

Motilal Oswal Wealth Management unveils '[Khaas Mahurat, Khaas Basket](#)' campaign for Diwali 2024.

Mumbai, 31st October 2024: Motilal Oswal Wealth Management has today unveiled its new campaign, “**Khaas Mahurat, Khaas Basket**”, drawing inspiration from the insight that people always strive for the finest experiences during the festive season of Diwali.

The new campaign from Motilal Oswal Wealth Management (MOWM) reinforces its unwavering commitment to delivering the research-backed stock recommendations this Diwali.

Conceptualized by the MOWM team, the campaign showcases the journey of family members striving towards perfection—whether in terms of looks, providing delicious mithai & serving it in an extravagant manner, or bonding with loved ones through a cinematic experience. The film emphasizes the importance of ‘*Khaas research*’ in choosing ‘*Khaas stocks*’ for Muhurat Trading, ensuring investors make the most of this auspicious occasion.

Emphasizing on the significance of Mahurat trading, **Mr. Sandeep Walunj, Group CMO, Motilal Oswal Financial Services** said, “*The campaign highlights the importance of in-depth analysis and robust research behind our recommendations, which enable our investors to capitalize on strategic growth opportunities, including the Khaas Muhurat basket. Muhurat Trading is an auspicious occasion when investors kick-start the new year with strategic investments to begin on a positive note. We at Motilal Oswal Wealth Management, celebrate the festival of light with investors, through carefully selected investment recommendations, backed by a comprehensive analysis*”

Adding to it, **Mr. Varun Mundra, SVP- Marketing, Motilal Oswal Wealth Management** said, “*Diwali is a time when everyone seeks exclusivity and unparalleled experiences in the pursuit of their ‘Khaas moment’, and that’s exactly what our film embodies. The narrative revolves around a family’s quest for excellence in all aspects of life. By aligning this sentiment with ‘Khaas research’ for ‘Khaas stocks’, we aim to connect with our audience and deeply resonate with them, making their Muhurat Trading experience truly memorable.*

Motilal Oswal Wealth Management's "Khaas Mahurat, Khaas Basket" campaign aims to blend the festive spirit of Diwali with research-backed advice, giving consumers the opportunity to start accumulating wealth on this auspicious day.

Youtube Link: <https://www.youtube.com/watch?v=ewa6f6B1R6Y>

Conceived and scripted in house by the marketing team of Motilal Oswal, the film was led by

- Sandeep Walunj, Group Chief Marketing Officer
- Varun Mundra, Senior Vice President,
- Kartik Shinde, Associate Vice President,
- Anshul Srivastava, Senior Manager,
- Ruchi Rajkumar Varma, Manager,
- Rahul Rajan Elayath, Manager,

PRESS RELEASE



and produced by
Nitin Mali, CEO & Founder & Team of De Works Communications (DWC)

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 13,300+ employees serving to approx 42 lakh + customers via distribution reach in 550+ cities. MOFSL has Assets Under Advice of Rs. 5.7 Lakh Crores.

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