



Wealth management...a fresh perspective

Portfolio Management Service of:

Motilal Oswal Asset Management Company Limited

Name of the Strategy:

- 1) Value Strategy**
- 2) The Next Trillion Dollar Opportunity (NTDOP)**

I. VALUE STRATEGY

Date of Inception: 24/03/2003

Portfolio Manager:

Taher Badshah, Senior Vice President & Co- Head Equities

- 18 years of rich experience in fund management and investment research.x
- Past Experience – Head Research - Motilal Oswal, PM - ICICI Prudential Asset Management
- Last assignment was with Kotak Mahindra Investment Advisors as a fund manager – Offshore equity assets till 2010
- B.E. in Electronics & Masters in Management Studies (Finance)

Manish Sonthalia, VP & Fund Manager

- 17 Years Experience in Equity Research, Fund Management
- Qualifications – FCA, ICWAI, CS, MBA
- Past Experience : He has been Vice President – Equity Strategy at Motilal Oswal
- Fund Manager with PMS since 2006

PMS Category: Equity

Strategy Objective: The Strategy aims to benefit from the long term compounding effect on investments done in good businesses, run by great business managers for superior wealth creation



Brief description: Buy undervalued stock and sell overvalued stock, irrespective of Index movements.

Style of Investment: Fundamental

Assets under management: Total INR 1050 Crores and Under the Flagship Strategy INR 1050 Crores

Benchmark: SP & CNX Nifty

Value PMS				
Point to Point Returns NAV				
Period	From	To	Value PMS	Nifty
1 Month	31-Dec-12	31-Jan-13	-2.40	2.20
3 Months	31-Oct-12	31-Jan-13	2.89	7.39
6 Months	31-Jul-12	31-Jan-13	7.11	15.41
1 Year	31-Jan-12	31-Jan-13	12.85	16.07
2 Year	31-Jan-11	31-Jan-13	8.12	4.69
3 Year	29-Jan-10	31-Jan-13	10.00	7.30
4 Year	30-Jan-09	31-Jan-13	22.14	20.34
5 Year	31-Jan-08	31-Jan-13	6.88	3.27
Since Inception	24-Mar-03	31-Jan-13	27.31	19.82

Top 5 holdings and weightage:

Scrip Name	Sector	(%) of Market value
HDFC Bank Ltd.	Banking & Finance	12.29
Bosch Ltd.	Auto & Auto Ancillaries	11.14
State Bank Of India	Banking & Finance	9.91
Nestle India Ltd.	FMCG	9.66
Housing Development Finance Corporation Ltd.	Banking & Finance	7.99

Top 5 sectors (if applicable) and weightage:

Sector Allocation	(%)
Banking & Finance	30.18
Auto & Auto Ancillaries	21.74
Infotech	13.05
Pharmaceuticals	10.34
FMCG	9.66

Minimum Amount: INR 25 Lacs

Fee structure: 1) Fixed Fee Model

- a) Upfront Fee-1%,
- b) Fixed Management Fee Based on AUM
 - a. INR 25 Lacs to < INR 100 Lacs-2.5% per annum
 - b. INR 100 Lacs & Above-2.25% per annum

2) Variable Fee

- a) Upfront Fee-1%,
- b) Fixed Management Fee Based on AUM
 - a. INR 25 Lacs to < INR 100 Lacs-2.5% per annum
 - b. INR 100 Lacs & Above-2.25% per annum
- c) Performance Based Management Fees – 10% profit sharing on High Watermarking Basis

Exit Load: between 0 -12 months – 2%; 13-24 Months- 1%; after 24 months & above - Nil

What is unique about the service (not more than 50 words):

Focus on Return on Net Worth: • Companies which are likely to earn 20-25 % on its net worth going forward.

- **Margin of safety:** To purchase a piece of great business at a fraction of its true value.
- **Balance between growth and value:** The focus is on buying undervalued companies and Buying stable earnings / cash flows in reasonably priced assets
- **Long-term investment View:** Strongly believe that “Money is made by investing for the long term”
- **Bottom up Approach:** To identify potential long-term wealth creators by focusing on individual companies and their management bandwidth.
- **Focused Strategy Construct:** The strategy should not consist of more than 15-20 stocks



II. The Next Trillion Dollar Opportunity (NTDOP)

Portfolio Manager:

Manish Sonthalia, VP & Fund Manager

- 17 Years Experience in Equity Research, Fund Management
- Qualifications – FCA, ICWAI, CS, MBA
- Past Experience : He has been Vice President – Equity Strategy at Motilal Oswal
- Fund Manager with PMS since 2006

Date of Inception: 11/12/2007

PMS Category: Equity

Strategy Objective: The Strategy aims to deliver superior returns by investing in focused themes which are part of the Next Trillion Dollar GDP growth opportunity. It aims to predominantly invest in Small & Mid Cap stocks with a focus on Identifying Emerging Stocks/Sectors.

Brief description: Invest in high growth companies at reasonable price / value and Focus on Identifying Emerging Stocks / Sectors

Style of Investment: Fundamental

Assets under management: Total INR 120 Crores and Under the Flagship Strategy INR 1050 Crores.

Benchmark: CNX Midcap

TDOP Portfolio				
Point to Point Returns (NAV Return)				
Period	From	To	TDOP Portfolio	CNX MIDCAP
1 Month	31-Dec-12	31-Jan-13	-0.21	-1.66
3 Months	31-Oct-12	31-Jan-13	7.64	7.74
6 Months	31-Jul-12	31-Jan-13	20.30	16.67
1 Year	31-Jan-12	31-Jan-13	35.45	17.79
2 Year	31-Jan-11	31-Jan-13	18.70	2.74
3 Year	29-Jan-10	31-Jan-13	16.78	5.10
5 Year	31-Jan-08	31-Jan-13	12.04	2.73
Since Inception *	11-Dec-07	31-Jan-13	10.19	-0.70

Top 5 holdings and weightage:

Scrip Name	Sector	(%) of Market value
Page Industries Ltd.	Textiles	13.87
Bosch Ltd.	Auto & Auto Ancillaries	8.41
Eicher Motors Ltd.	Auto & Auto Ancillaries	7.94
J&k Bank	Banking & Finance	7.80
GlaxoSmithkline Consumer Healthcare Ltd.	FMCG	7.48

Top 5 sectors and weightage:

Sector Allocation	(%)
Banking & Finance	24.36
Auto & Auto Ancillaries	16.35
Textiles	13.87
FMCG	10.79
Chemicals	8.74



Minimum Amount: INR 25 Lacs

Fee structure: 1) Fixed Fee Model

- c) Upfront Fee-1%,
- d) Fixed Management Fee Based on AUM
 - a. INR 25 Lacs to < INR 100 Lacs-2.5% per annum
 - b. INR 100 Lacs & Above-2.25% per annum

2) Variable Fee

- d) Upfront Fee-1%,
- e) Fixed Management Fee Based on AUM
 - a. INR 25 Lacs to < INR 100 Lacs-2.5% per annum
 - b. INR 100 Lacs & Above-2.25% per annum
- f) Performance Based Management Fees – 10% profit sharing on High Watermarking Basis

Exit Load: Between 0 -12 months – 2%; 13-24 Months- 1%; After 24 months & above - Nil

What is unique about the service:

STOCK SELECTION PROCESS

- i. Meeting with Company Management to Understand Business Dynamics
- ii. Visit companies & worksites to evaluate manufacturing Process, Quality of Fixed Assets, Ascertain Entry Barriers.
- iii. Greater Emphasis on Corporate Governance, Management Track Record, Capabilities for Scale
- iv. Look out for Turnaround Stories and Emerging Sectors Product Innovations