

THINK EQUITY
THINK MOTILAL OSWAL



Motilal Oswal Private Client Group



Motilal Oswal Securities Ltd. (MOSL) Member of NSE, BSE & MSE

Motilal Oswal Securities Ltd. (MOSL) Member of NSE, BSE & MSE - CIN no.: U65990MH1994PLC079418
Registered Office Address: Motilal Oswal Tower, Rahimtullah Sayani Road, Opposite Parel ST Depot, Prabhadevi, Mumbai-400025; Tel No.: 022-3980 4263;
www.motilaloswal.com. Correspondence Address: Palm Spring Centre, 2nd Floor, Palm Court Complex, New Link Road, Malad (West), Mumbai-400064. Tel No: 022 3080 1000.
Registration Nos.: Motilal Oswal Securities Ltd. (MOSL): INZ000158836 (BSE/NSE/MSE); CDSL: IN-DP-16-2015; NSDL: IN-DP-NSDL-152-2000; Research Analyst: INH000000412.
AMFI: ARN 17397. Investment Adviser: INA000007100. Motilal Oswal Asset Management Company Ltd. (MOAMC): PMS (Registration No.: INP000000670); PMS and Mutual
Funds are offered through MOAMC which is group company of MOSL. Motilal Oswal Wealth Management Ltd. (MOWML): PMS (Registration No.: INP000004409) is offered
through MOWML which is a group company of MOSL. *Motilal Oswal Securities Ltd. is a distributor of Mutual Funds, PMS, Fixed Deposit, Bond, NCDs and IPOs. *Commodities
are offered through Motilal Oswal Commodities Broker Pvt. Ltd. which is a group company of MOSL. *Real Estate is offered through Motilal Oswal Real Estate Investment
Advisors II Pvt. Ltd. which is a group company of MOFSL. *Private Equity is offered through Motilal Oswal Private Equity Investment Advisors Pvt. Ltd which is a group company of
MOFSL. *Research & Advisory services is backed by proper research. Please read the Risk Disclosure Document prescribed by the Stock Exchanges carefully before investing.
There is no assurance or guarantee of the returns. Details of Compliance Officer: Name: Neeraj Agarwal, Email ID: na@motilaloswal.com, Contact No.: 022-30801085.

Investment in securities market are subject to market risk, read all the related documents carefully before investing.

04

About Motilal Oswal

06

Private Client Group

3 dimensions of our PCG Offering

Solid Research

Sold Advice

Solid Relationships

14

Broking Advisory Products

Investment Ideas

Momentum Trades

Delivery Ideas

ACE

Robo Advisory Products

18

Investment Advisory Products

Portfolio Management Service

Mutual Funds

Me-Gold

Fixed Income Products

Target Investment Plan

22

Commodity Products

Optimum Portfolio/Strategy

Spread Strategies

Arbitrage

Hedging

TradeGuide Signal

24

Currency Products

TradeGuide Signal

Option Writer

Theta Strategies

Spread Strategies

Positional Trades

26

Solid Advice on Any Device

Client Portal

MO Investor Platforms

MO Trader Platforms

Smart Watch App

Dekstop Applications

e - KYC

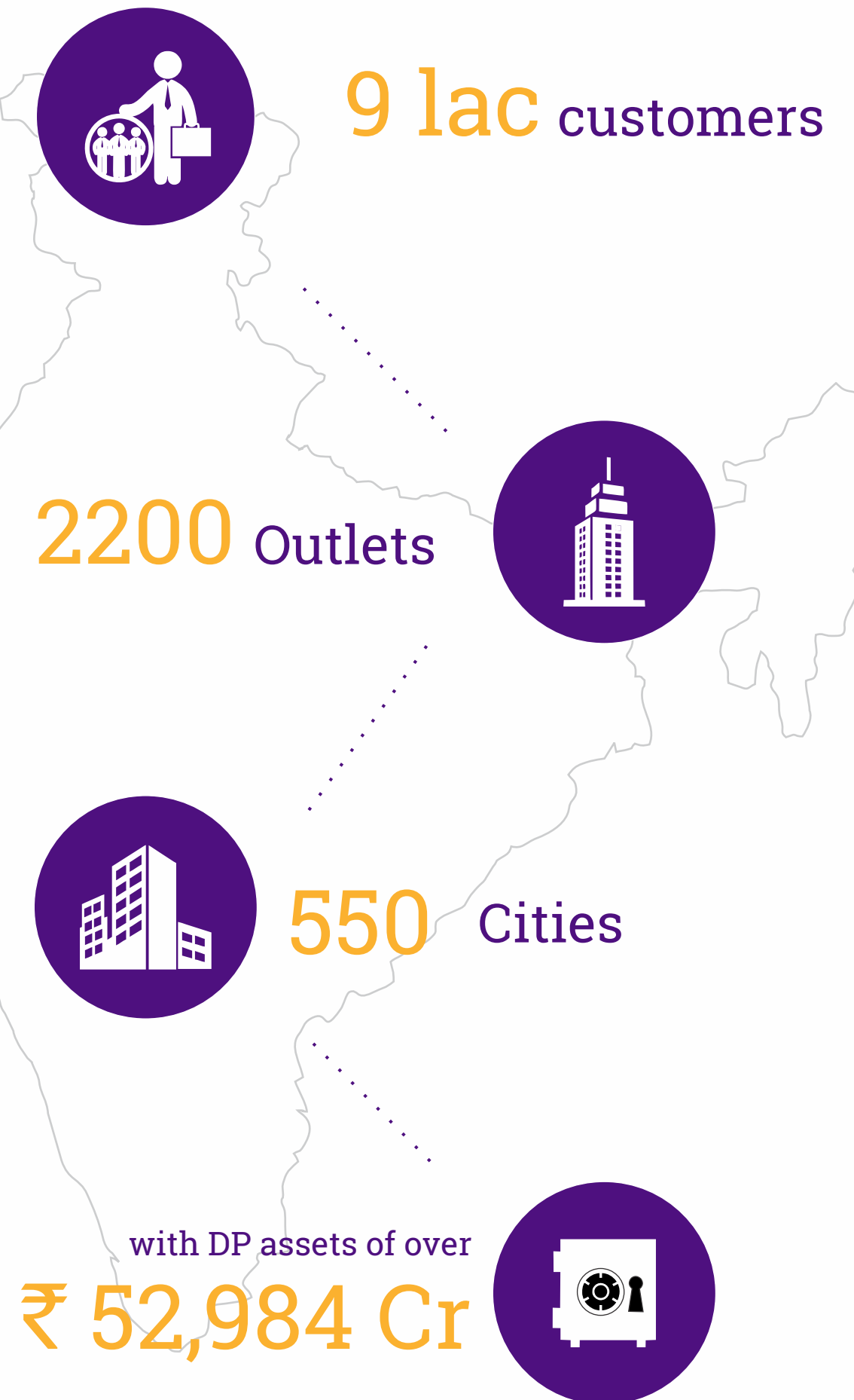
30

Awards & Accolades

About Motilal Oswal

Motilal Oswal Securities Ltd (MOSL) is a part of the the Motilal Oswal Group , one of India's eminent financial services companies providing a host of products and services across Retail Broking & Financial products Distribution, Institutional Broking, Private Wealth Management, Investment Banking, Private Equity, Asset Management and Home Finance. With 30 years of experience and focus in Equity, MOSL is today India's leading broker with over 9 lac customers and 2200 + outlets in 550+ cities with DP assets of over ₹ 52,984 crore. MOSL is known for delivering Solid Research and Solid Advice across multiple asset classes & devices; be it Equities, Derivatives, Mutual Funds, Commodities, Currencies, IPOs, Insurance, Fixed Deposits or Property Services. Our advice is disseminated through one of India's largest team of highly qualified advisors and also across Desktop, Mobile, Web and Smart Watch applications.

No wonder, we have been ranked as the 'Best Performing National Financial Advisor-Equity Broker' at the CNBC TV18 Financial Advisor Awards for 6 years.



Data as on 31st July, 2017

Private Client Group (PCG)

Evolved stock market investors and traders such as you, have special needs. The reason why Motilal Oswal Securities Limited offers you a premium service - Private Client Group.

With over 30 years track record in the market covering Equity, Derivatives, Commodities trading and investing, Positional/Intraday trading, advisory services based on Fundamental/Technical research and Offline/Online execution; we have a customized offering that covers the complete spectrum of products and services that are suitable for your needs and risk appetite.

Three dimensions of our PCG Offering

Motilal Oswal Private Client Groups unique and bespoke service has three dimensions. We use our highly awarded and acclaimed research across a wide range of companies and sectors to arrive at a suite of advisory solutions based on customer needs. This unique understanding of providing need based advise has resulted in relationships that grow stronger over time.



Solid Research

Motilal Oswal Securities Ltd. (MOSL) is known for its focus on research. Our research is trusted by many Indian and Foreign institutional investors. It covers over 220+ companies in over 21+ sectors besides 25 commodities.

We have over 100 different types of research reports covering the spectrum of your investment needs including reports from a specialist Mid-Cap research team. Over the years MOSL research has been highly awarded by organisations like Asia Money, Institutional Investor, ET NOW - Starmine etc.

We have a range of Research Reports that cover a wide range of investing requirements

Duration	Thematic	Sector	Company	Market Analysis
Regular	<ul style="list-style-type: none"> Expert Speak EcoScope Conferences/Events* 	Industry Update		<ul style="list-style-type: none"> Initiating Coverage* Company Updates* Corner Office SpotLight
Yearly	<ul style="list-style-type: none"> Budget Wealth Creation Study 			Annual Report Update
Quarterly	India Strategy Report			<ul style="list-style-type: none"> Results Preview* Results Update/Review
Monthly	Bulls n Bears	<ul style="list-style-type: none"> mPower Auto Dashboard Gasoline 	AMC Holdings	<ul style="list-style-type: none"> MOST Quantitative Outlook Monthly PMS Newsletter MOST Advisor
Weekly		Metals Weekly	<ul style="list-style-type: none"> MMVG Valuation Guide 	<ul style="list-style-type: none"> Commodity Weekly MOST Quantitative Outlook Weekly Pivots
Market hours				<ul style="list-style-type: none"> Commodity Daily MOST Market Outlook MOST Market Roundup

*Part of monthly products - MOST Wealth. All reports are subject to access and availability.

Solid Advice

Disseminating insights and recommendations based on our research in a relevant, speedy and reliable way forms the core of our advice. Our advisory process includes profiling the customer and generating customized advice using fundamental/technical tools and a combination of Investment Advisory Services like Positional Calls, Trading Portfolios, Model Investment Portfolios, Options Strategies, Hedging Portfolios, SIPs, Loan against Securities, Commodities and ETFs.

This cutting edge advice is disseminated by a team of senior advisors and also available through our mobile app, web and desktop platform.

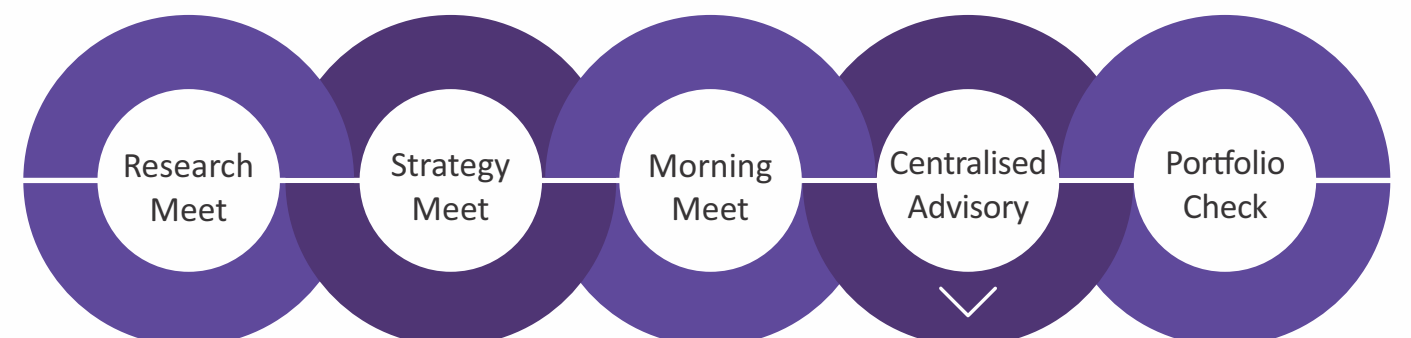


Advice Dissemination

Idea Generation

Dissemination

Review



SMS



EMAIL



CHAT

Solid Relationships

A hi-touch business like PCG advisory needs a unique understanding and experience of the capital markets. At Motilal Oswal PCG, we have a highly qualified team of equity advisors based centrally in our Mumbai headquarters and branches.

These advisors understand individual client needs and provide them with customized solutions and services. This 'client first' approach has resulted in Motilal Oswal PCG forging long term relationships with our clients.



"Absolutely trust-worthy, very reliable. They understand what I need, and have always been there. I am extremely satisfied with the results delivered; that's the reason the bond has become so strong."



- **Mr. Aniket Gore**
MOSL customer since 6 years



"One thing I liked about their technology is that I can view my entire portfolio at one go, one place. It has helped me organizing things at times."



Mr. Ankur Sharma -
MOSL Customer since 10 years



"They know what I want from the market and that's all what I want from a broker. Because of their transparency and trust, we have developed a bond."



- **Mr. Ashish Dhand**
MOSL Customer since 12 years

Broking Advisory Products

When it comes to investing or trading, execution is table stakes. What matters is need based advice. Different customers have different advisory needs be it intraday, positional or long term. The advice they seek could be based on fundamentals or technicals; research based or algorithm based.

Equity Advisory products cater to varied risk and return need profiles. Our Advisory products comprise of Momentum Trading, Delivery Ideas, Quantitative Strategies and Investment Ideas. This advice is available through our equity advisors, our trading platform and also on our mobile and tablet application. This advice is what helps clients take investing decisions with conviction.



Investment Ideas

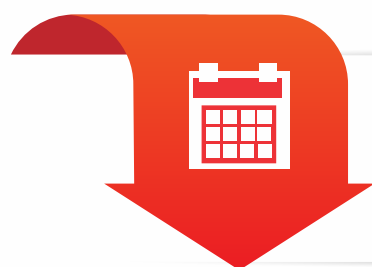
Investment ideas are a result of intense research within the large/mid cap space containing fundamentally good stocks which could be potential multi-gainers with a horizon of six months to few years. Stocks are hand-picked by experts and go through multiple layers of verifications to identify and filter out potential pit-falls.

- **MOST Midcap:** Dedicated Mid-cap portfolio containing regularly monitored MOSL recommended companies from the mid-cap space
- **MOST Multi Cap:** Investment portfolio with the following characteristics
 - 50% allocation to Large Caps and 50% to Mid-Caps in our MIDCAPs portfolio
 - 15 companies to invest in at the maximum, 10 minimum
 - 4-5 Large Caps that are suitable for SIP investments
 - 1-2 Semi Large Caps from our MIDCAP portfolio
 - 8-10 Mid-Cap stocks in the MIDCAP sapce
 - Adheres to our QGLP philosophy (Quality, Growth, Longevity, Price)
 - Portfolio requirement of ₹ 10 Lakhs



Momentum Trading

Momentum Trades are trading opportunities generated keeping in mind very short-term price movements and thus have a higher risk attached to it. These trades are based on short-term technical trends and stock-specific news and have a very short shelf life.



Positional

Trades given with an expectation of a trend over the next 2-3 days

Intraday

Primarily delivered on key technical levels & should be settled on the same day



Overnight

Trades given from an overnight perspective based on momentum



Delivery Ideas

Delivery ideas offer Model advisory portfolios in addition to carefully crafted strategies which cater to customers with varied risk profiles. These pre-packaged strategies enable a disciplined approach towards investing thereby helping customers to hold a solid portfolio at all times.

► MOST Velocity:

Model advisory trading portfolio which suggests investment in stocks and ETFs chosen on the basis of technical and sectoral outlook; also considering stock specific events.



Robo Advisory Products

Motilal Oswal presents Robo Advisory Products. Robo-advisory is a class of financial advisers that provide financial and investment advice or portfolio management with minimal human intervention. Robo-advisory is the investment advisory service managed by software-based platforms that use algorithms made with our 30 years of experience. Our Robo Advisory products provide digital financial advice based on mathematical rules or algorithms. These algorithms are executed by software and thus financial advice do not require a human advisor. Our Robo products utilize our high-tech algorithm to automatically allocate, manage and optimize your assets.

↕ Option Writer

It does Instant analysis and tells you whether to write options or not. It detects the Trend and helps you in strike selection, as some times it may be wise to write Higher Call and Nearer Put or vice versa; based on the trend.



Option dCoder

A vital tool in management of options portfolio. It helps in dynamically monitoring and managing Option Portfolio like Pro-Option Trader. The tool not only decodes payoff at different price levels and volatility, it also provides risk assessment and management through parameters like market volatility, delta, theta, vega, and gamma.



Robo Wealth

Robo Wealth is an innovative algorithm based wealth manager that gives personalized insights on your portfolio and recommends a holistic asset allocation mix that is best suited for your profile. The new asset allocation will be designed to lower your risk and increase the returns vs. your current portfolio. What's more, all the recommendations can be executed in just one click! This first-of-its-kind fully automated product has been developed to keep your portfolio's health in the best shape at all times.



TradeGuide Signal

Motilal Oswal's TradeGuide Signal is an innovative trend guiding tool which automatically generates actionable Buy /Sell trading ideas for all asset classes for different types of traders i.e. Positional, Intraday & Swing. This is first-of-its-kind, artificially intelligent predictive trading engine for traders that is powered by the combined strength of machine learning, cutting-edge technology and deep industry insights. TGS works on Rule Based trading strategies which makes use of advanced algorithms to back-test the predictive power of the widest possible universe of trading variables.



Investment Advisory Products

Investment Advisory Services provide customized advice on all long term investment products across different asset classes; be it Mutual Funds, Portfolio Management Services, Private Equity and Real Estate Funds, Real Estate Investment Trusts or even Property Advisory.

These services include advise on asset allocation, selection of the right product and seamless execution of the investment.

Portfolio Management Services (PMS)

We advise on and distribute PMS products for financially savvy high net worth individuals (HNIs) who wish to utilize 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.

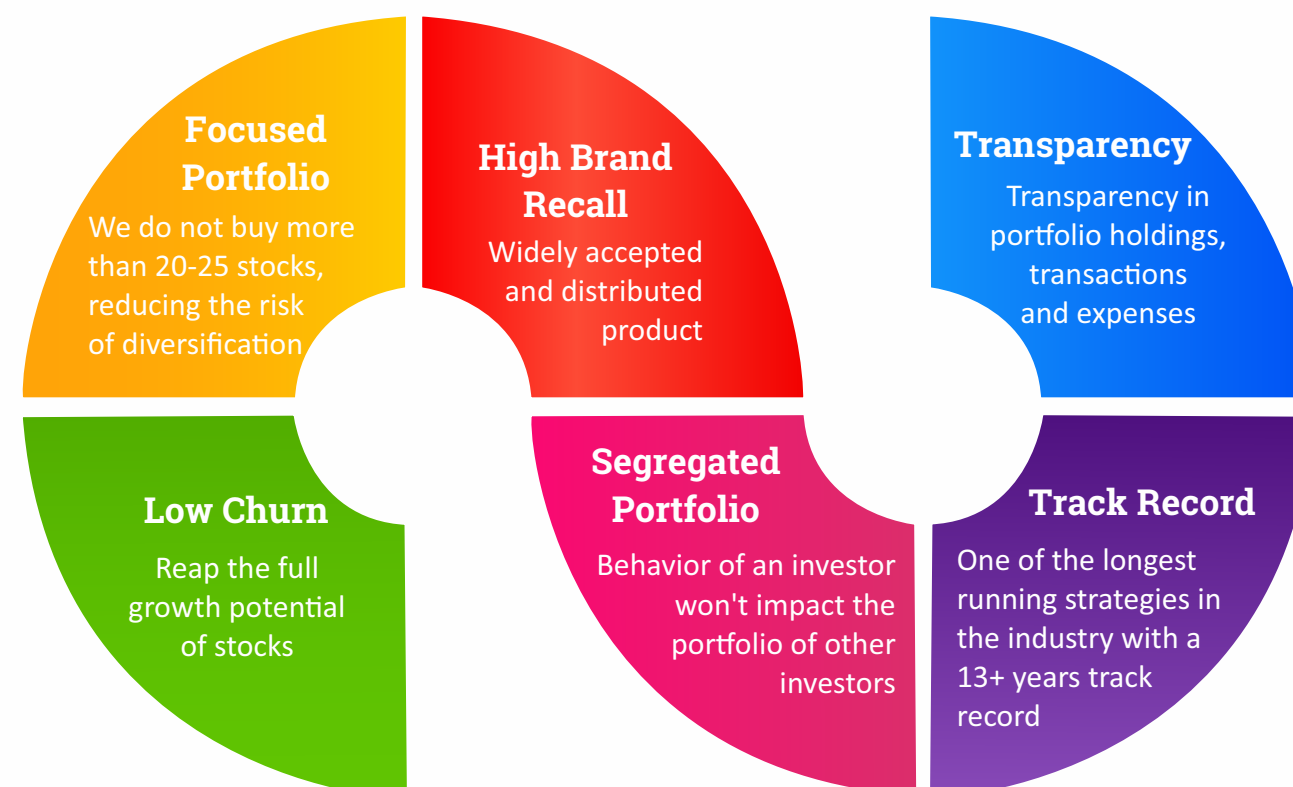
Benefits

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

Strategies

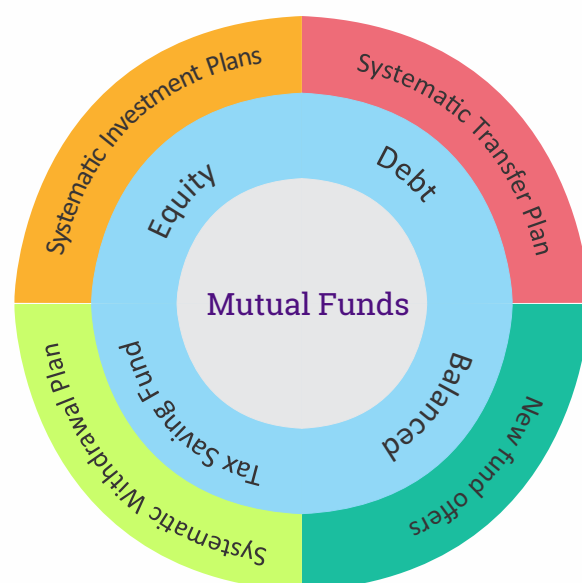
- **Value Strategy:** Concentrated large cap portfolio with only 15-20 stocks
- **Next Trillion Dollar Opportunity Strategy:** Concentrated midcap portfolio with only 20-25 stocks
- **India Opportunity Portfolio Strategy:** Concentrated multicap portfolio with only 15-20 stocks
- **IEP Strategy by ASK Investment Managers:** IEP strategy is market cap agnostic and builds portfolio which has companies with more than 25% promoter holdings, high ROCE and high non-dilutive compounded EPS. Identify business with competitive advantage that is significant sized (min. 100 Cr. PBT). The Strategy is built primarily on entrepreneur concept.

Benefits of PMS Strategies we distribute



Mutual Funds

Mutual funds give you the advantage of professional management, lower transaction costs, diversification, liquidity, disciplined investing and tax benefits. Our mutual fund recommendations as highlighted in our MOST Mutual report help you select the right mutual fund for your needs from 9,000+ schemes across 40 Asset Management Companies (AMCs) through Lump sum, Systematic Investment Plans (SIPs), Systematic Transfer Plan (STPs), Systematic Withdrawal Plan (SWPs) and New fund offers (NFO's) across classes of Mutual Funds - Equity, Debt, Balanced & Tax Saving funds. We also provide a Cross Margin facility, giving you an option to leverage your mutual fund units (for select funds only) for margin required to trade in equities, derivatives and currencies. This gives you the added advantage of trading for short term while staying invested for the long term.



Me-Gold

Motilal Oswal Securities Limited presents Me-Gold in partnership with MMTC-PAMP. Me-Gold allows you to buy 24K (999.9) Fine Gold using a live international price stream at a cost that is lesser than your local jeweler, as here you buy directly from the refiner without any middleman. The Gold purchased is stored in an secured enclosure within the MMTC-PAMP vault with full insurance cover, so you can rest assured about the safety of your asset.

You can also buy Gold on regular basis using GSP-Gold Savings Plan, with as low as ₹ 1500 or 0.5 Gms. Me-Gold gives you the flexibility to sell your accumulated Gold back to MMTC-PAMP or Motilal Oswal or redeem it, in the form of 24K (999.9) Fine Gold coins that will be delivered to your doorstep. Me-Gold can be bought, sold or withdrawn online 24 hours a day, 7 days a week, and 365 days a year. Now buy, store and sell gold anywhere, anytime.

Fixed Income Products

We offer the entire gamut of fixed income products on the basis of tenures and risk-reward profiles suitable to clients portfolios.

- **Debt Mutual Fund:** After analyzing all the factors of debt market outlook & all the debt funds; we foresee our debt strategy and recommend best suited funds to our clients. Our recommendation in Debt Funds cover Gilt Funds, Income Funds, Duration Funds, Accrual Funds & Ultra-short term Funds.
- **Bonds & NCDs:** We advise AAA & AA+ rated bonds & NCDs only. Our offerings are Corporate & PSU Bonds & NCDs, Tax Free Bonds, Capital Gain Bonds.
- **Corporate Fixed Deposits (CFD's):** You can also buy your High yield FDs online through our platforms.
- **Real Estate NCDs:** We offer various types of real estate NCDs. Investors typically get a coupon of 15% to 17% with monthly/quarterly payouts. These instruments carry a security cover of 3 to 3.5 times the loan amount.

TIP - Target Investment Plan

Goal based investing is an approach which helps clients to meet their personal and lifestyle goals. It aims to get around this drawback of the traditional investment approach, which generally focuses on outperforming the market while staying within the investor's threshold for risk. It uses investment strategy which is tailored to meet specific goals.

Our **TIP** will tell you





Commodity Products

Commodities as an asset class are fairly straight forward to understand and participate in. Commodity trading brings a basket full of diverse avenues for investment, away from the traditional avenues of equity, bonds and real estate. Based on historical data, adding commodities exposure to your existing portfolio helps you increase the returns while lowering the risk. Commodities have very little or negative correlation with other asset classes.

Optimum Portfolio/Strategy: High conviction recommendation

Fundamental and technical commodity analysts generate high conviction trade ideas. Fundamental research covers demand supply outlook, macroeconomic parameters, crop surveys, fund positioning etc. Technical outlook compliments the fundamental views based on chart patterns, volume and open interest statistics etc to generate trade recommendation.

Spread strategies

Spreads are low risk strategies offered in two ways :- Intercommodity spreads and Calender spreads

a. Intercommodity spread - Between two commodities

Here we recommend taking positions in two commodities simultaneously as we expect one commodity to outperform the other.

b. Calender spread - Between two contract months within the same commodity

We expect the spread between two contract months to widen or narrow. When the expectation is the spread to widen, we recommend selling first month contract and buying second month contract. Vice versa when we expect the spread to narrow.

Arbitrage

Futures prices trade at a certain premium to Spot prices. This premium is due to cost of holding the commodity i.e. warehousing cost and expenses related to purchase and sale of commodity. When the futures prices are at premium in excess to holding cost and expenditure, we recommend trading opportunity to buy commodity in spot market and sell in futures. This strategy is primarily for conservative investors who have facility to buy commodity in physical market

Hedging

Companies/Producers with exposure to commodities in the form of raw material or products can hedge to protect itself from price volatility.

TradeGuide Signal

TGS is an innovative trend guiding tool which automatically generates actionable Buy /Sell trading ideas for all asset classes for different types of traders. TGS works on Rule Based trading strategies which makes use of advanced algorithms to back-test the predictive power of the widest possible universe of trading variables.



Currency Products

A market that attracts about \$5.2 trillion in daily volume, recognized as the world's largest market, accessible globally 24 hours a day - that is exactly what the Currency market is made up of! You can trade in currencies through your existing equity account. Currency Derivatives are also very efficient risk management instruments offering benefits such as Hedging, Investments, Arbitrage & Leverage.

Although, currency is one of the youngest markets across the globe, its significance can be gauged by the sheer volume of trades that take place in currency derivatives. Hence, currencies should become an important part of your trading portfolios.

Positional Trades

Research is the backbone of the commodities desk. The Currency Research desk comprises of fundamental and technical analysts who generate high conviction trade ideas. Fundamental research covers international currency trends, import export data, GDP numbers, FII and FDI flows and various other macroeconomic parameters.

Technical outlook compliments the fundamental views based on chart patterns, volume and open interest statistics etc to generate trade recommendations. This trade recommendation forms a part of advise to our clients for investing in currency markets.

Spread Strategies

Indian exchanges offer four currency pairs i.e. USDINR , EURINR, GBPINR and JPYINR. These traded pairs give you an opportunity to trade cross currency derivatives like EURUSD, GBPUSD, JPYUSD etc. These opportunities can be executed by trading two currency contracts in combination.

Theta Strategies

Theta strategies are options based strategies which are designed to capture all possible trading outcomes. It does expert evaluation of Greeks which is supported by fundamental and technical arguments to arrive at a strategy. All the strategies will have a risk reward ratio of 1:2, not to put up more than 1% of risk on capital on each trade. There are minimum 4 trading strategies in a month.

Option Writer

Option Writer does instant analysis and tells you whether to Write Options or not, as it may be sensible not to Sell Options sometime. It detects the trend and helps you in strike selection, as sometimes it may be wise to Write higher Call and nearer Put or vice versa based on the trend.

TradeGuide Signal

ITGS is an innovative trend guiding tool which automatically generates actionable Buy /Sell trading ideas for all asset classes for different types of traders. TGS works on Rule Based trading strategies which makes use of advanced algorithms to back-test the predictive power of the widest possible universe of trading variables.

Solid Advice On Any Device

In today's digital age, it is imperative to be able to track, trade, access research and also review ones portfolio anytime, anywhere with speed and through a simple interface. To facilitate this, in addition to interacting with an advisor, you can now do all this and more using your mobile, smartwatch through the Motilal Oswal Application. You can also trade, track, research and review through our desktop application for high volume traders or through our web trading portal.



MO Investor Platforms

We've made your road to wealth creation simple and stress free with enhanced features on the all new MO Investor Platforms-redesigned to keep you in the pink of financial health! The revamped investor platforms are built to help you keep track, assess and take charge of your financial fitness. Available on mobile through our lightning fast App and on your computers through Web!

Key Features

- › Comprehensive Portfolio Snapshot
- › TIP: Goal Based Investing and tracking
- › Robo Wealth: Your 24 * 7 wealth manager
- › ACE: Pre - packaged one click execution product
- › Simplified & feature rich Mutual Fund section
- › Stock & Mutual fund scanners
- › MO Genie: inbuilt Chat Bot for Customer service



MO Trader Platforms

Motilal Oswal presents "MO Trader Platforms". Experience the POWER OF ONE! through our advanced trading platforms that provide you access to all the critical information in one single screen, so that you can take immediate action and pave your way to success from your mobile or from your computer! These power platforms give you a plethora of features that fuel your trading. On the web, the dashboard gives you a single bird's eye view of all the information you need for faster action.

Key Features

- › Watchlist with 2 different views
- › Upto 20 market screeners
- › My Wallet
- › Upto 40 times higher leverage
- › Robo Advisory products
- › Real time charts with historical data
- › Live news to take instant action
- › Bulk order execution

Smart Watch Application

The Motilal Oswal Smart Watch Application is the fastest and most convenient way for you to stay on top of all vital information associated with your investments. This app enables you to be updated with notifications and alerts on latest market statistics, positions/limits updates right from their wrists. It provides you with real-time trading alerts when you're on the move, in a meeting, on the treadmill, in a movie or grabbing lunch.

Key Features

- **Notifications** - Get instant notifications on all important market updates
- **Market Update** - Get instant info on global indices, market top gainers and losers
- **My Portfolio** - Know your portfolio's net worth across asset classes
- **Position update** - Know your mark to market and open positions
- **Available Margins** - Check your margin in both cash & commodities segment.

Desktop Application

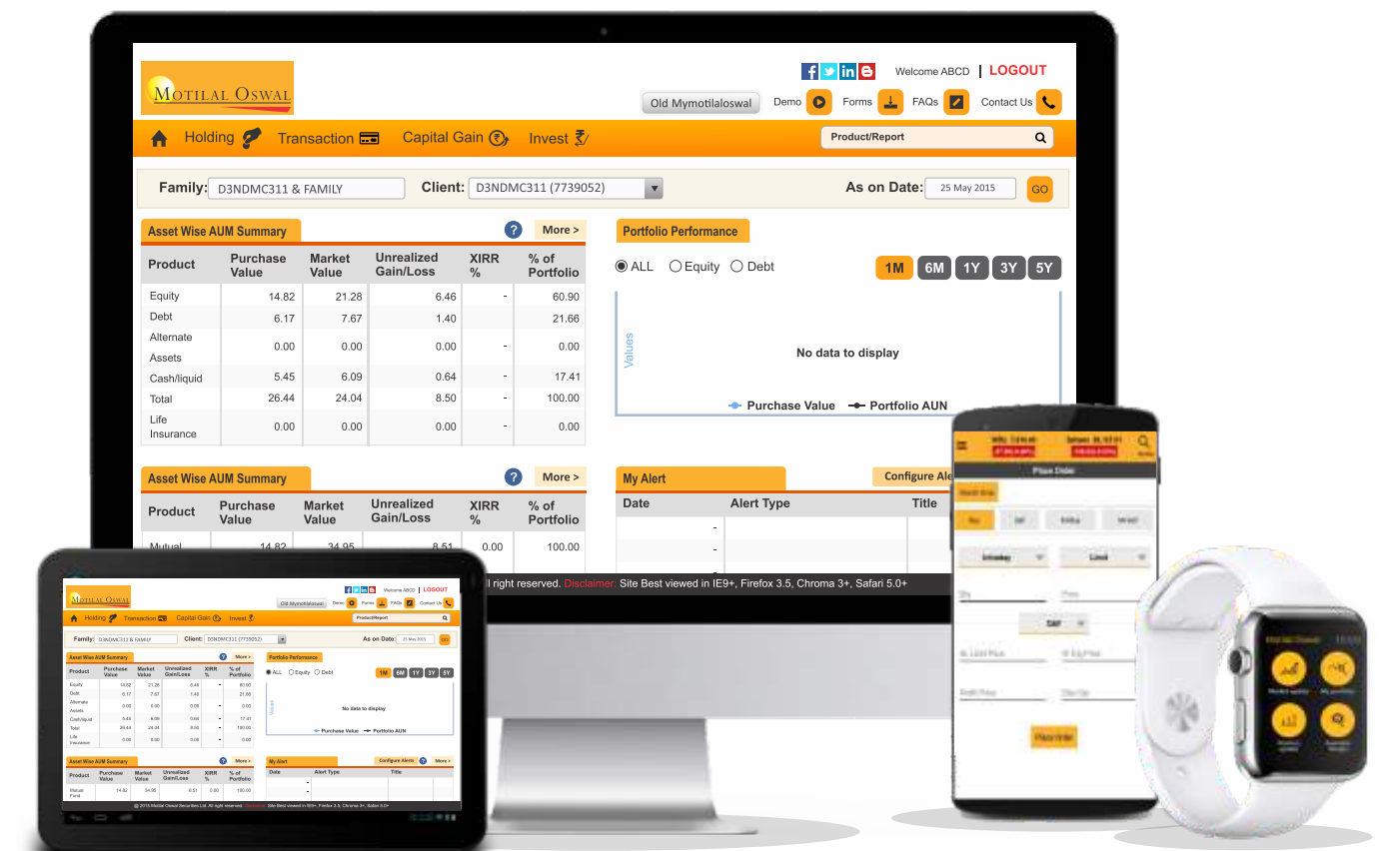
- Superfast Trading with Insight, Research, Action & Review Facilities
- Super-fast trading execution with 1-second rate refresh
- Advanced charting tools and tick-by-tick action watch
- Technology enabled leverage to enable you to get up-to 20 times your margin
- Solid Research based recommendations ranging from Hours-Days-Weeks-Months-Years
- Trade guide signal - new generation trend guiding tool to buy/sell ideas
- Access to over 30,000 research reports across all asset classes in a single click.

e - KYC

100% Paperless digital solution for opening an only Mutual Fund Account or Full broking account in just 15mins with swift verification for instant investing. EKYC is available on Digital Account Opening App and as well as on Web.

Web Trading Portal

- End-To-End Trading & Investing Solutions, Now ONLINE!
- Single-sign on access to Trade, Track and review your portfolio across all asset classes
- Simple and Quick Order execution window integrated with real-time charts and market depth
- Access to Smart summary of your holdings, positions and market updates in a single view
- Actionable recommendations integrated with BUY/SELL functionality
- Instant portfolio restructuring for your Equity & MF holdings with model portfolios
- Operational Ease - Transfer funds through 60+ banks, access to all your reports in one view
- Snapshot of your proposed portfolio after restructuring
- Custom made model portfolios based on your risk profile for worry free investing



Awards & Accolades

Being one of the leading Stock Broking houses in India, Motilal Oswal Securities has consistently been recognized by the Industry and every year it has been winning multiple awards across the businesses. We have been awarded for our research, advisory, processes, brand innovation, sales conferences and for financial inclusion and investor education. No wonder we have won the 'Best Performing National Financial Advisor- Equity Broker' at the CNBCTV18 Financial Advisor Awards; a record 5 times!

