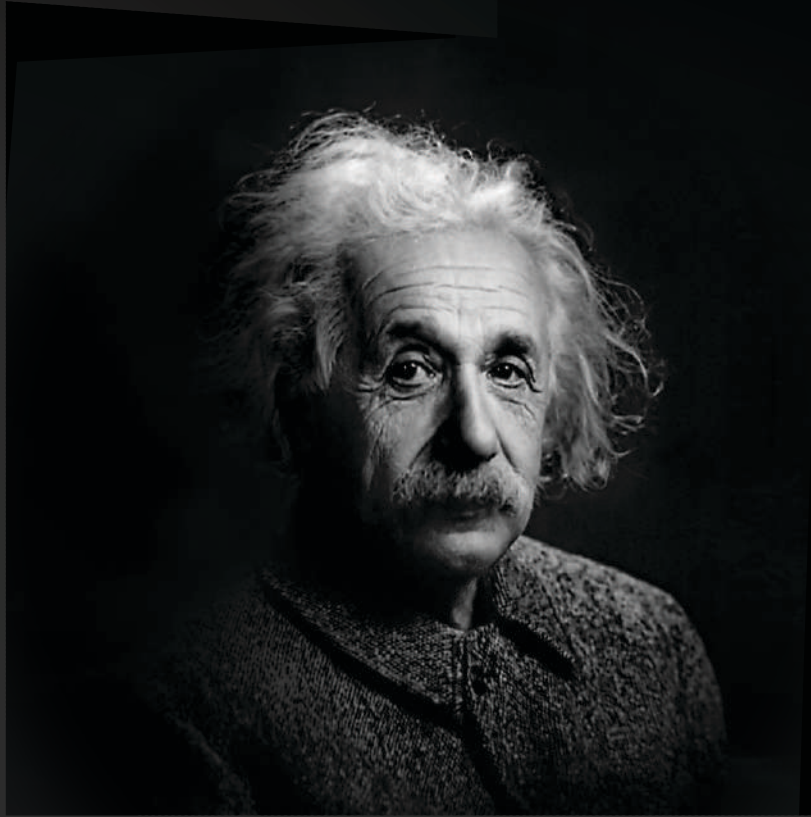


Knowledge First

It's tough to imagine a world without knowledge. From the invention of the telephone to the introduction of the laptop, knowledge has changed our lives for the better. Be it discoveries or inventions, science or technology, from the Stone Age to the modern age; it is knowledge that has shaped the world we live in and made life a little richer and a lot easier for us all.

The field of wealth creation is no exception. For it is knowledge that often makes the difference between a good decision and a great one.

At Motilal Oswal, we make it a point to put knowledge above everything else. Because we realise at the end of the day our success boils down to one simple philosophy, Knowledge First.



**Albert Einstein (1879 - 1955)**

Albert Einstein published four papers at a young age of 26, one of which was based on the world renowned principle of relativity ( $E=mc^2$ ). His other great inventions and discoveries include theories on light particles, heat and the existence of atoms and the connection between electromagnetic theory and ordinary motion.

In 1921, Albert Einstein was awarded the Nobel Prize in Physics for his services to Theoretical Physics and also for his discovery of the law of photoelectric effect.

Owing to these discoveries of Einstein's, many inventions were made over the years, which helped change the face of earth and made life much simpler.

## Our Core Purpose

To be a well-respected and preferred global financial services organisation enabling wealth creation for all our customers.

## Our Values

Our core purpose is complemented by our organisational values.

Living these values, we believe, helps us achieve our core purpose.

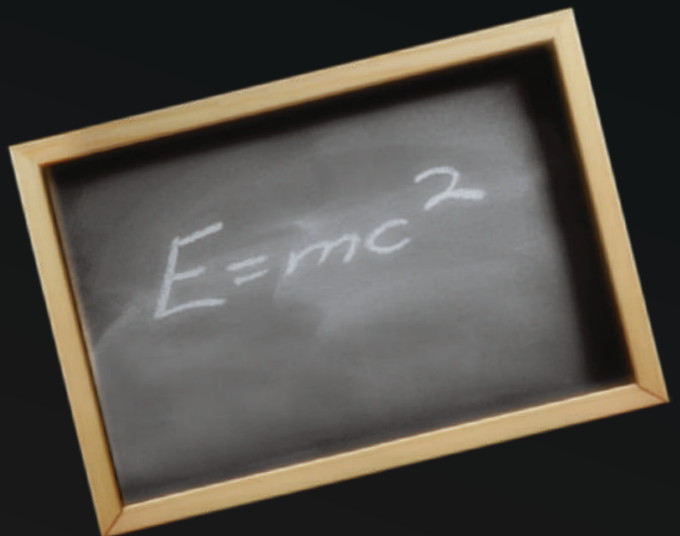
**Integrity:** A company honouring commitment with highest ethical and business practices.

**Teamwork:** Attaining goals collectively and collaboratively.

**Meritocracy:** Performance gets differentiated, recognized and rewarded in an apolitical environment.

**Passion & Attitude:** High energy and self-motivated with a 'Do It' attitude and entrepreneurial spirit.

**Excellence in Execution:** Time bound results within the framework of the company's value system.

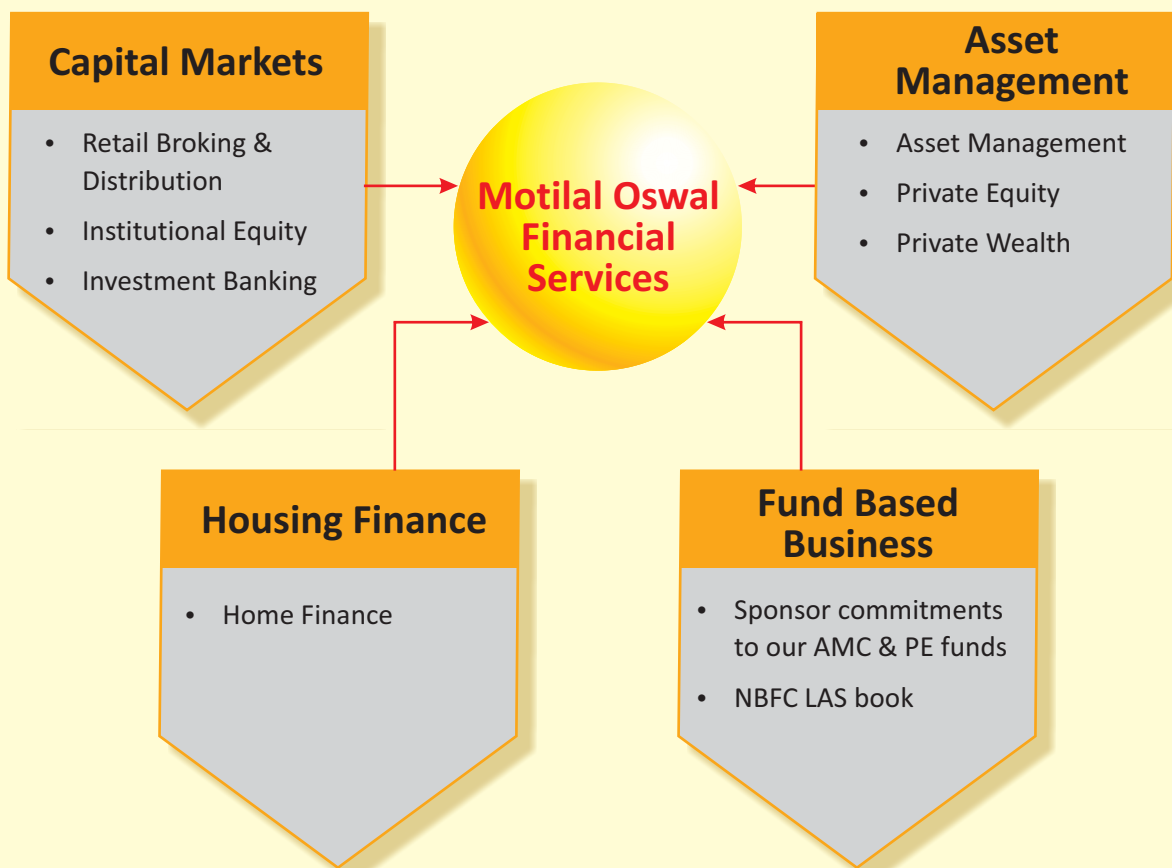


## About Us

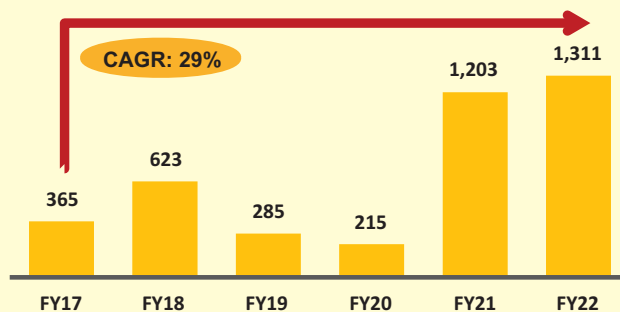
Motilal Oswal Financial Services (MOFSL), is a well-diversified financial services company focused on wealth creation through knowledge. The company was founded in 1987 as a small sub-broking unit with two promoters and a peon.

Today, we are a multi-faceted financial services company with a presence in over 550 cities through 2500+ business locations; ably managed by a team of over 10,500 employees. This network of business locations coupled with people across business units and a diverse range of financial expertise works synergistically to provide a host of products and services across Retail and Institutional Broking, Private Wealth, Investment Banking, Private Equity, Asset Management and Home Finance. All these businesses are headquartered in a single location at Motilal Oswal Tower, Mumbai to provide sharing and synergy of knowledge under one roof.

Motilal Oswal Group has been conferred with 'Brand of The Year' at the CNBC TV18 Indian Business Leadership Awards 2018. We have also been recognized as great place to work once again by Great Place To Work® Institute - India.

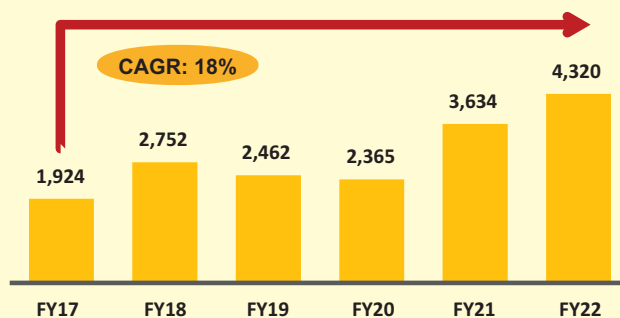


### PAT Trend (₹ Cr)

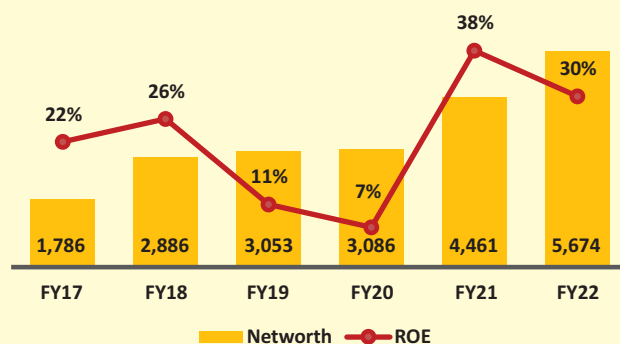


\*Prior figures have been regrouped wherever necessary

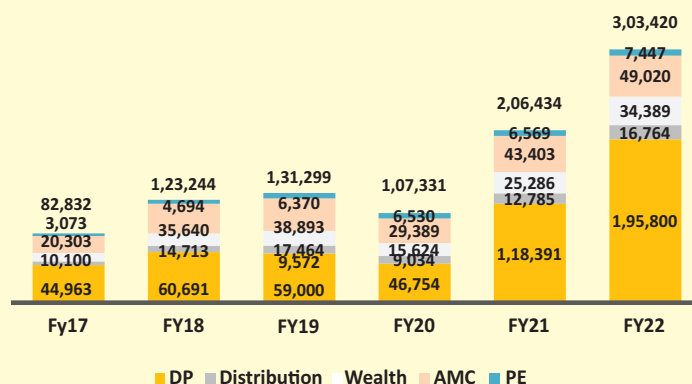
### Revenue Trend (₹ Cr)



### Networth (₹ Cr)

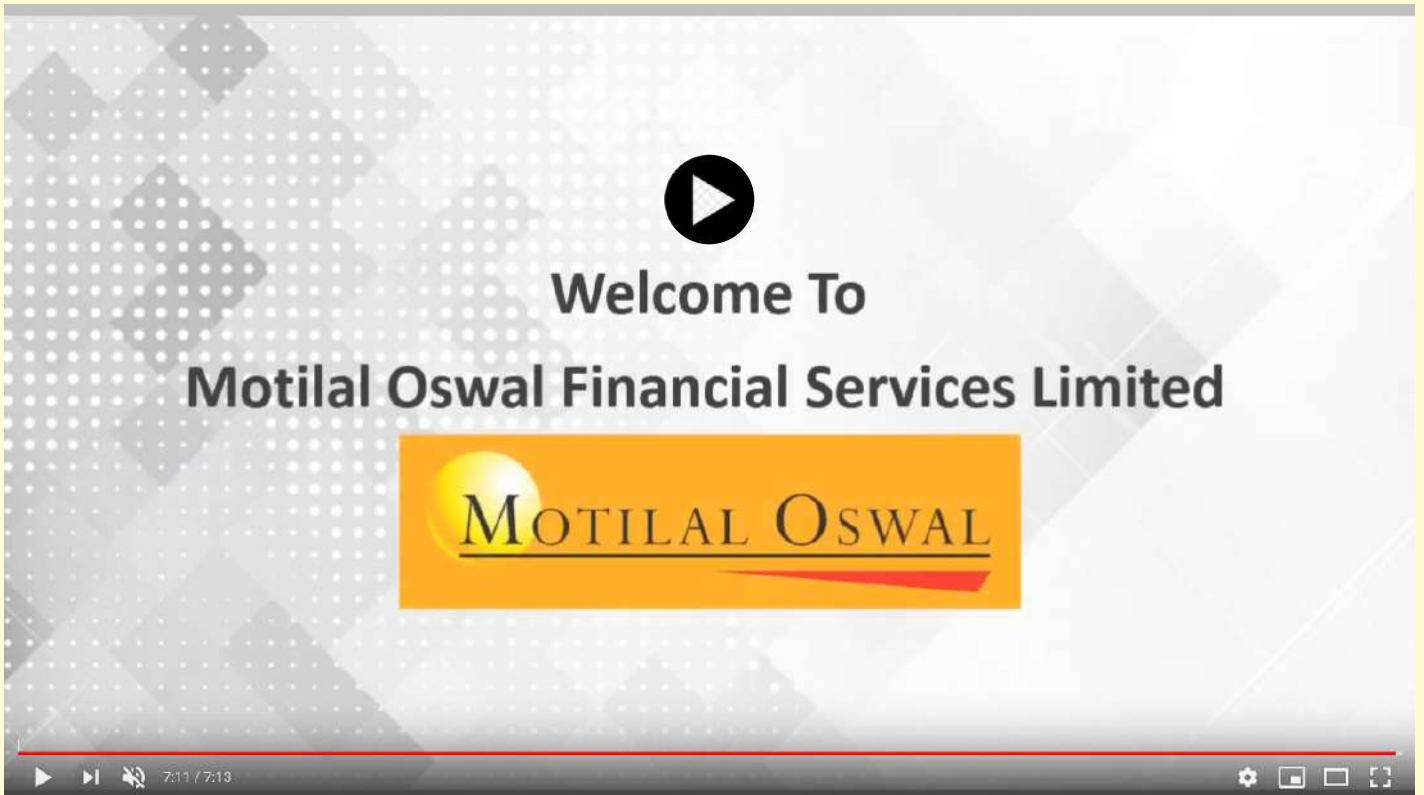


### Assets Under Management/Advice (₹ Cr)

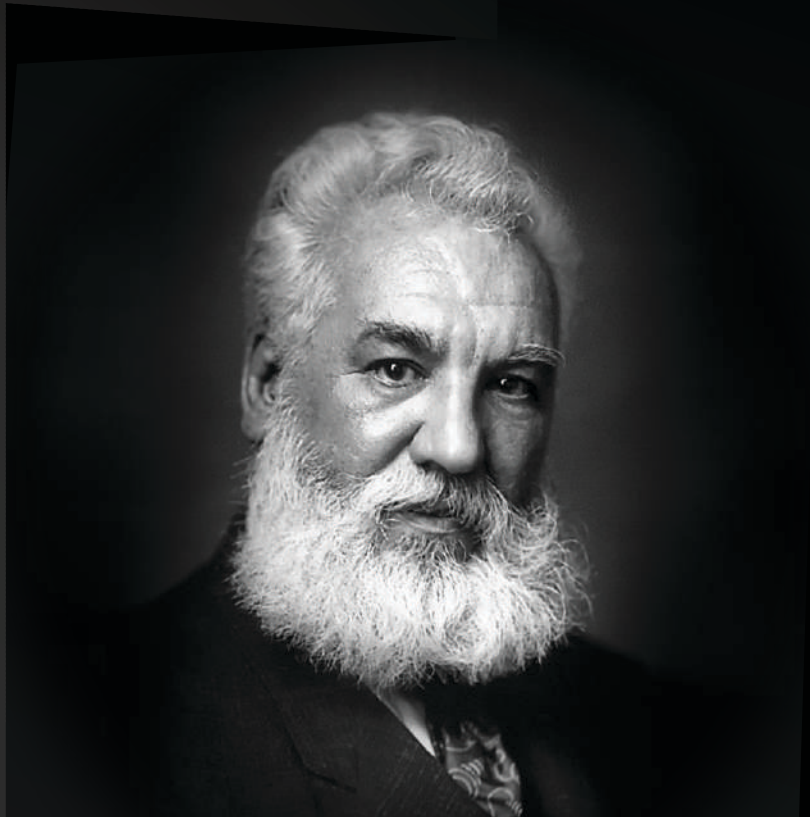


\*Data as on 31<sup>st</sup> March 2021

## Milestone



[Click Here to View Milestones Video](#)



**Alexander Graham Bell (1847-1910)**

Born in Edinburgh, Scotland, Alexander Graham Bell was the son and grandson of authorities in elocution and the correction of speech. Educated to pursue a career in the same specialty, his knowledge of the nature of sound led him not only to teach the deaf, but also to come up with one of the greatest inventions of modern times - the telephone.

Even after the success of his telephone invention, he was driven by a genuine and rare intellectual curiosity that led to another innovation – the photophone, a device that enabled sound to be transmitted on a beam of light.

Bell regarded the photophone as "the greatest invention I have ever made; even greater than the telephone."



## Business Overview

In depth knowledge of our business.

## Our Businesses

Retail Broking and Distribution

Institutional Equities

Investment Banking

Private Equity

Asset Management

Private Wealth

Home Finance



# Retail Broking and Distribution

## Experience Phygital Investing

Our Broking and Distribution business helps retail customers take informed investment decisions with a strong research based advisory service.

Our clients are advised by a centralized advisory and dealing desk based in Mumbai. Extensive use of technology and the benefit of synergized operations under one roof have helped us deliver enhanced value to our clients.

With 'Solid Research, Solid Advice' as our guiding philosophy, our services under the 'Broking and Distribution' business include products such as Equities, Derivatives, Commodities, Currency, Depository Services & Distribution of Portfolio Management Services, Mutual Funds and Insurance.

### Distribution Models:

1. Our unique Business Partner model provides a 'win-win-win' relationship for entrepreneurs, customers and the company. Using a combination of centralized advisory, efficient execution and strong back office processes, we are able to reach out to customers across the length and breadth of the country.
2. We have a network of branches spread across major cities. These provide the company a local footprint in important markets and also opportunities to cross-sell products and services.
3. In addition to our Pan India presence, our services can be accessed through our 2 separate habit sensitive Mobile apps, Web platforms, Desktop application and Smart Watch app enabling customers to trade, track and review seamlessly and conveniently. We also have a bouquet of managed prepackaged products giving us a sustained revenue stream along with giving our customers ready-made need based solutions.

## HALL OF FAME



For exemplary contribution in the financial services industry

## Business Highlights

- Presence in over 2500+ locations across 550 cities with ~3.2 million registered customers.
- Depository assets of ₹ 2,04,500 Crores & Distribution AUM of ₹ 18,600 Crores as on 30th September 2022.
- Active clients have registered 26% YoY growth at 9.1 lakh as of 30th September 2022.
- Acquired 3.5 lakh clients in H1FY23
- 82% of new clients acquired from Tier II & III cities
- Ramped up digital acquisition by expanding dedicated digital acquisition team
- Enhancing our client journey by building Super Fina app, Research Portal, e-KYC journey and redesigning options flow strategy
- Launched "Research 360"- one stop solution to get 360 degree knowledge and research
- 98% pan India pin-code coverage

# Asset Management

## Buy Right. Sit Tight

India's only 100% equity fund house with a defined investing philosophy. A highly differentiated asset management company, our endeavor is to offer focused mutual funds, PMS and AIF strategies based on our core competence of equity research and investing. We inherit the equity expertise from our sponsor, Motilal Oswal Financial Services Limited which has over 35 years of experience led by our founder and thought leader - Raamdeo Agrawal. Through his series of 26 Annual Wealth Creation Studies, our distinct investment philosophy has evolved and is being continuously refined with the application, insights and practical learnings of our experienced equity investment and research team.

Our equity offerings have been riding on our investment philosophy, 'Buy Right : Sit Tight' where 'Buy Right' means buying high quality growth oriented companies at a fair price and 'Sit Tight' means staying invested in them over a long time to realize the full growth potential of the underlying business. Coupled with a 'Buy and Hold' strategy, we endeavor to manage portfolios with around 20-25 high conviction holdings and low portfolio churn.

## OUR PRODUCTS

### Active Equity Mutual Funds

- Motilal Oswal Focused 25 Fund (MOF25)
- Motilal Oswal Midcap 30 Fund (MOF30)
- Motilal Oswal Multicap 35 Fund (MOF35)
- Motilal Oswal Long Term Equity Fund (MOFLTE)
- Motilal Oswal Large and Midcap Fund (MOFLM)
- Motilal Oswal Dynamic Fund (MOFDYNAMIC)
- Motilal Oswal Equity Hybrid Fund (MOFEH)
- Motilal Oswal Multi Asset Fund

### Passive Equity Mutual Funds

- Motilal Oswal Nasdaq 100 Fund of Fund (MOFN100FOF)
- Motilal Oswal S&P 500 Index Fund (MOFSP500)
- Motilal Oswal Nasdaq 100 ETF (MOFN100)
- Motilal Oswal Nifty 500 Fund (MOFNIFTY500)
- Motilal Oswal Nifty Midcap 150 Index Fund (MOFMIDCAP)
- Motilal Oswal Nifty Smallcap 250 Index Fund (MOFSMALLCAP)
- Motilal Oswal Nifty Bank Index Fund (MOFNIFTYBANK)
- Motilal Oswal Nifty 50 Index Fund (MOFNIFTY50)
- Motilal Oswal Nifty Next 50 Index Fund (MOFNEXT50)
- Motilal Oswal MSCI EAFE Top 100 Select Index Fund

### Portfolio Management Services (PMS)

- Value Strategy
- Next Trillion Dollar Opportunity
- India Opportunities Portfolio Strategy

## Business Highlights

- AMC AUM at ₹ 46,700 Crores as of September 2022.
- Mutual Fund AUM over ₹ 29,100 Crores, PMS AUM around ₹ 12,600 Crores & AIF AUM around ₹ 4,800 Crores as of September 2022.
- Launched 7 passive funds in Q2FY23- 3 Index Funds, 3 ETFs and 1 FoF.
- Onboarded Prateek Agrawal to lead business and investment strategy. Prior to joining MOAMC, he was the CIO at ASK Investment Managers.
- Ranked among Asia's Top 100 Money Managers by Institutional Investor Magazine.
- Motilal Oswal NTDOP ranked #1 in Best PMS in 10 years performance across all categories (on Risk-Adjusted Returns) at India's Smart Money Manager Awards – 2021.

# Institutional Equities

## World Class Research Broking

At Motilal Oswal Institutional Equities, we offer a range of institutional broking services in the cash and derivatives segment, catering to over 790 Domestic (mutual funds, banks, financial institutions, insurance companies) and Foreign Institutional Investors (FIIs).

Our pioneering research franchise includes strategists, economists, forensic accountants and sector analysts; helping us differentiate ourselves from other financial services providers and adds a greater value to our clients. A specialized Sales & Trading team, comprising of top equity professionals, translates our research findings into actionable advice for clients, based on their specific needs.

Through our Corporate Access Group, we bring together global institutional investors and corporate/thought leaders through a variety of unique forums and platforms viz. Investor Conferences, Road Shows, Customized Itineraries, Macro inputs through interactions with Domain Experts and Policy Makers and Field Visits.

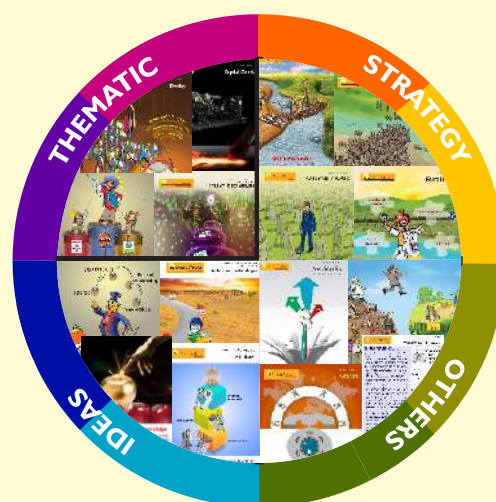
Our highly-rated Research, strong Corporate Access, and efficient Sales & Trading support are the cornerstones of our Institutional Broking services.

## ASIAMONEY BROKERS POLL 2021

### India Rankings



## Our Research



## Business Highlights

- Over 810 institutional clients as of September 2022.
- Focus driven differentiated research products with 250+ companies covering 21 sectors.
- Largest Trading team with sophisticated trading systems and also suitably supported by a strong Risk Management and Middle Office Team.
- Organized 18th Annual Global Investor Conference which was attended by 160+ corporates across 20+ sectors and over 80% CXO level participation.
- Institution broking team wins big in Asiamoney poll 2021- Ranked No. 1 in Best Local Brokerage, Best for Corporate Access, Best Execution, Best Overall Sales and Best Sales Person.

# Private Wealth

## Winning Portfolios Powered by Knowledge

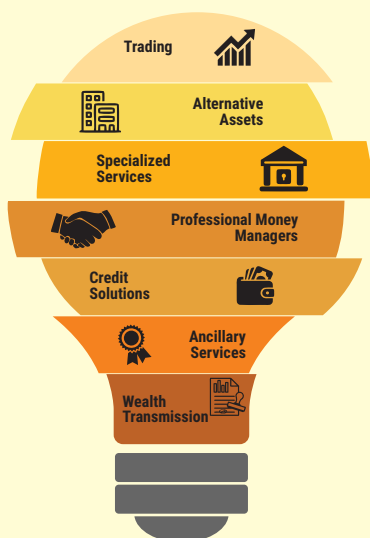
Our Private Wealth business was instituted in the year 2007 to cater to Corporates/ Institutions, High Net Worth and Ultra High Net worth Individuals. We use knowledge to identify the right mix of Fund Managers across asset classes to ensure a winning portfolio. Our offering includes products and services across platforms and asset classes from equity, alternate, credit solutions, estate planning, will making, property advisory to family office.

When it comes to managing wealth, options come in various shapes and sizes. Only knowledge helps to identify the correct shape. At Motilal Oswal Private Wealth, we use knowledge to identify the right mix of Fund Managers across asset classes to ensure that a winning portfolio.

The process of winning portfolios consists of 3 parts:

- i) Our 20+ member strong product research and advisory team identifies simple and well researched products keeping client at the center of every recommendation.
- ii) Our proprietary 4C Fund Manager process selects winning fund managers from products identified.
- iii) Regular knowledge interactions through Wealth Managers empowered with the science and art of investing. In addition to these interactions, we also provide client with new insights and ideas on wealth creation through our exclusive knowledge events.

### OUR SOLUTIONS



### 4C'S OF WINNING EQUITY FUND MANAGER

#### CLARITY OF APPROACH & INVESTMENT STYLE

Clear approach and style to investing, as well as diversification across investment styles, depicting manager's conviction

#### CONSISTENCY OF PERFORMANCE

Higher consistency implies higher chance of achieving goals, hence select managers only based on consistency of out-performance

#### CLASS OF THE MANAGER

Favoring seasoned managers with experience across market cycles

#### CAPABILITY OF FUND MANAGER & AMC

Evaluation of process, tenure, AMC philosophy & in-house capabilities while selecting a fund/manager

## Business Highlights

- AUM of over ₹ 38,400 Crores as of September 2022.
- Team of 155 trained Relationship Managers serving 4700+ HNI & UHNI Customers.
- Awarded Outstanding Private Bank for Growth Strategy award at Private Banker International Global Wealth Awards 2022.
- Awarded as Best Digital Private Bank in India at Asiamoney Private Banking Awards 2022.
- Awarded as Best Wealth Manager - Highly Commended (India) award at The Asset Triple A Private Capital Awards 2021.
- Awarded as Best Boutique Wealth Manager - India for 3rd consecutive year at The Asset Triple A Private Banking, Wealth Management, Investment and ETF Awards.

# Private Equity

## Partnership Meets Entrepreneurship

Our Private Equity business was founded with a vision to become the most respected mid-market focused alternate asset manager in India with a focus on providing Growth Capital and Real Estate private equity. Right from inception, Motilal Oswal Private Equity (MOPE) was visualized as an asset management platform for entrepreneurs by entrepreneurs. MOPE is managing and advising three growth capital and four real estate funds, with a combined corpus of approximate ₹ 7200 Cr. One of the few funds in India with a strong focus and presence in Tier 2 & 3 towns.

### Growth Capital Funds

MOPE looks to invest in established mid-market businesses with strong growth characteristics, clear and mature business model and a leading market position. The private equity team has investing experience across sectors and over multiple economic cycles with an established track-record of successful exits. MOPE focuses on investments in consumer, financial services, life sciences and niche manufacturing sector; but remain sector agnostic for relevant opportunities.

- **India Business Excellence Fund (IBEF) Raised in 2007**

₹ 550 cr private equity fund invested in 13 companies; exited from all investments and delivered a portfolio IRR 26.8%.

- **India Business Excellence Fund II (IBEF - II) Raised in 2012**

₹ 950 cr private equity fund fully invested across 11 companies

- **India Business Excellence Fund III (IBEF - III) Raised in 2018**

₹ 2300 cr private equity fund, currently in deployment phase with investment in 11 companies till date

- **India Business Excellence Fund IV (IBEF - IV) Raised in 2021**

₹ 4500 cr private equity fund, Achieved 2<sup>nd</sup> close at ₹ 4000 cr.

### Real Estate Funds

Motilal Oswal Real Estate (MORE), through its funds, partners with credible and reputed developers across India's major cities, such as Mumbai, Delhi NCR, Bengaluru, Pune, Chennai & Hyderabad. The primary focus in these cities is mid-income residential projects. MORE is one of the very few real estate fund platforms to straddles, across secured debt, mezzanine capital and equity requirements of developers by nurturing strong relationships.

- **India Realty Excellence Fund (IREF)**

₹ 200 Cr domestic real estate fund focused on investing in residential projects.

- **India Realty Excellence Fund II (IREF - II)**

₹ 490 Cr domestic real estate fund intends to capitalize on the existing counter-cyclical opportunities

- **India Realty Excellence Fund III (IREF - III)**

₹ 1031 Cr domestic real estate fund intends to capitalize on the existing counter-cyclical opportunities

- **India Realty Excellence Fund IV (IREF - IV)**

₹ 1148 Cr domestic real estate fund focused on investing in top 6 cities through early stage mezzanine / structured equity transactions

- **India Realty Excellence Fund V (IREF - V)**

₹ 1215 Crore domestic real estate fund focused on investing in post approval projects in the top 7 cities through senior secured lending

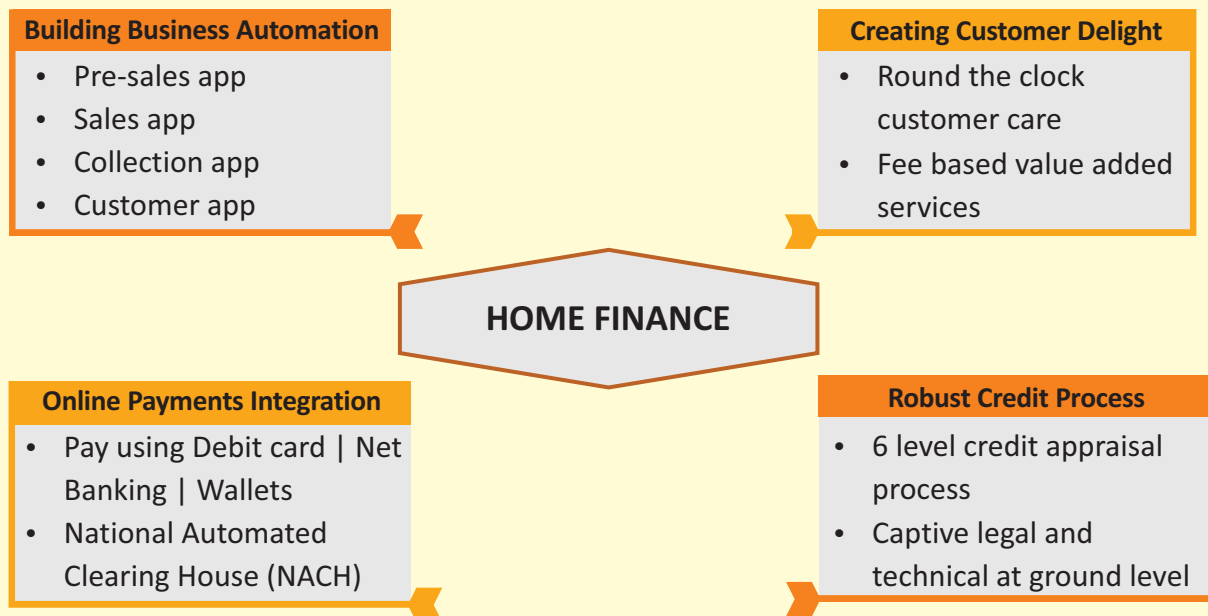
## Business Highlights

- Strong portfolio of companies in consumer, financial services, pharmaceutical, and manufacturing sectors.
- MOA funds stand out with stellar performance. IBEF I has exited all its investments and delivered a portfolio IRR of 26.8%.
- IBEF IV-One of the biggest fund with a target size of ₹ 4,500 Crores has achieved its final close within a year of launch
- IREF V with size of ₹ 1,215 Crores has made 11 investments till date.

# Home Finance

## A Home Loan for Everyone

Motilal Oswal Home Finance Limited (MOHFL), promoted by the Motilal Oswal Group, provides one of the fastest turn-around times for processing applications, enabling credit access on fair terms. Provision of value added proposition like Property Services and Insurance Services, and best in class service for customer segments makes MOHFL the preferred choice of customers in the lower middle income segment.



## Business Highlights

- Focus is on pure retail housing loans with average loan size of ₹ 8.6 lakh.
- Rating upgrade by ICRA to “ICRA AA”
- AUM of ₹ 3,660 Crores as of September 2022
- Disbursed ₹ 275 Crores in Q2FY23, up 65% QoQ
- Provided financial assistance to 47,500+ customers.
- Operates out of 108 locations in Maharashtra, Gujarat, Madhya Pradesh, Andhra Pradesh, Karnataka, Rajasthan, Tamil Nadu, Chhattisgarh, Telangana, Delhi, Haryana and Uttar Pradesh.
- Tier 1 CRAR robust at 49%.



# Investment Banking

## Designed to Deliver

At our Investment Banking business, we combine wide deal experience, deep understanding of various industries and extreme customer orientation to deliver optimal outcomes to our clients. This is facilitated by our expertise across various investment banking products and well entrenched relationships with the investor community, market intermediaries & Indian and International corporates.

The team comprises over 20 professionals having substantial experience in the full range of Investment Banking advisory and transaction solutions to both Indian and International clients, covering private placement of equity, M&A advisory and Equity Capital Markets transactions.

Since inception in 2006, the investment banking unit has executed marquee transactions in Equity Capital Markets, M&A and Private Capital Raising, thereby establishing a solid track record in the investment banking space.

**Business Activities of Motilal Oswal Investment Advisors Limited:**

**Equity Capital Markets**

Initial Public Offerings;  
Follow On Public Offerings;  
Rights Issues

Qualified Institutions  
Placement;  
Preferential Placements;  
Offer For Sale


Buybacks and Open Offers

**M&A & Private Capital Raising**

Buy Side and Sell Side  
M&A Advisor

Private Equity Placements

Structured Finance and  
Debt Solutions




Restaurant Brands Asia  
Limited  
(Formerly known as Burger King  
India)

BRLM

QIP  
Rs 1,402 Cr

Feb 2022




Aditya Birla Sun Life AMC

BRLM

IPO  
Rs 2,770 Cr

Sep 2021




HDFC

BRLM

QIP  
Rs 17,694 Cr

Aug 2020



ICICI Bank

BRLM

QIP  
Rs 15,000 Cr

Aug 2020

## Business Highlights

- Have executed on several marquee transactions in the recent past:
  - Book Running Lead Manager to the ~₹ 560 Crores IPO of DreamFolks Serviecs in August 2022
  - Book Running Lead Manager to the ~₹ 1,400 Crores QIP of Restaurant Brands Asia Ltd. in February 2022.
  - Book Running Lead Manager to the ~₹ 2,770 Crores IPO of Aditya Birla Sun Life AMC in September 2021.
  - Book Running Lead Manager to the ~₹ 1,840 Crores IPO of Devyani International Limited in August 2021.
  - Book Running Lead Manager to the ~₹ 960 Crores IPO of GR Infraprojects in July 2021.
- Facilitated periodic thematic conclaves between corporates and investors.
- Deal leadership and industry expertise in Financial Services; Consumer; Healthcare; Pharma; Industrial and Automotive sectors; and Media and Technology.



## Knowledge at work



MOFSL is among India's 15 Best Workplaces in BFSI



Annual Wealth Creation Study



MORE Real Estate Conclave



Motilal Oswal Business Impact Conference



Annual Global Investor Conference



Motilal Oswal Conference on Alternatives



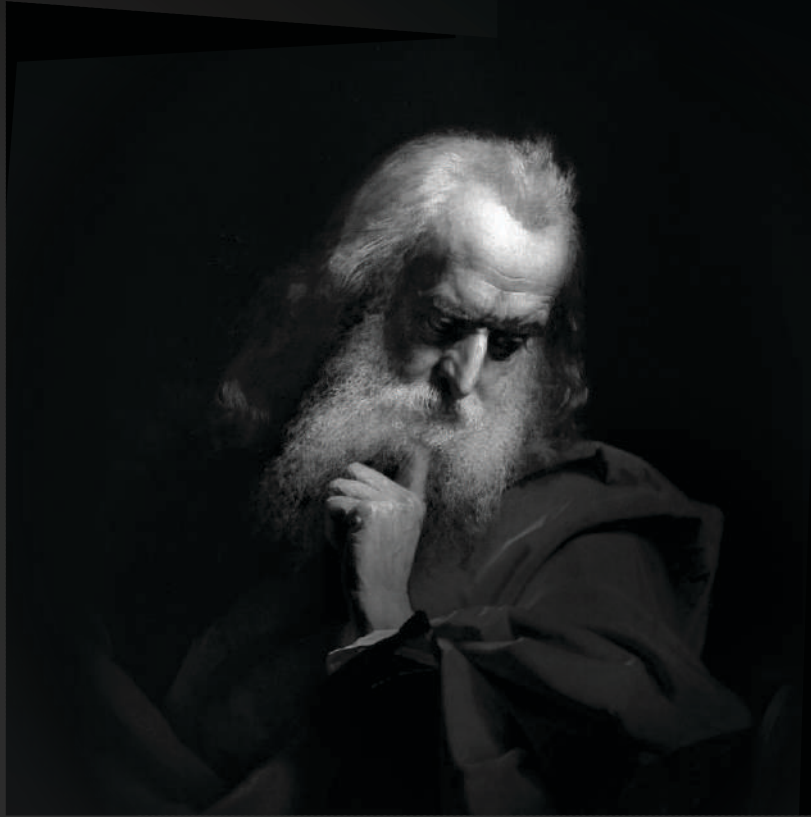
Value Investing Forum



Investment Mahakumbh



Point Blank Knowledge Series



**Galileo Galilei (1564 – 1642)**

Galileo Galilei had seriously considered priesthood as a young man, but he enrolled for a medical degree at the University of Pisa at his father's urging. He did not complete this degree, but instead studied mathematics.

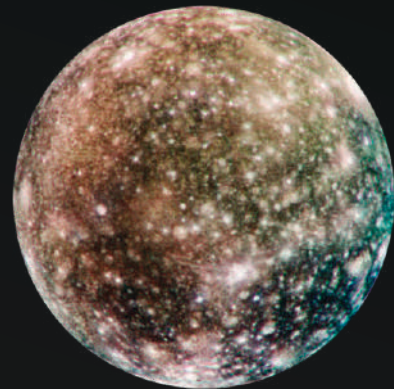
Galileo went on to become a physicist, mathematician, astronomer and philosopher who played a major role in the scientific revolution. His achievements include the first systematic studies of uniformly accelerated motion, improvements to the telescope and consequent astronomical observations.

His observations also include discovery of the four largest satellites of Jupiter, named the Galilean moons in his honour. Hence, today Galileo is universally accepted as the Father of Modern Science.

## People

Our most important knowledge resource

At Motilal Oswal Financial Services Ltd. (MOFSL), our talented pool of people comprises qualified and experienced professionals with an established track record. We believe that our management's entrepreneurial spirit, strong technical expertise, leadership skills, insight into markets and customer needs provide us with a competitive strength which will help us implement our business strategies.



## Key People



**Raamdeo Agrawal**  
Chairman, MOFSL



**Motilal Oswal**  
Managing Director & CEO, MOFSL



**Shalibhadra Shah**  
Chief Financial Officer, MOFSL



**Pankaj Purohit**  
Head, IT



**Navin Agarwal**  
CEO, Asset Management Business  
& Executive Director, MOFSL



**Rajat Rajgarhia**  
CEO, Institutional Equities Business  
& Whole-Time Director, MOFSL



**Ajay Kumar Menon**  
CEO, Broking & Distribution Business  
& Whole-time Director, MOFSL



**Vishal Tulsyan**  
CEO, Private Equity Business



**Abhijit Tare**  
CEO, Investment Banking Business



**Ashish Shanker**  
CEO,  
Private Wealth Business





**Regd. & Corporate Office: Motilal Oswal Tower, Junction of Gokhale & Sayani Road, Prabhadevi, Mumbai - 400025. Tel.: 022 71934200**  
**Email: [info@motilaloswal.com](mailto:info@motilaloswal.com) | Website: [www.motilaloswalgroup.com](http://www.motilaloswalgroup.com)**

*All data as on 30<sup>th</sup> September 2022 unless otherwise mentioned.*