

THOUGHT LEADERS IN EQUITY

Focused, Process Driven, Ideas Powerhouse

THINK EQUITY. THINK MOTILAL OSWAL.

Veritable Ecosystem in Financial Services

Asset Management

Leaders in PMS & CAT III Long only AIFs 51,333 cr AUM 150+ investee cos

Institutional Equities

Expertise in equity research
250+ companies 21 sectors
300+ reports 38 analysts
2 Overall Sales 2 Execution Team*
3 Domestic Brokerage*

Private Equity Real Estate

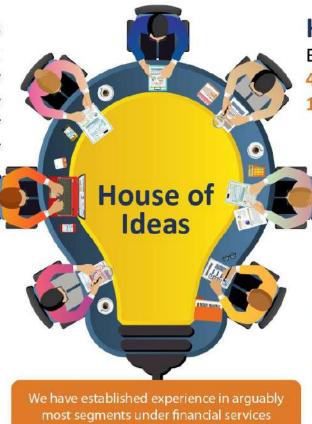
Expertise in private placement and real estate

125+ investments 8 funds 9,940 cr AUM

Private Wealth

Expertise in wealth management and distribution 66,444 cr AUM ~5,655 families 197 RMs

Source: MOAMC Internal, Data as on 30th June, 2023. *Asiamoney poll 2022



Housing Finance

Expertise in affordable housing finance 47,136 families 3,777 cr AUM 111 branches

Investment Banking

Expertise in capital market deals

20+ team 6 deals in 1QFY24 3,730 cr

worth deals

Retail & Distribution

Expertise in advisory and client servicing

3.6mn clients 8,050 franchisees 1,700 advisors

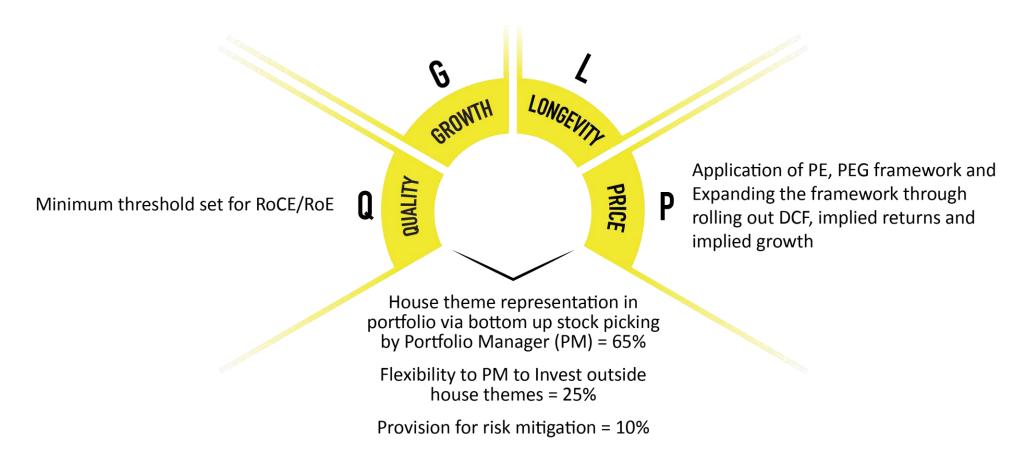
Top 3 broking houses in terms of gross

brokerage revenue



Disciplined Investing following "Q-G-L-P" Investment Process

Ensuring Longevity of Growth by investing in sustainable themes identified by the Investment team collectively



The above graph/data is used to explain the concept and is for illustration purpose only. The data mentioned herein are for general and comparison purpose only and not a complete disclosure of every material fact. and should not used for development or implementation of an investment strategy. Past performance may or may not be sustained in future.



Risk Management Framework for Consistency & Sustainability of Performance



Stock Weightage & Stock Sizing

Minimum and maximum exposure limits set



Sector Sizing

Limits on sector deviations relative to benchmark



Diversification Strategy

Portfolio size capped up to 35 stocks



Profit Taking / Stop Loss Framework

Proprietary framework for measuring triggers



Stringent Liquidity Framework

Ensuring efficient management for ability to take necessary action

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Motilal Oswal Group – Thought – Philosophy - Action

25+ Years of Thought Leadership – Wealth Creation Studies













Skin in the Game



What is at stake? ~5,000+ Cr

Source: MOAMC Internal





MOTILAL OSWAL FOUNDERS PORTFOLIO

A Portfolio harnessing India's Entrepreneurial Energy

THINK EQUITY. THINK MOTILAL OSWAL.

ENTREPRENEURS ARE THE BACKBONE OF ECONOMY



Vision matters

Growth focused tunnel vision, coupled with aligning all personnel towards company's beneficial interests

Skin In the Game

Can only win if the company wins

Capital Formation

Enhancing capital goods such as machinery, equipment, materials, electricity, transport equipment

Employment Opportunities

Creating jobs by establishing a business and by expanding it as well

Exponential Exports

Increase in production activity, not only meets internal demand but also enables exports



Burning the midnight oil

Founders are more than willing to devote as much time as possible

Inseparable from Innovations

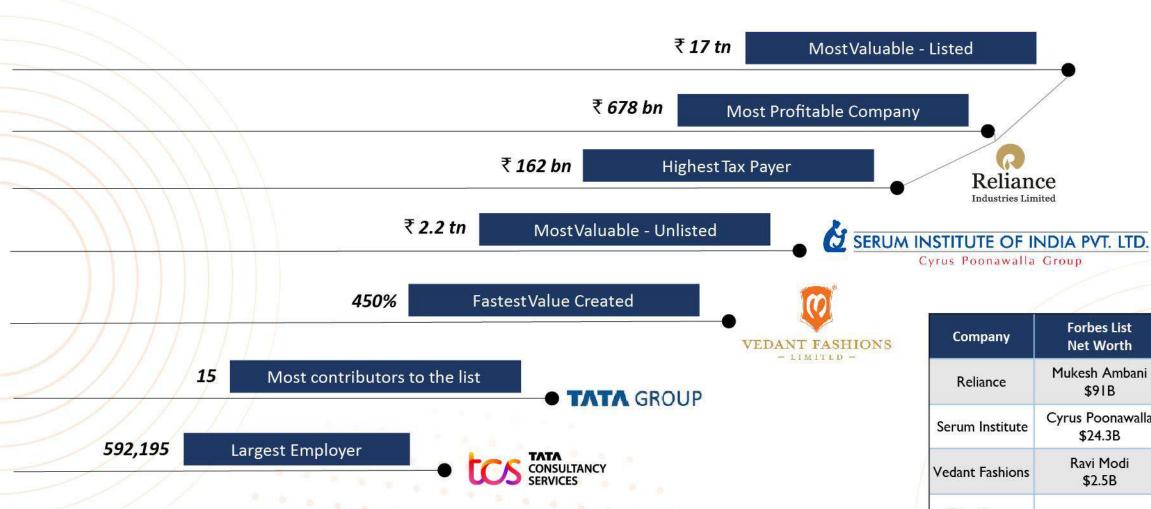
Founders & Promoters are consciously seeking inspiration to bring out new ways of doing something better

Attraction Quotient

Global inventors are showing interest to invest in Indian start-ups believing in their prospects

CORPORATES OF TODAY, STARTED BY ENTREPRENEURS HAVE BUILT TREMENDOUS WEALTH





Company	Forbes List Net Worth
Reliance	Mukesh Ambani \$91B
Serum Institute	Cyrus Poonawalla \$24.3B
Vedant Fashions	Ravi Modi \$2.5B
Tata Group	Ratan Tata
TCS	\$IB

Source: 2022 Burgundy Private Hurun India 500, Forbes; To be included, companies require a minimum value of INR 6,000 crore, equivalent to US\$725 million. On an average, companies from the 2022 Burgundy Private Hurun India 500 were founded in 1985, and are today worth a total of INR 226 lakh crore.

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INDIA'S LEGACY FOUNDERS







Market Cap 3.6 tn

- Kotak started a small NBFC in 1985 then went on to convert it into a bank in 2003
- Now among India's top four banks in the private sector



- Radhakishan Damani, India's retail king is the founder of the mega-retail chain stores "D-Mart"
- Damani got into retailing in 2002 with one store in suburban Mumbai. Today he has 294 DMart stores across India.





Market Cap 17 tn

- Founded by his late father Dhirubhai Ambani in 1966 as a small textile manufacturer
- Today a conglomerate expanded into Telecom, Retail and PetroChem/Green Energy



- Shiv Nadar cofounded HCL in a garage in 1976 to make calculators and microprocessors with five friends
- \$11.8 billion (revenue) HCL Technologies is among India's largest software services providers

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NEW GENERATION ENTREPRENEURS







- Mr. Sanjay Agarwal is promoter, MD & CEO of the Bank and has over 25 years of strategic executive experience.
- One of India's most credible Small Finance Banks, focused on serving the underbanked and unbanked population in India.



- Founded in 2002, to manufacture traditional Indian Garments
- Taken public recently, company has over 600 stores across India and 11 overseas outlets



- Former investment banker Falguni Nayar quit her job to start
 Nykaa, a retailer of beauty products in 2012
- Nykaa currently sells more than 4,500 brands online as well through more than 100 stores across India



- Deepinder Goyal founded Foodiebay which was renamed to Zomato in 2010
- Today Zomato operates in 24 countries; joined the large cap table shortly after listing

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TOP 10 WEALTH CREATORS OF 25 YRS — ALL FOUNDER DRIVEN!



Fas	stest	25 Year Price	CAGR
Inf	osys	30%	705.6x
Pic	dilite Inds	25%	264.7x
Eic	her Motors	25%	264.7x
Sh	ree Cement	25%	264.7x
Be	rger Paints	24%	216.5x
Ho	neywell Auto	24%	216.5x
Su	n Pharma	23%	176.9x
Ba	jaj Finance	23%	176.9x
M	otherson Sumi	23%	176.9x
Bri	itannia Inds	22%	144.2x

Biggest	NWC (INR b)
Reliance Industries	6,307
Hind. Unilever	4,893
Infosys	2,700
HDFC	2,475
Kotak Mahindra	2,293
ITC	1,945
Asian Paints	1,586
Nestle India	1,549
Bajaj Finance	1,162
Larsen & Toubro	998
	Reliance Industries Hind. Unilever Infosys HDFC Kotak Mahindra ITC Asian Paints Nestle India Bajaj Finance

Consistent	25 Year Price	CAGR
Kotak Mahindra	21%	117.4x
Berger Paints	24%	216.5x
HDFC	19%	77.4x
Pidilite Inds	25%	264.7x
Shree Cement	25%	264.7x
Honeywell Auto	24%	216.5x
Motherson Sumi	23%	176.9x
Asian Paints	22%	144.2x
Dabur India	20%	95.4x
Sun Pharma	23%	176.9x

NWC - Net Wealth Created

	All Round	Rank	1995-2020 Price	CAGR
•	Kotak Mahindra	1	21%	117.4x
•	Pidilite Inds	2	25%	264.7x
•	Asian Paints	3	22%	144.2x
•	Shree Cement	4	25%	264.7x
•	Berger Paints	5	24%	216.5x

All Round	Rank	1995-2020 Price	CAGR
Sun Pharma	6	23%	176.9x
HDFC	7	19%	77.4x
Bajaj Finance	8	23%	176.9x
Dabur India	9	20%	95.4x
Eicher Motors	10	25%	264.7x

Promoter Driven Companies; 10 out of 10 all rounders are "Founders"

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INSIGHTS FROM THE INVESTMENT FRAMEWORK



Criteria/Category	Promoter Driven	PSUs	MNCs	
Bottom line growth	Highest Growth rates	Underperform the promoter driven companies	Steady but lower growth than promoter driven companies	
Capital Efficiency	High Growth coupled with strong capital efficiency	Good efficiency ratios; although much lower growth	High capital efficiency	
Alignment of Interest	Promoter's skin in the game	Social priorities Low-floating market cap	Probability of agency issues	
Price Performance	Largest wealth generated	Lower than promoter driven	Steady growth in wealth	
Sector/Industries	Value-creating business areas, innovation led, intellectual property rich businesses	Natural resources, Commodities, Power and Energy necessary for the growth of the nation	Pharma, FMCG, Automobile	
Decision Making	Speedy and Dynamic	Over-regulated /bureaucratic and hence could often lack speed, tends to be rigid	Usually driven by parent company priorities	
Business Environment	Competitive environment; often results in more efficiency	Natural monopolies in many sectors they operate	Often satellite operations of parent companies abroad	
Corporate Governance	Improving with emphasis on independent professional boards	Governmental practices	Overall good governance	

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PROMOTER DRIVEN COMPANIES — DELIVERING HIGHER GROWTH IN PROFITABILITY METRICS





- Operating Profit, Top line and bottom line growth over the last 10 years has been higher for Promoter driven companies compared to PSUs and MNCs.
- Promoters are more driven to improve the margins compared to PSUs or MNCs

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PROMOTER DRIVEN COMPANIES – IMPROVING THEIR SHARE IN BROADER MARKET CAPITALIZATION



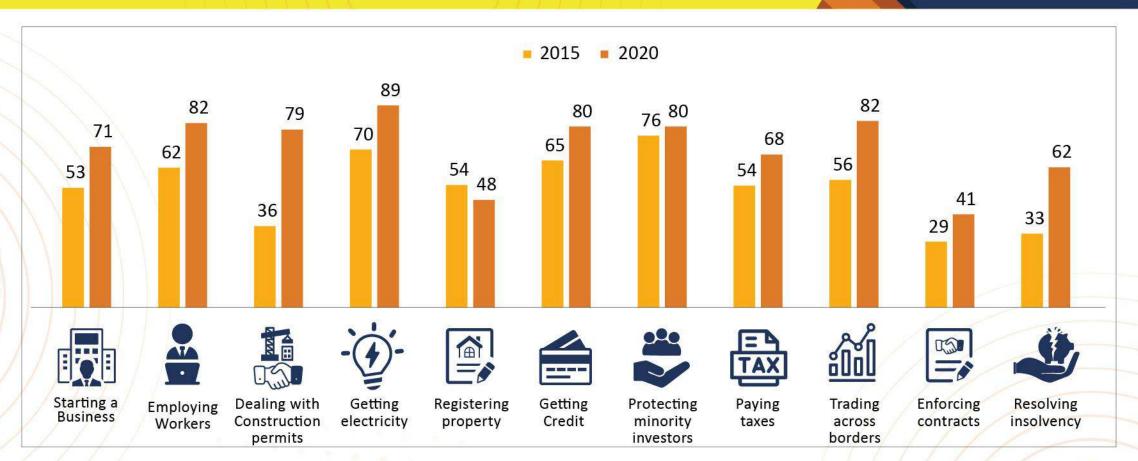
Year	2012-13	2021-22	Inference
No. of Companies in Nifty 500	306 1.1	x 322	Promoter Driven companies increased from 306 to 322 in the Nifty 500 list
% of Market Cap. (Top 500)	50% 1.4	69%	The % of promoter driven companies market cap in the list increased from 50 to ~70% in 9 years
Avg. Market Cap. (\$ Bn)	1.8 3.2	5.8	Promoter Driven companies average market cap increased 3x in 9 years in the Nifty 500 implying higher price rally

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LEAPS OF IMPROVEMENT IN EASE OF DOING BUSINESS IN INDIA



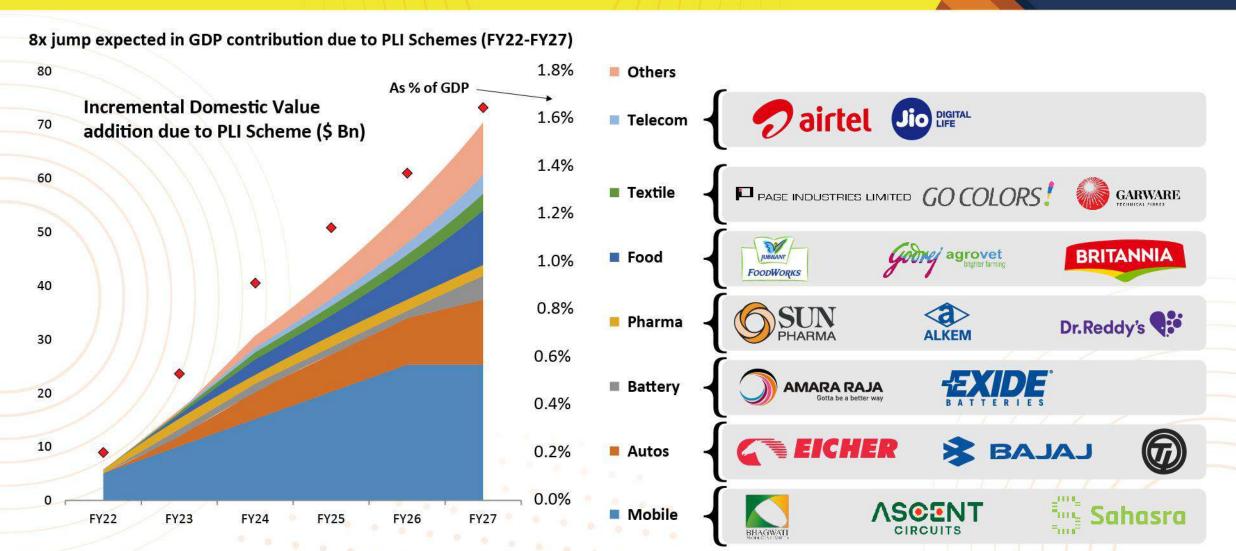
India's rank for ease of doing business improved from 142 to 62 in this period!



An improvement in score across parameter

PLI SCHEME - A GAME CHANGER IN REIGNITING PROMOTER SPIRITS





Source: Ministries/departments/state governments/private sector, RAVE, Credit Suisse and MOAMC estimates. The above stocks/graph is used to explain the concept and is for illustration purpose only and should not used for development or implementation of an investment strategy

PROMOTER HOLDING: INDIA RANKS HIGH





^{*}Government holding for China and Hong Kong

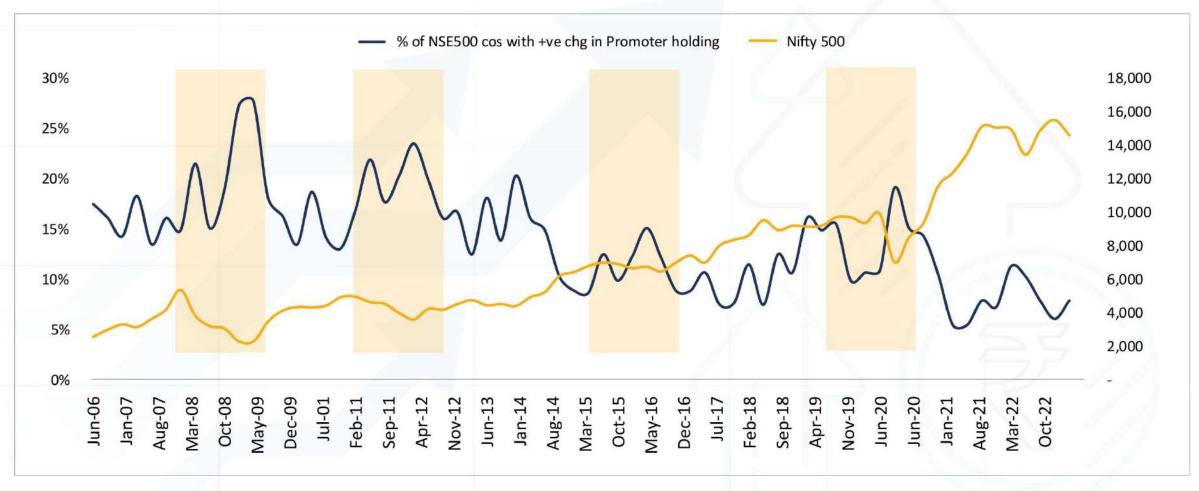
- High promoter holding is a good sign of growth and confidence
- Greater ratio of promoter to institutional holdings compared to many developed countries

Source: Ace Equity, Ambit Research, Bloomber, MOAMC Internal ResearchPromoter holding is derived as total minus float; Data as of 5th Jun'23 The stocks/sectors/graph/table mentioned herein are for explaining the concept and shall not be construed as an investment advice to any party. Past performance may or may not be sustained in future. This should not be used for development or implementation of an investment strategy.

^{*}Ex Aramco 47% (Aramco makes for 72% of country market cap; 90% held by government)

PROMOTER HOLDING: KEY MARKET INDICATOR





- Promoters increase their stake in their own company when they see value in the price
- Historically, we can see that broader market performance trails the surge in promoter holding

Source: Ace Equity, Ambit Research, Bloomberg, MOAMC Internal Research. Promoter holding is derived as total minus float; Data as of 5th Jun'23; The stocks/sectors/graph/table mentioned herein are for explaining the concept and shall not be construed as an investment advice to any party. Past performance may or may not be sustained in future. This should not be used for development or implementation of an investment strategy

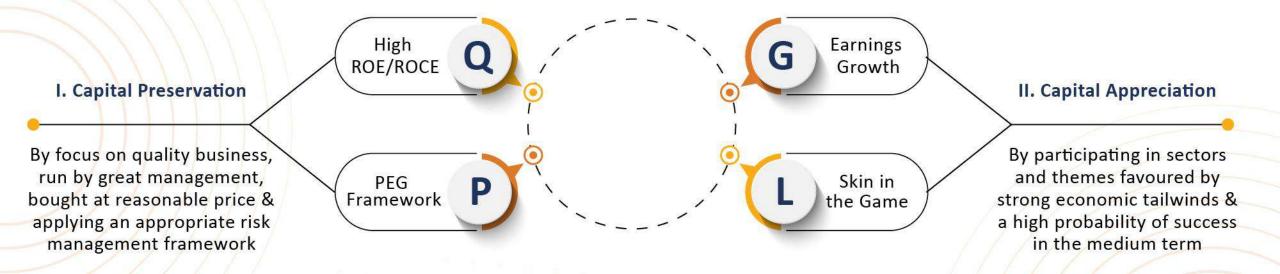




INTRODUCING MOTILAL OSWAL FOUNDERS PORTFOLIO

TWO-FOLD INVESTMENT OBJECTIVE

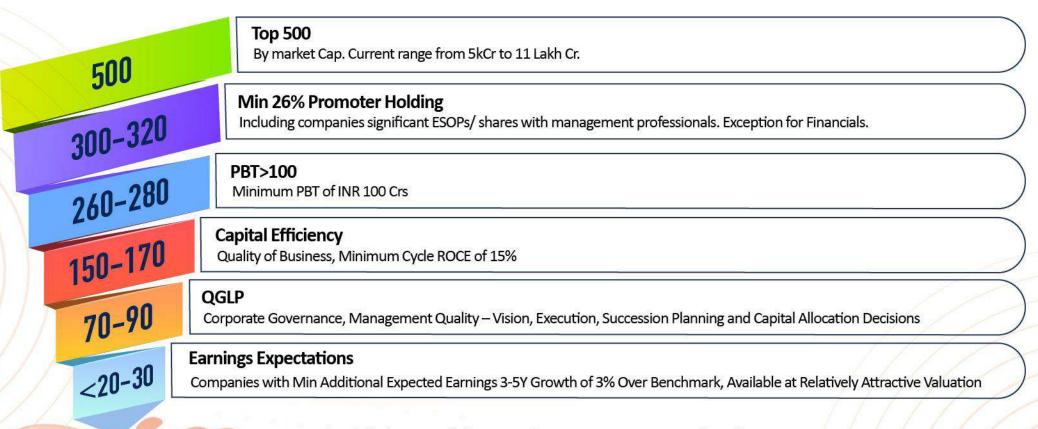




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INVESTMENT FRAMEWORK



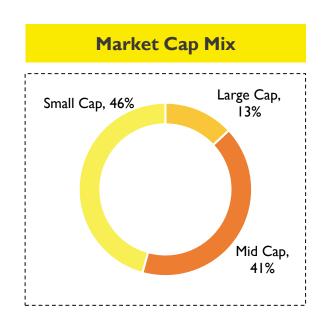


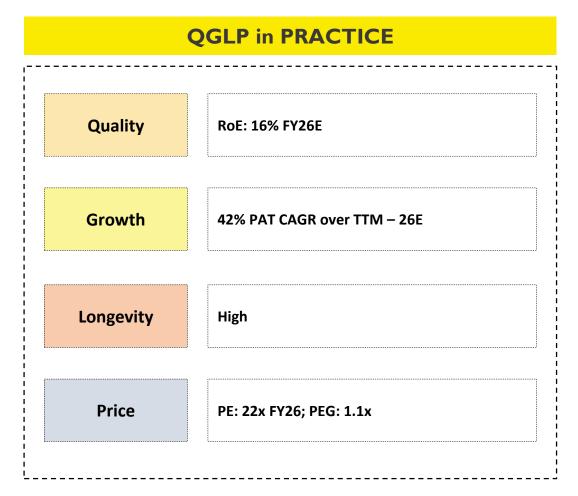
Upto 20% of the portfolio may be an exception to the above

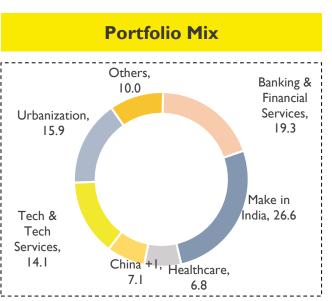
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Portfolio Snapshot





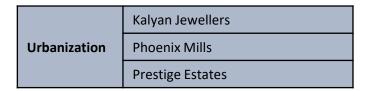


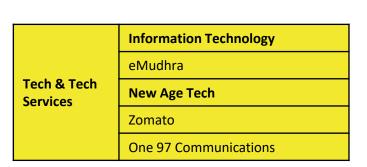


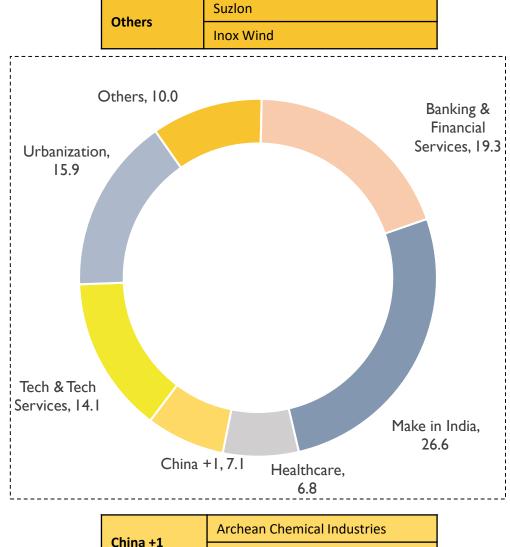
Data as on 31st January 2024; Factset Consensus Estimates. Disclaimer: The above table is an illustration of a stated example and not actual performance of any scheme, the above is for representation purpose only and should not used for development or implementation of an investment strategy. Past performance may or may not be sustained in future. Stocks may or may not be forming part of the portfolio Manager can exit said stocks without notice.. The Sectors mentioned above are used to explain the concept and is for illustration purpose only and should not be used for development or implementation of any 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.

Portfolio Mix at Glance









Gujarat Flurochemicals



	Industrials
	Amber Enterprises
	Finolex Cables
	Apar Industries
Make in India	CG Power & Industrial Solutions
iviake in india	Welspun Corp
	Engineering Auto & Auto Anc
	Tube Investments of India
	EMS
	Kaynes Technology

Healthcare	Global Health	
	Medplus Health Services	

Data as on 31-Jan, 2024. Refer to Disclaimers

Portfolio Quants

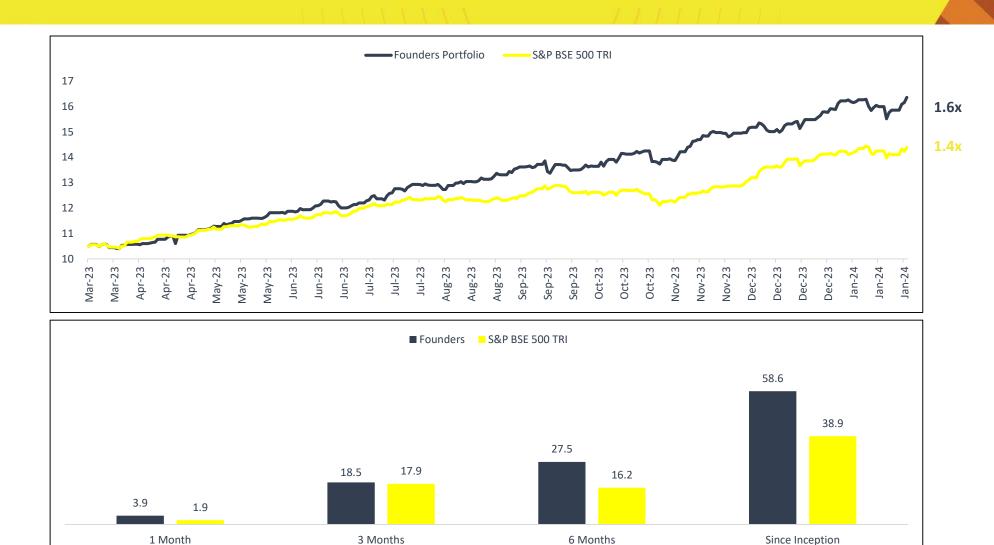




Data as of 31st January, 2024 Source: Factset Consensus Estimates. Disclaimer: The above table is an illustration of a stated example and not actual performance of any scheme. the above is for representation purpose only and should not used for development or implementation of an investment strategy. Past performance may or may not be sustained in future. Stocks may or may not be forming part of the portfolio and Portfolio Manager can exit said stocks without notice.

Portfolio Performance





One lac invested in the strategy on 16th Mar 2023 would have grown to Rs. ~1.59 lacs today against ~1.39 lacs invested in Benchmark

Founders Portfolio Inception Date: 16th Mar 2023; Data as on 31st Jan 2024; Data Source: MOAMC Internal Research; 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. For the relative performance of a particular Investment Approach to other Portfolio Managers within the selected strategy, please refer APMI website (<u>click here</u>). Under PMS Provider Name, please select Motilal Oswal Asset Management Company and select your Investment Approach have for viewing the stated disclosure. The data for the previous month is usually available on the APMI 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 trategy level. The performance may or may not be sustained in future and should not be used as a basis for comparison with other investments

FUND MANAGER AND PERFORMANCE





Abhishek Anand



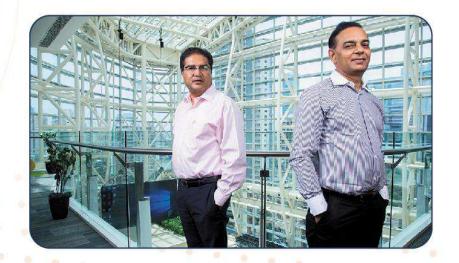
Vaibhav Agrawal

- Abhishek Anand brings 20+ years of experience in financial services/equity
- Prior to joining MOAMC, he has had a stellar career with Centrum spanning more than a decade
 starting as an analyst and up to fund manager
- He has an experience of ~10 years as a portfolio manager
- Previous Organizations: SBI Capital, Dun&Bradstreet, Centrum Wealth Management and Centrum Broking
- Vaibhav Agrawal is currently managing ~10,000Crs AUM at Motilal Oswal AMC across alternate products
- He has also managed a proprietary PMS and has over a decade in stock picking and generating index beating returns
- He has worked as a ratings analyst at CRISIL and investment analyst at Motilal Oswal AMC
- He holds a bachelors in Computer Science from the University of Pennsylvania and an MBA from London Business School

THE "FOUNDERS" OF MOTILAL OSWAL GROUP



- From 2 people to 10,000+ members and Rs 110 billion group, MOFSL was founded in 1987 as a small sub-broking unit
- Focus on customer-first attitude, ethical and transparent business practices, respect for professionalism, research-based value investing and implementation of cutting-edge technology have enabled us to blossom into an over 8000 member team.
- Well-diversified, financial services company offering a range of financial products and services.
- Focus on wealth creation for all its customers, such as institutional clients, HNWIs and retail customers.
- Network spread over 550 cities comprising 2,500+ business locations operated by our business partners and us with 3.2 mn+ total registered customers as of September, 2022
- Market Cap of 10,226 Cr, Revenue of over 4,200 Cr





HI-QUALITY HI-GROWTH BENEFIT FROM BOTH

MOSSEAS OF

Motilal Oswal's investing process builds Hi-Quality & Hi-Growth portfolios.

Our process. Your success.

THINK EQUITY
THINK MOTILAL OSWAL



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THANK YOU



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