



Prabhudas[®]
Lilladher

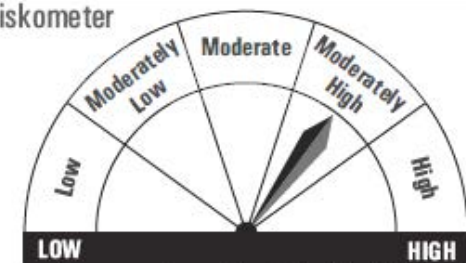
POWERING YOUR FINANCIAL GROWTH

MOTILAL OSWAL EQUITY HYBRID FUND

An open ended hybrid
scheme predominantly in
equity



Riskometer



Investors understand that their principal will be
at moderately high risk

FUND FACTS

NFO OPENS	August 24, 2018
NFO CLOSES	September 7, 2018
TYPE OF SCHEME	An open ended hybrid scheme investing predominantly in equity & equity related instruments
INVESTMENT OBJECTIVE	To generate equity linked returns by investing in a combined portfolio of equity and equity related instruments, debt, money market instruments and units issued by Real Estate Investment Trust (REITs) and Infrastructure Investment Trust (InvITs).
BENCHMARK	CRISIL Hybrid 35+65 – Aggressive TRI
FUND MANAGERS	Mr Siddharth Bothra (Equity), Mr Akash Singhanian (Equity), Mr Abhiroop Mukherjee (Debt)
PLANS & OPTIONS	Regular & Direct Plans with ONLY Growth Options
MIN. INVESTMENT AMOUNT	Rs 5,000 and in multiple of Rs 1 thereafter
EXIT LOAD	1% of the applicable NAV, if redeemed on or before 1 year from the date of allotment

INVESTMENT ALLOCATION

UNDER NORMAL MARKET CIRCUMSTANCES, THE FUND WILL FOLLOW THE BELOW ASSET ALLOCATION PATTERN:

ASSET CLASS	MINIMUM	MAXIMUM
Total Equity & Equity Related Securities (Multi Cap Portfolio with Large Cap Bias)	65%	80%
Debt, Money Market Instruments, G- Secs, Bonds, Debentures Cash & Cash at Call etc.	20%	35%
Units Issued by REITs & InvITs	0%	10%

The Scheme retains the flexibility to invest across all the securities in the equity, debt and Money Markets Instruments as per investment objectives of the Scheme and as per the SEBI Regulations

INVESTMENT STRATEGY

BOTTOM-UP APPROACH TO STOCK PICKING

When picking stocks, the fund manager will follow an active investment style using bottom-up stock picking. The primary focus will be on high quality management & having sustainable and scalable business models

PROPRIETARY QGLP MODEL TO IDENTIFY STOCK IDEAS

The fund will employ a proprietary model QGLP (Quality, Growth, Longevity & Price) as the key evaluation parameters. Quality denotes the quality of business and management. Growth focuses on the earning growth and sustained ROE. Longevity refers to the sustainability of the competitive advantage or business moat. Price denotes the fair price and valuation for the business.

MAINTAINS A FOCUSED AND HIGH CONVICTION PORTFOLIO

The fund managers will seek high conviction stock ideas, restricting its portfolio to 25-30 stocks, from across market-capitalization levels/sectors. Given the current market environment, the fund will maintain a multi cap portfolio with a large cap bias.

HIGH QUALITY AND LOW DURATION DEBT INVESTMENTS

On the debt side, the fund will invest in government securities, high quality corporate debt and other high quality & short duration accrual instruments with average maturity less than equal to 12 months to protect the portfolio downside during market downturn.

FUND SUITABILITY & ATTRIBUTES

- The fund is suitable for moderate-to-high risk investors with an investment horizon of 1-3 years or more
- The active asset allocation of equity and debt helps negotiate the ups and downs of the market
- The periodic rebalancing of the fund helps to lower the overall risk of the portfolio thus making the fund risk-efficient and tax-efficient as well
- Through active asset allocation, the fund aims to limit the impact of potential losses from market downturns
- Investors can opt for a Cash Flow Plan, through which they can redeem a fixed percentage (7.5%, 10% or 12% p.a.) of the original investment value at a predefined frequency (monthly, quarterly or annually). Unlike dividends, the investor can decide the amount of monthly cashflow and frequency of withdrawal. This is tax-efficient as well.

ABOUT THE FUND MANAGERS

Mr Siddharth Bothra (Equity), Mr Akash Singhanian (Equity), & Mr Abhiroop Mukherjee (Debt) are the fund managers

Mr Siddharth Bothra has over 17 years of experience in the fund management and investment research. Prior to joining Motilal Oswal AMC, he had an extensive stint with Motilal Oswal Securities Ltd. as senior analyst in the institutional equities division covering various sectors. During his stint with Motilal Oswal Securities, Mr. Bothra won various recognition such as: ZEE Business TV - India's Best Analyst Awards 2009 Infrastructure, ET Reuters Starmine Awards No.1 Earnings Estimator 2009 Real Estate & No. 2 Stock Picker 2010 Real Estate. He is a B.Com (Honors), MBA from Indian School of Business, Hyderabad and MBA International Student Exchange NYU Stern School of Business (New York). He also manages Motilal Oswal Focused 25 Fund.

Mr Akash Singhanian has overall 13 years of experience and more than 11 years of experience in fund management. Prior to joining MOAMC, he was associated with DHFL Pramerica AMC as Deputy CIO Equities, Deutsche AMC - DWS Mutual Fund as Head of Equities & ICICI Prudential AMC as Senior Analyst – PMS. By qualification he is a CA, CS and PGDM – IIM, Lucknow. He is also the fund manager of Motilal Oswal Midcap 30 Fund.

Mr Abhiroop Mukherjee has over 10 years of experience in the Fixed Income Securities trading and fund management. He has earlier worked with PNB GILTS as a WDM Dealer for the period 2007-2011. Other funds managed by him are Motilal Oswal Ultra Short Term Fund. He is also the Fund manager for the debt component of Motilal Oswal Midcap 30 Fund, Motilal Oswal Focused 25 Fund, Motilal Oswal Multicap 35 Fund, Motilal Oswal Dynamic Fund and Motilal Oswal Long Term Equity Fund.

FUND MANAGER PERFORMANCE

Mr Singhania has been successful in negotiating the market since the time he took over in the past one year

The fund managed by Mr Bothra has trailed the benchmark in the 6-month & 1-year period

The fund managed by Mr Mukherjee has trailed the benchmark across different periods

Fund Manager: Siddharth Bothra		AUM (Cr.)	Return				
Scheme Name	Managing Since	Latest	6 Months	1 Year	3 Years	5 Years	Benchmark
Motilal Oswal Focused 25 Fund-Reg(G)	Nov-2016	1,170.53	5.77	9.22	12.02	21.10	NIFTY 50 - TRI
Benchmark							
NIFTY 50 - TRI			11.89	20.23	15.22	18.66	

Fund Manager: Akash Singhania		AUM (Cr.)	Return				
Scheme Name	Managing Since	Latest	6 Months	1 Year	3 Years	5 Years	Benchmark
Motilal Oswal Midcap 30 Fund-Reg(G)	Aug-2017	1,338.39	11.17	12.57	10.97		Nifty Midcap 100 - TRI
Benchmark							
Nifty Midcap 100 - TRI			1.07	11.23	16.04	26.25	

Fund Manager: Abhiroop Mukherjee		AUM (Cr.)	Return				
Scheme Name	Managing Since	Latest	6 Months	1 Year	3 Years	5 Years	Benchmark
Motilal Oswal Ultra Short Term Fund-Reg(G)	Sep-2013	980.24	3.23	5.94	6.05		Crisil Liquid Fund Index
Benchmark							
Crisil Liquid Fund Index			3.73	7.12	7.22	8.07	

* Data as on August 27, 2018. Source: ACE MF, PL Mutual Fund Desk

CONTACT US

THE MUTUAL FUND DESK
Prabhudas Lilladher Pvt. Ltd.
3rd Floor, Sadhana House,
570, P. B. Marg, Behind Mahindra Tower,
Worli, Mumbai - 400018. India.
T: +91 22 6632 2222 | F: +91 22 6632 2229
E: mfss@plindia.com

www.plindia.com
www.plindia.com/blog

To Invest in Sundaram Services Fund, kindly get in touch with
Deepak Chellani (Product Head) – 022 - 6632 2285
or mail us at **MFSS@plindia.com**

DISCLAIMER:

Mutual Funds are subject to market risks, please read all scheme related documents carefully.

Disclaimer

This document has been prepared by PL and is meant for sole use by the recipient and not for circulation. The returns mentioned in this document are compiled based on simulation carried out on historical price data and not based on actual data. The information and opinions contained herein have been compiled or arrived at, based upon information obtained in good faith from sources believed to be reliable. Such information has not been independently verified and no guaranty, representation of warranty, express or implied, is made as to its accuracy, completeness or correctness. All such information and opinions are subject to change without notice. This document is for information purposes only. The document should not be construed as an offer or solicitation of an offer, to buy or sell any securities or other financial instruments.

Neither PL nor any of its affiliates, its directors or its employees accepts any responsibility of whatsoever nature for the information, statements and opinion given, made available or expressed herein or for any omission therein. Recipients of this document should be aware that past performance is not necessarily a guide to future performance and value of investments can go down as well. The suitability or otherwise of any investments will depend upon the recipient's particular circumstances and, in case of doubt, advice should be sought from an independent expert/advisor.