

1. Multiple Business Partner\* Models for different needs 2. One of India's largest networks with reach in over 611 cities 3. Centralised Specialist Advisory Desk 4. Centralised Client Reactivation Desk 5. Dedicated Business Development Managers 6. Quick Account Opening with pre defined TAT's 7. Research coverage of more than 175 companies 8. Unique Business Development & Loyalty Program - Uppermost 9. Pan India CMS tie-up 10. Access to Expert Speakers for Seminars 11. Promoters of MOFSL well recognised and awarded by the industry 12. Multiple Financial Products like Equities & Derivatives, Commodities#, PMS, Depository Services, Distribution of Mutual Funds, Insurance, IPOs under one roof 13. Best Performing Equity Broker (National) at CNBC TV18 Financial Advisors Awards 2010. 14. MOSL won 3 out of 4 awards in Starmine Brokers Rankings 2009 by Thomson Reuters 15. Support for Arbitration & Legal Matters 16. Annual Conference & Business Partner\* Awards 17. Well Capitalised Balance Sheet 18. Online Risk and Surveillance software 19. Systematic Transition & Client Migration Process 20. Direct access to Senior Management 21. Dedicated Local Dealer 22. Money Management solutions for clients 23. Customer Profiling Tools 24. Interaction with Research Desk 25. Subscription to special Research literature like Most Wealth, India Strategy Review etc 26. Daily Pan-India conference call with Market Analysts 27. Advice based Online Trading Platform 28. Real time disseminations of Research and Technical Advice 29. Dedicated Risk Management Desk 30. Dedicated Customer Service Desk 31. Quick Query Resolution 32. Capability to handle range of customers - Retail to Super HNI 33. Online Fund Transfer 34. Pan India Funds Payout within 24 hours 35. DP Slip Punching facility at the sub-broker's end 36. Unique Workflow Monitoring Software 37. Trading Software for Technical Analysis 38. Online Portfolio Tracker 39. Mini Admin Terminal 40. Remote Access to Back-office Software 41. Access to DP Software 42. Access to Wealth Manager - the one window view to your client's network 43. Single Window login to all Back-office systems 44. Combined Money Pay-out in a single window for all segments 45. Online Pay-out for offline clients 46. Any time Pay-out punch- in 47. 99.9 % uptime of Orion Trading terminal 48. State-of-the-art Data Center 49. Low dependency on Internet for all operations related software 50. Tie-up with VSAT vendors for preferred rates 51. Dedicated IT Helpdesk 52. Facility to map Multiple Bank Accounts in Back-office 53. Tools for tracking Employee Productivity 54. Regular Sales Contests 55. Business Development Analysis & Reports 56. Customised Business Presentations 57. Business Plan Preparation 58. Revenue Trackers 59. Lead Management Tools 60. Sales Force Automation Tool 61. Marketing Support through National Campaigns 62. Local Area Marketing & PR Support 63. Well defined and Standardised Branding Process 64. Unique Look & Feel defined for all outlets 65. Intense Dealer Training modules 66. Advanced Trading Terminal 67. Regular Training Programs and workshops 68. Dedicated Operations Training 69. Training & Certifications 70. One Click Access to Procedures and Circulars 71. SMS Confirmation on daily basis 72. Online IPO & Mutual Funds 73. Business Audit Process 74. Unique Business Process Excellence Team to suggest, implement and monitor quality processes 75. Well defined escalation matrix 76. Strong & Practical Risk Management Practices 77. Confirmation of Trades on Online basis 78. Access to wide range of financial services like Investment Banking & Private Equity 79. SMS Software to send Bulk SMS 80. Well Respected Brand 81. Knowledge Sharing Platforms 82. Entry to Chairmans Club for top achievers 83. Customised Stationery 84. Annual Complete Health Check up\*\* 85. Life Insurance Cover\*\* 86. General Insurance Cover\*\* 87. UpperMOST BUZZar - a special magazine for our sub-brokers 88. Socially Responsible Corporate Citizen 89. Welcome Kit to clients 90. Human Resource Development Support 91. Good Infrastructure Support 92. Rated no. 1 in research in Starcom Mediavest Survey of online users - 2007 93. Winner of CNBC-TV User Award 2008 in the financial institutions category 94. Rated as the Top broking house in terms of trading terminals as per Dun & Bradstreet Survey in 2008 95. Received 'Best Franchisor Award' in Financial Services Category for two years in a row-2007 and 2008 96. Largest Dealing Room in India (opened on 11/03/08) endorsed by Limca Book of Records in 2009 97. Holding Company is a Publicly owned company listed in both BSE & NSE 98. 10% of paid-up capital of holding company held by PE funds 99. Awarded by BSE as 'Major Volume Driver' consecutively for 4 years from 2004 to 2008 100. Cutting edge technology 101. Special Telephone Tariffs : Closed User Group-Landline and Mobile 102. Courier Tracking Software 103. Highly Ethical & Transparent business practices 104. Business managed by Highly Respected Capital Market Professionals 105. ISO 9001: 2008 Certified Company 106. Access to unique Annual Wealth Creation Study done by Mr. Raamdeo Agrawal 107. National Advisory Council for sharing best business practices and business development ideas 108. MOSL has highest credit rating for 4.0 Billion Short term debt Programme in 2010.

# 108 benefits of being a Motilal Oswal Sub Broker

To know more:

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Some of the features mentioned herein could be available only to Business Partners\* who meet certain pre-qualifications. MOSL reserves the right to change the benefits from time to time.\* Business Partner includes Sub brokers\*\* Available to top Sub brokers

For any complaint / grievance email on [grievances@motilaloswal.com](mailto:grievances@motilaloswal.com)

# Motilal Oswal Sub Broker Offering

Unique Offerings for a special Partnership		For Entrepreneurs who can set up their own office space.	For Entrepreneurs wanting to set up their business at no capital cost.
Multiple Products	BSE, NSE, NSE F&O, BSE F&O, NCDEX, NSDL, CDSL, E-Broking, PMS, Mutual fund(direct & exchange traded, Private Equity, Margin funding**, Distribution of IPO**, distribution of Insurance**	Yes	Yes
Infrastructure Support	-State of the art offices with experienced managers -Trading terminal (BSE/NSE) -Dealing Desk -Direct Land-line Phone -Conference facilities	No	Yes
Research	-Morning Calls -Interaction with Research Desk -Sector Specific Reports -Research access through UpperMost portal	Yes	Yes
Advisory Support	-Centralized Advisory Support -Dedicated Advisor	Yes	Yes
Trading Software	-Equity:- Lite -E-Broking:- Fast Trade -Commodities: Orion	Yes	Yes
Business Development Support	Dedicated team of Business Development Managers (BDM) who assist your business growth	Yes*	Through branch
Business Conversion Support	Dedicated team to provide operational training & helps in converting business	Yes*	Through branch
Service Support	One Customer Service Executive will be assigned to you for routine queries through Phone-Emails	Yes	Through branch
RMS	-Online Risk Management Software (RMS) & Back office software -Single RMS Software for ONLINE and OFFLINE Clients	Yes	Yes
Connectivity	Through VPN Through V-SAT	Yes Yes	Through branch Through branch
Idea Dashboard	Unique online platform for daily dissemination of research recommendation	Yes	Yes
Quarterly Business Review	Comprehensive business review to understand your business progress and suggest suitable action points	Yes*	Yes*
Mini Admin Terminal	Clients Limits can be directly set by BA (Deposit based)	Yes	Through branch
Digital Services	Digital Contract Notes, Auction Bills, Ledger Confirmation and STT Certificates	Yes	Yes
Rewards & Recognition	Unique Business Partner Fraternity Program - UpperMOST	Yes	Yes
Technical Analysis Software	Falcon Charting Software*	Yes	Yes
Chatting Software	Chat facility with Advisor	Yes	Yes
SMS Services	-Trade Confirmation, DP, Banking and Account Opening -Ledger, Bill, Online Trade (on request)	Yes	Yes
Online Payment Gateway	Payment gateway tie up with 24 banks to enable our customers online transfer funds.	Yes	Yes
Seminars & Marketing Support	Organizing Seminar/Investor Meets ( with minimum 200 attendees )	Yes*	Yes*
Other Tools	-WIRE- Unique Client Management Software -WMS- Portfolio Tracker -SMS Software -UpperMOST -CRM -Single Sign Off	Yes	Yes

\*\*Offered through group company of MOSL \*Conditions Apply