



MOTILAL OSWAL FOUNDERS PORTFOLIO

September 2023
(Data as on 31st August 2023.
Inception date - 16th March 2023)

Investment Approach

Strategy Name: Founders Portfolio

Investment Objective: The objective of the fund is to achieve long term capital appreciation by primarily investing in equity & equity related instruments across market capitalization.

Description of types of securities: Listed Equity

Basis of selection of such types of securities as part of the investment approach: The fund predominantly aims to invest in Indian businesses where the founders' stake would be more than 26%. The fund aims to invest in businesses whose owners have a long horizon and have displayed quality of governance and adaptability through optimal usage and distribution of capital

Allocation of portfolio across types of securities: The strategy has the mandate to invest in Equity and Equity-related instruments across the entire market capitalization spectrum of Large cap, Midcap and Small cap companies

Benchmark: S&P BSE 500 TRI

Indicative tenure or investment horizon: Medium to Long term

Key Features & Portfolio Attributes

Concentrated portfolio of 25 stocks with high earnings growth.

Index agnostic: ~95% away from the benchmark BSE500.

Portfolio Actions In Last 3 Months

Companies Added: Apar Industries, Suzlon Energy

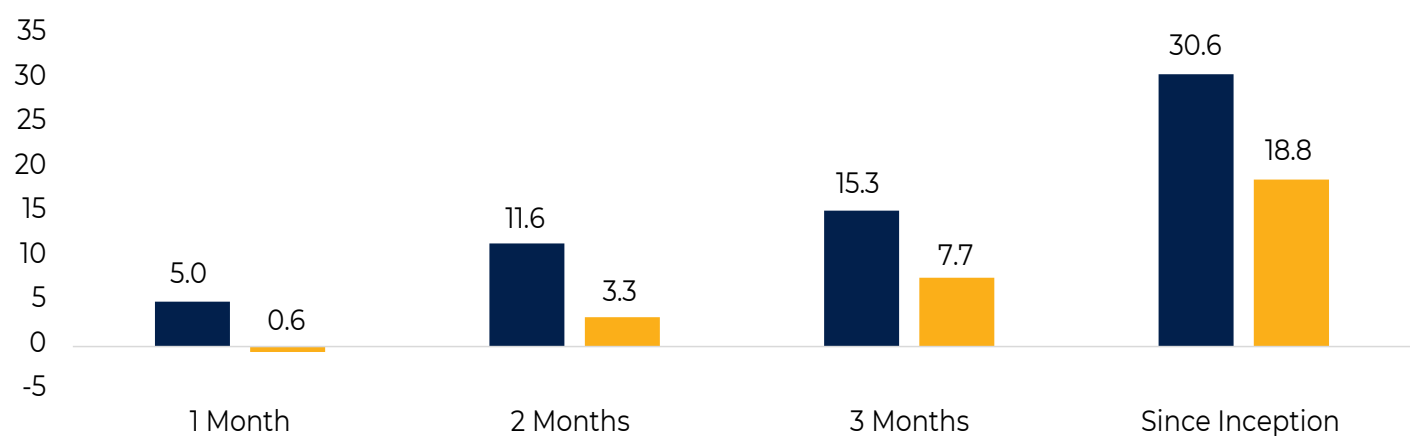
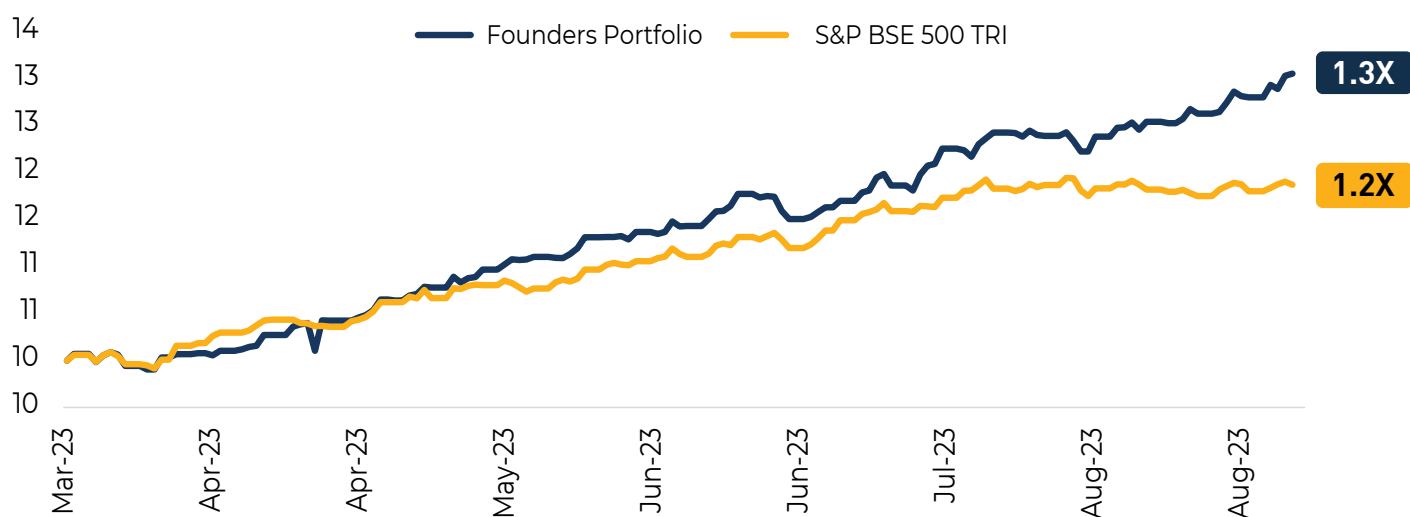
Companies Exited: Cholamandalam Investment & Finance, FSN E Commerce

THINK EQUITY. THINK MOTILAL OSWAL.

Investment in securities is subject to market and other risks, and there is no assurance or guarantee that the objectives of any of the strategies of the Portfolio Management Services will be achieved. Please read Disclosure document carefully before investing.

Performance Since Inception

One lac invested in the strategy on 16th Mar 2023 would have grown to ~₹1.31 lacs today against ~₹1.19 lacs invested in Benchmark



Portfolio Fundamentals & Market Cap

Market Cap	Weightage
Large Cap	17%
Mid Cap	39%
Small Cap	44%
Cash & Equivalents	0%

	QGLP Metrics
Q: ROE FY25E	15%
G: PAT Growth FY23-25E	27%
P: PE FY25E	20x

Top 10 Holdings & Sectoral Allocation

Scrip Name	(%) Holding
Zomato Ltd.	6.6
Emudhra Ltd.	4.8
Kaynes Technology India Ltd.	4.7
Idfc First Bank Ltd.	4.6
Kalyan Jewellers India Ltd.	4.5
One 97 Communications Ltd.	4.5
Indusind Bank Ltd.	4.4
Finolex Cables Ltd.	4.4
Polycab India Ltd.	4.4
Piramal Enterprises Ltd.	4.3
Angel One Ltd.	4.1
Global Health Ltd.	4.0
Indian Hotels Company Ltd.	3.9
Apar Industries Ltd.	3.9
Radico Khaitan Ltd.	3.9
Vedant Fashions Ltd.	3.8
Archean Chemical Industries	3.8
Medplus Health Services Ltd.	3.7
Phoenix Mills Ltd.	3.5
Metro Brands Ltd.	3.5
Gujarat Flurochemicals Ltd.	3.3
Titan Company Ltd.	3.2
Au Small Finance Bank Ltd.	3.1
Tech Mahindra Ltd.	2.9
Suzlon Energy Ltd.	2.5

Sector	(%) Allocation
Retailing	14.0
Banks	12.1
Consumer Durables	11.1
Industrial Products	8.7
Chemicals & Petrochemicals	7.1
Electrical Equipment	6.4
IT - Services	4.8
Industrial Manufacturing	4.7
Financial Technology (Fintech)	4.5
Finance	4.3
Capital Markets	4.1
Healthcare Services	4.0
Leisure Services	3.9
Beverages	3.9
Realty	3.5
IT - Software	2.9
Cash and Cash Equivalents	0.2

Fund Details

Fund Manager	Vaibhav Agrawal
Co-Fund Manager	Atul Mehra
Strategy Type	Open ended
Date of Inception	16 th March 2023
Benchmark	S&P BSE 500 TRI
Investment Horizon	3 Years +

Disclaimers and Risk Factors

Founders PMS Inception Date: 16th Mar 2023; Data as on 31st August 2023; Data Source: MOAMC Internal Research; Source: Capitaline and Internal Analysis; Please Note: Returns up to 1 year are absolute & over 1 year are Compounded Annualized. Returns calculated using Time Weighted Rate of Return (TWRR) at an aggregate strategy level. The performance related information is not verified by SEBI. All portfolio related holdings and sector data provided above is for model portfolio. Returns & Portfolio of client may vary vis-à-vis as compared to Investment Approach aggregate level returns due to various factors viz. timing of investment/ additional investment, timing of withdrawals, specific client mandates, variation of expenses charged & dividend income. Past performance may or may not be sustained in future and should not be used as a basis for comparison with other investments. The Portfolio Manager manages allocations in all client portfolios by way of a model portfolio which is in line with investment objectives of the portfolio strategy/ investment approach. Unless there are specific exclusion instructions by individual clients, all clients' portfolios are aligned to a model portfolio; which means replication and alignment of all clients' portfolios in terms of scrip and allocation. New clients entering the strategy/ investment approach as of a particular date are also aligned to the model portfolio. It must be noted that there are certain circumstances in which clients' portfolio may deviate or differ from the model portfolios to a material extent. This may happen due to factors like liquidity and free floating consideration in some stocks, organization level exposure norms and related risk management, potential exit of a stock from the model portfolio thereby precluding it from buying in new client portfolios. The reasons quoted here are indicative but not exhaustive and the portfolio manager reserves the right to deviate from model portfolio for groups of clients depending on timing of their entry, market conditions and model portfolio construct at the time of their entry. Risk factors associated with the investment approach are Equity risk, Systematic risk, Concentration risk, Model portfolio risk, Mismatch risk and Execution risk. To know more about the risk factors, please refer disclosure document at motilaloswalmf.com. Investment in securities is subject to market and other risks, and there is no assurance or guarantee that the objectives of any of the strategies of the Portfolio Management Services will be achieved. Please read Disclosure document carefully before investing.

Our PMS services are available in direct mode, to know more, write to us at pmsquery@motilaloswal.com