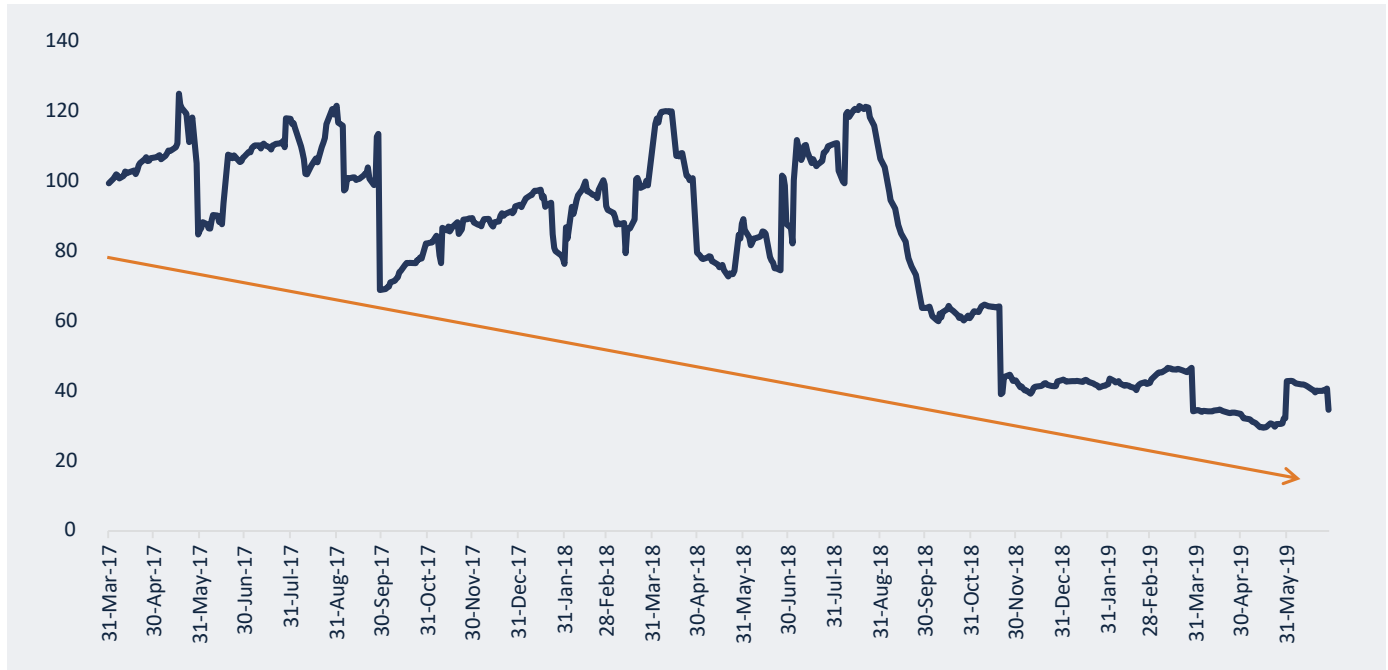
	Standard Deviation
Nifty 50 TRI	16.12
Nifty Midcap 150 TRI	19.29
Nifty Smallcap 250 TRI	22.42
Nifty 500 TRI	16.53

Data as on 28th June 2019 All figures are in %
Standard Deviation is calculated on the basis of absolute return using 1-month Rolling and annualized by square root of 12.
Source: MFI Explorer; MOAMC Internal Research

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Small-cap Index at attractive valuations



Nifty Small-Cap 250 Index PE (Price/Earnings) Ratio

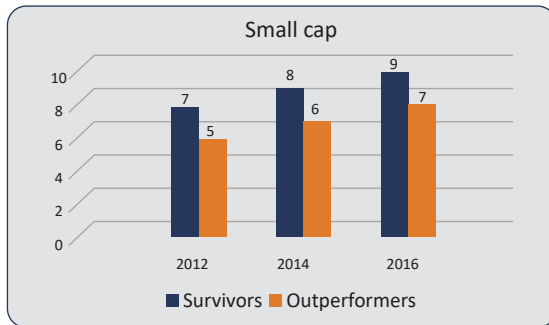
- Nifty Small-Cap 250 index has fallen by over 60% over the last 18-24 months
- At the current valuations – Small-caps are an attractive investment for long-term investing

Data as on June 30, 2019 Source: Niftyindices.com

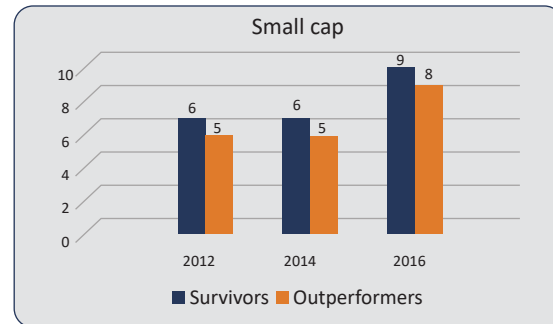


Case for Nifty Smallcap 250 Index Fund

- To truly understand Mutual Fund returns – it's important to see performance of top mutual funds over different time periods
- As shown below – we see performance of top 10 smallcap funds in a particular year



3 Year CAGR return



5 Year CAGR return

- **Survivors** – Number of mutual funds that are still in the top 10 category as of Dec 31st 2018
- **Outperformers** – Number of Mutual funds that have outperformed the benchmark as of Dec 31st 2018
- For Instance – if an investor chooses any of the top 10 small cap fund based on 3-year performance in 2012 – 7 of them are still top 10 and only 5 has outperformed than the index
- Similarly – if an investor chooses any of the top 10 small cap fund based on 5-year performance in 2010, 6 are still in the top 10 as of Dec 31st 2018 and 5 have outperformed the index
- **Conclusion** – Past-performance is not an indicator of future performance. Funds that outperform in the past have a high likelihood of underperforming in the future.

The above graph 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. Past performance may or may not be sustained in future.

Source: MOAMC Internal Research



What is an Index Fund?

- An Index Fund is a mutual fund scheme that endeavours to track/replicate the constituents of its target benchmark index
- An Index Fund aims to maintain a portfolio of investments that is weighted the same as its benchmark index in order to mirror its performance
- The expense ratio of index funds are generally lower than actively managed equity funds
- Index Funds are passively managed funds :
 - There is no active selection of stocks by the Fund Manager
 - There is no active allocation by Fund Manager
 - The portfolio is rebalanced periodically only when companies enter/exit the index



About Nifty Smallcap 250 Index

- NIFTY Smallcap 250 Index represents the balance 250 companies (companies ranked 251-500) from NIFTY 500 Index. This index intends to measure the performance of small market capitalisation companies
- NIFTY Smallcap 250 Index is computed using free float market capitalization method, wherein the level of the index reflects the total free float market value of all the stocks in the index relative to particular base market capitalization value
- NIFTY Smallcap 250 Index can be used for a variety of purposes such as benchmarking fund portfolios, launching of index funds, ETFs and structured products

Eligibility Criteria for Selection of Constituent Stocks:

To be considered for inclusion in NIFTY Smallcap 250 index, companies must form part of NIFTY 500 Index, but should not be forming part of NIFTY 100 Index and NIFTY Midcap 150 Index.

Eligibility criteria for newly listed security is checked based on the data for a three-month period instead of a six-month period.

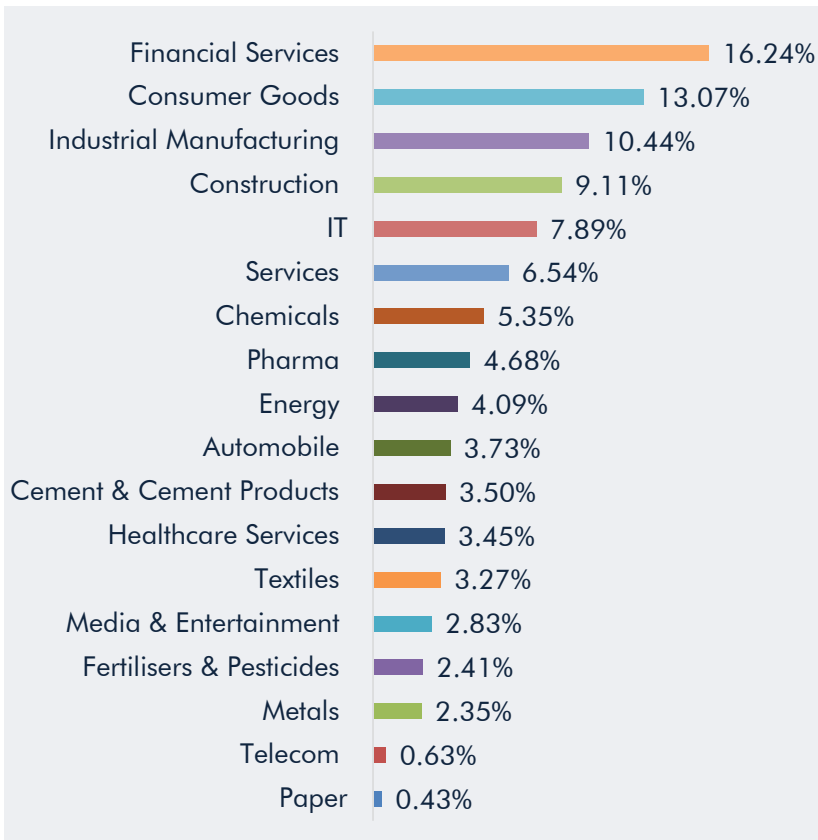
Index Re-Balancing:

Index is re-balanced on semi-annual basis. The cut-off date is January 31 and July 31 of each year, i.e. For semi-annual review of indices, average data for six months ending the cut-off date is considered. Four weeks prior notice is given to market from the date of change.



Nifty Smallcap 250 Index Constituents

Industry Allocation



Top 10 Holdings

Name of Instrument	% to Net Assets
Fortis Healthcare Ltd.	1.59%
DCB Bank Ltd.	1.47%
NIIT Technologies Ltd.	1.31%
Karur Vysya Bank Ltd.	1.30%
PVR Ltd.	1.23%
CESC Ltd.	1.22%
Kajaria Ceramics Ltd.	1.13%
NCC Ltd.	1.13%
IDFC Ltd.	1.09%
Cyient Ltd.	1.07%

Industry classification as recommended by AMFI;
Source: Niftyindices.com
Data as on June 30, 2019

About Motilal Oswal AMC

- Motilal Oswal Group possesses legacy in equities for over 3 decades
- Motilal Oswal AMC is one of the most honored and trusted names in equity investing and manages over USD 5 bn of assets
- One of the pioneers of PMS business with over 16 years of track record
- One of the pioneers of passive funds in India through ETFs way back in 2010
 - Nifty 50
 - Nifty Midcap 100,
 - Nasdaq 100 – the only offshore ETF and have exclusive rights for Nasdaq



About Motilal Oswal Nifty Smallcap 250 Index Fund

Scheme Name: Motilal Oswal Nifty Smallcap 250 Index Fund (MOFSMALLCAP)

Type of Scheme: An open ended scheme replicating/tracking Nifty Smallcap 250 Index

Investment Objective: The scheme seeks investment return that corresponds (before fees and expenses) to the performance of Nifty Smallcap 250 Index (underlying index), subject to tracking error. However, there can be no assurance or guarantee that the investment objective of the scheme would be achieved.

Benchmark: Nifty Smallcap 250 Index TRI

Entry Load: N/A

Exit Load: 1%- If redeemed on or before 3 months from the date of allotment. Nil- If redeemed after 3 months from the date of allotment.

New Fund Offer Opens on: August 19, 2019

New Fund Offer Closes on: August 30, 2019

Fund Manager: Mr. Swapnil Mayekar

Mr. Mayekar has 10 years of experience in the financial services industry. He has been part of fund management & product development team for Motilal Oswal Asset Management Company Limited (Mutual Fund) for last 5 years. His key area of expertise is quantitative analysis, creating customized indices, model testing and building research database. His last assignment was with Business Standard Limited as a Research Associate. He has done his post-graduation in Commerce (Finance Management) from University of Mumbai.

For further details, please refer to the Scheme Information Document (SID)





About Passive Investing



Advantages of Investing in Index Funds

- Index Funds are an easy and convenient way to invest in an index
- **Eliminates fund manager risk** and therefore the risk of underperforming the benchmark
- **Diversification** –Generally tracks broad based indices thus reducing the impact of decline in value of any one stock or industry, sector
- **Low Costs** –Since index funds are passively managed, cost are kept relatively low
- **Transparency** –As indices are pre-defined, investors know the sector, companies and proportion in which their money will be invested
- **Long-term** – Fund managers change the stocks frequently. An investor who is looking to invest for over 10 years+ is better suited for index funds



What is the relevance of Index Funds in Indian equity investing now?

- **Digital ecosystem** – increasing participation through digital and DIY modes demands simplicity and ease of product selection
- **Market evolution** – at a relatively early stage of equity participation , the MF industry already has too many complex products – **might not be a bad idea for beginners to just participate and familiarise themselves with the asset class with as little as Rs. 500/-**
- **Regulatory thrust** – lowering the cost of investment products and encouraging intermediaries towards fee based advisory services **drives the need for cheaper products**
- **Regulatory thrust on** standardizing and categorizing mutual funds reduces latitude for fund management
- **Asset allocation** – passive products like index funds are ideal building blocks **for asset allocation like the “Lego” blocks that kids play with to make different structures.**



Index Funds vs ETFs- Major Differences

- ETFs and Index Funds, both can be used for Investing in an Index.
- Both are very similar from fund management perspective.

Features	Exchange Traded Fund (ETFs)	Index Fund
Net Assets Value (NAV)	Real Time	End of the day
Liquidity Provider®	Authorised Participants (APs) on stock exchange + Fund itself	Only by Fund
Portfolio Disclosure	Daily	Monthly
Intraday Trading	Possible if investor has required inventory of units	Not Possible
Cost effectiveness	Each investor bears their own transaction cost	Transaction costs are spread across the fund
Holding format	Compulsory in Demat form	Physical + Demat
Investment decision	Can be bought / sold anytime during market hours at prices that are expected to be close to actual NAV of the Scheme. Thus, investor invests at real-time prices as opposed to end of day prices.	Not applicable

@ In case of ETFs, the Scheme offers units for subscription/ redemption directly with the Mutual Fund subject to minimum lot size of units which are generally high amounts. Investor can buy/ sell ETF any units in cash segment on secondary market of exchanges where it is listed in multiple of 1unit.



Why index funds instead of ETFs?

- Motilal Oswal AMC has been a pioneer in the ETF space. MOAMC launched their first ETF in 2010 and subsequently launched two more. MOAMC is launching Index funds since they are considered efficient and customer centric. Some other benefits of Index Funds over ETFs are:
- **No Liquidity problems:** The industry is plagued with liquidity issues when it comes to trading ETF's.
 - ETF's today are mostly bought and sold by institutions who prefer to go directly to the AMC and not the exchange.
 - Retail + HNI customers as a result pay a premium to buy an ETF and sell ETFs at a discount. This adds cost and leads to a higher tracking error for the investor.
 - Index funds however are directly bought from the AMC who provide daily liquidity.
- **Demat Account** – All investors wanting to buy an ETF need to open a Demat account and buy the unit on the exchange. Buying an index fund is like buying any mutual fund.
- **Brokerage costs** – Investors in ETF's pay brokerage costs (on buying and selling) in addition to the expense ratio. Brokerage and other trading related costs are embedded in the expense ratio
- **Simpler to understand** – Index funds are pure passive funds. ETFs however may not be (eg. CPSE ETF). Customers see index funds as natural investment vehicles whereas ETF's are trading instruments.
- **SIP option** – Setting SIPs are possible in index funds (not possible in ETF's).

Index Funds are suitable for long term investors who are not looking to trade frequently

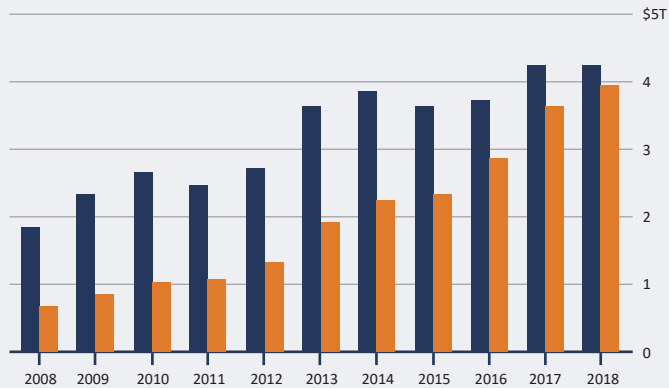


US case study : Shift from actively managed funds to Passive Funds

Indexing on the Rise

Passive U.S. equity funds could soon overtake their active peers

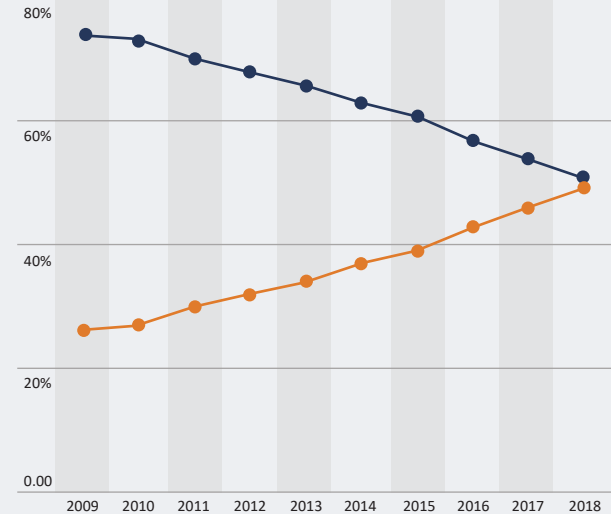
■ Active ■ Passive



Source: Morningstar Inc.
Note: Data as of Nov 30th 2018

U.S. Equity Active/
Passive Percentage

— U.S.Active Percentage — U.S.Passive Percentage



Source: Morningstar Direct. Data as of 31 December 2018

Over a 10 year period-

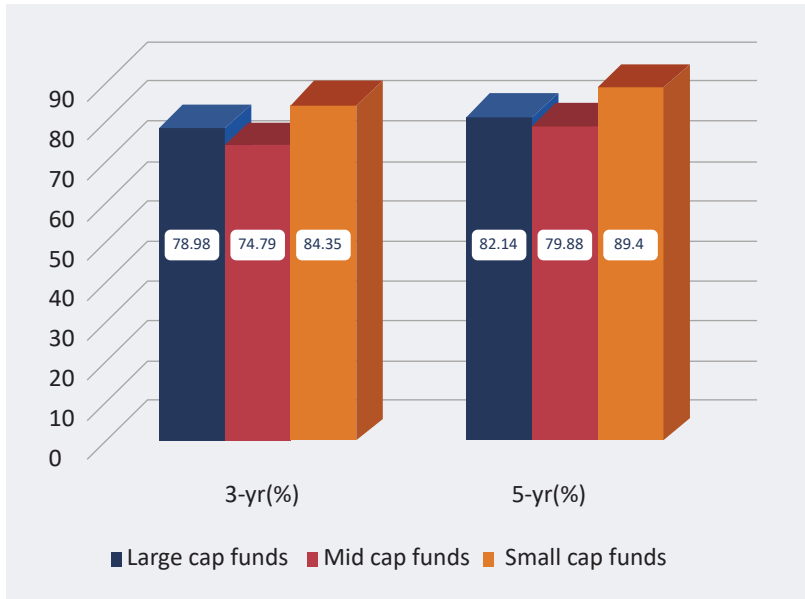
- Value of active funds increased from \$1.8trn to \$4.2trn
- Value of passive funds increased from \$0.7trn to \$3.9trn
- Share of passive funds rose from 28% in 2008 to 48% in 2018

The above graphs are used to explain the concept and are for illustration purpose only and should not used for development or implementation of an investment strategy. Past performance may or may not be sustained in future.



Why this Shift?

Percentage of Equity Funds Underperformed benchmarks



Funds perform worse as time period increases



Small cap funds have high underperformance rate in most of the cases

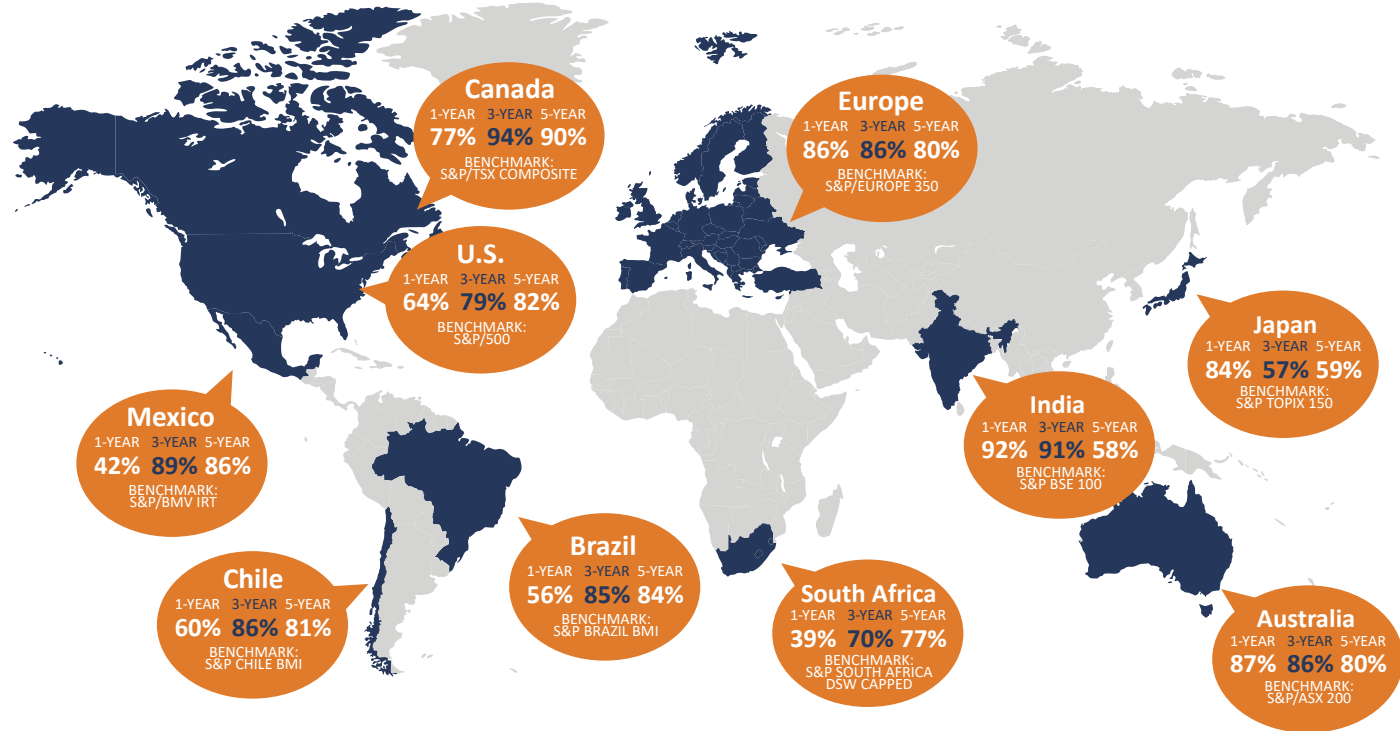
Data as of Dec. 31, 2018

Source: SPIVA (S&P Dow Jones Indices) US Year End 2018

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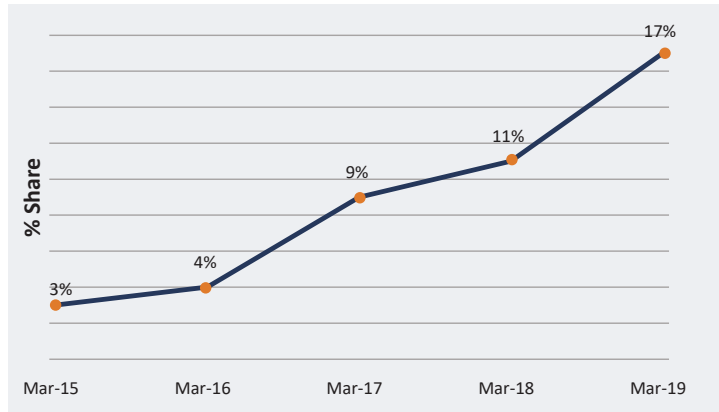
Global performance trend



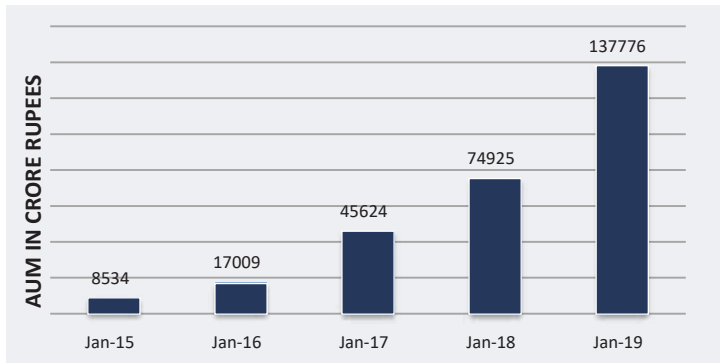
* Regional benchmarks included here are large-cap, with the exception of Brazil and Chile where SPIVA results displayed reflect regional broad market indices. Multiple benchmarks exist in all regions tracked by SPIVA. For more information on SPIVA methodology, including a full list of regional benchmarks and results, visit www.spdji.com/spiva. Source: S&P Dow Jones Indices LLC, Morningstar, Fundata, CRSP. Data as of December 31, 2018. Charts and tables are provided for illustrative purposes. Past performance is no guarantee of future results.



India trends : Growth of Equity ETFs and Index Funds



Equity ETFs and Index Funds AUM as % of Equity Mutual Fund AUM



* Month End Asset Under Management (AUM). Source: MFI Explorer

Major Growth Enablers

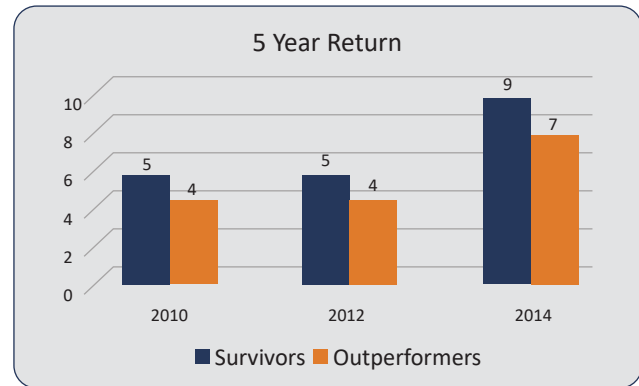
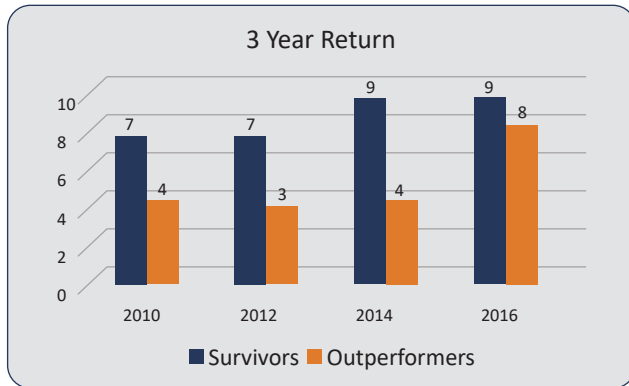
- Retirement Funds are mandated to invest at least 5% of annual accretion in Equities. Many of them have opted Equity ETFs/Index Funds for equity investment.
- Categorization and Rationalization of Mutual Fund Schemes by SEBI
- Benchmarking of funds moved from Price Return Index (PRI) to Total Return Index (TRI).
- Challenges in generating alpha due to improving efficiency of equity market and reducing information asymmetry.

Disclaimer: The above graphs 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. Past performance may or may not be sustained in future.



Case for Passive Investing- from Indian Equity MFs

- Active mutual funds returns are volatile across time periods
- Out of the top 10 performer funds in a calendar year very few continue to be in top



- **Survivors** – Number of mutual funds that are still in the top 50 category as of Dec 31st 2018
- **Outperformers** – Number of Mutual funds that have outperformed the benchmark as of Dec 31st 2018
- For Instance – if an investor chooses any of the top 50 active fund based on 3-year performance in 2010 – 7 of them are still top 50 and only 3 have outperformed than the index
- Similarly – if an investor chooses any of the top 50 active fund based on 5-year performance in 2010, 5 are still in the top 50 as of Dec 31st 2018 and only 4 have outperformed the index
- **Conclusion** – Past-performance is not an indicator of future performance. Funds that outperform in the past have a high likelihood of underperforming in the future.

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Source: MOAMC Internal Research



Why this Shift?

Percentage of India Equity Funds Outperformed by Benchmarks



- Indian funds have started underperforming heavily over the last 3 years
- Large cap funds (which represent over 80% of India's market capitalization) have underperformed the most
- Mid/ Small cap funds are outperformed the least in most of the cases

	1 Yr(%)	3-Yr(%)	5-Yr(%)	10-Yr(%)
Indian Equity Large Cap	91.94	90.59	57.55	64.23
Indian ELSS	95.45	88.1	40.54	51.52
Indian Equity Mid-/Small-Cap	25.58	56.52	39.68	55.26

Data as of Dec. 31, 2018

Source: SPIVA India Year End 2018

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Disclaimer & Risk Factors

Passive Investments: The Scheme is not actively managed. Since the Scheme is linked to index, it may be affected by a general decline in the Indian markets relating to its underlying index. The Scheme as per its investment objective invests in Securities which are constituents of its underlying index regardless of their investment merit. The AMC does not attempt to individually select stocks or to take defensive positions in declining markets.

Index Fund: The Scheme being an index scheme follows a passive investment technique and shall only invest in Securities comprising one selected index as per investment objective of the Scheme. The Fund Manager would invest in the Securities comprising the underlying index irrespective of the market conditions. If the Securities market declines, the value of the investment held by the Scheme shall decrease.

Risks associated with investing in Small cap stocks: The scheme would predominantly invest in Equity and Equity related instruments pertaining to Small cap companies in line with the Investment objective of the scheme. Investing in Small cap stocks give one an opportunity to go beyond the usual large blue chip stocks and present possible higher capital appreciation, it is important to note that Small caps can be riskier and more volatile on a relative basis. Therefore, the risk levels of investing in Smallcap stocks are more than investing in stocks of large well-established companies. And it is important to note that generally, no one class consistently outperforms the others. Smallcap stocks carries higher liquidity risk as they are less extensively researched compared to largecap stocks. This may lead to abnormal illiquidity and consequent higher impact cost.

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

NSE Indices Disclaimer: Motilal Oswal Nifty Smallcap 250 Index Fund (MOFSMALLCAP) offered by Motilal Oswal Asset Management Company Limited (MOAMC) or its affiliates is not sponsored, endorsed, sold or promoted by National Stock Exchange (NSE) and its affiliates. NSE and its affiliates do not make any representation or warranty, express or implied (including warranties of merchantability or fitness for particular purpose or use) to the owners of Motilal Oswal Nifty Smallcap 250 Index Fund (MOFSMALLCAP) or any member of the public regarding the advisability of investing in securities generally or in the Motilal Oswal Nifty Smallcap 250 Index Fund (MOFSMALLCAP) linked to Nifty Smallcap 250 Index or particularly in the ability of Nifty Smallcap 250 Index to track general stock market performance in India. Please read the full Disclaimers in relation to the Nifty Smallcap 250 Index in the Scheme Information Document.

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 Limited. **Investment Manager:** Motilal Oswal Asset Management Company Ltd. **Sponsor:** Motilal Oswal Financial Services Ltd.



Appendix



What is an Equity Index?



Rule Based

An Index is a rule base portfolio where, stock/companies are selected based on pre-defined rules



Representation

Indices represents certain characteristics of a market segment like market capitalization, sectors, themes, factors etc.



Indexing

Investing in a portfolio which is aligned to particular index. I.e. equity portfolio will hold same stocks and in same proportion as represented by an index



Why Equity Markets?

Key benefits of investing in Equities as an asset class:

- Participation in entrepreneurship
- Wealth Creation in long term
- Dividend income
- Liquidity in times of exigencies
- Tax benefits on capital appreciation and income
- Corporate control in form of voting rights

In a nutshell

- Equity markets have historically produced higher returns than gold, real-estate, bank deposits or other fixed income assets over the longer term (source: Bloomberg)
- Historical data states that the risk of capital loss does exist especially in the shorter term but with longer periods of investments, this risk is mitigated