HI-TOUCH RELATIONSHIPS MEET HI-TECH EXPERIENCE



With low penetration rates, varied products and vibrant capital market, India has a huge financial intermediation opportunity. To capitalize on this opportunity one needs entrepreneurs with passion and a penchant for building relationships. It was these qualities that helped Motilal Oswal Financial Services grow from a small sub-broker to a large conglomerate.

During our entrepreneurial journey we learned that even if you are good at building relationships, scaling up business is a challenge unless you use technology.

As an entrepreneur, what you can do today is capitalize on these relationships using technology. India is on the cusp of a digital revolution where the number of digital Indians is rapidly increasing each day. Moreover, the share of people from older age groups, lower tier cities and women is growing exponentially in the Digital India map. With respect to financial industry, this growth is even more disruptive which is proved by the fact that. A combination of Hi-Touch relationship building with Hi-Tech scalability can be a potent combination to unlock growth.

> of urban consumers use digital medium for purchasing a financial product

70%

transactions of mutual fund is

done online[.]

86%

Who is a Digi-Partner? 🙀

In this age of Digital transformation, a new and unique partnership model is the need of the hour where our partners can benefit from their existing relationships and from our 30+ years of Research and high-tech digital Investment platforms and products. You focus on building relationships while the processes and technology focuses on building scale. We hence have pioneered a unique Digi-Partner business model for aspiring entrepreneurs in the financial intermediation space.

As the name suggests, Digi-Partner is a unique partnership model where your whole business right from acquiring clients, account opening, business operations, product suggestions, advisory product Investments and moderation is done digitally. Online is synonymous to convenience and that is exactly what this unique partnership offers you. While you focus on activating your relationships, the technology provides the backbone to help your business grow.

Benefits of becoming a Digi-Partner







What's the difference between Traditional franchise model and Digi-Partner ? 📳



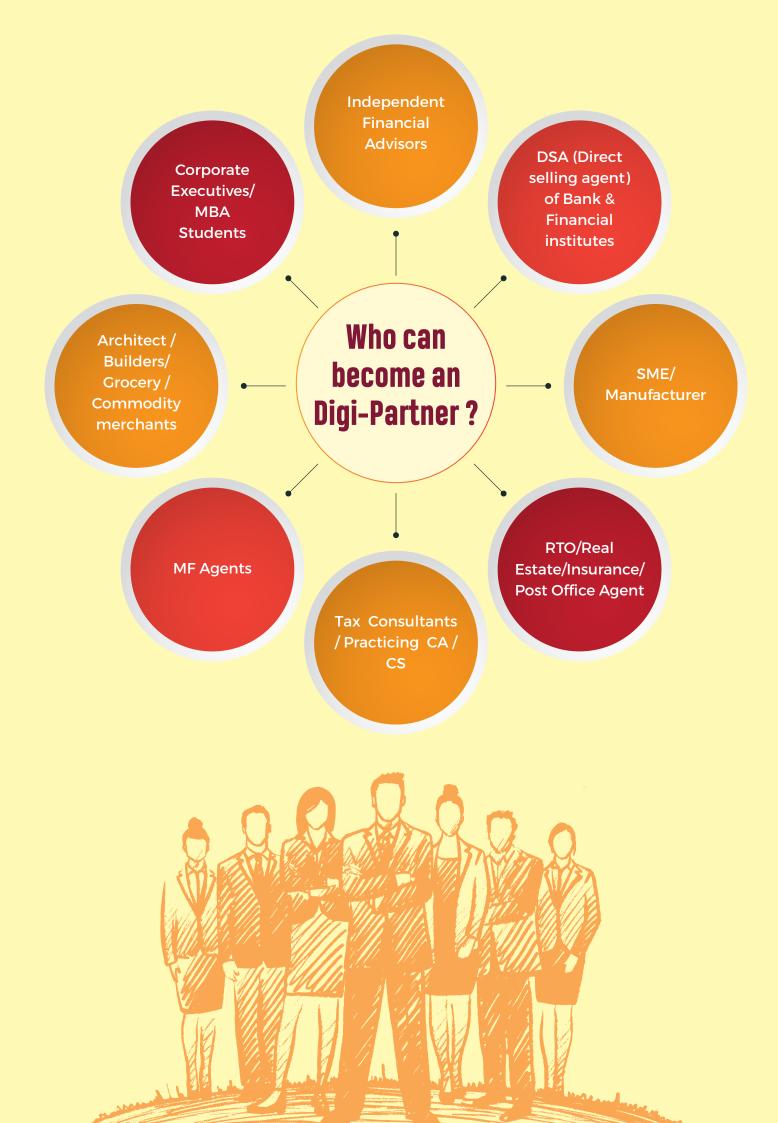
Offering / Process	ess Digi-Partner Franchisee		Remisier		
Offering & Requirements					
Business Category	Full / Part time business	Full time business	Full time business		
Office Infra for Business	Optional	Compulsory	Compulsory @ Branch		
Refundable Deposit	Rs. 50,000	Rs. 3,00,000	Rs. 1,00,000		
Registration Charge	Rs. 15,000	Rs. 15,000	Rs. 15,000		
Sharing Structure	BA:MOFSL= 40:60	BA:MOFSL= 60:40	BA:MOFSL= 40:60		
Client Brokerage Structure	Minimum 2 paise (Trading) & 20 paise (Delivery)	Minimum 2 paise (Trading) & 20 paise (Delivery)	Minimum 2 paise (Trading) & 20 paise (Delivery)		
	Business Develo	pment Support			
Advisor Mapping to Partner	Centralized from Mumbai	Personalized - either from Mumbai or Locally	Personalized from Branch		
Reactivation and HNI Desk	Yes	Yes	No		
Business Development Support	Business Development through Group Trainings / Webinars / Conferences & personalized in exceptional cases	Personalized Business Development as well through Group Trainings / Webinars / Conferences	Personalized Business Development as well through Group Trainings / Webinars / Conferences		
Distribution of Investment Products Support	Personalized Relationship Manager	Personalized Relationship Manager	Personalized Relationship Manager		
Commodity & Currency Business Support	Personalized Support - as & when required	Personalized Business Development Manager	Personalized Business Development Manager		
Recognition / Felicitation from the organization	Yes	Yes	Yes		
	Trai	ning			
Unnati Training Program	Strongly Recommended	Compulsory for partners from Non Broking Background & Strongly recommended for others	Strongly Recommended		
Other Trainings for Partner & Staff	Trainings via group trainings, webinars, conferences & personalized in exceptional cases	Personalized Trainings as well as trainings via group trainings, webinars & conferences	Personalized Trainings as well as trainings via group trainings, webinars & conferences		

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Offering / Process	Digi-Partner	Franchisee	Remisier			
	Trading & Risk Management					
Trading Mode For End-Clients	Only Online. Exceptional Cases via Call n Trade or Offline	Online + Offline	Online + Offline			
Dealer Terminal for the Partner	Optional (subject to certain conditions)	Yes, Compulsory	Yes, Compulsory			
Centralized Call N Trade for End Clients	Yes	No. Trades to be done through Partner	No. Trades to be done through Partner or through Branch			
Leverage to the End Clients for Trading	System defined & approved leverage will be given. No exceptions	System defined & approved leverage will be given. Exceptions are possible.	System defined & approved leverage will be given. Exceptions are possible.			
Mini Admin Facility for the partners to manage client limits, positions & risk (New)	Not possible	Yes (based on certain criteria)	Managed through Local Branch			
RMS Process	RMS of clients controlled centrally as per the process & system	RMS of clients controlled centrally as per the process & system. However, discretion are given to the partners for their clients based on some parameters	RMS of clients controlled centrally as per the process & system. However, discretion are given to the partners for their clients based on some parameters			

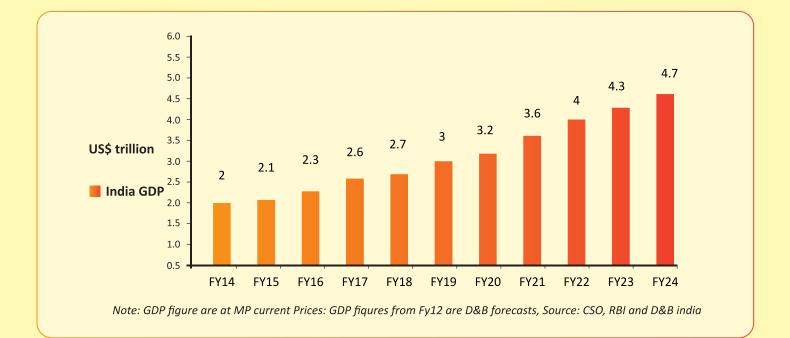
Opration, Compliance & Support Desk					
Account Opening &	EKYC	EKYC	EKYC		
Modifications	Physical (Non Individual)	Physical	Physical		
Centralized Support Desk	Separate CSE desk	Separate CSE desk Branch Back offic			
Compliance Requirement	Limited	Extensive	Extensive		
Voice Loggers	Compulsory if the clients trade offline through partner. Otherwise optional.	Mandatory	Mandatory		
Risk of Unauthorized Trades complaint from the client	No risk as long as the client does everything online at his end	Risk if the client uses offline mode for trades & necessary compliances are not followed at partner end	Risk if the client uses offline mode for trades & necessary compliances are not followed at partner end		

Branding						
	Optional	Office Branding is Mandatory	Branch Infrastructure			
Branding / Marketing Collateral	Welcome KIT	Welcome KIT	Welcome KIT			
	Marketing collateral ordering through UpperMOSt	Marketing collateral ordering through UpperMOSt	Marketing collateral ordering through UpperMOSt			
Visibility on Motilal Oswal Website	No	Yes	No			



What is the scope in the Equity market?

- It is predicted that the Sensex could touch 100,000 by 2025
- India's household savings is, one of the highest in the world at 30%
- Despite all the new highs during the interim period, Mutual Funds' (MFs') equity assets are at only 4 per cent of gross domestic product. The global figure is 35 percent.
- India to become a 5 trillion dollar economy by 2025



- It is predicted that India will become the world's youngest country with 64% of its population in the working age group by 2020. The dependency ratio for India is expected to fall from 54% in 2010 to 49% in 2020, while that for China is expected to increase from 36% to 43% in 2020
- With more than 50% population in < 35 years age group, India is one of the largest markets for consumer discretionary spending
- Despite questions about the economy and confusion over the new growth figures, India is still best placed to see the highest growth annually for the next decade. Researchers at Harvard University have predicted that India will grow at 7% annually until 2024, while neighboring China's economy will stumble to a growth rate of just 4.2%.

Why Broking & Distribution

The business of Broking and **Distribution encompasses a** lot of thrill and excitement. It is a business that imparts you with lot of knowledge and wisdom

There is lack of quality professionals to provide these services. You can tap on this and cater to the needs of the clients

The investment required to start the business is nominal. Perhaps no other business will require such negligible capital requirement

Lack of "Customer First" approach making disillusionment with existing service provider

Multiple sources of income which include both Transaction Fees (from Equity and Derivatives) as well as Trail Fees (PMS, **Mutual Funds, Private** Equity, Bonds, Fixed Deposits, etc.)

Leverage on technology is high. One can capitalize on it and serve their clients better. Physical locations are not a constraint anymore

Very easy to establish and run

COMPREHENSIVE ONBOARDING SUPPORT

Dedicated regional language advisory and business development desk, dedicated onboarding desk of operations team, knowledge support for better understanding of systems and processes

EXTENDED BUSINESS DEVELOPMENT SUPPORT

Dedicated product specialist and personalized meetings of the experts, Client acquisition support, Regular Business Development Workshops, Exclusive Client relationship management software for business partners and staff, Branding Support, regular training and knowledge building initiatives.

TECHNOLOGY SUPPORT WITH UPPERMOST

The Business Portal: 100% paperless ekyc account opening, Advisory Dashboard, Comprehensive Business Summary, Suggest Me Tool, Instant access to important reports and much more

DEDICATED REACTIVATION DESK

MOSt Select-A premium advisory desk initiated to cater to your HNI clients and Retail reactivation Desk dedicated to cater to your retail clients.

MULTIPLE ASSET CLASSES TO CROSS-SELL

Equity, Commodity, Currency, MF, PMS, Private Equity, Real Estate Funds, Fixed income products, Housing Finance, Digital Gold (Me-Gold), Government Bonds, Insurance, etc.

REWARDS & RECOGNITION

National & Regional awards for best performing partners, Induction in Hall of fame for consistent performers, Regular rewards for various business parameters

What's in for you 😢

In today's fast and digital era, efficiency is everything. We have specially crafted advanced tools to help you manage your business efficiently and service your clients better than ever.

ADVISORY DASHBOARD (A unique business tool for you!)

In the technological world of financial services, each client you cater to has different needs and requirements. The most challenging task for you would be to find the right opportunity for every client at the right time to generate sustainable business revenue from your clients.

Our advisory dashboard will help you solve this challenge. It provides the suitable recommendations and actionable data of your clients to enable you with the right business pitch. It also does an in-depth analysis of your clients' trading and behaviour pattern to help you fulfill their investing/trading needs



SUGGEST ME (A solution for every client's need)

Day in and day out, while attending client meetings or in phone conversations, you come across multiple questions or needs a client faces. How to address all these needs in a systematic way?

MOFSL's Suggest Me - a solution designed exclusively to address basic needs of an investor by suggesting good portfolio mix for your clients based on their needs. It also provides recommendations in personalized report which can be used in your client interactions. This tool targets the below common investing needs of any investor client:

UpperMost UpperMOSt (Business intelligence just a click away!)

UpperMOSt App and Web is an industry's one of its kind tool which is designed to enable you to manage your business efficiently and effectively. It not only aims to improve your business but also gives you a clear understanding of various trends on Revenue, Assets Under Management, Sales and new client acquisition over a period of time.

UpperMOSt platforms offer a plethora of advanced features that provides insights on clients, revenue, sales and other crucial aspects of your business.



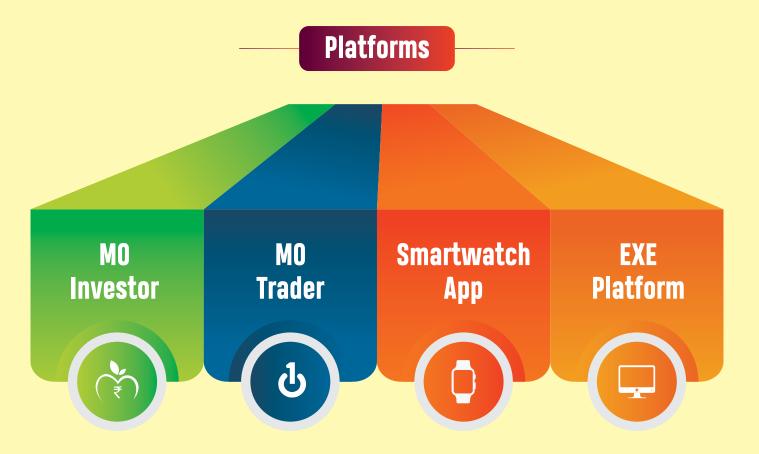
DIGITAL ACCOUNT OPENING (Hassle-free Online Account Opening)

Tired of time-consuming formalities for opening your lead's account?

Motilal Oswal's online account opening is a unique solution to help you convert your leads in a matter of minutes. It also helps you follow up with your leads seamlessly with the real time dashboard providing status on each lead.

What's in for your clients? 🤐

Your clients are always on a lookout for sound investing opportunties. To aid them in their investng journey, we have developed online plaforms that will help fulfill your client's needs with ease.



How is it beneficial?

Saves on dealer and other operational costs

Helps manage your time more productively

Opportunity to reactivate and re-engage clients

Independent Investing & trading from anywhere

Access to advanced products and features

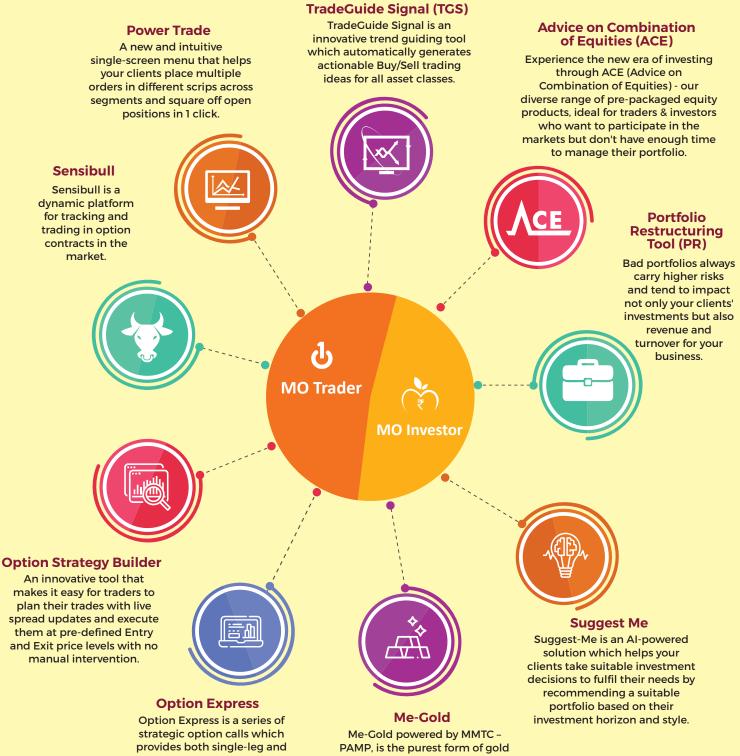
Instant and easy execution



FOR YOUR CLIENTS

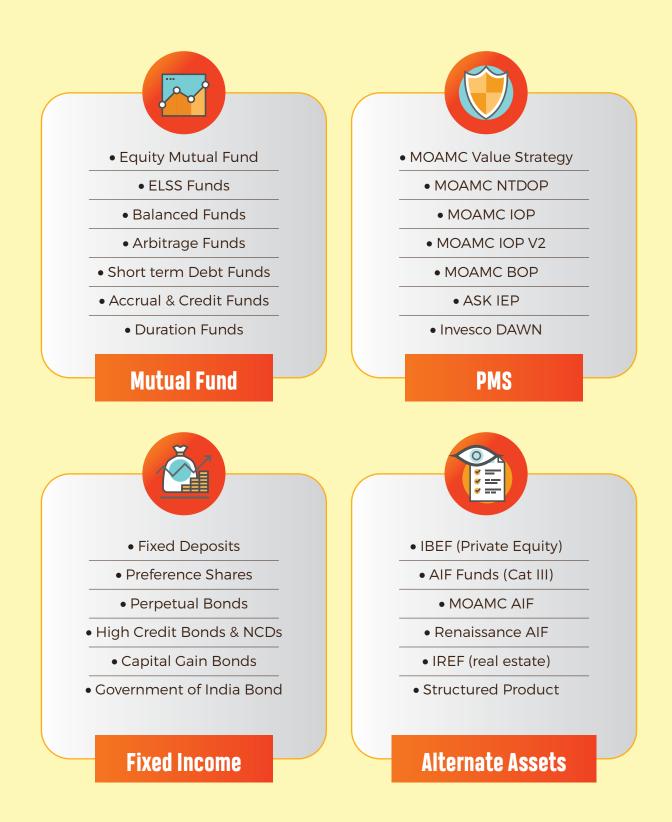
Broking Products

Explore the wide range of cutting edge products designed specially for your clients to trade and invest seamlessly. You too can reap its benefits by encouraging your clients to invest in these products.



provides both single-leg and multi-leg strategies on a daily basis to help active traders make quick and well-informed decisions that give positive results. Me-Gold powered by MMTC – PAMP, is the purest form of gold (999.9) which your clients can securely buy, sell or store with an option of doorstep delivery, anytime and anywhere.

Investment Products



Commodity

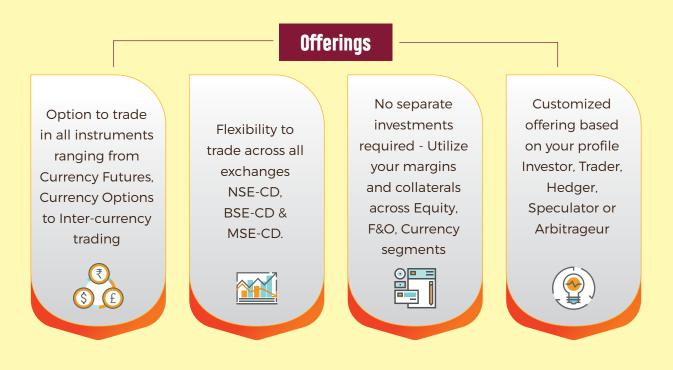
Another asset class from where you can earn is Commodities and Currency.

Commodity trading brings a basket full of diverse avenues for investment, away from the traditional avenues of Equity, Bonds and Real Estate. Based on the historical data, adding Commodities exposure to your client's existing portfolio helps your clients increase the returns while lowering the risk. Commodities have very little or negative correlation with other asset classes.

Offerings						
Option to trade across Bullion, Metals, Energy, Agro and other Commodities in NCDEX and MCX	Unique Value Plus producta leverage tool helpful for intraday traders having limited margins	Exposure of upto 3-4 times of available funds for Value Plus product				
Real-time fund transfer facility to get instant limit or reduce risk percentage	Customized offering based on your profile Investor, Trader, Hedger, Speculator or Arbitrageur	Optimum Strategy High conviction positional and spread trades in Commodities				

Currency

A market that attracts about \$6.6 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 make your client's trade in Currencies through their existing Equity account.



A - Broking Business includes broking from Equities, Currency & Commodities					
Details		QI	Q2	Q3	Q4
No. of New Clients Added - (Cumulative Q on Q)	а	30	60	90	120
Active Clients % age	b	50%	50%	50%	50%
No. of Active Clients (a*b)	с	15	30	45	60
Quarterly Average Revenue Per Traded Client	d	9,000	9,000	9,000	9,000
Quarterly Brokerage (c*d)	е	1,35,000	2,70,000	4,05,000	5,40,000
Transaction Brokerage Sharing	f	50%	50%	50%	50%
Digi-Partner Earnings (e*f)	g	67,500	1,35,000	2,02,500	2,70,000
Monthly Earnings (g / 3)		22,500	45,000	67,500	90,000
Estimated Yearly Earning - 1st Year	Estimated Yearly Earning - 1st Year Rs. 675,000				

Estimated yearly earnings based on assumptions.

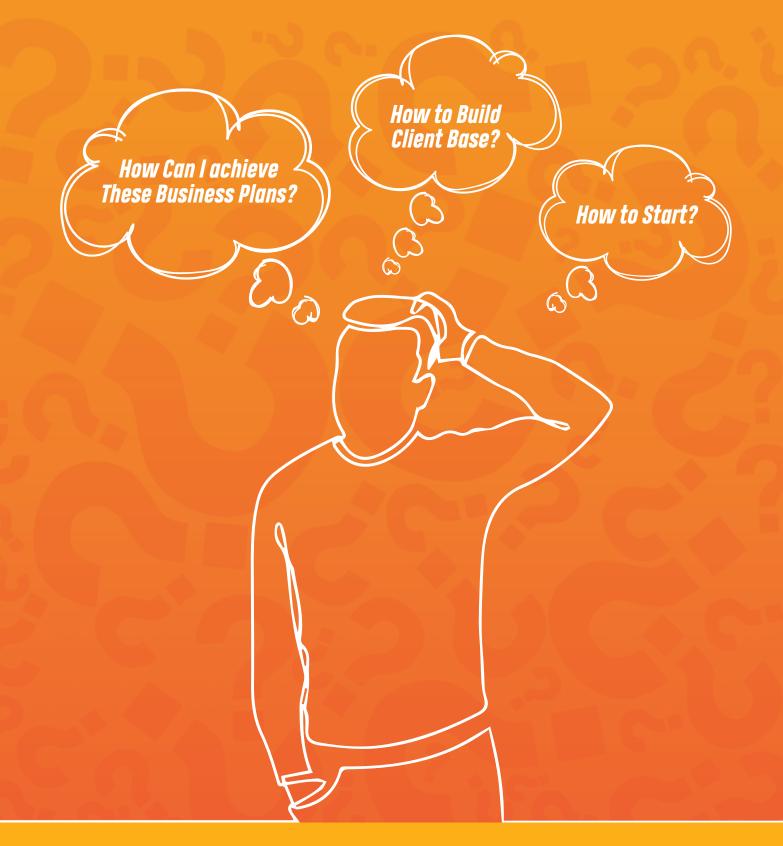
B - Mutual Fund Business					
Details		Ql	Q2	Q3	Q4
No. of New Client added for Investment in MF SIP		15	15	15	15
No. of Cumulative Clients added in MF SIP		15	30	45	60
Per Month Per Client SIP		5,000	5,000	5,000	5,000
Total Investment in Mutual Fund SIP (a*b)		75,000	1,50,000	2,25,000	3,00,000
Trail Income - Approx 0.80% (c *0.80%)		600	1,200	1,800	2,400
Estimated 2nd Year Onwards Trail Income from Clients Added in 1st Year					

Model - Transaction Broking & Investment Products Business

C - Distribution of Investment Products Business					
Details		QI	Q2	Q3	Q4
No. of client Invest in PMS		1	1	2	2
PMS Investment Amt.	а	50,00,000	50,00,000	1,00,00,000	1,00,00,000
Approx up-front commission to franchisee (1% set up fees + 1% = 2%) (b * 2%)	b	1,00,000	1,00,000	2,00,000	2,00,000
Estimated Trail Income - Approx 0.80% (c *0.80%) from 3rd year onwards	с	40,000	40,000	80,000	80,000
Estimated Yearly Earning - 1st Year	Estimated Yearly Earning - 1st Year Rs. 6,000				
Estimated 3rd Year Onwards Trail Income from Clients Added in 1st Year	me Rs. 240,000				

Estimated Total Yearly Earning - 1st Year	Rs. 12,75,000
Estimated 2nd Year Onwards Trail Income from Clients Added in 1st Year - MF	Rs. 6,000
Estimated 3rd Year Onwards Trail Income from Clients Added in 1st Year - IP	Rs. 240,000





YOU CAN ACHIEVE ALL THIS THROUGH

Unnati Training Program

Client Acquisition

Client Servicing

Cross Sales



Unnati is an industry first certified programme on Broking & Financial Products Distribution business that transforms you into a skilled and knowledgeable Entrepreneur in just 8 weeks.

The word "Unnati" is a Sanskrit word, which means progress, and that is the aim of this programme. The Unnati programme addresses all your needs - Knowledge, Skills and Business ideas. The curriculum is especially developed keeping the latest Broking & Financial Products Distribution Industry trends, technology and practices in mind which include

- A) Indian Macros
- B) Financial Services Industry
- C) Opportunity in Broking & Distribution
- D) Changing Dynamics and Technology
- E) How to manage and run a profitable Partner Setup
- F) How to take your business at next level





NATURAL MARKET

- Family, Friends and Colleagues
- Preparing a list of 150-200 People you know
- Communicate with them for your new venture
- Meeting all these people and converting them
- Building Relationship from Entry Level Products
- Cross Selling other Products
- Natural Market to be exhausted in 3 Months

REFERENCES FROM THE CLIENTS

Good Services to the existing clients will ensure more references - At least 1 referral per month

 To arrange for Frequent Group Meetings, Events and Seminars with MOFSL Support: Most popular technique for acquiring clients – This activity helps in generating leads, creates Brand / Product awareness. It has to be conducted on a regular basis. It involves less cost and more benefits.

NEW CLIENT ACQUISITION BY DIRECT SALES TEAM

- Next growth will come from Direct Acquisition
- Recruitment of Sales Team
- Training of Sales Team
- Natural Market of Sales Executives
- References of Existing Clients given to Sales Team
- Various Lead Generation Activities to be carried out

Important aspects to keep in mind while appointment of sales staff

- Proper screening of skill set of sales person at the time of interview.
- Complete background check of candidate before hiring.
- Training to Sales person on company values, systems & process.
- Daily monitoring of No. of client meetings, Lead generation, follow -up ensuring to lead conversions

Phase 2

Phase 3

Client Servicing 🙀



GOOD SERVICING TO CLIENT WOULD OPEN GATES FOR

- More Products sold to the same Client
- More References for New Clients
- Clients do need various products at different life stages

CommodityCurrencyMutual FundsPMSInvestment in other IP productsIPO

BENEFITS

Having More segments is always beneficial to balance your revenues Make Sure you have all trading segments available to you, Equity, Commodity & Currency You will have more segments to offer to your clients.-Broking, MF, PMS, IP Products, IPO

It will also lead to diversification in Existing client portfolio

BASIC PRINCIPAL TO SUCCEED

- Continuous Client Acquisition and Cross Selling / Segment Activation
- Avoid Personal Trading
- Follow far-sighted Risk Management Practices
- Always Follow Ethical Practices
- Maintain Transparency in your Dealings with the clients
- Give priority to Customer's Interest above yours
- Always deliver what you promise to your clients

Others have made it big, so can you



Before MOFSL Partnership: A practising CA at Reliable Investments, in 1999.

After MOFSL Partnership: CEO of Reliable Investments with over 2300+ clients.

Paresh Sukhtankar



Suresh Loya

Before MOFSL Partnership: Founded Prachi Investments Pvt. Ltd. (PIPL) to provide online depository services, with 300 clients, in 2000.

After MOFSL Partnership: 51 offices with over 22,900 clients. Consistent award winning business partner. Inducted in MOFSL Hall of Fame in 2009.



Bhawarlal Agarwalla

Before MOFSL Partnership: Started with single rented office in Guwahati with no experience in broking, in 1992.

After MOFSL Partnership: 30 offices. Consistently high performing partner. Inducted in MOFSL Hall of Fame in 2012.

Before MOFSL Partnership: Based in a small town (Beawar-Rajasthan), Siddharth had a passion for Broking.

After MOFSL Partnership (Since 2009): Revenue increased multifold & clients have increased from 50 to 5300+.



Siddharth Karnawat



Before MOFSL Partnership: A sub-broker with 350 clients, in 1995.

After MOFSL Partnership: (Since 2002): Client base of over 9600+ clients and 12 times the revenues.

Madan Mohan Lohiya



Kavish R. Shah

Before MOFSL Partnership: 1 outlet in Kolkata and 18 clients made up of family members, in 2005.

After MOFSL Partnership: 14 outlets across 3 states serving over 14,200+ clients.



Before MOFSL Partnership: This father-son duo were financial analysts and advisory service providers with 1 office and 270 clients.

After MOFSL Partnership: 11 offices and over 9900+ clients. Consistently among the Top 10 MOSL business partners.

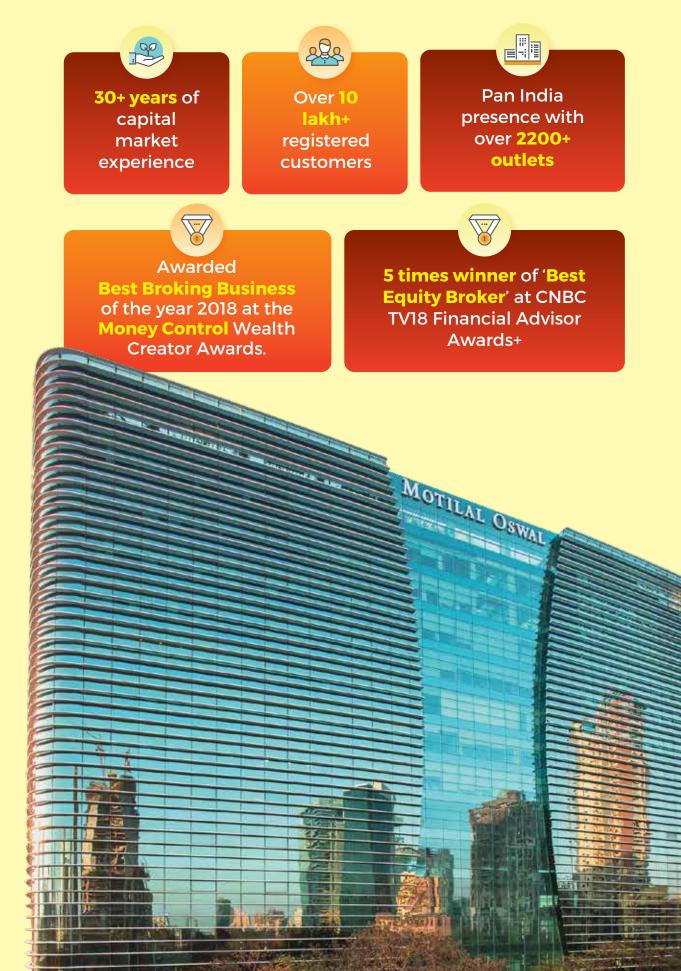


Rajendra Manudhane

Mayur Manadhane

Motilal Oswal Group

A client-centric financial services group engaged in Broking & Distribution, Institutional Equities, Investment Banking, Private Equity, Wealth Management, Asset Management and Home Finance



To know more, please contact





growbig@motilaloswal.com

R www.motilaloswal.com



Motilal Oswal Financial Services Limited (MOFSL)* Member of NSE, BSE, MCX, NCDEX CIN No.: L67190MH2005PLC153397

Registered Office Address: Motilal Oswal Tower, Rahimtullah Sayani Road, Opposite Parel ST Depot, Prabhadevi, Mumbai-400025; Tel No.: 022-71934263; Website www.motilaloswal.com. Correspondence Office Address: Palm Spring Centre, 2nd Floor, Palm Court Complex, New Link Road, Malad (West), Mumbai- 400 064. Tel No: 022 7188 1000. Registration Nos.: Motilal Oswal Financial Services Limited (MOFSL)*: INZ000158836 (BSE/NSE/MCX/NCDEX); CDSL and NSDL: IN-DP-16-2015; Research Analyst: INH000000412. AMFI: ARN - 146822; Investment Adviser: INA00007100; Insurance Corporate Agent: CA0579. Motilal Oswal Asset Management Company Ltd. (MOAMC): PMS (Registration No.: INP00000670); PMS and Mutual Funds are offered through MOAMC which is group company of MOFSL. Motilal Oswal Wealth Management Ltd. (MOWML): PMS (Registration No.: INP000004409) is offered through MOWML, which is a group company of MOFSL. Motilal Oswal Financial Services Limited is a distributor of Mutual Funds, PMS, Fixed Deposit, Bond, NCDs, Insurance Products and IPOs. 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 Real Estate Investment Advisors 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. Investment in securities market is subject to market risk, read all the related documents carefully before investing. Details of Compliance Officer: Name: Neeraj Agarwal, Email D: na@motilaloswal.com, Contact No::022-71881085.* MOSL has been amalgamated with Motilal Oswal Financial Services Limited (MOFSL) w.e.f August 21, 2018 pursuant to order dated July 30, 2018 issued by Hon'ble National Company Law Tribunal, Mumbai

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