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Opposite Parel ST Depot,
Prabhadevi, Mumbai - 400025
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🌐 www.motilaloswalgroup.com



January 31, 2025

To,

BSE Limited
P. J. Towers,
Dalal Street, Fort,
Mumbai - 400001
Security Code: 532892

National Stock Exchange of India Limited
Exchange Plaza, Plot No. C/1,
G Block, Bandra-Kurla Complex,
Bandra (E), Mumbai - 400051
Symbol: MOTILALOFS

Sub.: Press Release - Motilal Oswal Financial Services Refreshes Brand Identity, Reinventing its Legacy for the New Era

Dear Sir/Madam,

Please find enclosed herewith the Press Release issued by the Company regarding launch of Refreshed Brand Identity.

This is for information of the Exchanges and Members.

Thanking you,

Yours faithfully,

For Motilal Oswal Financial Services Limited

Kailash Purohit
Company Secretary & Compliance Officer

Encl.: As above

The logo for 'Think Equity Think Motilal Oswal'. It features a yellow circular graphic element on the left side, partially open at the top and bottom. To the right of the circle, the text 'Think Equity' is on the top line and 'Think Motilal Oswal' is on the bottom line, both in a blue, sans-serif font.

Think Equity
Think Motilal Oswal

Motilal Oswal Financial Services Limited CIN: L67190MH2005PLC153397;
SEBI Registration No.: INZ000158836; Exchange Member IDs: NSE - 10412, BSE - 446, MCX - 55930,
NCDEX - 1240; CDSL and NSDL: IN-DP-16-2015; Research Analyst: INH000000412;
AMFI: ARN - 146822; Insurance Corporate Agent: CA0579; Email: shareholders@motilaloswal.com

Motilal Oswal Financial Services refreshes Brand Identity, Reinventing its Legacy for the New Era

Mumbai, 31 Jan 2025: Motilal Oswal Group, a trusted name in Indian financial services, today unveiled its refreshed brand identity, strengthening its storied legacy while modernising its essence of zeroing down on what's essential and ring-fencing it for the betterment of its customers.

At its heart lies the **'Arc of Essence,'** which represents the brand's volition to constantly research and identify pearls of value from the vast ocean of the equity market. The Oxford blue colour of the logo conveys astute professionalism, cherished legacy, timeless consistency, and carefully cultivated expertise, while the modern typeface refreshes its relevance and approachability to the modern and dynamic world. The new identity signifies progress while staying rooted in MOFSL's core philosophy: **"Solid Research. Solid Advice."**

Evolving While Staying True

Speaking about the rebranding, **Mr. Motilal Oswal, Group Managing Director and CEO of MOFSL,** said, *"Over the past 37 years, we have built a legacy of trust, integrity, and excellence. Our new logo is a design change with a reflection of our journey, where adaptability has always been combined with consistency. While the world around us evolves, our commitment to stay focused on what's essential for helping clients achieve their financial goals for generations remains unwavering. This logo is a commitment to continue delivering solid research and advice, now with a fresh perspective."*

Mr. Sandeep Walunj, Group Chief Marketing Officer, added, *"Great legacy brands celebrate and embrace change to remain eternally relevant. Our new logo represents warmth, openness and invitation to evolve together. With this rebranding, we aim to also connect more meaningfully with the new generation of investors who value clarity, innovation, and purpose. Our logo ever-so-clearly reflects our relentless pursuit to uncover undervalued opportunities in the market, providing our customers with the insights and guidance to support them in their financial journey."*



The Refreshed New Logo of Motilal Oswal

A Journey That Continues to Benefit Stakeholders

The new identity marks a significant milestone for MOFSL, reflecting its commitment to staying ahead in a dynamic financial landscape. With a strong foundation in research and



innovation, MOFSL continues to equip investors with the right tools and insights to make informed decisions.

While the logo has evolved, the core values guiding the company for nearly four decades remain unchanged. MOFSL is committed to work towards helping individuals and families to help build wealth with trust, expertise, and integrity.

MOFSL embraces this new chapter, its legacy and mission endure: **Think Equity, Think Motilal Oswal.**

About Motilal Oswal Financial Services Limited:

MOFSL is a financial services company. Its offerings include Wealth Management, Capital Markets (Institutional broking & Investment banking), Asset & Wealth Management (Asset Management, Private Equity & Wealth Management), Housing Finance & Equity based treasury investments. MOFSL employs 13,600+ employees serving to 11.5mn+ clients via distribution reach in 550+ cities. MOFSL has Assets Under Advice of Rs. ~6 Lakh cr.

For further queries, reach out to:

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Head of Group Corporate Communications

Motilal Oswal Financial Services Ltd

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