

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

**ABBREVIATED UNAUDITED ACCOUNTS FOR THE YEAR ENDED 31 MARCH 2015**

**FOR**

**EUREKA MOBILE ADVERTISING LTD**

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for the Year Ended 31 March 2015**

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**EUREKA MOBILE ADVERTISING LTD**

**COMPANY INFORMATION**  
**for the Year Ended 31 March 2015**

**DIRECTORS:**

R S Jayawant  
Mrs M R Jayawant  
Y Sholapurkar  
I B Clark

**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

ABBREVIATED BALANCE SHEET  
31 March 2015

	Notes	31.3.15 £	£	31.3.14 £	£
<b>FIXED ASSETS</b>					
Intangible assets	2		111,268		147,211
Tangible assets	3		99		288
Investments	4		<u>1,073</u>		<u>1,073</u>
			112,440		148,572
<b>CURRENT ASSETS</b>					
Debtors		21,561		1,000	
Cash at bank and in hand		<u>13,642</u>		<u>3,089</u>	
		35,203		4,089	
<b>CREDITORS</b>					
Amounts falling due within one year		<u>166,672</u>		<u>160,056</u>	
<b>NET CURRENT LIABILITIES</b>			<u>(131,469)</u>		<u>(155,967)</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>			<u>(19,029)</u>		<u>(7,395)</u>
<b>CAPITAL AND RESERVES</b>					
Called up share capital	5		1,768		1,685
Share premium			164,182		100,815
Profit and loss account			<u>(184,979)</u>		<u>(109,895)</u>
<b>SHAREHOLDERS' FUNDS</b>			<u>(19,029)</u>		<u>(7,395)</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 March 2015.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 March 2015 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)

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 30 December 2015 and were signed on its behalf by:

R S Jayawant - Director

NOTES TO THE ABBREVIATED ACCOUNTS  
for the Year Ended 31 March 2015

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 £
<b>COST</b>	
At 1 April 2014	167,939
Additions	<u>8,056</u>
At 31 March 2015	<u>175,995</u>
<b>AMORTISATION</b>	
At 1 April 2014	20,728
Amortisation for year	<u>43,999</u>
At 31 March 2015	<u>64,727</u>
<b>NET BOOK VALUE</b>	
At 31 March 2015	<u>111,268</u>
At 31 March 2014	<u>147,211</u>

NOTES TO THE ABBREVIATED ACCOUNTS - continued  
for the Year Ended 31 March 2015

3. TANGIBLE FIXED ASSETS

	Total £
<b>COST</b>	
At 1 April 2014 and 31 March 2015	<u>567</u>
<b>DEPRECIATION</b>	
At 1 April 2014	279
Charge for year	<u>189</u>
At 31 March 2015	<u>468</u>
<b>NET BOOK VALUE</b>	
At 31 March 2015	<u>99</u>
At 31 March 2014	<u>288</u>

4. FIXED ASSET INVESTMENTS

	Investments other than loans £
<b>COST</b>	
At 1 April 2014 and 31 March 2015	<u>1,073</u>
<b>NET BOOK VALUE</b>	
At 31 March 2015	<u>1,073</u>
At 31 March 2014	<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:	%		
Ordinary	holding		
	57.50	31.3.15	31.3.14
		£	£
Aggregate capital and reserves		71,531	86,659
Loss for the year		<u>(98,153)</u>	<u>(183,193)</u>

5. CALLED UP SHARE CAPITAL

Allotted, issued and fully paid:

Number:	Class:	Nominal value:	31.3.15	31.3.14
			£	£
NIL	Ordinary.	£1	-	1,685
17,678	Ordinary	10p	<u>1,768</u>	<u>-</u>
			<u>1,768</u>	<u>1,685</u>

**NOTES TO THE ABBREVIATED ACCOUNTS - continued  
for the Year Ended 31 March 2015**

**5. CALLED UP SHARE CAPITAL - continued**

The following shares were issued during the year:

828 Ordinary shares of 10p for cash of £ 63,367

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.