

The Power of  
**FOCUS**



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

Presenting

## Motilal Oswal MOST Focused 25 Fund

(An open ended Equity Scheme)

**Call:** 1800-200-6626 | **SMS:** FOCUS to 575753 | **Website:** [www.motilaloswal.com/Asset-Management](http://www.motilaloswal.com/Asset-Management)

**NO LOAD FUND**

**MOTILAL OSWAL**  
Asset Management

**BUY RIGHT  
SIT TIGHT**

# Product Labeling

**BUY RIGHT. SIT TIGHT**

# Our investment philosophy – ‘Buy Right: Sit Tight’

A philosophy distilled from over 25 years of wealth creation expertise of Motilal Oswal Securities Ltd. (Our Sponsor)

## Buy Right Stock Characteristics

### QGLP

- **‘Q’uality** : Quality of business and management
- **‘G’rowth** : Growth in earnings and sustained RoE
- **‘L’ongevity** : Longevity of the competitive advantage /economic moat of the business
- **‘P’rice** : Buying a good business for a fair price rather than buying a fair business for a good price.

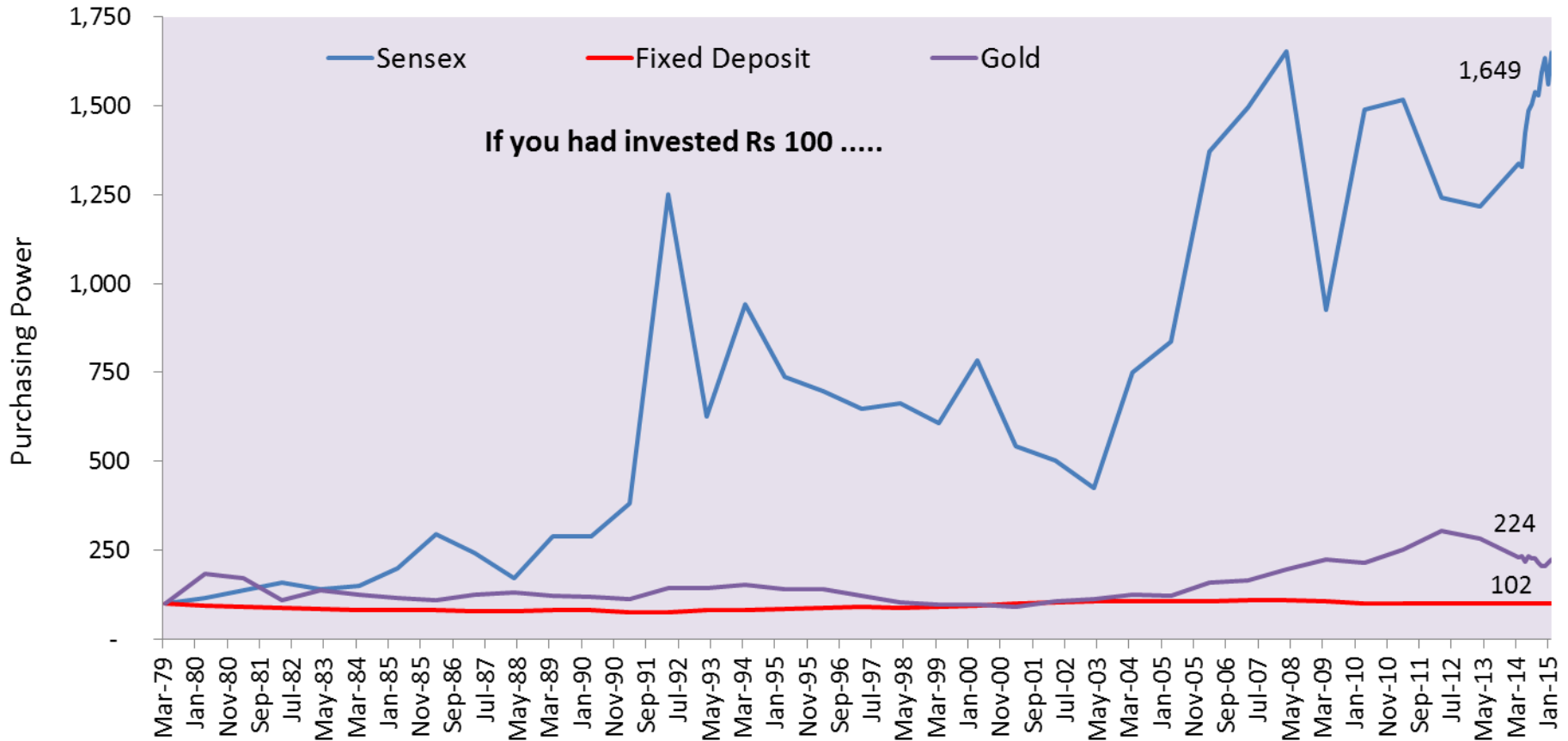
## Sit Tight Approach

- **Buy and Hold:** We are strictly buy and hold investors and believe that picking the right business needs skill and holding onto these business 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 but over-diversification results in diluting returns for our investors and adding market risk.

# WHY INVEST IN EQUITIES

# Key objectives of investing

Equities significantly enhance purchasing power



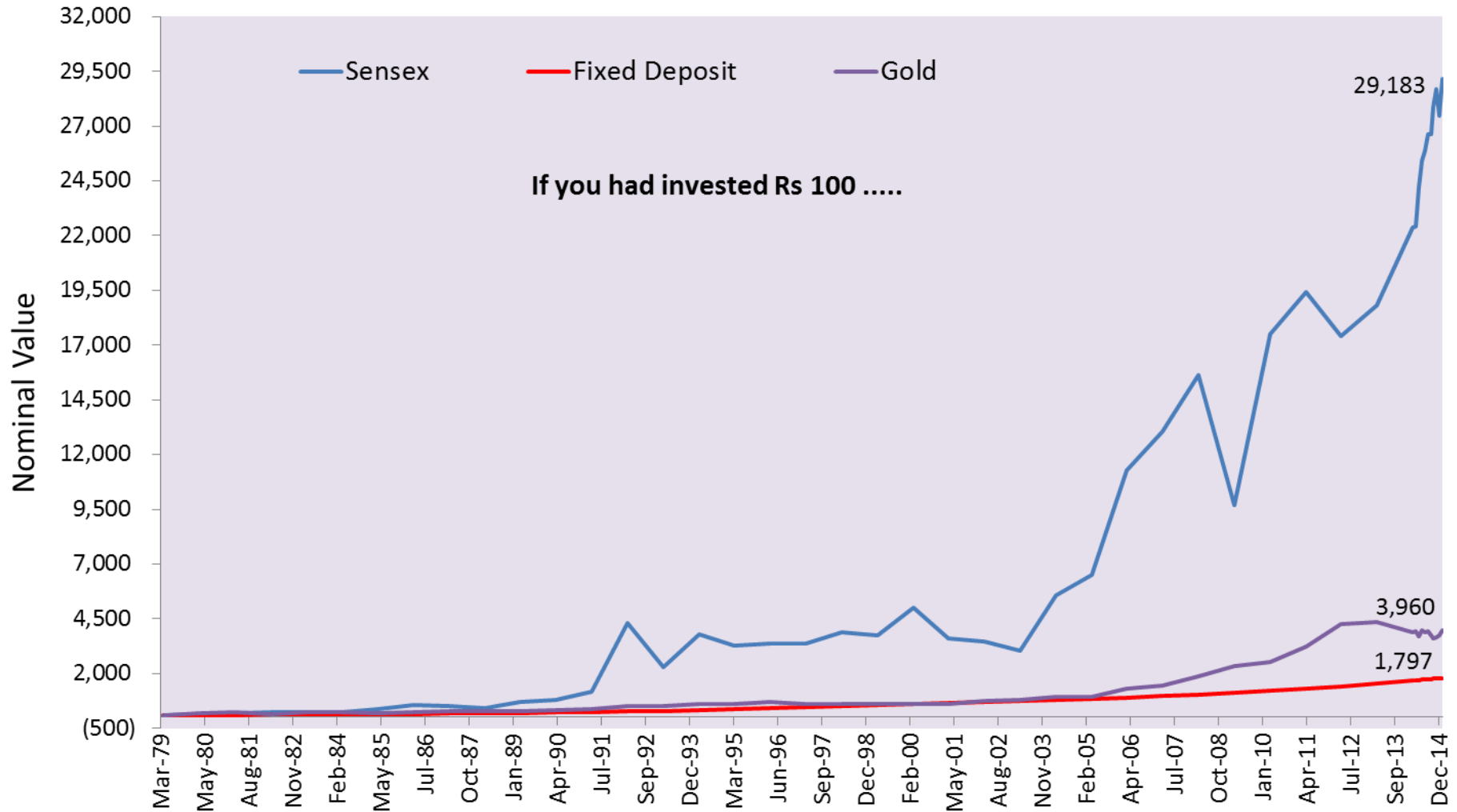
Source : Bloomberg, MOAMC internal analysis , Data as on 31<sup>st</sup> January 2015

Note :The information herein is used for comparison purpose and is illustrative and is 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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# Key objectives of investing



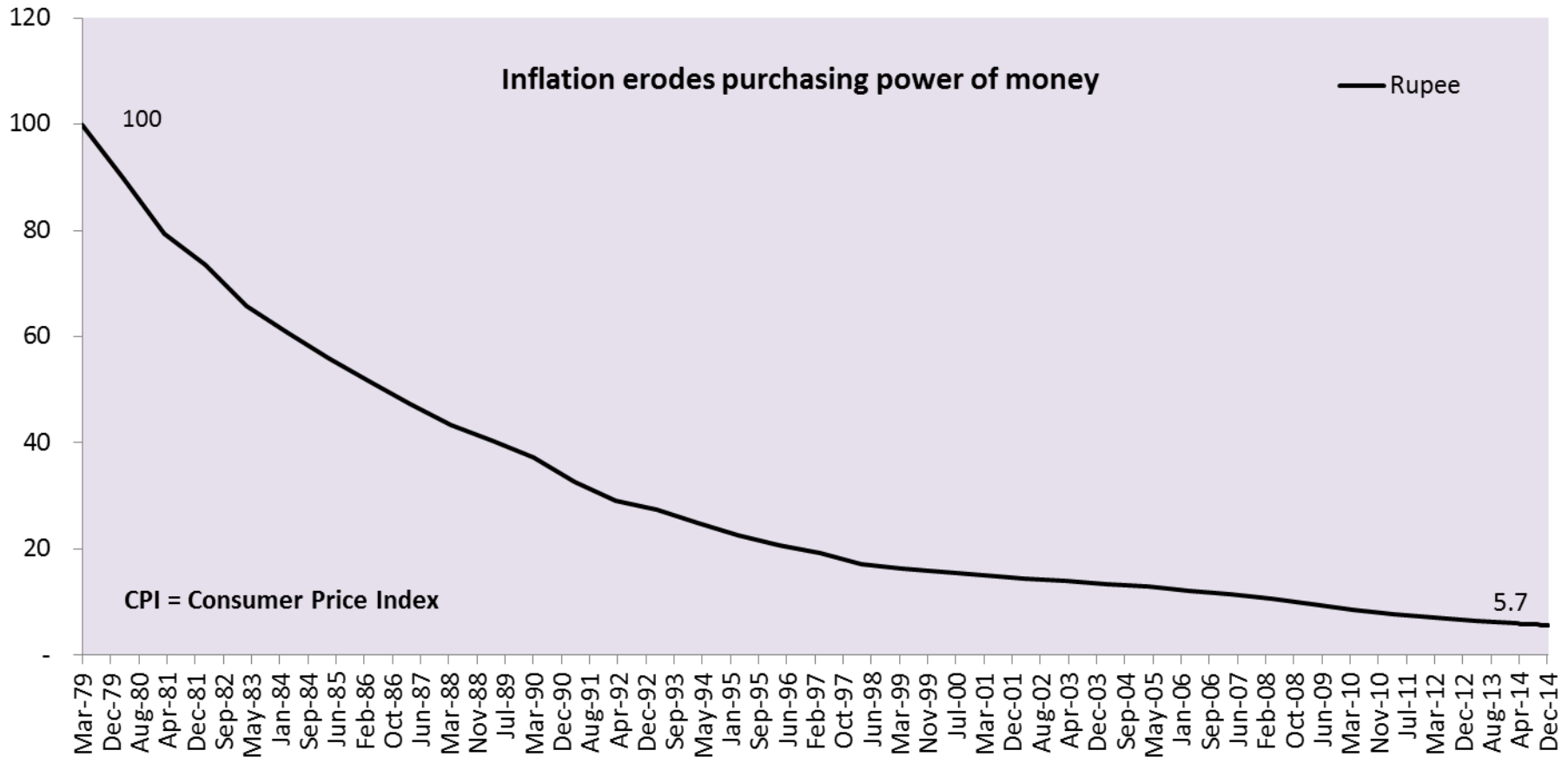
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# Key objectives of investing

Over FY 79 – 14 inflation on an average has been 8.4% , eroding purchasing power of the rupee by 94%



Source : Bloomberg , MOAMC internal analysis , Data as on 31<sup>st</sup> January 2015.

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# **Motilal Oswal MOSt Focused 25 Fund**



# Summary

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.

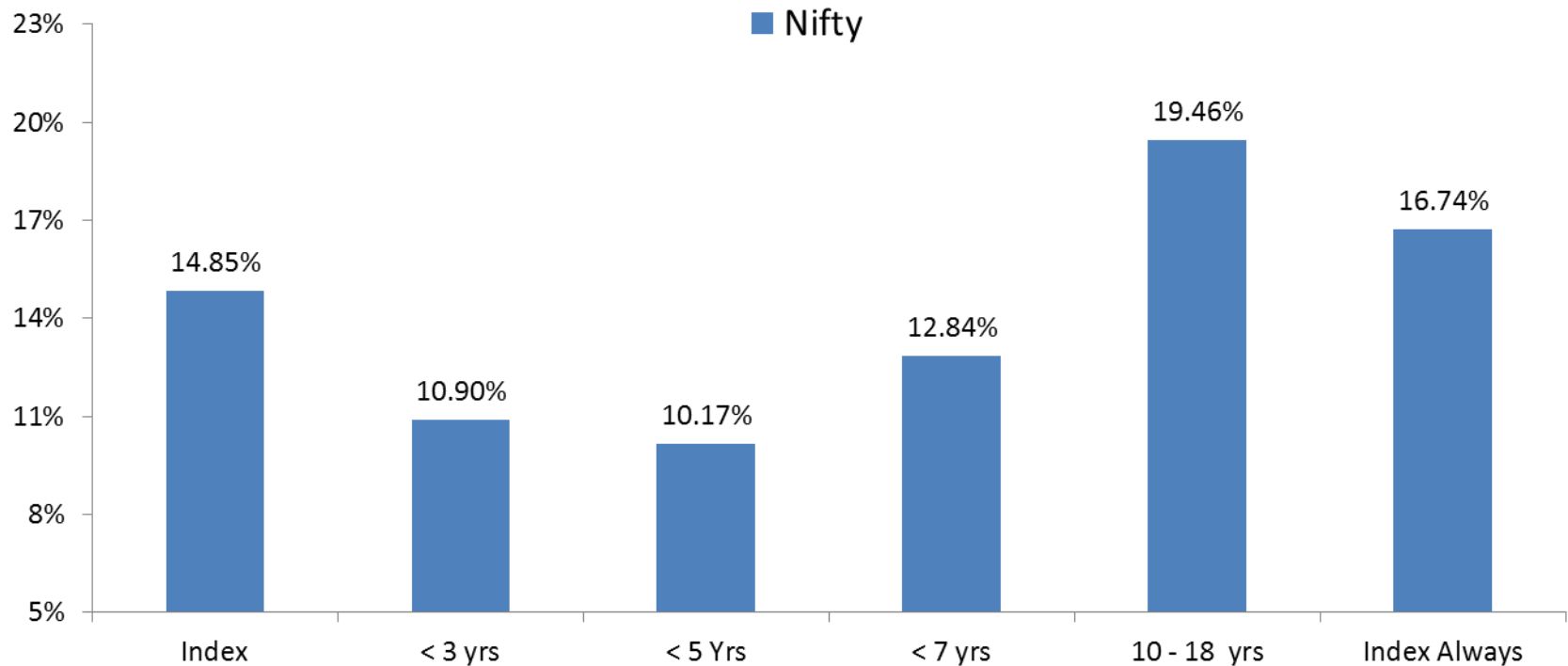
MOST Focused 25 fund would endeavor to construct such a portfolio that the product is best suited for medium and long term investment .

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

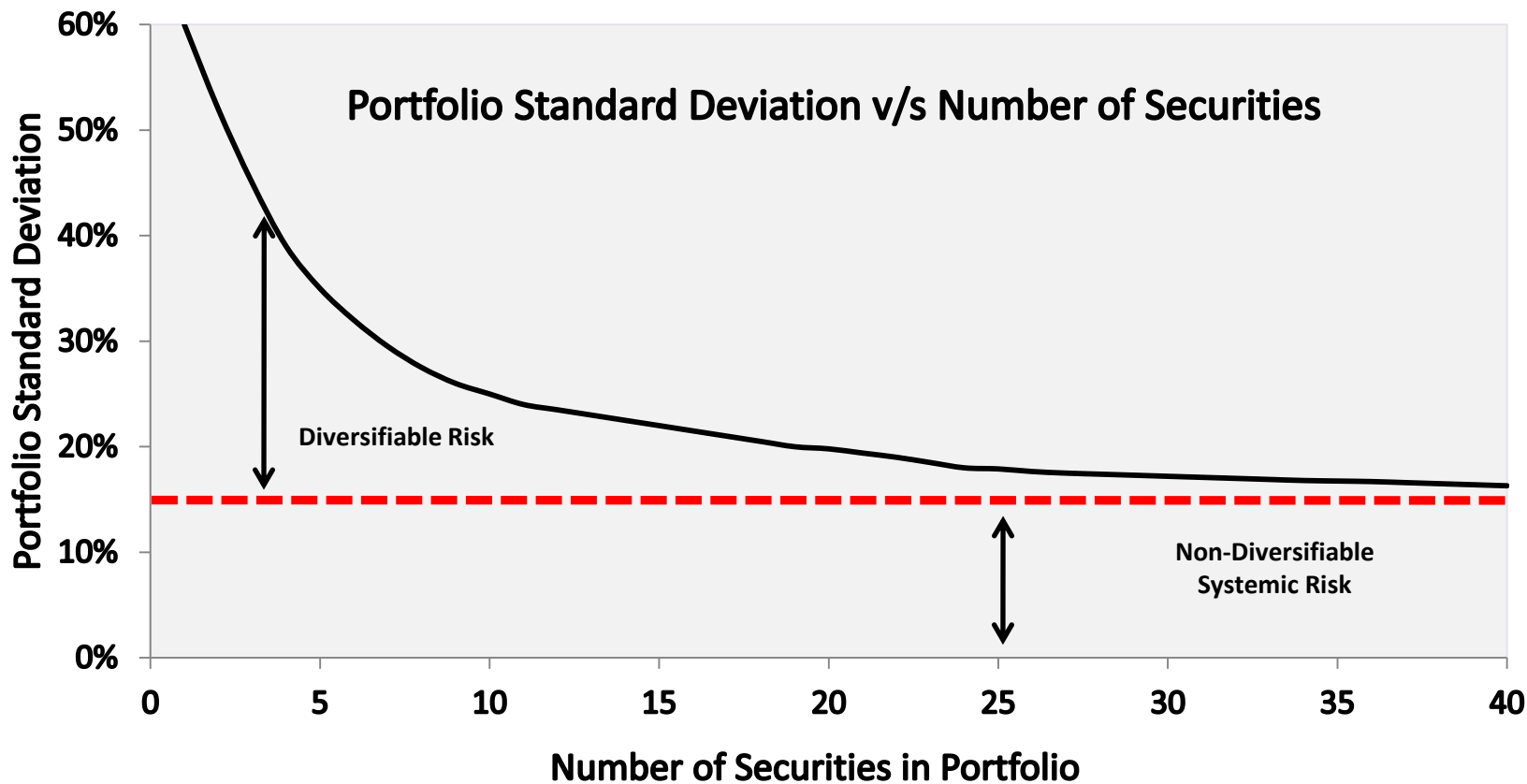


Source : MOAMC internal analysis, Data as on January 31<sup>st</sup> 2015; Period - January 1<sup>st</sup> 2001 to January 31<sup>st</sup> 2015

Note :The information herein is used for comparison purpose and is illustrative and is 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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# Focus on seeking optimal diversification



Source : An introduction to risk and return concepts and evidences by Franco Modigliani and Gerald A. Pogue

# Investment Process

A business  
we  
understand

Favorable  
long term  
economics

Able and  
trustworthy  
management

Margin of  
Safety

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# Portfolio Construct

- **Investment Horizon:**

Medium to Long Term

- **For Whom:**

Investors who like to invest with a Long-term wealth creation view.

- **Allocations :**

Minimum 65%: Top 100 listed companies by Market capitalization

Maximum 25%: Next 50 listed companies by market capitalization

Maximum 10%: Debt, Money Market Instruments, G-Sec, Bonds, Cash and cash equivalents, etc.

- **Number of Stocks**

Maximum 25 stocks

- **Scrip Allocation**

Maximum 10% of NAV in a single stock



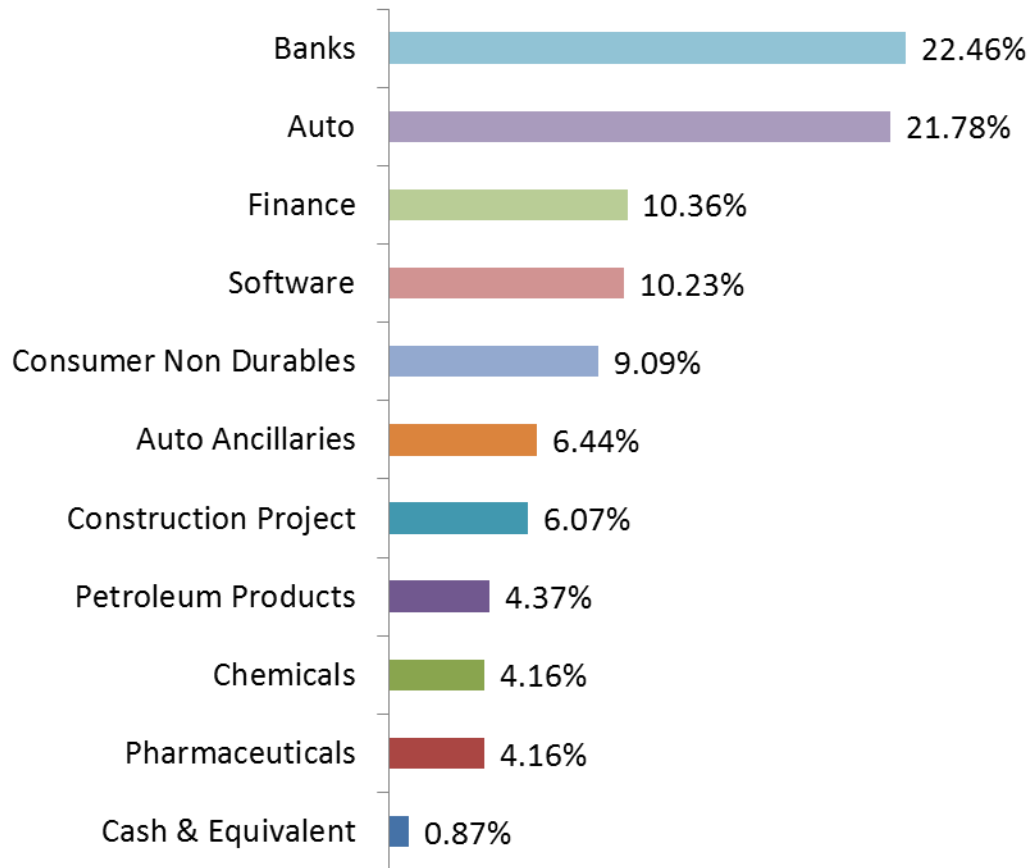
# Fund Details

- **Type of Scheme:** An open ended equity scheme
- **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 guarantee that the investment objective of the scheme would be achieved.
- **Benchmark:** CNX Nifty Index
- **Entry Load:** Nil
- **Exit Load:** Nil
- **Plans:** Regular Plan and Direct Plan
- **Options (Under each plan):** Dividend (Payout and Reinvestment) and Growth

- **Minimum Application Amount:** Rs. 5,000/- and in multiples of Re. 1/- thereafter.
- **Additional Application Amount:** Rs. 1,000/- and in multiples of Re. 1/- thereafter.
- **Systematic Investment Plan (SIP):** Minimum installment amount - Rs. 1,000/- (weekly / fortnightly/monthly) and Rs. 2,000/- (quarterly) and in multiples of Re. 1/- thereafter with minimum of 6 installments for weekly /fortnightly/monthly frequency and minimum 3 installments for quarterly frequency. The dates for Auto Debit Facility shall be on the 1st, 7th,14th, 21st or 28th of every month.
- **Minimum Redemption Amount:** Rs. 1,000/- and in multiples of Re. 1/- thereafter or total investment amount, whichever is lower

# Sector allocations

## Industry Allocation



- Banks, Auto and Finance are the top 3 sector exposures

- Portfolio is well represented across a wide range of sectors

Industry classification as recommended by AMFI

Data as on 31<sup>st</sup> January 2015

# Portfolio holdings

## Top Holdings

Name of Instrument	% to Net Assets
Eicher Motors Limited	9.43
HDFC Bank Limited	7.96
State Bank of India	7.62
Kotak Mahindra Bank Limited	6.88
Bosch Limited	6.44
Maruti Suzuki India Limited	6.28
United Spirits Limited	6.26
Larsen & Toubro Limited	6.07
Tata Motors DVR A	6.07
Tech Mahindra Limited	5.65

- TOP 5 Stocks % to NAV=38.33%
- TOP 10 Stocks % to NAV=68.67%
- Currently we Hold 17 Stocks

Data as on 31<sup>st</sup> January 2015

# About Motilal Oswal MOST Focused 25 Fund

**Fund Manager:** Mr. Taher Badshah

Period	Scheme	Benchmark	Current Value of Standard Investment of Rs 10000	
	Motilal Oswal MOST Focused 25 Fund Returns (%)	CNX Nifty Returns (%)	Motilal Oswal MOST Focused 25 Fund Returns (INR)	CNX Nifty Returns (INR)
Since Inception* till December 31, 2014	28.27%	22.03%	15,027	13,850
December 31, 2013 to December 31, 2014	44.24%	31.39%	N.A.	

NAV per unit : Rs 10.0000 (May 13, 2013); Rs 10.42 (Dec 31, 2013); Rs 15.03 (Dec 31, 2014). \*Inception date: 13<sup>th</sup> May 2013

Returns for one year are absolute. Returns for more than one year are compounded annualized; In case, 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. Past performance may or may not be sustained in the future.

Mr. Taher Badshah is also the fund manager for Motilal Oswal MOST Focused Midcap 30 Fund. Returns for which has not been provided as the scheme has not completed 1 year.

**For Debt component:** Mr Abhiroop Mukherjee, he is also the fund manager for the scheme, Motilal Oswal MOST Ultra Short Term Bond Fund and Motilal Oswal MOST 10 Year Gilt Fund.

# MOST Focused 25 Fund

## Performance of Other Funds managed by Mr. Abhiroop Mukherjee

### Motilal Oswal MOST 10 Year Gilt Fund

Date	Scheme	Benchmark	Current Value of Standard Investment of Rs 10000	
	MOST 10 year Gilt Fund Returns (%)	Crisil 10 Year Gilt Index Returns (%)	MOST 10 year Gilt Fund Returns (INR)	Crisil 10 Year Gilt Index Returns (INR)
Since inception till Dec 31st 2014	6.15%	6.43%	11999.96	12093.27
Dec 31st 2013 to Dec 31st 2014	12.70%	12.87%	N.A	
Dec 31st 2012 to Dec 31st 2013	8.95%	9.32%		
Dec 31st 2011 to Dec 31st 2012	-2.24%	-2.16%		

NAV per unit : Rs 12.0000 (Dec. 31, 2014); Rs 10.6474 (Dec. 31, 2013); Rs 10.8911 (Dec. 31, 2012); Rs 9.9966 (Dec. 31, 2011); Rs 10.0000 (Dec. 12, 2011). Inception date: 12<sup>th</sup> December 2011

*Returns for one year are absolute. Returns for more than one year are compounded annualized; 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. Past performance may or may not be sustained in the future.*

### Motilal Oswal MOST Ultra Short Term Bond Fund

Date	Scheme	Benchmark	Current Value of Standard Investment of Rs 10000	
	MOST Ultra Short Term Bond Fund Returns (%)	CRISIL Short Term Bond Fund Index Returns (%)	MOST Ultra Short Term Bond Fund Returns (INR)	CRISIL Short Term Bond Fund Index Returns (INR)
Since inception till Dec. 31st 2014	7.84%	9.47%	11046	11387
Dec. 31st 2013 to Dec. 31st 2014	7.54%	9.53%	N.A	

NAV per unit : Rs 11.0459 (Dec. 31, 2014); Rs 10.2715 (Dec. 31, 2013); Rs 10.0000 (Sept. 6, 2013). Inception date: 6th September 2013

*Returns for one year are absolute. Returns for more than one year are compounded annualized; 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. Past performance may or may not be sustained in the future.*



# Fund Manager details



## **Mr. Taher Badshah Senior Vice-President & Head of Equities**

Taher Badshah is the Fund Manager of this Scheme and is responsible for managing investments in equity and equity related instruments of the Scheme. Mr. Badshah is a B.E. in Electronics from the University of Mumbai and has followed it up with a Masters in Management Studies (Finance) from the SP Jain Institute of Management, Mumbai.

Taher Badshah brings with him 19 years of rich experience in fund management and investment research. He started his career as an automobiles analyst with Motilal Oswal and has been well-regarded in the industry for his work in this sector. He has also worked in different capacities with organizations like Kotak Investment Advisors, Alliance Capital Asset Management Pvt. Ltd., Kotak Institutional Equities Ltd., and Prudential ICICI Asset Management Company Ltd. He has spent the first 10 years of his career doing sell-side equity research and the past 9 years in active fund management. He is also Fund Manager of Motilal Oswal MOST Focused Midcap 30 Fund.

## **Mr. Abhiroop Mukherjee (For Debt Component)**

He is B.com (H), MBA with 4 years of experience in Trading Fixed Income Securities viz. G-sec, T-bills, Corporate Bonds CP, CD etc. He has earlier worked with PNB GILTS LTD. as a WDM Dealer for the period 2007-2011

# 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.  
**Sponsor:** Motilal Oswal Securities Ltd.

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

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