

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



NFO

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

*NO LOAD FUND

MOTILAL OSWAL
Asset Management

BUY RIGHT
SIT TIGHT

NFO

Opens: 7th April, 2014




Closes: 17th April, 2014

Product Labelling

Name of the scheme	This product is suitable for investors who are seeking*
Motilal Oswal MOST Focused 25 Fund (MOST Focused 25): An Open Ended Equity Scheme	<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• High risk  (BROWN)
Motilal Oswal MOST Focused Midcap 30 Fund (MOST Focused Midcap 30): An Open Ended Equity Scheme	<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• High risk  (BROWN)
Motilal Oswal MOST Focused Multicap 35 Fund (MOST Focused Multicap 35): An open ended diversified equity scheme	<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)

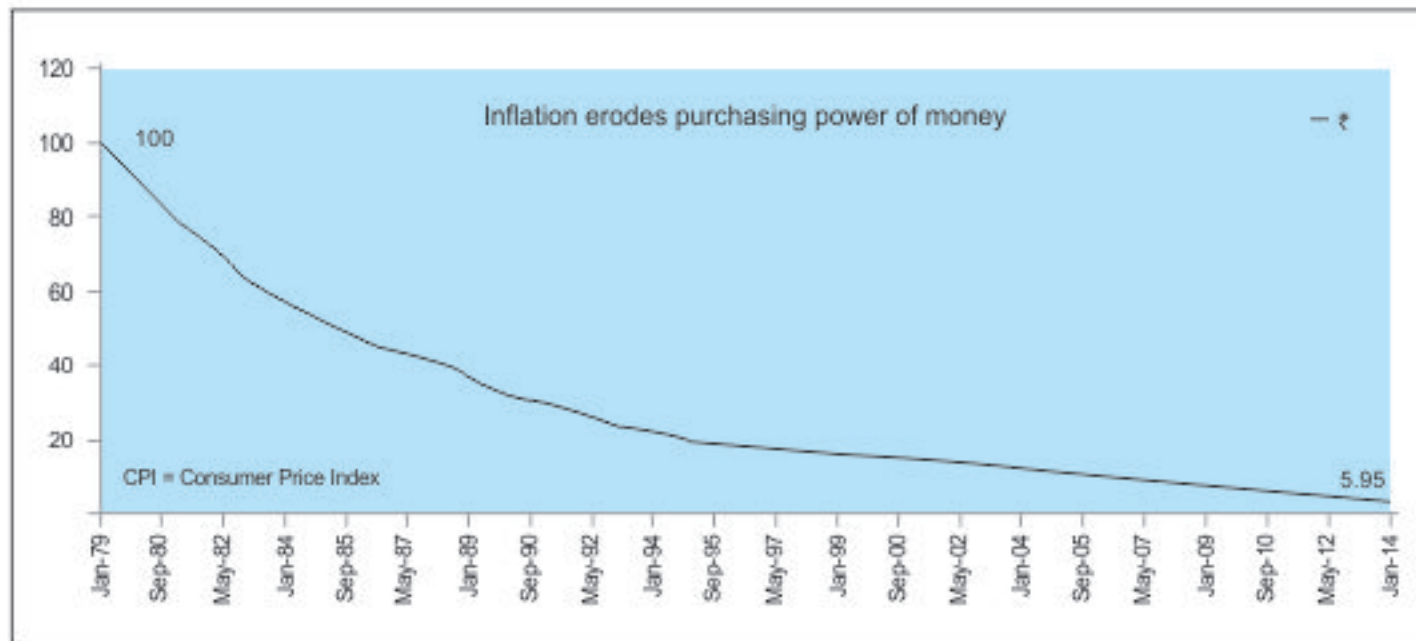
*Investors should consult their financial advisers if in doubt about whether the product is suitable for them.

Note: Risk is represented as:

 (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...

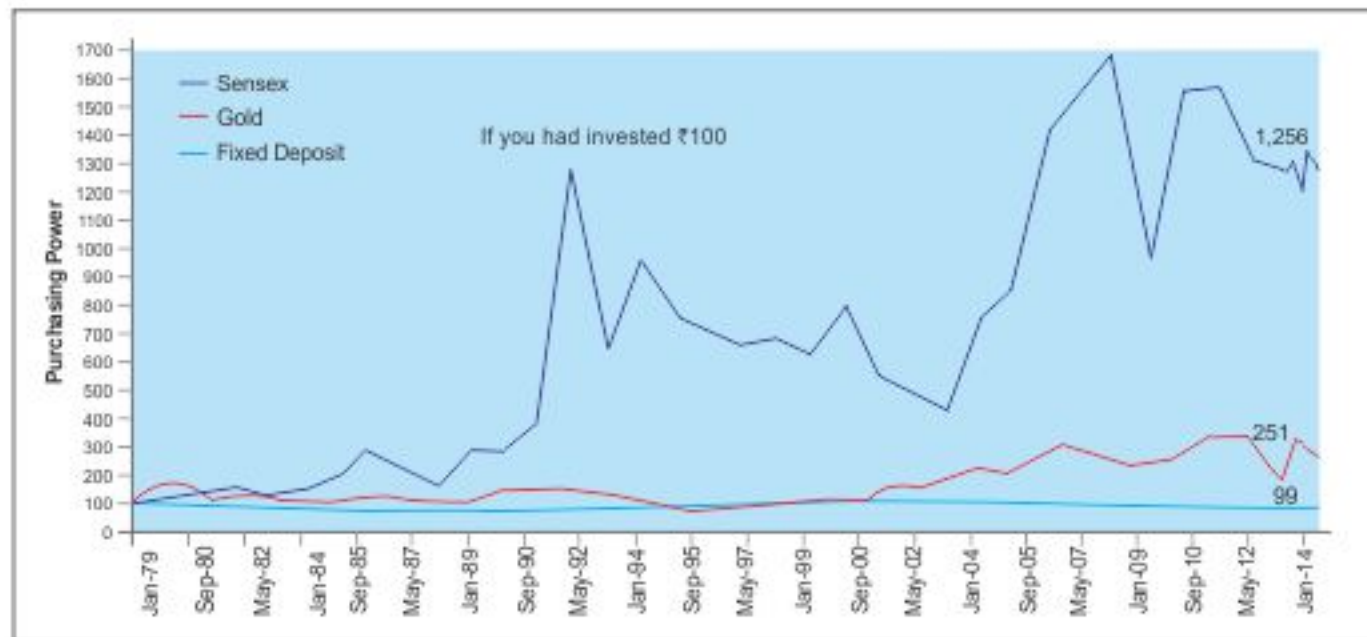
Over FY79-13 CPI inflation has been 8.7%, eroding purchasing power of ₹ by 94%



Source: Bloomberg, MOAMC internal analysis, Data as on January 2014

Key objective of investing

Equities significantly enhance purchasing power

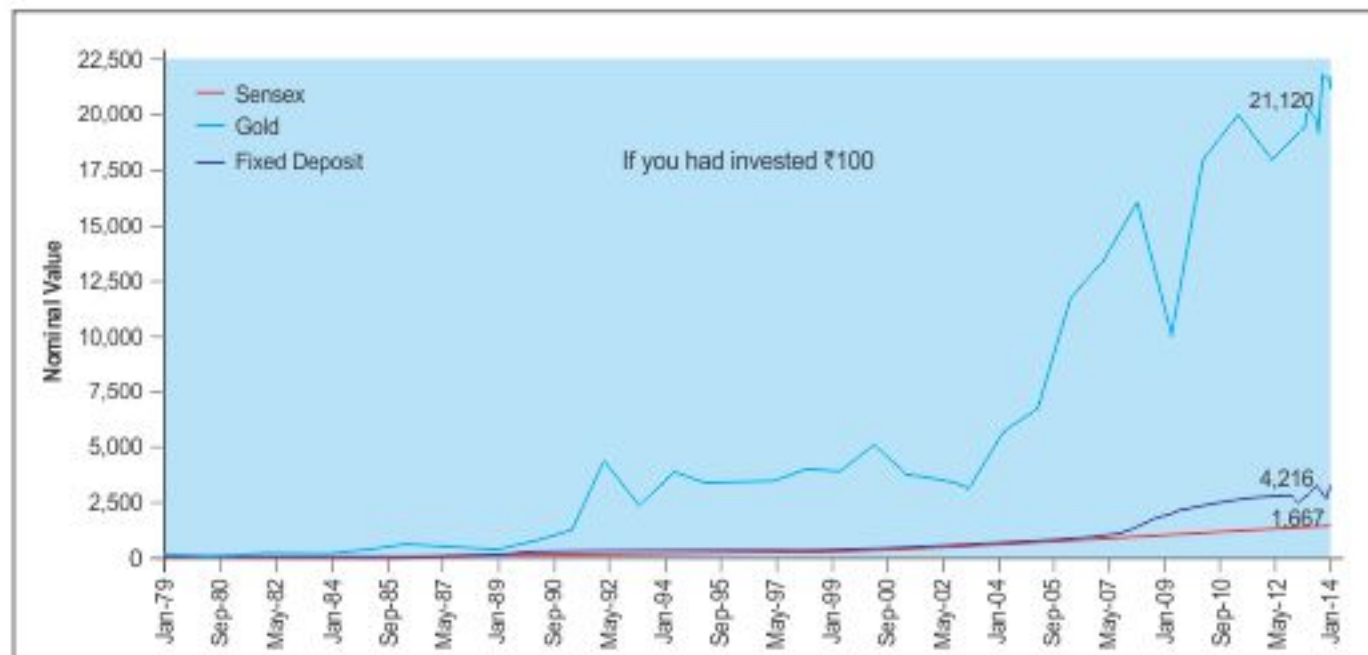


Source: Bloomberg, MOAMC internal analysis, Data as on January 2014

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.

BUY RIGHT : SIT TIGHT

Key objective of investing



Source: Bloomberg, MOAMC internal analysis, Data as on 14th January 2014

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.

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 28th February 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.

BUY RIGHT : SIT TIGHT

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

Stocks	Market Price (₹) (As on 4th January, 2008)	Market Price (₹) (As on 28th March, 2014)	Performance (Growth)
Nifty Index	6274	6696	6.7%
Nestle	1460	4955	239%
TCS	495	2100	324%
HCL Technologies	315	1407	347%
GlaxoSmithkline CHL	689	4290	523%
Gruh Finance	41	294	624%
Lupin	123	947	672%
TTK Prestige	224	3043	1261%
Page Industries	461	6450	1299%
Eicher Motors	416	5843	1305%

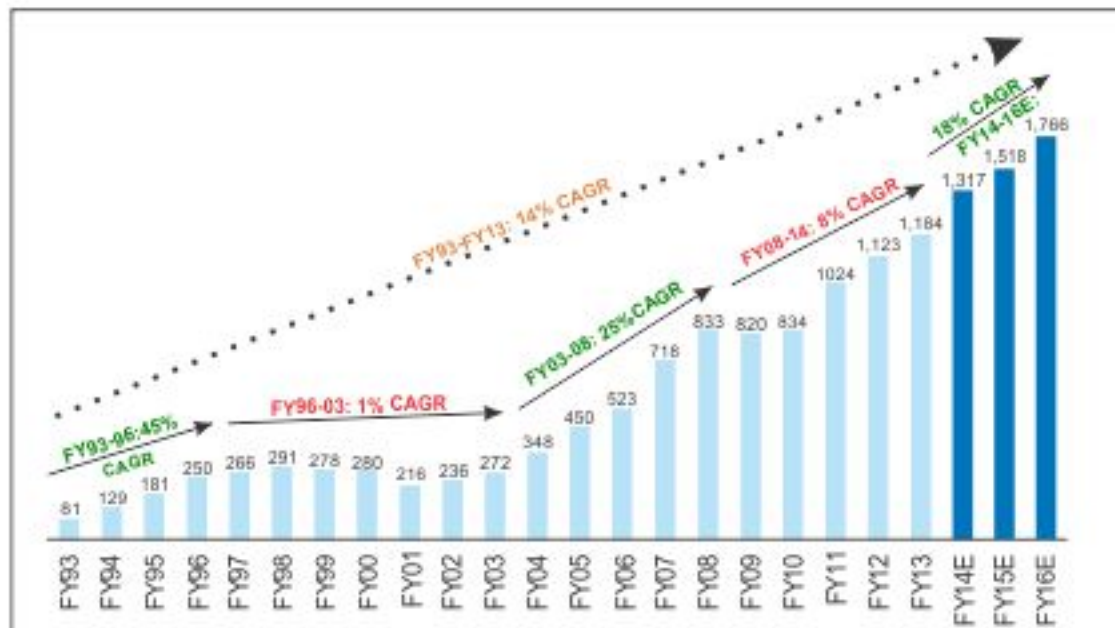
Source: Motilal Oswal AMC internal analysis

Note: The stocks mentioned herein are 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.

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

Expected Earnings Per Share (EPS) growth of Sensex from FY93 - FY16(E)



Strong leadership can further accelerate growth through infrastructure development

Source: Motilal Oswal Securities Ltd. Data as on 28th February 2014

Note: Above forward-looking statements are based on external current views and assumptions and involve known and unknown risks and uncertainties that could cause actual results. Past performance may or may not be sustained in future.

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 Sponsors)

Buy Right

Q-G-L-P approach to buying right stocks

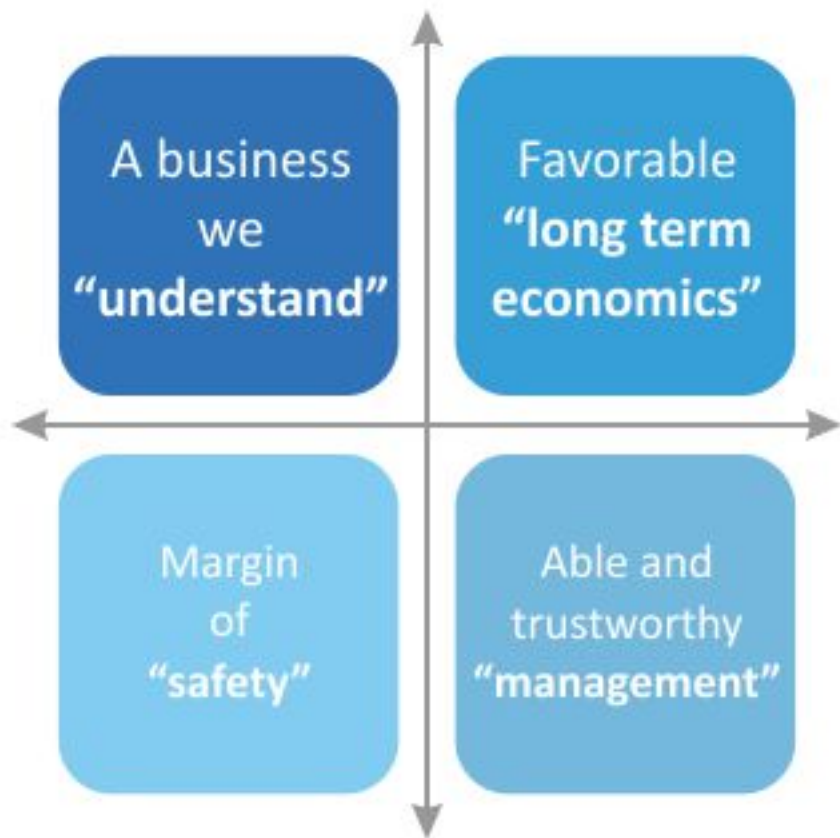
- **Quality:** quality of business and management
- **Growth:** growth of earnings and sustained RoE
- **Longevity:** Longevity of the competitive advantage or economic moat of the business
- **Price:** Buying a good business for a fair price rather than buying a fair business for a good price

Sit Tight

Focus and Discipline

- **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 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.

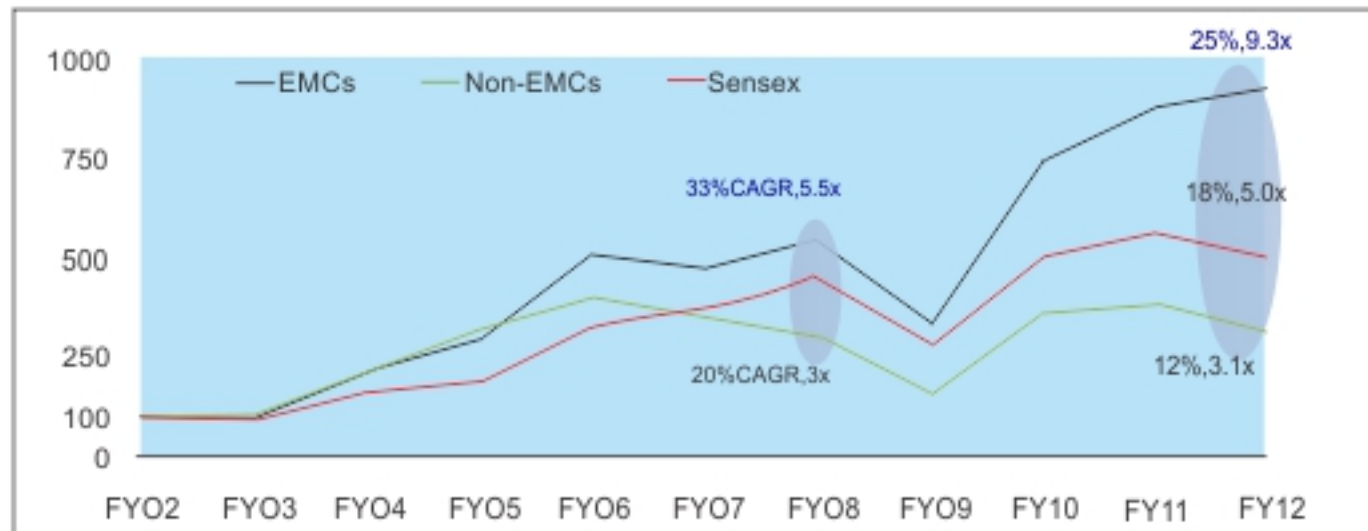
Investment process



BUY RIGHT : SIT TIGHT

Invest in Quality companies with Enduring Economic Moats

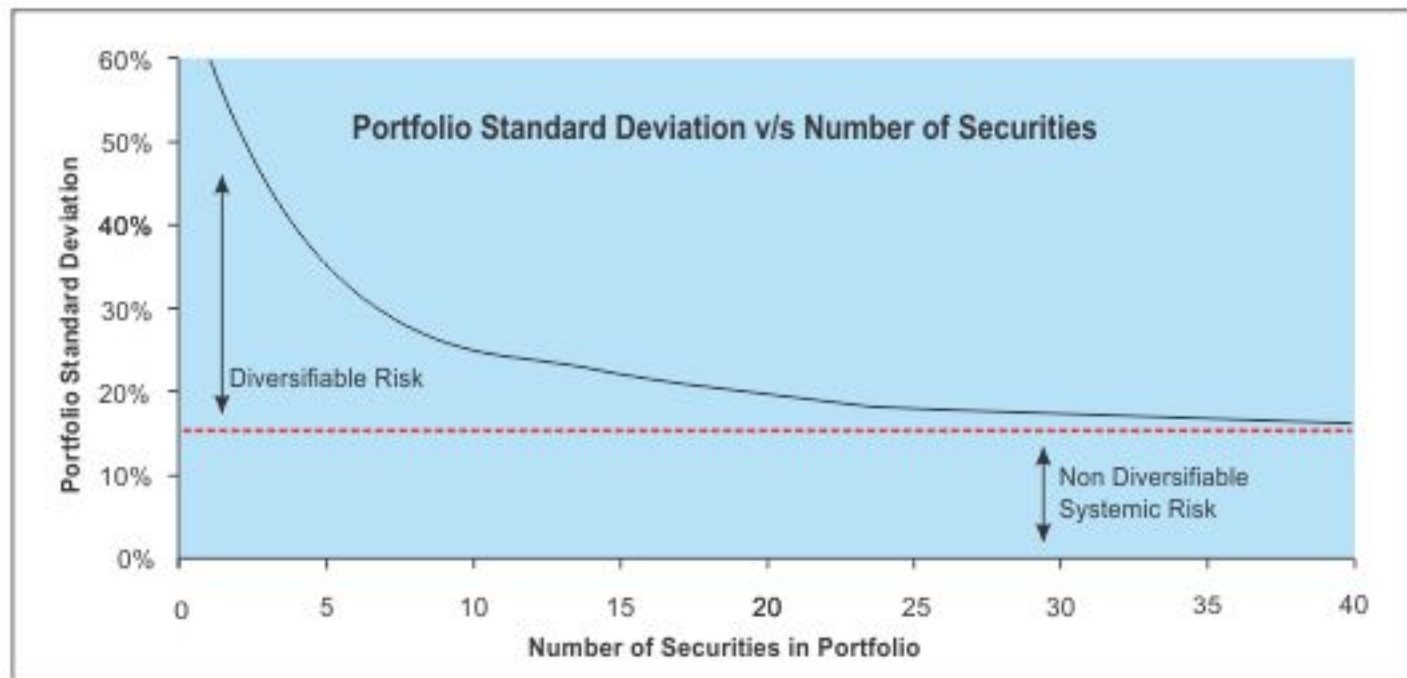
Payoff profile of EMCs, Non-EMCs and Sensex



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 (₹) (As on 4th January, 2008)	Market Price (₹) (As on 28th March, 2014)	Market Cap (₹Billion) (As on 28th March, 2014)
Nestle	1460	4955	478
TCS	495	2100	4,110
HCL Technologies	315	1407	984
GlaxoSmithkline CHL	689	4290	180
Gruh Finance	41	294	53
Lupin	123	947	425
Page Industries	461	6450	72
Eicher Motors	416	5843	158
TTK Prestige	224	3043	35

Source: Motilal Oswal AMC internal analysis

Note: The stocks mentioned herein are 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.

Earnings is concentrated in certain sectors

India Inc's Profit Pool breakdown by sector

10 highest profit generating sectors			10 Lowest profit generating sectors	
Sector	2013 PAT(INR billion)	% share	Sector	2013 PAT(INR billion)
Financials – Banks	842	21	Aviation	-57
Energy – Oil & Gas	400	10	Telecom-Services & Equipmt	-40
IT - Software	347	9	Shipbuilding	-4
Financials – NBFCs	324	8	Sugar	-2
Mining & Mineral products	273	7	Shipping	-2
Energy – Refineries	228	6	Glass & Glass Products	-2
Utilities	223	6	Ceramic Products	-2
Automobile	219	6	Paper	-0.2
Healthcare	165	4	Printing & Stationery	-0.1
Metals – Non-Ferrous	105	3	Electronics	0
Total of above	3,125	79	Total of above	-109
Total Corporate PAT	3,948	100	Total Corporate PAT	3,948

Source: 18th Motilal Oswal Wealth Creation Study (WCS) Data for FY2013.

Past performance may or may not be sustained in future.

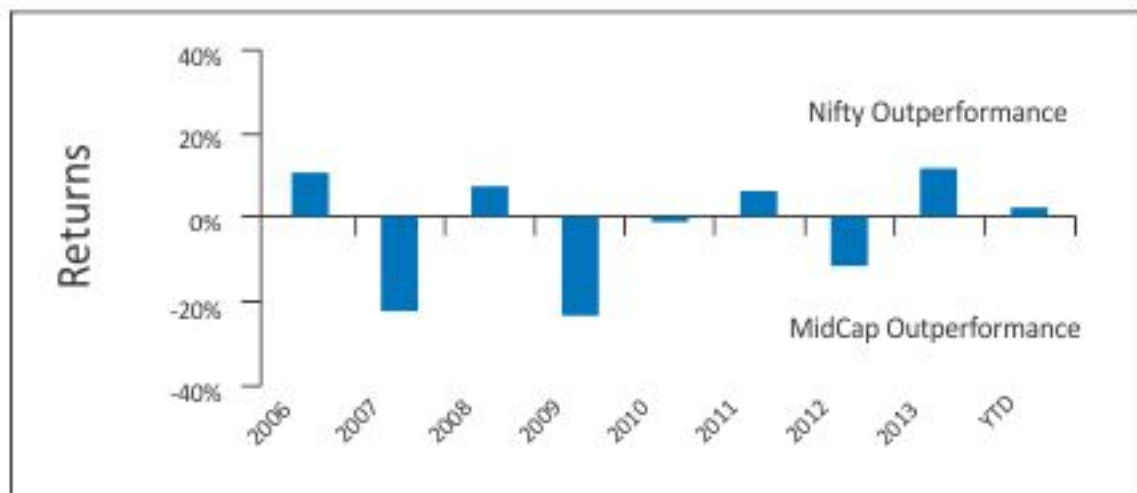
Profit pool shifts over a period of time

5 profit share gain in last 10 years				5 profit share loss in last 10 years			
Sector	Share of PAT (%)		Gain in (share %)	Sector	Share of PAT (%)		Loss in Share(%)
	2003	2013			2003	2013	
IT – Software	1	9	8	Refineries	22	6	-16
Finance	1	8	7	Oil & Gas	18	10	-8
Mining & Minerals	1	7	6	Power Gen & Distbn.	10	6	-5
Automobile	1	6	4	Banks	26	21	-4
Textiles	-1	1	2	Telecom - Service	1	-1	-2

Source: 18th Motilal Oswal Wealth Creation Study (WCS) Data for FY2013 .

Note: Past performance may or may not be sustained in future.

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 28th February, 2014. 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 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.

Fund details

NFO Opens: 7th April, 2014

- **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

NFO Closes: 17th April 2014

- **Exit Load:** Nil
- **Plans:** Regular Plan and Direct Plan
- **Minimum Application Amount for NFO:** Rs. 5,000/- and in multiples of Re. 1/- thereafter.
- **Additional Application Amount for NFO:** 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.

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 25 Fund and Motilal Oswal MOST Focused Midcap 30 Fund

Note: For Equity Component only

Disclaimer

DISCLAIMER: This presentation has been prepared and issued on the basis of internal data, publicly available information and other sources believed to be reliable. The information contained in this document is for general purposes only and not a complete disclosure of every material fact and terms and conditions and features of Motilal Oswal MOST Focused Multicap 35 Fund. The information / data herein alone 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. All opinions, figures, charts/graphs, estimates and data included in this presentation are as on date and are subject to change without notice. While utmost care has been exercised while preparing this document, Motilal Oswal Asset Management Company Limited does not warrant the completeness or accuracy of the information and disclaims all liabilities, losses and damages arising out of the use of this information. The statements contained herein may include statements of future expectations and other forward-looking statements that are based on our current views and assumptions and involve known and unknown risks and uncertainties that could cause actual results, performance or events to differ materially from those expressed or implied in such statements. Readers shall be fully responsible/liable for any decision taken on the basis of this presentation. No part of this document may be duplicated in whole or in part in any form and/or redistributed without prior written consent of the Motilal Oswal Mutual Fund/Motilal Oswal Asset Management Company Limited. Readers should before investing in the Scheme make their own investigation and seek appropriate professional advice. Past performance of the Sponsor / AMC / Mutual Fund and its affiliates does not indicate the future performance of the scheme and may not provide a basis of comparison with other investments. 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.

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

BUY RIGHT : SIT TIGHT