



COMPANY ANALYSIS –

MOTILAL OSWAL FINANCIAL SERVICES LIMITED

Presented by:
Learning Team 9



Introduction

Motilal Oswal Financial Services Limited (MOFSL) is a leading financial services company in India, known for its strong research-driven approach and customer-centric investment solutions. The company has grown into a diversified financial powerhouse with a strong presence in equity brokerage, asset management, and wealth advisory services.

Key Details

- Founded: 1987
- Headquarters: Mumbai, India
- Founders: Motilal Oswal & Raamdeo Agrawal
- Industry: Financial Services
- Listed On: NSE & BSE
- Presence: Pan-India with 2,500+ locations across 500+ cities

Mission & Vision

- Mission: Solid research-based investing and wealth creation for clients.
- Vision: To be the most trusted financial services brand by providing long-term value to stakeholders.



Key Business Segment

- **Broking & Distribution:** Retail and institutional equity broking with research-backed recommendations.
- **Asset Management:** Mutual funds, alternative investments, and portfolio management services (PMS).
- **Wealth Management:** Tailored financial solutions for high-net-worth individuals (HNWIs).
- **Investment Banking:** Mergers & acquisitions, IPO advisory, and fundraising services.
- **Private Equity & Alternative Investments:** Investment in emerging businesses and startups.

Corporate Social Responsibility (CSR)

- **Education & Skill Development** – Scholarships and vocational training for underprivileged students.
- **Healthcare & Well-being** – Free medical camps and aid for critical illnesses.
- **Women Empowerment** – Entrepreneurship training and financial independence programs.
- **Rural Development** – Infrastructure improvement and livelihood support.
- **Environmental Sustainability** – Tree plantations and clean energy promotion.

Financial Performance Analysis (last 3 years)

Revenue Growth

Increased from ₹4,239.76 Cr (FY22) to ₹6,994.25 Cr (FY24).

Profitability

Achieved a net profit of ₹3,563.92 Cr in FY24.

EBITDA Growth

Reached ₹ 5,246.90 Cr in FY24.

Debt Reduction

Improved debt equity ratio from 0.79 to 1.05

Financial Insights

- **Revenue Growth** - Consistent increase in revenue due to strong asset management and broking business.
- **Profitability** - Steady net profit with a focus on cost optimization and operational efficiency.
- **Assets Under Management (AUM)** - Significant growth in mutual funds and PMS segments.
- **Return on Equity (ROE)** - Competitive ROE, showcasing effective capital utilization.
- **Stock Performance** - Stable long-term returns with periodic volatility based on market trends.

Cash Flow Analysis

Profit Growth: Net profit before tax surged from ₹1,242.25 Cr (Mar-23) to ₹3,031.88 Cr (Mar-24).

Operating Activities: Negative in Mar-23 & Mar-24, indicating higher expenses or working capital changes.

Investing Activities: Reduced cash outflows, showing lower capital expenditure or better investment returns.

Financing Activities: Increased reliance on borrowings or equity financing to maintain liquidity.

Liquidity Position: Closing cash balance rose to ₹5,285.67 Cr, ensuring financial stability.

SWOT Analysis

Strengths

- Strong brand presence
- Diverse product portfolio
- Robust research team
- Financial stability

Weakness

- High dependence on market conditions
- Negative operating cash flow
- Limited international expansion

Opportunities

- Growth in retail investing
- Expanding fintech & digital solutions
- Government initiatives

Threats

- Regulatory challenges
- Intense competition
- Market volatility
- Cybersecurity risks

Industry Position & Competitive Edge

Industry Position:

- Leading financial services provider with strong brand credibility.
- Well-diversified business model across broking, asset management, and private equity.

Competitive Edge:

- Strong research-backed investment strategies and digital transformation.
- Customer-centric approach with innovative financial products.

Industry Comparison & Competitor Analysis

Criteria	Motilal Oswal Financial Services	Angel One	ICICI Securities	HDFC Securities
Market Position	Strong brand, diversified services	Tech-driven retail focus	Backed by ICICI Group	Backed by HDFC Group
Revenue Growth	Consistent with expansion plans	High due to digital adoption	Moderate growth	Steady due to banking support
Technology & Innovation	Strong research tools, digital expansion	Advanced AI trading platforms	Digital platform but lagging tech adoption	Tech-driven but traditional approach
Customer Base	Mix of retail and institutional investors	Primarily retail traders	Institutional and retail investors	Banking customers and investors

Future Growth Strategies

- **Asset Allocation & Market Expansion** – Focus on BFSI & PSU bank sectors; expects Nifty to reach 30,000 with FII inflows.
- **Retail & Wealth Management Growth** – Strengthening investment portfolio and financial advisory services.
- **Regulatory Adaptation** – Adjusting to SEBI levies impacting discount brokers.
- **Technology & Digital Transformation** – Investing in AI, fintech integrations, and digital solutions.
- **Macroeconomic Adaptation** – Adjusting strategies to mitigate inflation and credit growth challenges.



Thank You

