

BUY RIGHT : SIT TIGHT

Buying quality companies and riding their growth cycle



THINK EQUITY
THINK MOTILAL OSWAL

MOTILAL OSWAL
ASSET MANAGEMENT

BUY RIGHT
SIT TIGHT

Motilal Oswal Asset Management Company (MOAMC) is one of India's fastest growing asset management companies.

With a focus on equity investing and equity investment expertise inherited from over 30 years of capital markets experience of our sponsors Motilal Oswal Securities Ltd., we have created a single investing philosophy be it Mutual Fund (MF) or Portfolio Management Services (PMS).

Like our investing philosophy, our product basket is also focused with concentrated 'buy and hold' PMS Strategies and Mutual Fund schemes in the Large Cap, Midcap and Multicap space respectively.

Our Value Strategy is one of the longest running products in PMS with a track record of 14 years. And our MF offerings come with unique features such as “Low Churn” and “Focused” portfolios.

With an investment management team of 21; we aim to be seen as an investment management house focused on wholesaling through marquee distribution platforms and strong relationships, backed by performance track record.

BUY RIGHT SIT TIGHT

Our Investment Philosophy

At Motilal Oswal Asset Management Company (MOAMC), our investment philosophy is centered on two critical pillars of equity investing – 'Buy Right: Sit Tight'. 'Buy Right' means buying quality companies at a reasonable price and 'Sit Tight' means staying invested in them for a long time to realise the full growth potential of the stocks.

Process2Performance

Value Strategy

Inception Date: 24 Mar 2003

Delivered an annualized return of 23.63% since inception as against 16.71% by Nifty 50 Index

Delivered an annualized return of 17.96% since inception as against 5.73% by Nifty 500 Index

NTDOP Strategy

Inception Date: 11 Dec 2007

IOP Strategy

Inception Date: 11 Feb 2010

Delivered an annualized return of 14.43% since inception as against 9.06% by Nifty Smallcap 100 Index

Delivered an annualized return of 15.93% since inception as against 13.49% by Nifty 50 TRI

MOF25

Inception Date: 13 May 2013

MOF30

Inception Date: 24 Feb 2014

Delivered an annualized return of 23.71% since inception as against 23.23% by Nifty Midcap 100 TRI

Delivered an annualized return of 25.62% since inception as against 15.26% by Nifty 500 TRI

MOF35

Inception Date: 28 Apr 2014

MOFLTE

Inception Date: 21 Jan 2015

Delivered an annualized return of 17.76% since inception as against 8.99% by Nifty 500 TRI

Delivered an annualized return of 11.06% since inception as against 10.46% by CRISIL Hybrid 35 + 65 - Aggressive TRI

MOFDYNAMIC

Inception Date: 27 Sep 2016

Data as on Jun 30, 2018

Past performance may or may not be sustained in future.

For detailed performance tables, please refer page no. 11 to 16 for Mutual Fund Schemes and 18 to 20 for Strategies of Portfolio Management Services

BUY RIGHT

How do we 'Buy Right' ?

Over the last 22 years, our chairman, Raamdeo Agrawal (one of India's foremost value investors) has been analyzing the Indian equity market to come up with investing insights in the form of the Annual Motilal Oswal Wealth Creation Study. The learnings from all these studies have helped us evolve a unique and focused investing process - 'QGLP'.

Every stock we buy in our Mutual Fund Schemes or PMS Strategies is based on our QGLP parameters.



for QUALITY

'Quality' denotes quality of the business and management



for GROWTH

'Growth' denotes growth in earnings and sustained RoE



for LONGEVITY

'Longevity' denotes longevity of the competitive advantage or economic moat of the business



for PRICE

'Price' denotes our approach of buying a good business for a fair price rather than buying a fair business for a good price

Performance of QGLP stocks

Here are a few more examples that show how QGLP stocks have fared in terms of compounded annual growth return (CAGR) over the last 20 years or since listing; whichever is later.

Company Name	CAGR %
Eicher Motors Ltd.	59.06
Berger Paints Ltd.	35.32
Pidilite Industries Ltd.	32.24
Asian Paints Ltd.	27.08
HDFC Bank Ltd.	26.45

The given stocks are part of portfolio. The Stocks mentioned above are used to explain the concept and are for illustration purpose only and should not be used for development or implementation of an investment strategy. It shall not be constitute as an advice, an offer to sell/purchase or as an invitation or solicitation to do so for any securities. The statements made 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. Past performance may or may not be sustained in future. Source: Bloomberg Consensus & Internal Research

Data as on Jun 30th, 2018

SIT TIGHT

How do we 'Sit Tight' ?

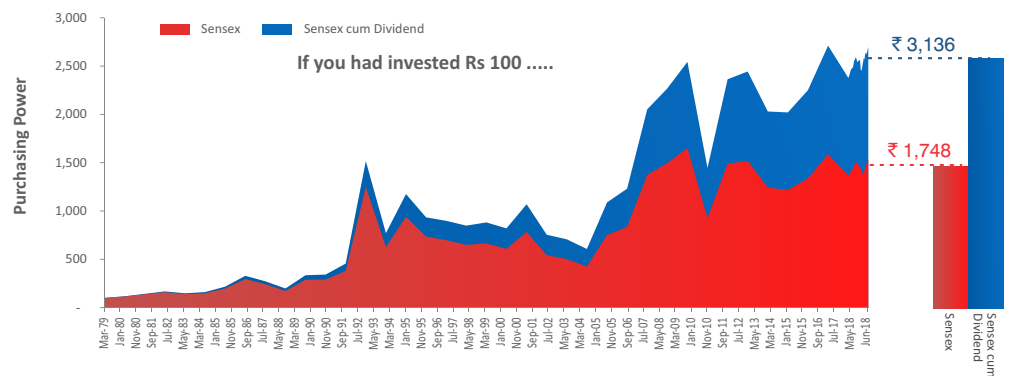
While Buying Right is all about following a process, Sitting Tight on a good buy requires Focus & Discipline.

Buy and Hold: We believe in focused stock portfolios and are strictly buy and hold investors and believe that while picking the right business needs skill; 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 as over-diversification results in diluting returns for our investors and adding market risk.

Buy & Hold

If you had invested ₹ 100 in the Sensex in 1979, your investment would have multiplied to ₹ 3,136 with dividend and to ₹ 1,748 without dividend.

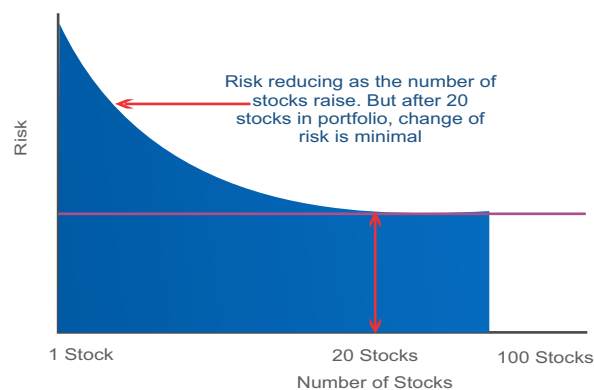


Source: Bloomberg | Data as on Jun 30, 2018

The graph above is used to explain the concept and is for illustration purpose only and should not be used for development or implementation of an investment strategy. It should not be construed as investment advice to any party. The above figures are inflation adjusted.

Focused Portfolio

Diversification beyond your control becomes unmanageable and adds no value to your portfolio. Over diversification can impact the overall performance of your portfolio. As in case of most portfolios, the top 5 good quality stocks contribute 80% of overall performance of your portfolio while the rest 20% is contributed by bad quality stocks.





Quality

"Great companies to invest are like wonderful castles, surrounded by deep, dangerous moats where the leader inside is an honest and decent person. Preferably, the castle gets its strength from the genius inside; the moat is permanent and acts as a powerful deterrent to those considering an attack; and inside, the leader makes gold but doesn't keep it all for himself."

$$Q = \text{Quality of business} \times \text{Quality of management}$$

There are two aspects to Q: (1) Quality of business and (2) Quality of management. The relationship between the two is multiplicative and not additive. Thus, if one of the aspects is zero, Q will be equal to zero, no matter how high the other.

Quality is a subjective concept, and yet there are several objective indicators of the same, as listed below:

Q INDICATORS

Quality of Business

- Large profit pool
- Economic Moat i.e. sustained competitive advantage reflected in return ratios (RoE, RoCE) higher than cost of capital and also those of peers
- Favourable competitive structure like monopoly or oligopoly
- Secular and stable business, preferably consumer facing
- Positive demand-supply situation

Quality of Management

- Competence
 - Sound business strategy
 - Excellence in execution
 - Rational dividend payout policy
- Integrity
 - Honest and transparent
 - Concern for all stakeholders
- Growth mindset
 - Long-range profit outlook
 - Efficient capital allocation, including growth by acquisitions



Growth

"Growth creates value only when it takes place within the limits of a strong and sustainable company franchise, and these are rare."

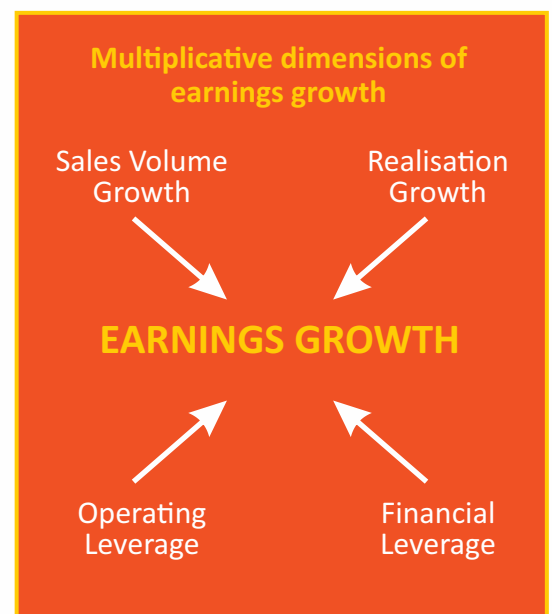
G = **Growth in earnings**

In investing, there are two dimensions of growth: (1) Earnings growth and (2) Valuation growth. The G of QGLP addresses earnings growth, whereas the P(rice) takes care of the Valuation growth.

Earnings growth by itself doesn't mean much. It adds value only when the company earns returns on capital higher than the cost of capital. Hence, growth is simply an amplifier: good when returns exceed the cost of capital, bad when returns are below the cost of capital, and neutral when returns equal the cost of capital.

In the final analysis, G (i.e. earnings growth in a company) is a quantitative reflection of Q (i.e. quality of business and management). G has four dimensions:

1. **Volume growth** - a function of demand growth matched by company's capacity to supply
2. **Price growth** - a function of company's pricing power, which in turn is a function of the competitive landscape
3. **Operating leverage** - a function of the company's operating cost structure. Higher the fixed cost, lower the unit cost incidence and higher the operating leverage
4. **Financial Leverage** - a function of capital structure. Higher the debt-equity, higher the financial leverage and vice versa



Longevity

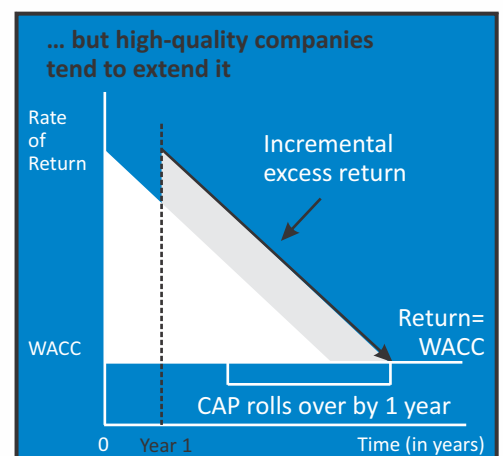
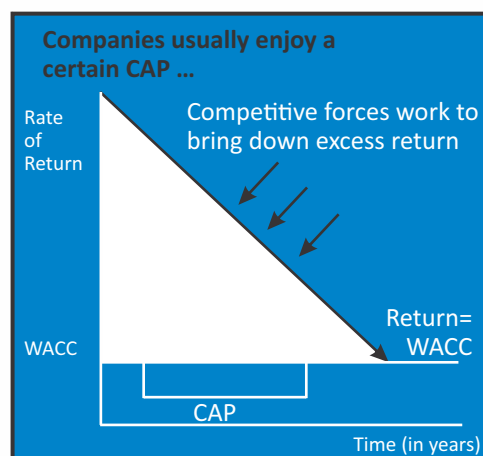
"We like great companies with dominant positions, whose franchise is hard to duplicate and has tremendous staying power or some permanence to it."

L = Longevity of quality and growth

Having established the present quality and earnings growth of the company, the next challenge to investors is assessing how long it can sustain both. In the context of longevity, competence of management is tested at two levels:

- (1) Extending CAP (i.e. Competitive Advantage Period), and
- (2) Delaying growth slowdown.

Extending CAP: Competitive Advantage Period (CAP) is the time during which a company generates returns on investment that exceed its cost of capital. Competition eventually drives down returns to cost of capital, and sometimes even below it. However, a company with a great business and great management keeps extending its CAP, sustaining high return both for itself and its equity investors.



WACC is the Weighted Average Cost of Capital

Delaying growth slowdown: Competent managements can delay growth slowdown by

- (1) new streams of organic growth, and/or
- (2) inorganic growth via judicious acquisitions.

P

Price

"In the Bible, it says that love covers a multitude of sins. Well, in the investing field, price covers a multitude of mistakes. For human beings, there is no substitute for love. For investing there is no substitute for paying the right price – absolutely none."

P = Price (i.e. Favourable valuation)

Growth in stock price is a multiplicative function of growth in earnings and growth in valuation. The simplest way to improve the odds of valuation growth is by ensuring favourable purchase price.

The price of a stock has to be seen in conjunction with the value it offers. Price is what we pay; value is what we get. Therefore, stock prices are attractive only when they are less than the value perceived in the stock.

A simple rule of thumb of favourable purchase price is low P/E, preferably single-digit. However, in certain situations, low P/E may not be the sole determinant of favourable price e.g. during bottom-of-the-cycle, earnings of cyclical stocks are depressed leading to high P/Es; likewise, where companies are expected to turn from loss to profit, current P/E cannot be calculated.

Few other measures of favourable purchase price

- Discount to historical valuation bands – P/E, Price/Book
- PEG Ratio (i.e. P/E ÷ Earnings growth; the lower the better)
- Discount to DCF value (Discounted Cash Flow) or Replacement cost
- Low Payback ratio (i.e. Market cap / Expected profits of next 5 years)
- High dividend yield
- Absolute market cap relative to the size of opportunity

MUTUAL FUNDS

For whom: Our equity expertise can be accessed by individual investors with an approach to long term savings through our Mutual Fund products for as low as Rs. 500 through a systematic investment plan (SIP).

Benefits: Our Mutual Fund Schemes pass through a rigorous investment process with an aim to deliver consistent performance. Investments in the Schemes can also be conveniently done online. As an investment house, since we have only one investment philosophy, we aim to keep life simple for us and our investors by having a focused menu of equity funds – one large cap, one midcap, one multicap, one tax saver fund and one dynamic fund.

Our Funds

- **Motilal Oswal Focused 25 Fund (MOF25)**
Invests in enduring wealth creators
- **Motilal Oswal Midcap 30 Fund (MOF30)**
Invests in emerging wealth creators
- **Motilal Oswal Multicap 35 Fund (MOF35)**
Invests in emerging and enduring wealth creators
- **Motilal Oswal Long Term Equity Fund (MOFLTE)**
Lock in fund that invests in wealth creators plus saves tax
- **Motilal Oswal Dynamic Fund (MOFDYNAMIC)**
Invest in equity, derivatives, debt, money market instruments and units issued by REITs and InvITs.

Benefits of our Funds

Low Churn

Reap the full growth potential of stocks

Focused Portfolio

We do not buy more than 25-30 stocks, reducing the risk of diversification

PORTFOLIO MANAGEMENT SERVICES

For whom: Our PMS products are meant for financially savvy high net worth individuals (HNIs) who wish to utilise our expertise in building a portfolio of high quality companies or who have a large portfolio of stocks but lack the bandwidth to monitor them.

Benefits: With our Portfolio Management Services one can build an equity portfolio in the large cap and midcap segment with highly personalized service. Also, the 'Buy Right : Sit Tight' approach results in low churn in our portfolios and makes the costing of our Portfolio Management Services very attractive.

Our Strategies

- **Value Strategy**
Concentrated large cap portfolio with around 20 stocks
- **Next Trillion Dollar Opportunity Strategy**
Concentrated Diversified portfolio with around 25 stocks
- **India Opportunity Portfolio Strategy**
Concentrated Small & Mid cap portfolio with around 20 stocks
- **India Opportunity Portfolio V2 Strategy**
Concentrated Small & Mid cap portfolio with around 20 stocks

Benefits of our Strategies

Low Churn

Reap the full growth potential of stocks

Focused Portfolio

We do not buy more than 25-30 stocks, reducing the risk of diversification

High Brand Recall

Widely accepted and distributed product

Segregated Portfolio

Behavior of an investor won't impact the portfolio of other investors

Track Record

One of the longest running strategies in the industry with a 15+ years track record

Transparency

Transparency in portfolio holdings, transactions and expenses

LARGE CAP FUND

Motilal Oswal Focused 25 Fund (MOF25)

- Investment Objective** : The investment objective of the Scheme is to achieve long term capital appreciation by investing in upto 25 companies with long term sustainable competitive advantage and growth potential. However, there can be no assurance or guarantee that the investment objective of the Scheme would be achieved.
- Type of Scheme** : An open ended equity scheme investing in maximum 25 stocks intending to focus on Large Cap stocks
- Category** : Focused Fund intending to invest in large cap stocks
- Benchmark** : Nifty 50 TRI
- Entry** : Nil
- Exit Load** : 1% - If redeemed on or before 1 year from the date of allotment; Nil - If redeemed after 1 year from the date of allotment

No Exit Load applies for switch between MOF25, MOF30, MOF35 & MOFDYNAMIC. No Load for switch between Options within the Scheme. Investors have option to withdraw up to 12% p.a. of original investment cost (OIC) within 1 year (from date of investment) with no exit load. If the withdrawal amount is beyond 12% p.a. of OIC, the normal exit load applies on the amount greater than 12 % p.a.

Performance*

	1 Year		3 Years		5 Years		Since Inception	
	CAGR (%)	Current Value of Investment of ₹ 10,000	CAGR (%)	Current Value of Investment of ₹ 10,000	CAGR (%)	Current Value of Investment of ₹ 10,000	CAGR (%)	Current Value of Investment of ₹ 10,000
MOF25	7.58	10,758	9.70	13,201	17.61	22,499	15.93	21,357
Nifty 50 TRI (Benchmark)	14.09	11,409	10.00	13,309	14.30	19,507	13.49	19,152
BSE Sensex (Additional benchmark)	15.96	11,596	9.90	13,275	14.37	19,572	13.79	19,415
NAV (Rs.) Per Unit (21.3568 as on 30-Jun-2018)	19.8513		16.1775		9.4924		10.0000	

*Date of inception: 13-May-2013. In case, the start/end date of the concerned period is non business date (NBD), the NAV of the previous date is considered for computation of returns. The NAV per unit shown in the table is as on the start date of the said period. Past performance may or may not be sustained in the future. Performance is for Regular Plan Growth Option. Different plans have different expense structure. This scheme is currently managed by Mr. Siddharth Bothra. He is the Fund Manager for equity component since 23-Nov-2016; Mr. Gautam Sinha Roy is the Co-Fund Manager for equity component since 26-Dec-2016 and Mr. Abhiroop Mukherjee is the Fund Manager for debt component since inception. The performance of the Schemes managed by them are on page no. 12,13,14,15 and 16.

Fund Manager

Name	Experience
Mr. Siddharth Bothra <i>Fund Manager</i>	He has a rich experience of more than 17 years in the field of research and investments. He has been managing this fund since 23-Nov-2016
Mr. Gautam Sinha Roy <i>Co-Fund Manager</i>	He has close to 15 years of experience in fund management and investment research. He has been co-managing this fund since 26-Dec-2016

SIP Performance*

	1 Year			3 Year			5 Year			Since Inception		
	Scheme	Nifty 50 TRI	BSE Sensex TRI [^]	Scheme	Nifty 50 TRI	BSE Sensex TRI [^]	Scheme	Nifty 50 TRI	BSE Sensex TRI [^]	Scheme	Nifty 50 TRI	BSE Sensex TRI [^]
Invested Amount	1,20,000			3,60,000			6,00,000			6,10,000		
Market Value	121,780	125,931	128,300	432,122	443,926	450,169	858,575	826,216	830,172	879,932	845,368	849,586
Returns (CAGR)%	2.79%	9.40%	13.23%	12.27%	14.15%	15.13%	14.34%	12.78%	12.98%	14.41%	12.81%	13.01%

[^]Also represents additional benchmark

Inception date: 13-May-2013.

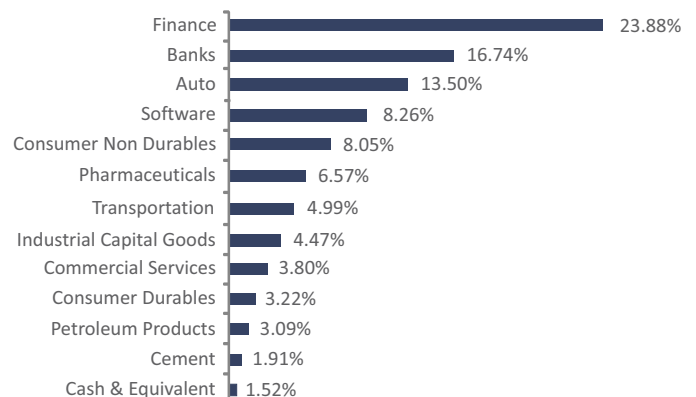
For SIP returns, monthly investment of ₹ 10,000/- invested on the 1st day of every month has been considered. Performance is for Regular Plan Growth Option. Past performance may or may not be sustained in the future.

Top 10 Holdings*

Sr. No.	Name of Instrument	% to Net Assets
1	HDFC Bank Ltd.	9.59
2	Maruti Suzuki India Ltd.	8.48
3	Kotak Mahindra Bank Ltd.	7.15
4	Housing Development Finance Corporation Ltd.	6.45
5	HDFC Standard Life Insurance Company Ltd.	5.94
6	Britannia Industries Ltd.	5.15
7	Eicher Motors Ltd.	5.02
8	ICICI Lombard General Insurance Company Ltd.	5.01
9	ABB India Ltd.	4.47
10	Tata Consultancy Services Ltd.	4.40

*Data as on Jun 30, 2018

Sector Allocation*



Industry classification as recommended by AMFI

MIDCAP FUND

Motilal Oswal Midcap 30 Fund (MOF30)

Investment Objective : The investment objective of the Scheme is to achieve long term capital appreciation by investing in a maximum of 30 quality mid-cap companies having long-term competitive advantages and potential for growth.

However, there can be no assurance or guarantee that the investment objective of the Scheme would be achieved.

Type of Scheme : Mid Cap Fund - An open ended equity scheme predominantly investing in mid cap stocks

Category : Mid Cap Fund

Benchmark : Nifty Midcap 100 TRI

Entry : Nil

Exit Load : 1% - If redeemed on or before 1 year from the date of allotment; Nil - If redeemed after 1 year from the date of allotment

No Exit Load applies for switch between MOF25, MOF30, MOF35 & MOFDYNAMIC. No Load for switch between Options within the Scheme. Investors have option to withdraw up to 12% p.a. of original investment cost (OIC) within 1 year (from date of investment) with no exit load. If the withdrawal amount is beyond 12% p.a. of OIC, the normal exit load applies on the amount greater than 12% p.a.

■ Performance*

	1 Year		3 Years		Since Inception	
	CAGR (%)	Current Value of Investment of ₹ 10,000	CAGR (%)	Current Value of Investment of ₹ 10,000	CAGR (%)	Current Value of Investment of ₹ 10,000
MOF30	1.11	10,111	7.63	12,469	23.71	25,220
Nifty Midcap 100 TRI (Benchmark)	3.57	10,357	13.13	14,481	23.23	24,800
Nifty 50 TRI (Additional Benchmark)	14.09	11,409	10.00	13,309	14.92	18,306
NAV (Rs.) Per Unit (25.2203 as on 30-Jun-2018)	24.9446		20.2265		10.0000	

Date of inception: 24-Feb-14. • Incase, the start/end date of the concerned period is non business date (NBD), the NAV of the previous date is considered for computation of returns. The NAV per unit shown in the table is as on the start date of the said period. Past performance may or may not be sustained in the future. Performance is for Regular Plan Growth option. Different plans have different expense structure. • Mr. Akash Singhania is the Fund Manager for equity component since 28-Jul-2017; Mr. Niket Shah is the Associate Fund Manager since March 1, 2018 and Mr. Abhiroop Mukherjee is the Fund Manager for debt component since 24-Feb-2014. The performance of the Schemes is the Associate Fund Manager managed by them are on page no. 11, 13, 14, and 15 • The scheme has been in existence for less than 5 years.

■ Fund Manager

Name	Experience
Mr. Akash Singhania <i>Fund Manager</i>	He has overall 13 years of experience and more than 11 years of experience in Fund management across the tenure. He has been appointed as the Fund Manager since 28-Jul-2017
Mr. Niket Shah <i>Associate Fund Manager</i>	He has been appointed as Associate Fund Manager since March 1, 2018. He has overall 9 years of experience

■ SIP Performance*

	1 Year			3 Year			Since Inception		
	Scheme	Nifty Midcap 100 TRI	Nifty 50 TRI [^]	Scheme	Nifty Midcap 100 TRI	Nifty 50 TRI [^]	Scheme	Nifty Midcap 100 TRI	Nifty 50 TRI [^]
Invested Amount	1,20,000			3,60,000			520,000		
Market Value	117,595	113,840	125,931	399,569	426,622	443,926	672,465	699,390	673,997
Returns (CAGR)%	-3.73%	-9.48%	9.40%	6.92%	11.39%	14.15%	11.89%	13.74%	11.99%

Inception date: 24-Feb-2014. [^]Also represents additional benchmark

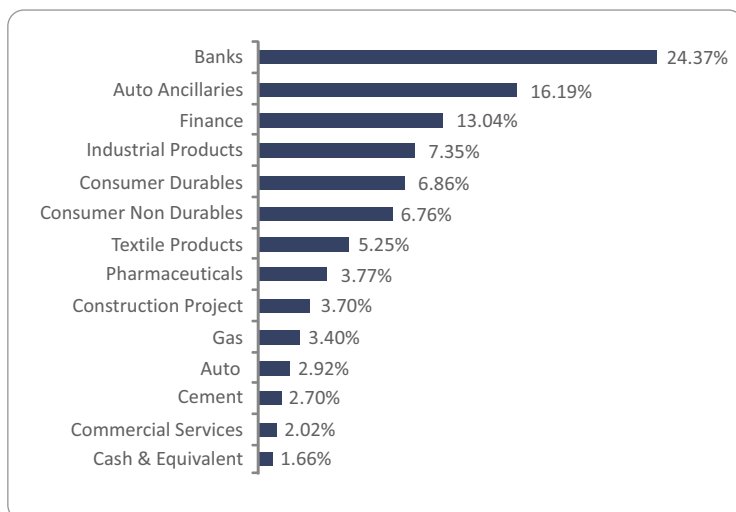
For SIP returns, monthly investment of Rs. 10000/- invested on the 1st day of every month has been considered. Performance is for Regular Plan Growth Option. Past performance may or may not be sustained in the future.

■ Top 10 Holdings*

Sr. No.	Name of Instrument	% to Net Assets
1	RBL Bank Ltd.	6.51
2	IndusInd Bank Ltd.	5.79
3	Page Industries Ltd.	5.25
4	Bajaj Finance Ltd.	4.96
5	City Union Bank Ltd.	4.50
6	Astral Poly Technik Ltd.	3.96
7	Crompton Greaves Consumer Electricals Ltd.	3.87
8	Kansai Nerolac Paints Ltd.	3.82
9	Eris Lifesciences Ltd.	3.77
10	Voltas Technik Ltd.	3.70

*Data as on Jun 30, 2018

■ Sector Allocation*



Industry classification as recommended by AMFI

MULTICAP FUND

Motilal Oswal Multicap 35 Fund (MOF35)

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.

Type of Scheme : MultiCap - An open ended equity scheme investing across large cap, mid cap, small cap stocks

Category : MultiCap

Benchmark : Nifty 500 TRI

Entry : Nil

Exit Load : 1% - If redeemed on or before 1 year from the date of allotment; Nil - If redeemed after 1 year from the date of allotment

No Exit Load applies for switch between MOF25, MOF30, MOF35 & MOFDYNAMIC. No Load for switch between Options within the Scheme. Investors have option to withdraw up to 12% p.a. of original investment cost (OIC) within 1 year (from date of investment) with no exit load. If the withdrawal amount is beyond 12% p.a. of OIC, the normal exit load applies on the amount greater than 12% p.a.

Performance*

	1 Year		3 Years		Since Inception	
	CAGR (%)	Current Value of Investment of ₹ 10,000	CAGR (%)	Current Value of Investment of ₹ 10,000	CAGR (%)	Current Value of Investment of ₹ 10,000
MOF35	8.98	10,898	13.74	14,715	25.62	25,916
Nifty 500 TRI (Benchmark)	11.30	11,130	11.27	13,775	15.26	18,092
Nifty 50 TRI (Additional Benchmark)	14.09	11,409	10.00	13,309	13.13	16,738
NAV (Rs.) Per Unit (25.9157 as on 30-Jun-2018)	23.7803		17.6113		10.0000	

Date of inception: 28-Apr-14. • In case, the start/end date of the concerned period is non business date (NBD), the NAV of the previous date is considered for computation of returns. The NAV per unit shown in the table is as on the start date of the said period. Past performance may or may not be sustained in the future. Performance is for Regular Plan Growth option. Different plans have different expense structure. • Mr. Gautam Sinha Roy is the Fund Manager for equity component since 5-May-2014; • Mr. Siddharth Bothra is the Co-Fund Manager for equity component since 23-Nov-2016, Mr. Abhiroop Mukherjee is the Fund Manager for debt component since 28-Apr-2014 and Mr. Swapnil Mayekar for Foreign Securities since 10-Aug-2015. The performance of the Schemes managed by them are on page no. 11,12,14,15 and 16 • The scheme has been in existence for less than 5 years.

Fund Manager

Name	Experience
Mr. Gautam Sinha Roy <i>Fund Manager</i>	He has close to 15 years of experience in fund management and investment research. He has been managing this fund since 5-May-2014
Mr. Siddharth Bothra <i>Co-Fund Manager</i>	He has a rich experience of more than 17 years in the field of research and investments. He has been co-managing this fund since 23-Nov-2016

SIP Performance*

	1 Year			3 Year			Since Inception		
	Scheme	Nifty 500 TRI	Nifty 50 TRI [^]	Scheme	Nifty 500 TRI	Nifty 50 TRI [^]	Scheme	Nifty 500 TRI	Nifty 50 TRI [^]
Invested Amount	120,000			360,000			500,000		
Market Value	118,689	122,002	125,931	448,333	441,726	443,926	709,730	646,587	638,686
Returns (CAGR)%	-2.04%	3.14%	9.40%	14.84%	13.80%	14.15%	17.00%	12.38%	11.78%

Inception date: 28-Apr-2014. [^]Also represents additional benchmark

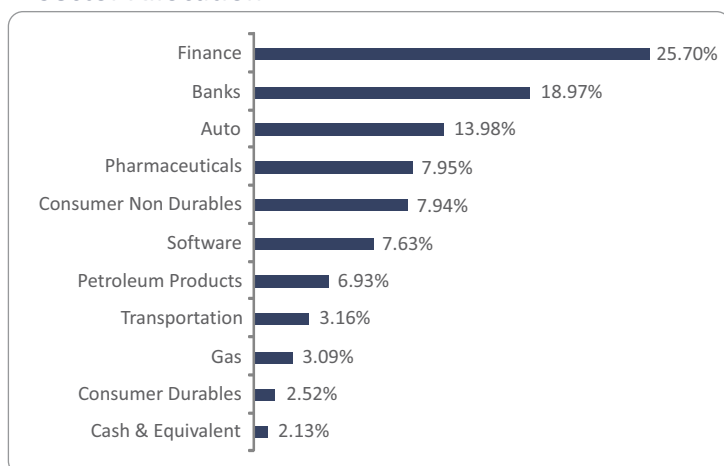
For SIP returns, monthly investment of Rs. 10000/- invested on the 1st day of every month has been considered. Performance is for Regular Plan Growth Option. Past performance may or may not be sustained in the future.

Top 10 Holdings*

Sr. No.	Name of Instrument	% to Net Assets
1	HDFCLtd.	9.54
2	HDFC Bank Ltd.	8.56
3	Maruti Suzuki India Ltd.	7.18
4	IndusInd Bank Ltd.	5.94
5	Eicher Motors Ltd.	5.00
6	Bajaj Finance Ltd.	4.97
7	Infosys Ltd.	4.50
8	United Spirits Ltd.	4.03
9	Bharat Petroleum Corporation Ltd.	3.82
10	Britannia Industries Ltd.	3.27

*Data as on Jun 30, 2018

Sector Allocation*



Industry classification as recommended by AMFI

TAX SAVER FUND

Motilal Oswal Long Term Equity Fund (MOFLTE)

Investment Objective : The investment objective of the Scheme is to generate long-term capital appreciation from a diversified portfolio of predominantly equity and equity related instruments. However, there can be no assurance or guarantee that the investment objective of the Scheme would be achieved.

Type of Scheme : An open ended equity linked saving scheme with a statutory lock in of 3 years and tax benefit

Category : ELSS

Benchmark : Nifty500 TRI

Entry : NIL

Exit : NIL

■ Performance*

	1 Year		3 Years		Since Inception	
	CAGR (%)	Current Value of Investment of ₹ 10,000	CAGR (%)	Current Value of Investment of ₹ 10,000	CAGR (%)	Current Value of Investment of ₹ 10,000
MOFLTE	9.91	10,991	16.84	15,949	17.76	17,550
Nifty 500 TRI (Benchmark)	11.30	11,130	11.27	13,775	8.99	13,446
Nifty 50 TRI (Additional Benchmark)	14.09	11,409	10.00	13,309	7.53	12,838
NAV (Rs.) Per Unit (17.5501 as on 30-Jun-2018)	15.9683		11.0040		10.0000	

"Date of inception: 21-Jan-2015. In case, the start/end date of the concerned period is non business date (NBD), the NAV of the previous date is considered for computation of returns. The NAV per unit shown in the table is as on the start date of the said period. Past performance may or may not be sustained in the future. Performance is for Regular Plan Growth Option. Different plans have different expense structure. This scheme is currently managed by Mr. Gautam Sinha Roy is the Fund Manager for equity component since inception; Mr. Siddharth Bothra is the Co-Fund Manager for equity component since 26-Dec-2016 and Mr. Abhiroop Mukherjee is the Fund Manager for debt component since inception. The performance of the Schemes managed by them are on page no. 11,12,13,15 and 16. The scheme has been in existence for less than 5 years."

■ Fund Manager

Name	Experience
Mr. Gautam Sinha Roy <i>Fund Manager</i>	He has close to 15 years of experience in fund management and investment research. He has been managing this fund since inception
Mr. Siddharth Bothra <i>Co-Fund Manager</i>	He has a rich experience of more than 17 years in the field of research and investments. He has been co-managing this fund since 26-Dec-2016

■ SIP Performance*

	1 Year			3 Year			Since Inception		
	Scheme	Nifty 500 TRI	Nifty 50 TRI [^]	Scheme	Nifty 500 TRI	Nifty 50 TRI [^]	Scheme	Nifty 500 TRI	Nifty 50 TRI [^]
Invested Amount	1,20,000			3,60,000			410,000		
Market Value	120,660	122,002	125,931	468,515	445,497	447,135	551,375	509,293	508,965
Returns (CAGR)%	1.03%	3.14%	9.40%	17.95%	14.40%	14.65%	17.66%	12.79%	12.75%

Inception date: 21-Jan-2015. [^]Also represents additional benchmark

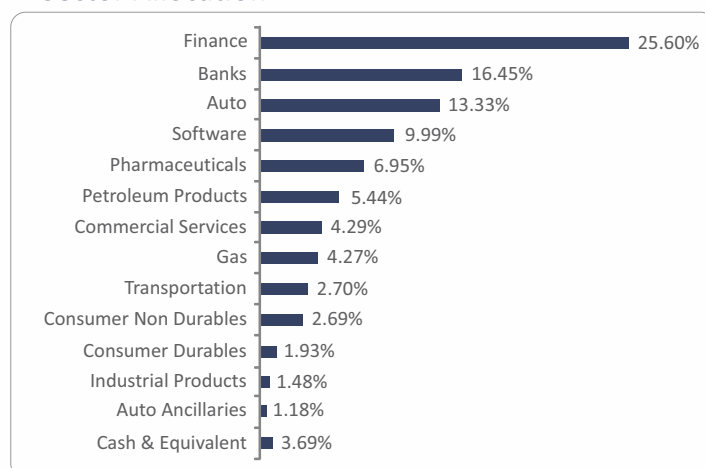
For SIP returns, monthly investment of Rs. 10000/- invested on the 1st day of every month has been considered. Performance is for Regular Plan Growth Option. Past performance may or may not be sustained in the future.

■ Top 10 Holdings*

Sr. No.	Name of Instrument	% to Net Assets
1	HDFC Ltd.	9.20
2	HDFC Bank Ltd.	9.12
3	IndusInd Bank Ltd.	7.33
4	Maruti Suzuki India Ltd.	5.67
5	Eicher Motors Ltd.	5.14
6	Infosys Ltd.	5.12
7	Tata Elxsi Ltd.	4.87
8	Qess Corp Ltd.	4.29
9	Petronet LNG Ltd.	4.27
10	ICICI Lombard General Insurance Company Ltd.	4.12

*Data as on Jun 30, 2018

■ Sector Allocation*



Industry classification as recommended by AMFI

DYNAMIC FUND

Motilal Oswal Dynamic Fund (MOFDYNAMIC)

Investment Objective : The investment objective is to generate long term capital appreciation by investing in equity and equity related instruments including equity derivatives, debt, money market instruments and units issued by REITs and INVTs.

However, there can be no assurance or guarantee that the investment objective of the Scheme would be achieved.

Type of Scheme : An open ended dynamic asset allocation fund

Category : Dynamic Asset Allocation

Benchmark : CRISIL Hybrid 35 + 65 - Aggressive TRI

Entry : Nil

Exit Load : 1% - If redeemed on or before 1 year from the date of allotment; Nil - If redeemed after 1 year from the date of allotment

No Exit Load applies for switch between MOF25, MOF30, MOF35 & MOFDYNAMIC. No Load for switch between Options within the Scheme. Investors have option to withdraw up to 12% p.a. of original investment cost (OIC) within 1 year (from date of investment) with no exit load. If the withdrawal amount is beyond 12% p.a. of OIC, the normal exit load applies on the amount greater than 12% p.a.

Fund Manager

Name	Experience
Mr. Gautam Sinha Roy - <i>Fund Manager</i>	He has close to 15 years of experience in fund management and investment research. He has been managing this fund since 23-Nov-2016
Mr. Siddharth Bothra - <i>Co-Fund Manager</i>	He has a rich experience of more than 17 years in the field of research and investments. He has been co-managing this fund since 23-Nov-2016
Mr. Abhiroop Mukherjee - <i>Fund Manager for Debt Component</i>	He has 10 years of experience in Trading Fixed Income Securities viz. G-sec, T-bills, Corporate Bonds CP, CD etc. He has been managing this fund since inception

Performance*

	1 Year		Since Inception	
	CAGR (%)	Current Value of Investment of ₹ 10,000	CAGR (%)	Current Value of Investment of ₹ 10,000
MOFDYNAMIC	6.86	10,686	11.06	12,022
CRISIL Hybrid 35 + 65 - Aggressive Index TRI (Benchmark)	8.57	10,857	10.46	11,908
Nifty 50 TRI (Additional Benchmark)	14.09	11,409	13.97	12,582
NAV (Rs.) Per Unit (12.0222 : as on 30-Jun-2018)	11.2500		10.0000	

Date of inception: 27-Sep-2016 In case, the start/end date of the concerned period is non business date (NBD), the NAV of the previous date is considered for computation of returns. The NAV per unit shown in the table is as on the start date of the said period. Past performance may or may not be sustained in the future. Performance is for Regular Plan Growth Option. Different plans have different expense structure. This scheme is currently managed by Mr. Gautam Sinha Roy. He has been managing equity component since 23-Nov-2016; Mr. Siddharth Bothra is the Co-Fund Manager for equity component since 23-Nov-2016 and Mr. Abhiroop Mukherjee is the Fund Manager for debt component since inception. The performance of the Schemes managed by them are on page no. 11,12,13,14 and 16. The scheme has been in existence for less than 3 years

TOP 10 HOLDINGS (Equity Component)*

Sr. No.	Name of Instrument	% to Net Assets
1	Bajaj Finance Ltd.	8.57
2	HDFC Ltd.	7.50
3	Maruti Suzuki India Ltd.	7.25
4	HDFC Bank Ltd.	4.63
5	United Spirits Ltd.	3.98
6	Ashok Leyland Ltd.	3.64
7	Infosys Ltd.	3.45
8	Tata Elxsi Ltd.	2.78
9	Titan Company Ltd.	2.69
10	Max Financial Services Ltd.	2.47

All the Returns shown above are of Regular Plan Growth Option

Allocation*

Sr. No.	Name of Instrument	% to Net Assets
1	Total Equity	67.26
2	Bonds and NCDs	24.61
3	Fixed Deposits	0.67
4	CBLO	2.75
5	Cash and Cash Equivalent (including Book Value of Futures)	28.04
6	Equity Derivatives	-23.33
	Total	100.00

*Data as on Jun 30, 2018

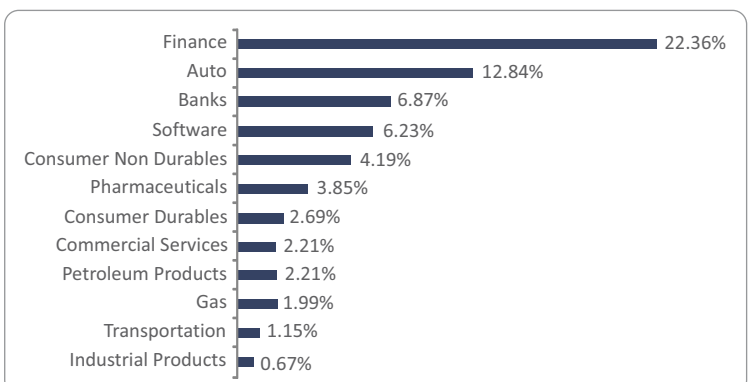
SIP Performance*

	1 Year			Since Inception		
	Scheme	CRISIL Hybrid 35 + 65 - Aggressive TRI	Nifty 50 TRI^	Scheme	CRISIL Hybrid 35 + 65 - Aggressive TRI	Nifty 50 TRI^
Invested Amount	120,000			210,000		
Market Value	121,790	122,439	125,932	226,474	227,150	237,538
Returns (CAGR)%	2.81%	3.83%	9.40%	8.57%	8.91%	14.24%

^ Also represents additional benchmark

Date of inception: 27-Sep-2016 For SIP returns, monthly investment of ₹ 10,000/- invested on the 1st day of every month has been considered. Performance is for Regular Plan Growth Option. Past performance may or may not be sustained in the future.

Sector Allocation*



Industry classification as recommended by AMFI

OTHER FUNDS

■ Motilal Oswal Ultra Short Term Fund (MOFUSTF) Performance*

	1 Year		3 Years		Since Inception	
	CAGR (%)	Current Value of Investment of ₹ 10,000	CAGR (%)	Current Value of Investment of ₹ 10,000	CAGR (%)	Current Value of Investment of ₹ 10,000
Ultra Short Term (MOFUSTF)	5.75	10,575	6.04	11,923	6.62	13,614
CRISIL Short Term Bond Fund TRI (Benchmark)	7.02	10,702	7.52	12,428	8.34	14,704
CRISIL LIQUIFEX TRI (Additional Benchmark)	6.93	10,693	7.25	12,335	8.02	14,497
NAV (Rs.) Per Unit (13.6141 : as on 30-Jun-2018)	12.8733		11.4186		10.0000	

"Date of inception: 6-Sep-13. In case, the start/end date of the concerned period is non business date (NBD), the NAV of the previous date is considered for computation of returns. The NAV per unit shown in the table is as on the start date of the said period. Past performance may or may not be sustained in the future. Performance is for Regular Plan Growth Option. Different plans have different expense structure. This scheme is currently managed by Mr. Abhiroop Mukherjee. He has been managing this fund since inception; The performance of the Schemes managed by him are on page no. 11 to 15. The scheme has been in existence for less than 5 years."

■ Motilal Oswal NASDAQ 100 ETF (MOFN100) Performance*

	1 Year		3 Years		5 Years		Since Inception	
	CAGR (%)	Current Value of Investment of ₹ 10,000	CAGR (%)	Current Value of Investment of ₹ 10,000	CAGR (%)	Current Value of Investment of ₹ 10,000	CAGR (%)	Current Value of Investment of ₹ 10,000
MOFN100	31.12	13,112	19.32	16,986	22.09	27,125	23.33	45,831
NASDAQ 100 TRI (In INR) (Benchmark)	33.78	13,378	21.44	17,908	24.07	29,398	25.22	51,195
Nifty 50 TRI (Additional Benchmark)	14.09	11,409	10.00	13,309	14.30	19,507	10.37	20,476
NAV (Rs.) Per Unit (473.1478 : as on 30-Jun-2018)	360.8388		278.5463		174.4336		103.2365	

"Date of inception: 29-Mar-11. In case, the start/end date of the concerned period is non business date (NBD), the NAV of the previous date is considered for computation of returns. The NAV per unit shown in the table is as on the start date of the said period. Past performance may or may not be sustained in the future. Performance is for Regular Plan Growth Option. Different plans have different expense structure. This scheme is currently managed by Mr. Swapnil Mayekar. He has been managing this fund since 10-Aug-2015". Other Scheme managed by him are on page 13.

Mr. Swapnil Mayekar is the fund manager of the scheme Motilal Oswal NASDAQ 100 ETF (MOFN100) & for foreign securities of the scheme, Motilal Oswal Multicap 35 Fund (MOF35).

PRODUCT LABEL

Name of the Scheme	This product is suitable for investors who are seeking*	
Motilal Oswal Focused 25 Fund (MOF25)	<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 	 <p data-bbox="1150 1301 1461 1317">Investors understand that their principal will be at Moderately High risk</p>
Motilal Oswal Midcap 30 Fund (MOF30)	<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 	
Motilal Oswal Multicap 35 Fund (MOF35)	<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. 	
Motilal Oswal Long Term Equity Fund (MOFLTE)	<ul style="list-style-type: none"> Long-term capital growth Investment predominantly in equity and equity related instruments 	
Motilal Oswal Dynamic Fund (MOFDYNAMIC)	<ul style="list-style-type: none"> Long term capital appreciation Investment in equity, derivatives and debt instruments 	
Motilal Oswal NASDAQ 100 ETF (MOFN100)	<ul style="list-style-type: none"> Return that corresponds generally to the performance of the NASDAQ 100 Index, subject to tracking error Investment in equity securities of NASDAQ 100 Index 	 <p data-bbox="1150 1715 1461 1731">Investors understand that their principal will be at High risk</p>

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

LARGE CAP STRATEGY

Value Strategy

Investment 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.

- Concentrated large cap portfolio with around 20 stocks
- One of the longest running products in the industry with a 15 years track record
- The corpus under this Strategy is over Rs. 2,590 cr as on June 30, 2018

The selection of the stocks will be based on the criteria of strategy at the time of initial ideation and investment made as per the model portfolio of the strategy

Strategy Details

Fund Manager:	Shrey Loonker
Co - Fund Manager:	Kunal Jadhvani
Strategy Type:	Open ended
Date of Inception:	24th March 2003
Benchmark:	Nifty 50 Index
Investment Horizon:	3 Years +
Subscription:	Daily
Redemption :	Daily
Valuation Point:	Daily

Top 10 Holdings

Sr. No.	Name of Instrument	% to Net Assets
1	HDFC Bank Ltd.	11.58
2	Kotak Mahindra Bank Ltd.	10.17
3	AU Small Finance Bank Ltd.	6.66
4	Bharat Petroleum Corporation Ltd.	6.44
5	Eicher Motors Ltd.	6.32
6	Bajaj Finserv Ltd.	6.25
7	Sun Pharmaceuticals Ltd.	5.66
8	Bharat Forge Ltd.	5.49
9	Larsen & Toubro Ltd.	5.43
10	HDFC Ltd.	4.82

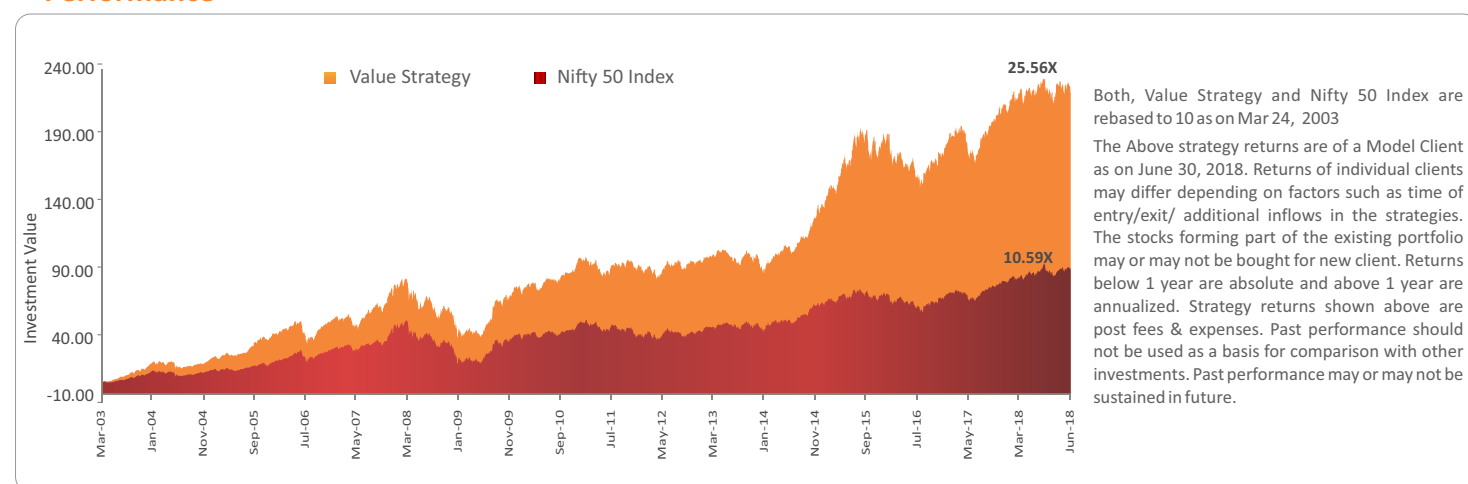
Key Portfolio Analysis

Performance Data (Since Inception)	Value Strategy	Nifty 50 Index
Standard Deviation (%)	20.59%	22.75%
Beta	0.82	1.00

Sector Allocation

Sr. No.	Sector Allocation	% Allocation
1	Banking & Finance	49.10
2	Auto & Auto Ancillaries	22.70
3	Oil & Gas	9.45
4	Pharmaceuticals	6.70
5	Engineering & Electricals	5.43

Performance



Data as on June 30, 2018

Diversified STRATEGY

Next Trillion Dollar Opportunity Strategy (NTDOP)

Investment objective:

The Strategy aims to deliver superior returns by investing in stocks from sectors that can benefit from the Next Trillion Dollar GDP growth.

It aims to pre-dominantly invest in diversified stocks with a focus on identifying potential winners that would participate in successive phases of GDP growth.

- Concentrated Diversified portfolio with around 25 stocks
- Focused on the 'Next Trillion Dollar Growth Opportunity'
- The corpus under this Strategy is over Rs. 8,022 cr as on June 30, 2018

The selection of the stocks will be based on the criteria of strategy at the time of initial ideation and investment made as per the model portfolio of the strategy

Strategy Details

Fund Manager:	Manish Sonthalia
Strategy Type:	Open ended
Date of Inception:	11th Dec 2007
Benchmark:	Nifty 500 Index
Investment Horizon:	3 Years +
Subscription:	Daily
Redemption :	Daily
Valuation Point:	Daily

Top 10 Holdings

Sr. No.	Name of Instrument	% to Net Assets
1	Kotak Mahindra Bank Ltd.	13.90
2	Bajaj Finance Ltd.	10.54
3	Page Industries Ltd.	10.19
4	Voltas Ltd.	8.20
5	Eicher Motors Ltd.	6.28
6	City Union Bank Ltd.	4.70
7	Godrej Industries Ltd.	4.31
8	Bosch Ltd.	3.85
9	Max Financial Services Ltd.	3.75
10	L&T Technology Services Ltd.	3.36

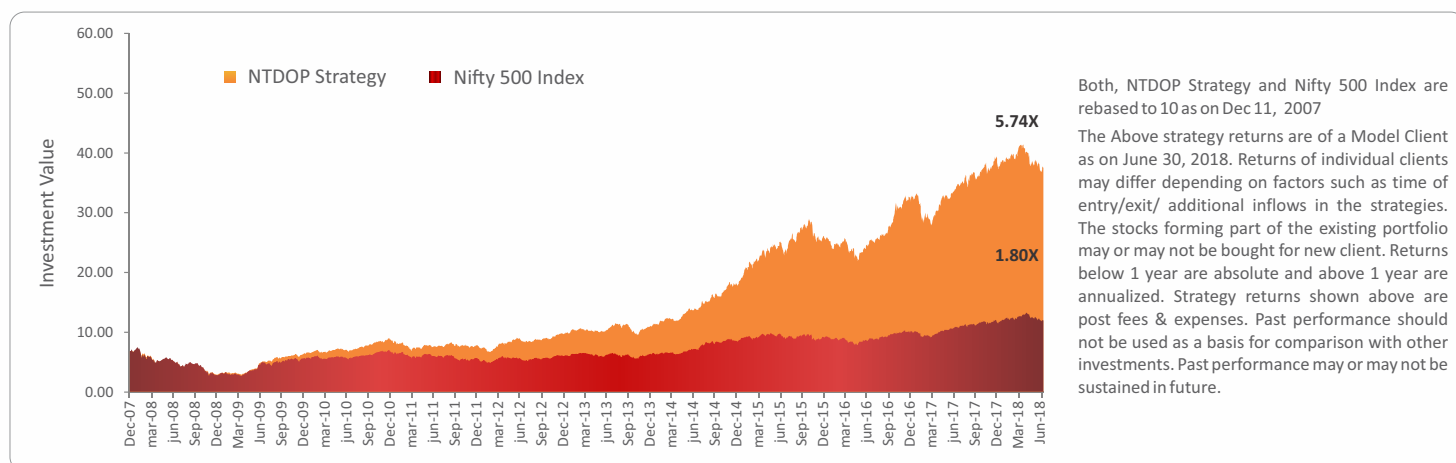
Key Portfolio Analysis

Performance Data (Since Inception)	NTDOP Strategy	Nifty 500 Index
Standard Deviation (%)	17.86%	21.54%
Beta	0.69	1.00

Sector Allocation

Sr. No.	Sector Allocation	% Allocation
1	Banking & Finance	35.78
2	FMCG	18.01
3	Auto & Auto Ancillaries	13.48
4	Diversified	12.51
5	Oil & Gas	4.91

Performance



Data as on June 30, 2018

Both, NTDOP Strategy and Nifty 500 Index are rebased to 10 as on Dec 11, 2007

The Above strategy returns are of a Model Client as on June 30, 2018. Returns of individual clients may differ depending on factors such as time of entry/exit/ additional inflows in the strategies. The stocks forming part of the existing portfolio may or may not be bought for new client. Returns below 1 year are absolute and above 1 year are annualized. Strategy returns shown above are post fees & expenses. Past performance should not be used as a basis for comparison with other investments. Past performance may or may not be sustained in future.

SMALL-MIDCAP STRATEGY

India Opportunity Portfolio Strategy (IOP)

Investment objective:

The Strategy aims to generate long term capital appreciation by creating a focused portfolio of high growth stocks having the potential to grow more than the nominal GDP for next 5-7 years across mid and smallcap stocks; and which are available at reasonable market prices.

- Concentrated Small & Mid cap portfolio with around 20 stocks
- Three Focused themes: 'Make in India', 'Revival in Capex Cycle' & 'Third Trillion Dollar Consumption Opportunities'
- Flexibility to own best performing stocks irrespective of market capitalization
- The corpus under this Strategy is over Rs. 3,788 cr as on June 30, 2018

The selection of the stocks will be based on the criteria of strategy at the time of initial ideation and investment made as per the model portfolio of the strategy

Strategy Details

Fund Manager:	Manish Sonthalia
Associate Fund Manager	Atul Mehra
Strategy Type:	Open ended
Date of Inception:	11th Feb. 2010
Benchmark:	Nifty Smallcap 100 Index
Investment Horizon:	3 Years +
Subscription:	Closed
Redemption :	Daily
Valuation Point:	Daily

Top 10 Holdings

Sr. No.	Name of Instrument	% to Net Assets
1	Development Credit Bank Ltd.	9.59
2	AU Small Finance Bank Ltd.	8.06
3	Birla Corporation Ltd.	7.83
4	Aegis Logistics Ltd.	6.64
5	Qess Corp Ltd.	6.50
6	Gabriel India Ltd.	5.75
7	TTK Prestige Ltd.	5.03
8	Mahanagar Gas	4.97
9	Alkem Laboratories Ltd.	4.93
10	Canfin Homes Ltd.	4.45

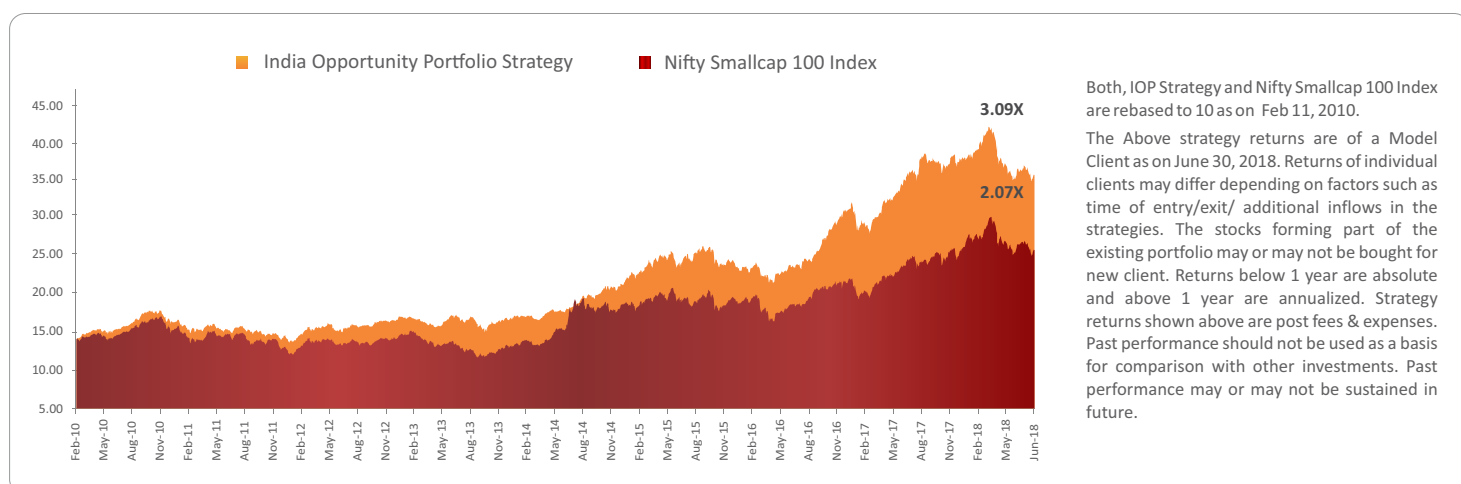
Key Portfolio Analysis

Performance Data (Since Inception)	IOP Strategy	Nifty Smallcap 100 Index
Standard Deviation (%)	15.29%	19.63%
Beta	0.57	1.00

Sector Allocation

Sr. No.	Sector Allocation	% Allocation
1	Banking & Finance	29.22
2	Pharmaceuticals	13.11
3	Oil & Gas	11.61
4	Cement & Infrastructure	10.60
5	Consumer Durable	9.30

Performance



Data as on June 30, 2018

Both, IOP Strategy and Nifty Smallcap 100 Index are rebased to 10 as on Feb 11, 2010.

The Above strategy returns are of a Model Client as on June 30, 2018. Returns of individual clients may differ depending on factors such as time of entry/exit/ additional inflows in the strategies. The stocks forming part of the existing portfolio may or may not be bought for new client. Returns below 1 year are absolute and above 1 year are annualized. Strategy returns shown above are post fees & expenses. Past performance should not be used as a basis for comparison with other investments. Past performance may or may not be sustained in future.

SMALL-MIDCAP STRATEGY

India Opportunity Portfolio Strategy (IOP) V2

Investment objective:

The Strategy aims to deliver superior returns by investing in stocks from sectors that can benefit from India's emerging businesses. It aims to predominantly invest in Small and Midcap stocks with a focus on identifying potential winners. Focus on Sectors and Companies which promise a higher than average growth.

- Concentrated Small & Mid cap portfolio with around 20 stocks
- Three Focused themes: 'Make in India', 'Revival in Capex Cycle' & 'Third Trillion Dollar Consumption Opportunities'
- Flexibility to own best performing stocks irrespective of market capitalization
- The corpus under this Strategy is over Rs. 500 cr as on June 30, 2018

The selection of the stocks will be based on the criteria of strategy at the time of initial ideation and investment made as per the model portfolio of the strategy

Strategy Details

Fund Manager:	Manish Sonthalia
Associate Fund Manager:	Atul Mehra
Strategy Type:	Open ended
Date of Inception:	5th Feb. 2018
Benchmark:	Nifty Smallcap 100 Index
Investment Horizon:	3 Years +
Subscription:	Daily
Redemption :	Daily
Valuation Point:	Daily

Top 10 Holdings

Sr. No.	Name of Instrument	% to Net Assets
1	Heg Ltd.	8.52
2	Cholamandalam Investment And Finance Company Ltd.	8.28
3	Gruh Finance Ltd.	7.50
4	Godrej Agrovet Ltd.	7.41
5	Ipca Lab Ltd.	6.23
6	Bajaj Electrical Ltd.	6.17
7	Coffee Day Enterprises Ltd.	6.08
8	Sundaram Fasteners Ltd.	5.11
9	Century Plyboards (India) Ltd.	4.87
10	Sobha Ltd.	4.85

Top Sectors

Sr. No.	Sector Allocation	% Allocation*
1	Banking & Finance	24.57
2	Electricals & Electronics	17.88
3	Agriculture	12.23
4	Pharmaceuticals	7.67
5	Restaurants	6.08

Performance

Period	IOP V2	Nifty Smallcap 100
3 Months	-1.87	-7.88
Since Inception	-6.28	-13.66

Data as on 30th June 2018

Key Portfolio Analysis

Performance Data (Since Inception)	IOP V2	Nifty Smallcap 100
Standard Deviation (%)	18.52%	19.82%
Beta	0.79	1.00

Data as on 30th June 2018

MANAGEMENT TEAM



Raamdeo Agrawal
Chairman



Aashish P Somaiyaa
CEO

MF Fund Manager



Gautam Sinha Roy
Sr. Vice President & Fund Manager
Equity Mutual Funds



Siddharth Bothra
Sr. Vice President & Fund Manager
Equity Mutual Funds



Akash Singhania
Sr. Vice President & Fund Manager
Equity Mutual Funds



Niket Shah
Vice President & Associate Fund Manager
Equity Mutual Funds

PMS Fund Manager



Manish Sonthalia
Sr. Vice President & Head Equity PMS



Kunal Jadhvani
Vice President & Fund Manager
Equity PMS



Shrey Loonker
Vice President & Fund Manager
Equity PMS



Atul Mehra
Associate Fund Manager, PMS

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THINK EQUITY
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