

3 WAYS TO BUY RIGHT SIT TIGHT

**Motilal Oswal
MOST Focused 25 Fund**

Invests in enduring wealth creators

**Motilal Oswal
MOST Focused Midcap 30 Fund**

Invests in emerging wealth creators

**Motilal Oswal
MOST Focused Multicap 35 Fund**

Invests in emerging and
enduring wealth creators


Call: 1800-200-6626 | SMS: FOCUS to 575753 | Website: www.motilaloswal.com/Asset-Management

NO LOAD FUND



**BUY RIGHT
SIT TIGHT**

Product Labelling

Name of the scheme	This product is suitable for investors who are seeking*
<p>Motilal Oswal MOST Focused Multicap 35 Fund (MOST Focused Multicap 35) (An open ended diversified equity scheme)</p>	<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• High risk  (BROWN)

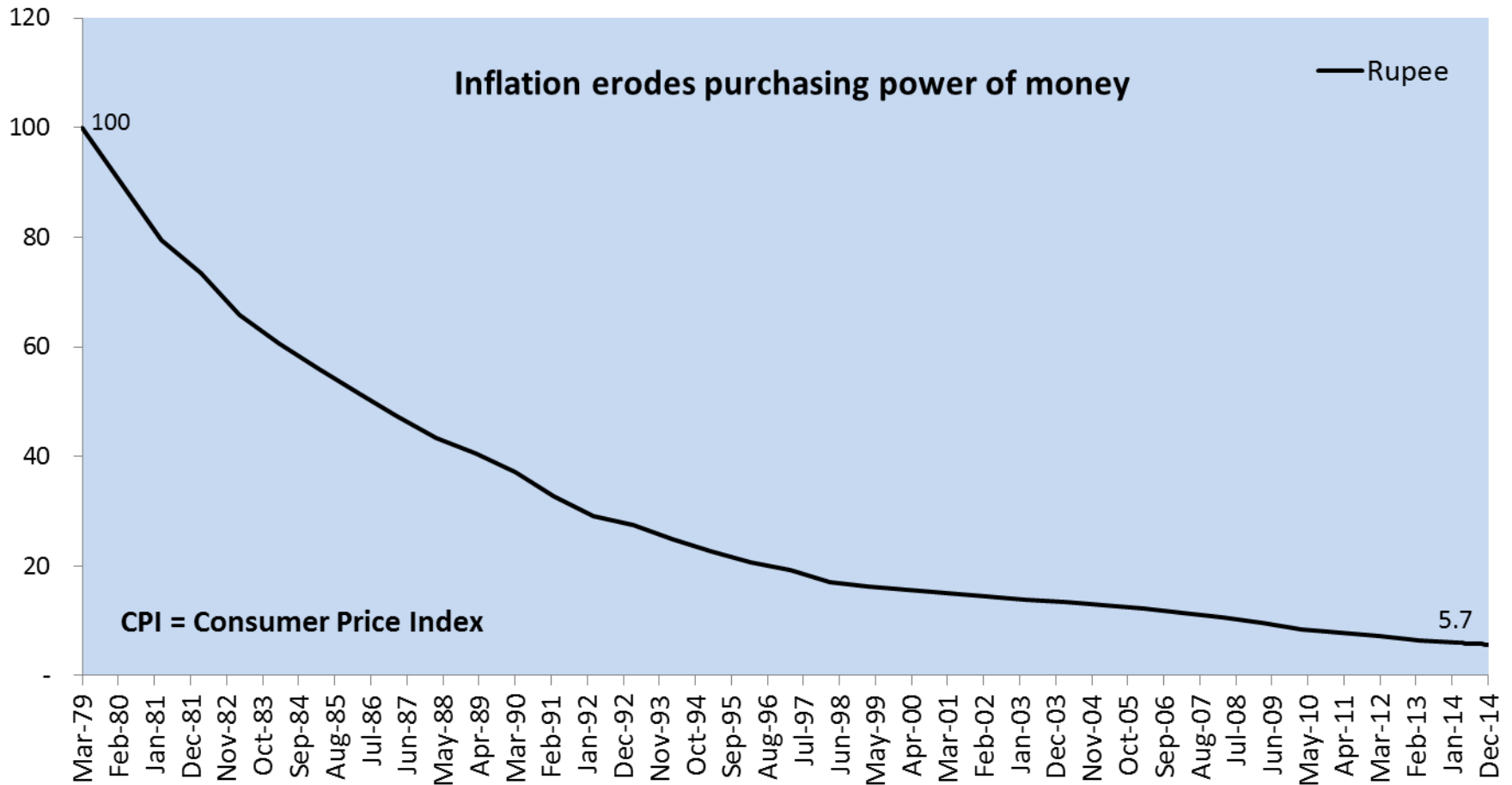
(BLUE) investors understand that their principal will be at low risk

(YELLOW) investors understand that their principal will be at medium risk

(BROWN) investors understand that their principal will be at high risk

Inflation: Biggest destroyer of purchasing power...

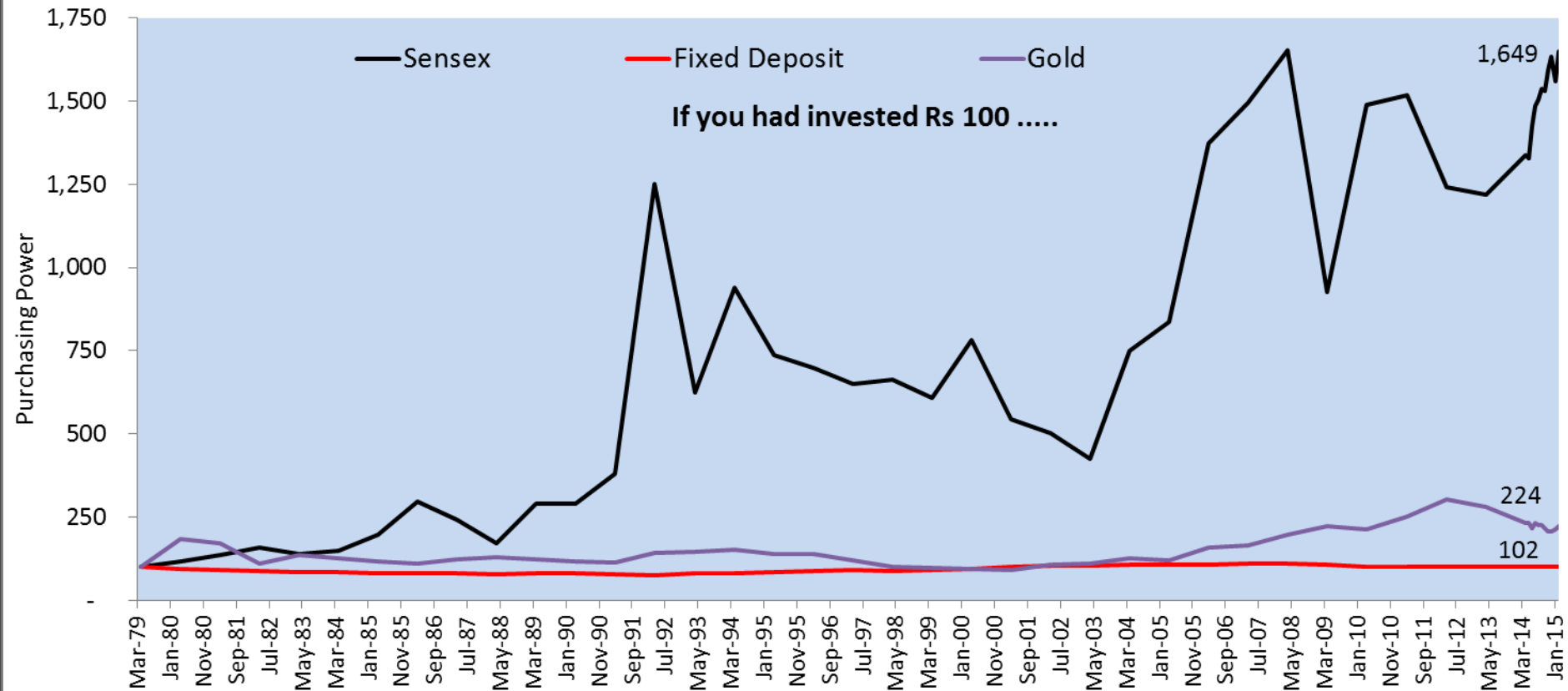
Over FY79-14 CPI inflation has been 8.4%, eroding purchasing power of Rupee by 94%



Source: Bloomberg, MOAMC internal analysis, Data as on 31st January 2015

Key objective of investing

Equities significantly enhance purchasing power



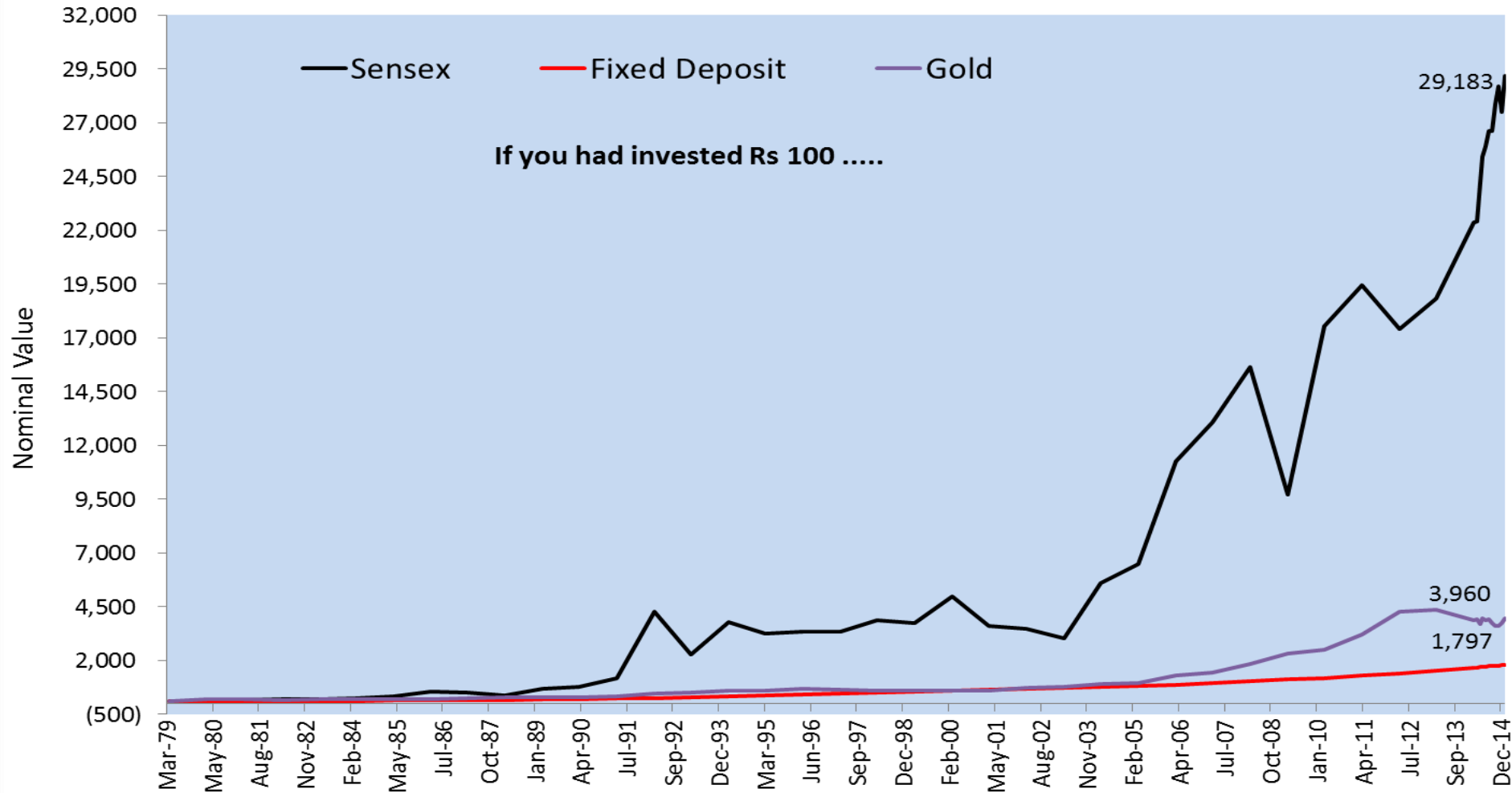
Source: Bloomberg, MOAMC internal analysis, Data as on 31st January 2015

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 objective of investing



Source: Bloomberg, MOAMC internal analysis, Data as on 31st January 2015

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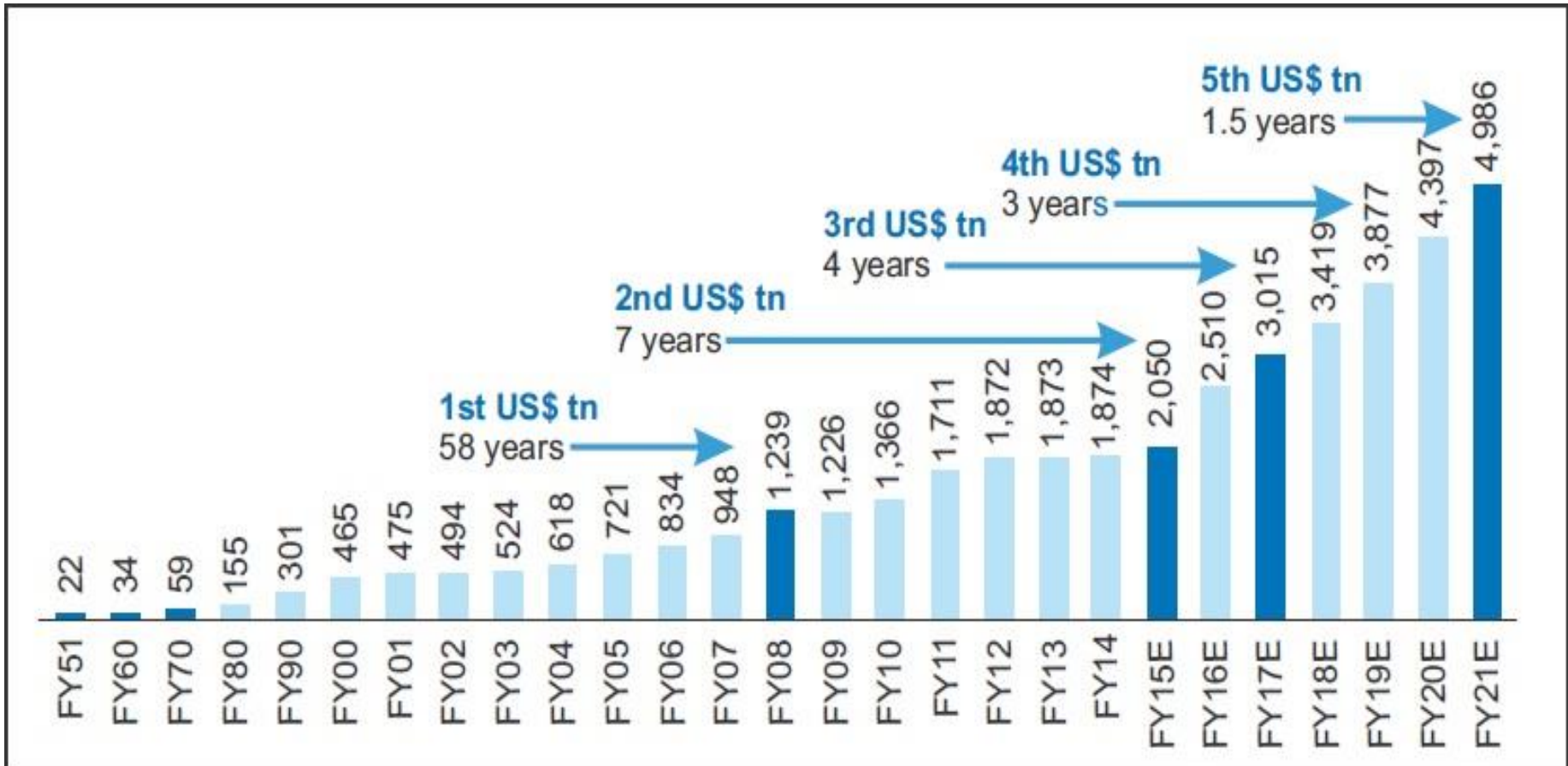
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WHY INVEST IN EQUITIES NOW?

Continued surge in India's GDP

By 2021 India's GDP would almost triple from the current level ~5 times the level of FY08 Linear Economic Growth may leads to Exponential Business Opportunities



Source: MOSL Wealth Creation Study. Data as on 30th September 2014

Note: Above forward-looking statements are based on external current views and assumptions and involve known and unknown risks and uncertainties that could affect actual results.

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Blazing growth trails at select companies, while Index has been rather lackluster

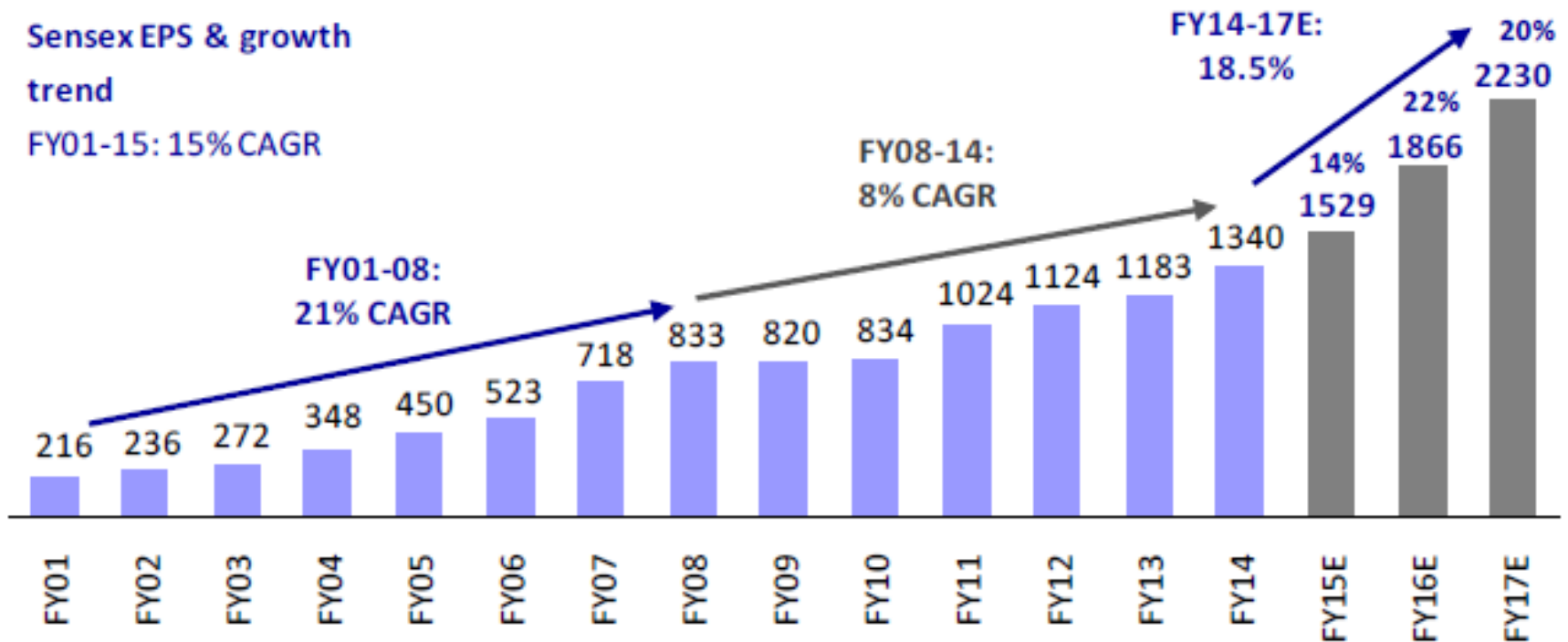
Name	Market Price (Rs.) (As on 4th January, 2008)	Market Price (Rs.) (As on 31 st January 2015)	Performance (Growth)
Nifty Index	6,274	8,809	40%
Eicher Motors	416	16,304	3821%
Nestle India	1,460	7,109	387%
GlaxoSmith C H L	689	5,626	716%
GRUH Finance	21	275	1232%
Lupin	123	1,584	1193%
TTK Prestige	224	3,370	1407%
TCS	503	2,481	394%
HCL Technologies	314	1,794	471%
Page Industries	482	11,786	2347%

Source: Motilal Oswal AMC internal analysis. Data as on 31st January 2015.

The Stocks mentioned above are used to explain the concept and is for illustration and comparison purpose only and should not used for development or implementation of an investment strategy. It should not be construed as investment advice to any party. The stocks may or may not be part of our portfolio/strategy/ schemes. Past performance may or may not be sustained in future

Expected upturn in earnings growth of India Inc shall produce more companies with uncommon profits

Expected Earnings Per Share (EPS) growth of Sensex from FY01 - FY17(E)



Strong leadership can further accelerate growth through infrastructure development

Source: Motilal Oswal Securities Ltd. Data as on 31st December 2014

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BUY RIGHT : SIT TIGHT

Why Motilal Oswal Asset Management Company?

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

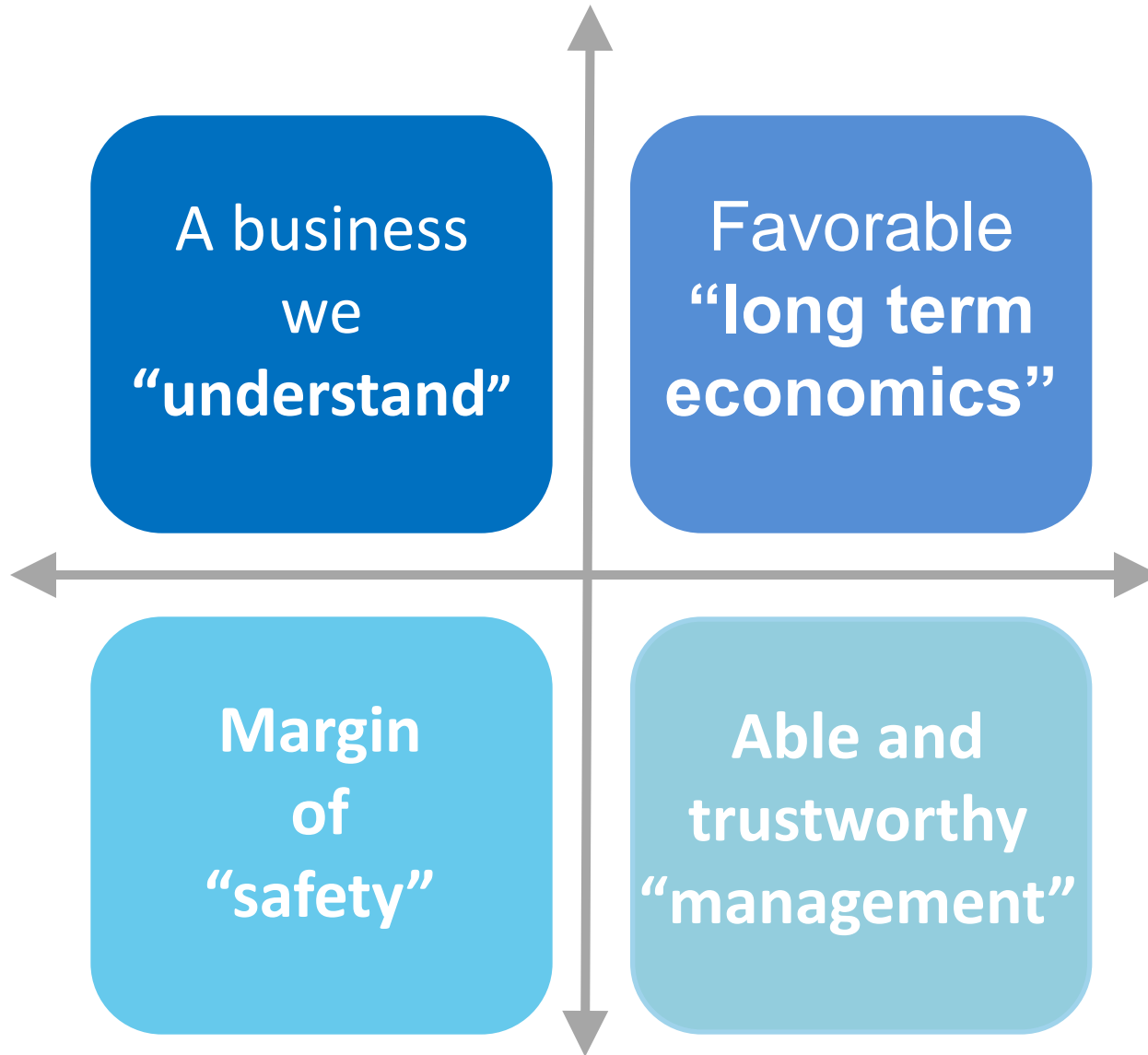
QGLP

- **‘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.

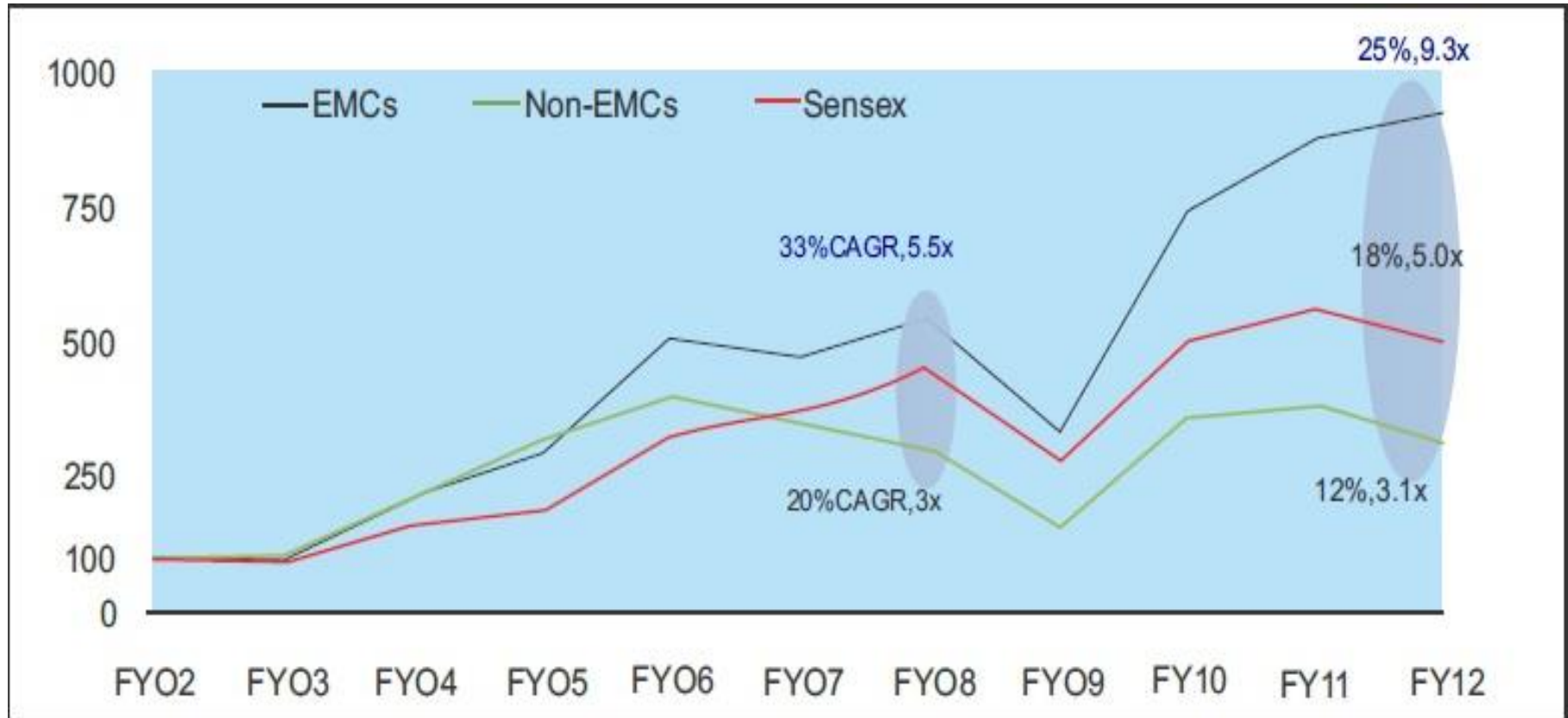
Investment process



BUY RIGHT. SIT TIGHT

Invest in Quality companies with Enduring Economic Moats

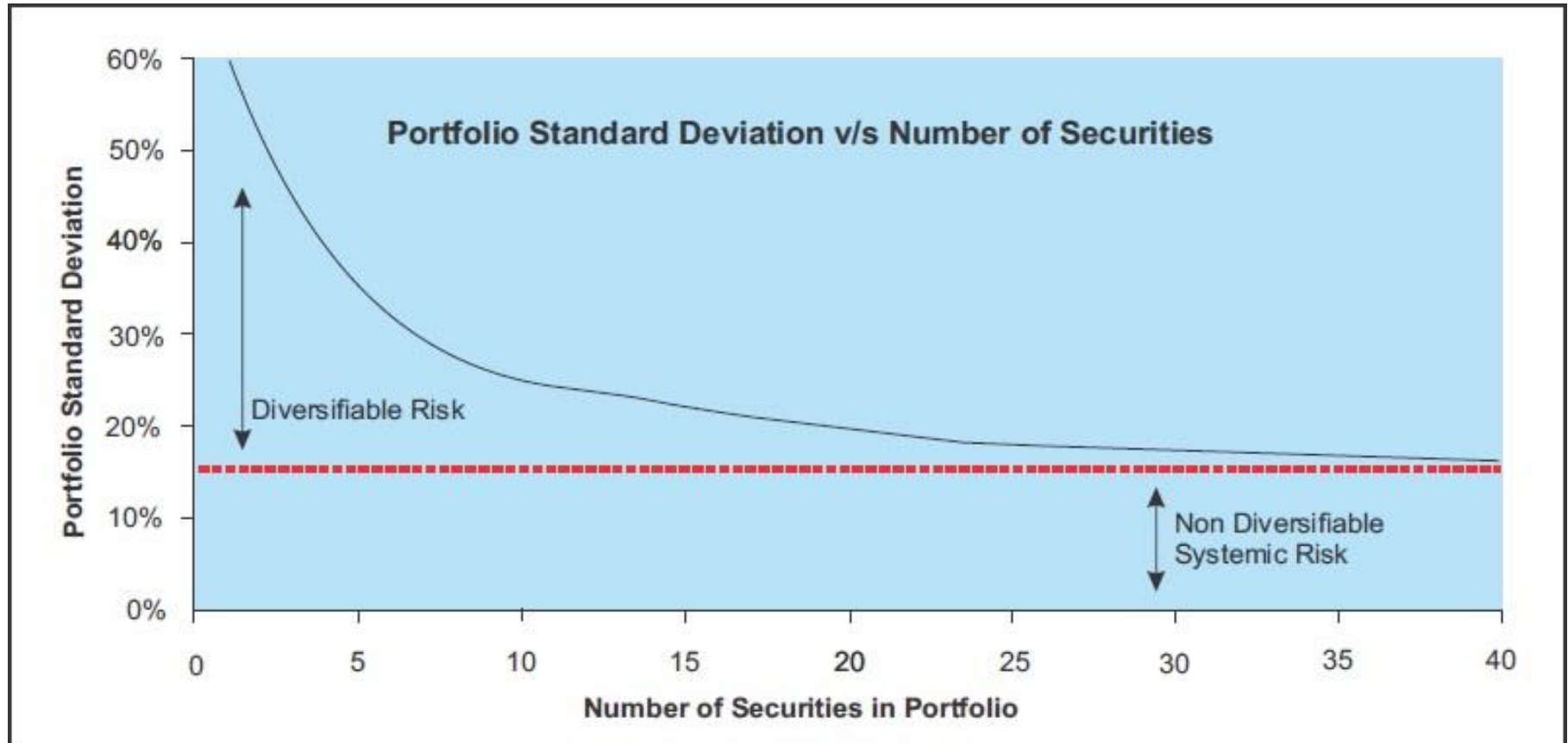
Payoff profile of EMCs, Non-EMCs and Sensex



Source: 17th Motilal Oswal Wealth Creation Study (WCS) Data upto FY2012

Note: All rebased to 100 in March 2002. Past performance may or may not be sustained in future.

Focus on seeking optimal diversification



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

Motilal Oswal MOSt Focused Multicap 35 Fund (MOSt Focused Multicap 35)

Wealth creators present across the Market Cap Spectrum

Stocks	Market Price (Rs. Billion) (As on 4 th January, 2008)	Market Price (Rs. Billion) (As on 31 st January 2015)	Market Cap(Rs. Billion) (As on 31 st January 2015)
Eicher Motors	416	16,304	442
Nestle India	1,460	7,109	685
GlaxoSmith C H L	689	5,626	237
GRUH Finance	21	275	100
Lupin	123	1,584	712
TTK Prestige	224	3,370	39
TCS	503	2,481	4,860
HCL Technologies	314	1,794	1,260
Page Industries	482	11,786	131

Source: Motilal Oswal AMC internal analysis. Data as on 31st January 2015.

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Earnings is concentrated in certain sectors

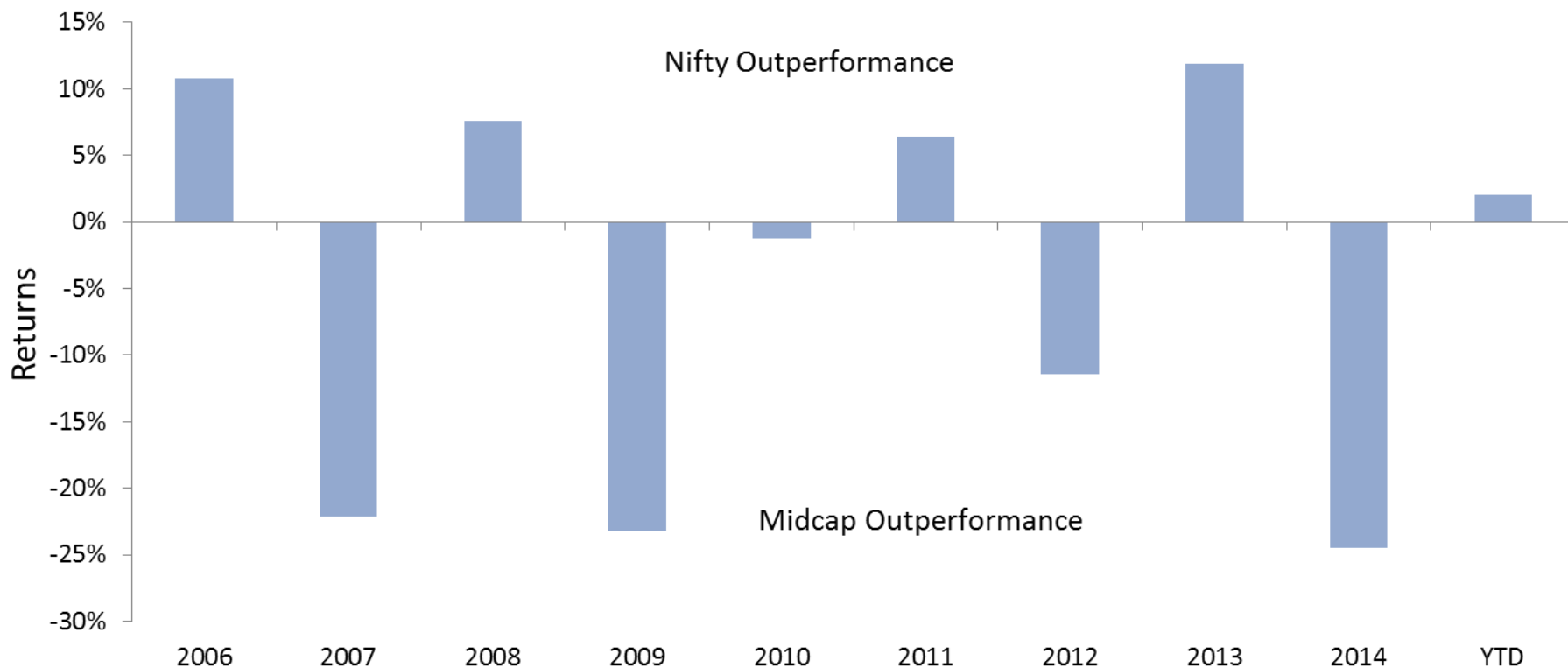
India Inc's Profit Pool breakdown by sector

10 Highest profit generating sectors		% Share	10 Lowest profit generating sectors	
Sector	2014 PAT (INR billion)		Sector	2014 PAT (INR billion)
Financials	1,117	28	Airlines	-52
Oil & Gas	785	20	Alcoholic Beverages	-41
Technology - Software	454	11	Sugar	-27
Metals & Mining	435	11	Telecom Equipment	-14
Automobiles	263	7	Trading	-9
Utilities - Power	217	5	Ship-building	-7
Consumer - Non-durables	209	5	Computer Education	-5
Healthcare	155	4	Hotels & Restaurants	-5
Cement	45	1	Technology - Hardware	-3
Auto Ancillaries	45	1	Glass & Glass Products	-2
Total of Above	3,726	94	Total of Above	-166
Total Corporate PAT	3,947	100	Total Corporate PAT	3,947

The sector mentioned herein are for general and comparison purpose only and not a complete disclosure of every material fact. It should not be construed as investment advice to any party. Past performance may or may not be sustained in future.

Source: 19th Motilal Oswal Wealth Creation Study (WCS) Data for FY2015.

Performance of Midcaps and Large Caps can diverge significantly over time depending on the phase of the cycle



Interest Rates, Currency, Shape of the Global economy etc. determine relative attractiveness and performance of Large vs. Mid Caps.

Source: India Index Services & Products Ltd. Data as on 31st January 2015. Past performance may or may not be sustained in future.

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%: Equities

Maximum 35%: Debt/ Money Market Instruments

*The fund may invest in foreign securities upto 10% of total net assets

Number of Stocks:

Maximum 35 stocks

About the scheme

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.

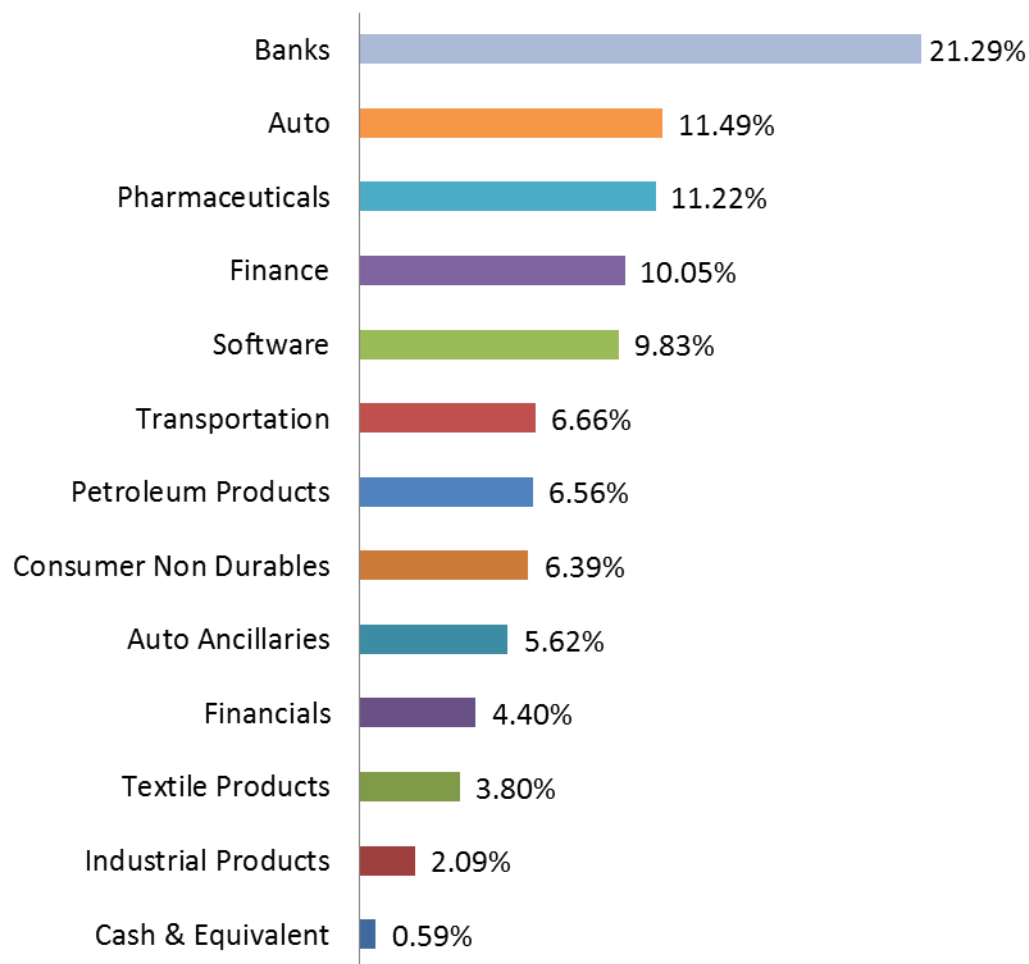
MOST Focused Multicap 35 would endeavour to construct such a portfolio that the product is best suited for medium and long term investment.

High conviction ideas with improved risk-adjusted return characteristics.

'360 degree view' of company to identify competitive advantages.

Sector allocations

Industry Allocation



- Banks, Auto and Pharmaceuticals 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 31st January 2015

Portfolio holdings

Top Holdings

Name of Instrument	% to Net Assets
Eicher Motors Limited	7.62%
HDFC Bank Limited	7.40%
IndusInd Bank Limited	7.16%
Ajanta Pharma Limited	7.00%
State Bank of India	6.74%
Gujarat Pipavav Port Limited	6.66%
H P C Limited	6.56%
United Spirits Limited	6.39%
Tech Mahindra Limited	5.98%
Bosch Limited	5.62%

Portfolio holdings

- TOP 5 Stocks % to NAV=35.91%
- TOP 10 Stocks % to NAV =67.13%
- Currently we Hold 19 Stocks

Data as on 31st December 2014

Fund details

- **Type of Scheme:** An open ended diversified equity scheme
- **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.
- **Benchmark:** CNX 500 Index
- **Entry Load:** Nil
- **Exit Load:** Nil
- **Plans:** Regular Plan and Direct Plans
- **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.
- **Minimum Redemption Amount:** Rs. 1,000/- and in multiples of Re. 1/- thereafter or total investment amount, whichever is lower.
- **Systematic Investment Plan (SIP):** Minimum installment-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.

Fund Manager details



Mr. Gautam Sinha Roy, Fund Manager

Mr Gautam Sinha Roy is the Fund Manager of this Scheme and is responsible for managing investments in equity and equity related instruments of the Scheme.

Mr. Roy has completed his B.E. (Honors) from Jadavpur University, Kolkata and PGDM from IIM-Calcutta. He has close to 11 years of rich experience largely in investment management and research. He had worked with Motilal Oswal Securities Ltd. immediately prior to joining Motilal Oswal AMC. Prior to that, he has worked with IIFL Capital Pte. Ltd., Mirae Asset Global Investment Pvt. Ltd., Edelweiss Capital Ltd. and Genpact Ltd in Research and Investment analysis/ management roles.

He is also the Fund Manager for Motilal Oswal MOST Focused Long Term 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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Please Read Scheme Information Document (SID) and Statement of Additional Information (SAI) carefully before investing.

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 Securities Ltd.

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