

**REGISTERED NUMBER: 07658591 (England and Wales)**

**UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2017**

**FOR**

**EUREKA MOBILE ADVERTISING LTD**

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for the Year Ended 31 March 2017**

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**EUREKA MOBILE ADVERTISING LTD**

**COMPANY INFORMATION**  
**for the Year Ended 31 March 2017**

**DIRECTORS:**

R S Jayawant  
Mrs M R Jayawant  
I B Clark  
D B Black

**REGISTERED OFFICE:**

37th Floor  
One Canada Square  
Canada Wharf  
London  
E14 5DY

**REGISTERED NUMBER:**

07658591 (England and Wales)

**ACCOUNTANTS:**

Craughwell & Co  
84 Brookwood Road  
London  
SW18 5BY

**BALANCE SHEET**  
**31 March 2017**

	Notes	31.3.17 £	£	31.3.16 £	£
<b>FIXED ASSETS</b>					
Intangible assets	4		23,270		67,269
Tangible assets	5		737		43
Investments	6		<u>399,032</u>		<u>152,414</u>
			423,039		219,726
<b>CURRENT ASSETS</b>					
Debtors	7	3,503		1,954	
Cash at bank and in hand		<u>110,325</u>		<u>5,584</u>	
		113,828		7,538	
<b>CREDITORS</b>					
Amounts falling due within one year	8	<u>233,609</u>		<u>163,594</u>	
<b>NET CURRENT LIABILITIES</b>			<u>(119,781)</u>		<u>(156,056)</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>			<u>303,258</u>		<u>63,670</u>
<b>CAPITAL AND RESERVES</b>					
Called up share capital			2,436		2,081
Share premium			973,576		413,869
Retained earnings			<u>(672,754)</u>		<u>(352,280)</u>
<b>SHAREHOLDERS' FUNDS</b>			<u>303,258</u>		<u>63,670</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 March 2017.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 March 2017 in accordance with Section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for:

- (a) ensuring that the company keeps accounting records which comply with Sections 386 and 387 of the Companies Act 2006 and preparing financial statements which give a true and fair view of the state of affairs of the company as at the end of each financial year and of its profit or loss for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the company.
- (b)

**BALANCE SHEET - continued**  
**31 March 2017**

The financial statements have been prepared and delivered in accordance with the provisions of Part 15 of the Companies Act 2006 relating to small companies.

In accordance with Section 444 of the Companies Act 2006, the Income Statement has not been delivered.

The financial statements were approved by the Board of Directors on 28 December 2017 and were signed on its behalf by:

R S Jayawant - Director

**NOTES TO THE FINANCIAL STATEMENTS  
for the Year Ended 31 March 2017**

**1. STATUTORY INFORMATION**

EUREKA MOBILE ADVERTISING LTD is a private company, limited by shares , registered in England and Wales. The company's registered number and registered office address can be found on the Company Information page.

**2. ACCOUNTING POLICIES**

**Basis of preparing the financial statements**

These financial statements have been prepared in accordance with the provisions of Section 1A "Small Entities" of Financial Reporting Standard 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

**Preparation of consolidated financial statements**

The financial statements contain information about EUREKA MOBILE ADVERTISING LTD as an individual company and do not contain consolidated financial information as the parent of a group. The company has taken the option under Section 398 of the Companies Act 2006 not to prepare consolidated financial statements.

**Intangible fixed assets - research and development**

Research and development expenditure has been capitalised and is being amortised at the rate of 25% per annum on the costs incurred.

**Tangible fixed assets**

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Plant and machinery etc - 33% on cost

**3. EMPLOYEES AND DIRECTORS**

The average number of employees during the year was 1 .

**4. INTANGIBLE FIXED ASSETS**

	Other intangible assets £
<b>COST</b>	
At 1 April 2016 and 31 March 2017	<u>175,995</u>
<b>AMORTISATION</b>	
At 1 April 2016	108,726
Charge for year	<u>43,999</u>
At 31 March 2017	<u>152,725</u>
<b>NET BOOK VALUE</b>	
At 31 March 2017	<u>23,270</u>
At 31 March 2016	<u>67,269</u>

NOTES TO THE FINANCIAL STATEMENTS - continued  
for the Year Ended 31 March 2017

5. TANGIBLE FIXED ASSETS

	Plant and machinery etc £
<b>COST</b>	
At 1 April 2016	567
Additions	<u>1,105</u>
At 31 March 2017	<u>1,672</u>
<b>DEPRECIATION</b>	
At 1 April 2016	524
Charge for year	<u>411</u>
At 31 March 2017	<u>935</u>
<b>NET BOOK VALUE</b>	
At 31 March 2017	<u>737</u>
At 31 March 2016	<u>43</u>

6. FIXED ASSET INVESTMENTS

	Shares in group undertakings £
<b>COST</b>	
At 1 April 2016	152,414
Additions	<u>246,618</u>
At 31 March 2017	<u>399,032</u>
<b>NET BOOK VALUE</b>	
At 31 March 2017	<u>399,032</u>
At 31 March 2016	<u>152,414</u>

The company's investments at the Balance Sheet date in the share capital of companies include the following:

**Eureka Mobile Advertising (India) Pty. Ltd.**

Registered office: India

Nature of business: Mobile advertising and communication

Class of shares:	%		
Ordinary	holding		
	63.59	31.3.17	31.3.16
		£	£
Aggregate capital and reserves		301,890	131,505
Loss for the year		<u>(93,852)</u>	<u>(86,017)</u>

7. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	31.3.17	31.3.16
	£	£
Other debtors	<u>3,503</u>	<u>1,954</u>

NOTES TO THE FINANCIAL STATEMENTS - continued  
for the Year Ended 31 March 2017

8. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	31.3.17	31.3.16
	£	£
Trade creditors	101,118	95,804
Taxation and social security	13,647	-
Other creditors	118,844	67,790
	<u>233,609</u>	<u>163,594</u>

This document was delivered using electronic communications and authenticated in accordance with the registrar's rules relating to electronic form, authentication and manner of delivery under section 1072 of the Companies Act 2006.