SWOT ANALYSIS

Company Overview: -

Motilal Oswal Financial Services Limited provides various diversified financial services in India. It offers a range of financial products and services, such as wealth management, retail broking and distribution, institutional broking, asset management, commodity broking, private equity, investment banking, and principal strategies.

The company engages in broking and distributing equities and derivatives, commodities, depository services, portfolio management services, mutual funds, and initial public offerings. It also offers investment banking solutions and transaction expertise covering private placement of equity, debt, and convertible instruments covering international and domestic capital markets, mergers and acquisitions advisory, and restructuring advisory and implementations. The company provides its services to individuals, mutual funds, foreign institutional investors, financial institutions, and corporate clients.

As of October 14, 2009, it distributed its products through 1,257 business locations, as well as the online channel to approximately 580,667 registered customers. Motilal Oswal Financial Services Limited was founded in 1987 and is headquartered in Mumbai, India.

Shareholding Pattern: -

Shareholder's Name	% shares
Promoters	69.76%
Foreign Institutions	9.77%
N Banks Mutual Funds	4.17%
General Public	9.72%
Financial Institutions	0.39%
Others	6.18%
Total	**100%**

It is family owned business started by Motilal Oswal and Raamdeo Agarwal. Both of their family are major shareholders of the company.

Management

- **Motilal Oswal – Managing Director and CEO**
  - Motilal Oswal is the Managing Director and CEO of Motilal Oswal Financial Services Ltd. (MOFSL). He is a Chartered Accountant and started the business along with co-promoter, Raamdeo Agrawal in 1987.
  - Mr. Oswal has served on the Governing Board of the BSE, Indian Merchant's Chamber (IMC) and has also served on various committees of BSE, NSE, SEBI and CDSL.
  - He is the President of the Jain International Trade Organisation (JITO) and has been awarded the Rashtriya Samman Patra by the Government of India for being amongst the highest income tax payers in the country for a period of 5 years.
  - Mr. Oswal has authored two books of quotations on 'The Essence of Business & Management' and 'The Essence of Life'.

- **Raamdeo Agarwal – Chairman**
  - Raamdeo Agrawal is the man behind the strong research capabilities at Motilal Oswal Financial Services Ltd. He is a Chartered Accountant and the Chairman of

Motilal Oswal Financial Services Limited (MOFSL). A keen believer and practitioner of the QGLP philosophy, his wealth creation insights and decades-rich experience have played a pivotal role in MOFSL, transforming it from a small stock broking firm to a well-diversified financial services company.

- Mr. Agrawal is an Associate of Institute of Chartered Accountants of India and also a member of the National Committee on Capital Markets of the Confederation of Indian Industry. He has received the "Rashtriya Samman Patra" awarded by the Government of India for being amongst the highest Income Tax payers in the country for a period of 5 years from FY95–FY99. He was also conferred with the 'Special contribution to Indian Capital Market Award' by Zee Business in 2011.

- Mr. Agrawal has been authoring the annual Motilal Oswal Wealth Creation Study since 1996. In 1986, he wrote the book 'Corporate Numbers Game', along with co-author, Ram K Piparia. He has featured on `Wizards of Dalal Street on CNBC TV 18` and also compiled a book of investing insights called 'Wealth Creation Thoughts'.

• Navin Agarwal – Managing Director

- He is a member of the Institute of Chartered Accountants of India, Institute of Cost and Works Accountants of India, Institute of Company Secretaries of India.

- He started his career as a Senior Analyst in 1994 and joined Motilal Oswal Securities in 2000. He has co-authored a book on stock markets "India`s Money Monarchs"

• Shalibhadra Shah – Associate Director and CFO

- He is a qualified Chartered Accountant from Institute of Chartered Accountants of India and Graduated from R.A. Podar College of Commerce & Economics.

- He joined MOFSL in 2006. Prior to joining MOFSL, he was leading the Taxation Role at an eminent CA Firm.

- Shalibhadra is a Finance professional with 17 years of experience spanning the entire gamut of Finance, Accounts, Taxation & Compliance.

- Besides being a Finance professional, Shalibhadra spends his spare time in Spiritual Development, Music & Enhancing Knowledge on Taxation.

- **Sudhir Dhar – Executive Director = HR & Admin**
  - Sudhir brings with him over 20 years' experience in Technical & HR field and has worked in various IT and Non-Banking Financial Companies.
  - He joined MOFSL in 2005 and prior to joining Motilal Oswal Financial Services Ltd, he was AGM – HR operations at Jetking Info train Ltd. Besides this, he has earlier served the nation in defence services.
  - Sudhir Dhar is Post Graduate in HR from XLRI Jamshedpur apart being BE in Electronics & Telecommunication and BE in Industrial Engineering with specialization in HR.
  - Besides being a hard-core HR professional, Sudhir spares time to serve the society by delivering lecturers in various B-schools as a guest lecturer.

- **Ramnik Chhabra – Executive Director = Marketing**
  - He is an MBA FROM Symbiosis Pune and joined MOFSL in 2006. He has worked for 14 years in advertising at Grey Worldwide, Ogilvy & Mather and JWT. His last assignment was as Vice President & Strategic Planning Director, JWT Mumbai.
  - Ramnik's experience includes working on different brands for clients like P&G, Unilever, Oracle, General Motors, Tata Steel, Philips, HPCL, SBI-GE, DSP Merrill Lynch Mutual Fund, UTI Mutual Fund and Standard Chartered Bank.
  - He has won an Effie (Ad Club Mumbai Ad Effectiveness Awards), Stevie ® (AMA International Business Awards) and Indian Marketing Association awards for work done on clients like Philips and HPCL.

SWOT Analysis

	Helpful	Harmful
Internal Factors	**Strengths** ■ Wide range of financial products and focus on premium traders ■ Emphasis on efficient execution of trades ■ Strong private equity operations ■ Over 1500 offices in India ■ Financial products and services such as Wealth Management, Broking & Distribution, Commodity Broking, Portfolio Management Services, Institutional Equities, Private Equity, Investment Banking Services ■ Zero Promoter Pledge ■ Strong momentum of Shares	**Weaknesses** ■ Less penetration in developing cities ■ Lack of advertising causes low awareness among investors ■ Low Piotroski Score: indicating weak financials ■ High Debt, decline in Net Profit
External Factors	**Opportunities** ■ Growing rural market ■ Earning urban youth looking for investments ■ RSI indicating price strength ■ Brokers upgraded recommendations and target price	**Threats** ■ Stringent Economic measures by Government and RBI ■ Entry of foreign finance firm in Indian market

Competitors

There are 2 major Competitors of MOFSL: -

1. Sharekhan

   - Sharekhan is Motilal Oswal's is #1 rival. Sharekhan was founded in 2000 in Mumbai, Maharashtra. Sharekhan is in the Diversified Financial Services field. Sharekhan generates $3.2B more revenue than Motilal Oswal.

2. Angel Broking

   - Angel Broking is one of Motilal Oswal's top competitors. Angel Broking is a Private company that was founded in 1987 in Mumbai, Maharashtra. Angel Broking competes in the Diversified Financial Services industry. Compared to Motilal Oswal, Angel Broking has 2,751 more employees.

Conclusion

- Currently, MOFSL is doing great but can take steps to increase their penetration in to market
- Utilize its opportunity in developing cities more efficiently
- Looking at pandemic situation people will spend rather than investment so company can introduce more schemes to customers to help them to manage their finance
- Using opportunity of growing rural market to dominant over there
- Spend more on advertisement to spread awareness, eventually gaining more customers