

REGISTERED NUMBER: 07658591 (England and Wales)

ABBREVIATED UNAUDITED ACCOUNTS FOR THE YEAR ENDED 31 MARCH 2014

FOR

EUREKA MOBILE ADVERTISING LTD

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for the Year Ended 31 March 2014**

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EUREKA MOBILE ADVERTISING LTD

COMPANY INFORMATION
for the Year Ended 31 March 2014

DIRECTORS: R S Jayawant
Mrs M R Jayawant
Y Sholapurkar

SECRETARY: R Jayawant

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

EUREKA MOBILE ADVERTISING LTD (REGISTERED NUMBER: 07658591)

ABBREVIATED BALANCE SHEET
31 March 2014

	Notes	31.3.14 £	£	31.3.13 £	£
FIXED ASSETS					
Intangible assets	2		147,211		90,338
Tangible assets	3		288		267
Investments	4		<u>1,073</u>		<u>1,073</u>
			148,572		91,678
CURRENT ASSETS					
Debtors		1,000		10,604	
Cash at bank and in hand		<u>3,089</u>		<u>2,738</u>	
		4,089		13,342	
CREDITORS					
Amounts falling due within one year		<u>160,056</u>		<u>179,389</u>	
NET CURRENT LIABILITIES			<u>(155,967)</u>		<u>(166,047)</u>
TOTAL ASSETS LESS CURRENT LIABILITIES			<u>(7,395)</u>		<u>(74,369)</u>
CAPITAL AND RESERVES					
Called up share capital	5		1,685		1,614
Share premium			100,815		39,386
Profit and loss account			<u>(109,895)</u>		<u>(115,369)</u>
SHAREHOLDERS' FUNDS			<u>(7,395)</u>		<u>(74,369)</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 March 2014.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 March 2014 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
- (b) and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the company.

The notes form part of these abbreviated accounts

EUREKA MOBILE ADVERTISING LTD (REGISTERED NUMBER: 07658591)

ABBREVIATED BALANCE SHEET - continued

31 March 2014

The abbreviated accounts have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies.

The financial statements were approved by the Board of Directors on 29 December 2014 and were signed on its behalf by:

R S Jayawant - Director

The notes form part of these abbreviated accounts

NOTES TO THE ABBREVIATED ACCOUNTS
for the Year Ended 31 March 2014

1. **ACCOUNTING POLICIES**

Accounting convention

The financial statements have been prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008).

Turnover

Turnover represents net invoiced sales of services, excluding value added tax.

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

Foreign currencies

Assets and liabilities in foreign currencies are translated into sterling at the rates of exchange ruling at the balance sheet date. Transactions in foreign currencies are translated into sterling at the rate of exchange ruling at the date of transaction. Exchange differences are taken into account in arriving at the operating result.

2. **INTANGIBLE FIXED ASSETS**

	Total £
COST	
At 1 April 2013	90,338
Additions	<u>77,601</u>
At 31 March 2014	<u>167,939</u>
AMORTISATION	
Amortisation for year	<u>20,728</u>
At 31 March 2014	<u>20,728</u>
NET BOOK VALUE	
At 31 March 2014	<u><u>147,211</u></u>
At 31 March 2013	<u><u>90,338</u></u>

NOTES TO THE ABBREVIATED ACCOUNTS - continued
for the Year Ended 31 March 2014

3. TANGIBLE FIXED ASSETS

	Total £
COST	
At 1 April 2013	400
Additions	<u>167</u>
At 31 March 2014	<u>567</u>
DEPRECIATION	
At 1 April 2013	133
Charge for year	<u>146</u>
At 31 March 2014	<u>279</u>
NET BOOK VALUE	
At 31 March 2014	<u>288</u>
At 31 March 2013	<u>267</u>

4. FIXED ASSET INVESTMENTS

	Investments other than loans £
COST	
At 1 April 2013 and 31 March 2014	<u>1,073</u>
NET BOOK VALUE	
At 31 March 2014	<u>1,073</u>
At 31 March 2013	<u>1,073</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.

Country of incorporation: India

Nature of business: Mobile advertising and communication

	%		
Class of shares:	holding		
Ordinary	59.22	31.3.14	31.3.13
		£	£
Aggregate capital and reserves		86,659	(97,642)
Loss for the year		<u>(183,193)</u>	<u>(98,843)</u>

NOTES TO THE ABBREVIATED ACCOUNTS - continued
for the Year Ended 31 March 2014

5. CALLED UP SHARE CAPITAL

Allotted, issued and fully paid:

Number:	Class:	Nominal value:	31.3.14 £	31.3.13 £
1,685	Ordinary	£1	<u>1,685</u>	<u>1,614</u>

71 Ordinary shares of £1 were issued during the year for cash of £ 61,500 .

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.