

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

**ABBREVIATED UNAUDITED ACCOUNTS FOR THE YEAR ENDED 31 MARCH 2013**

**FOR**

**EUREKA MOBILE ADVERTISING LTD**

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for the Year Ended 31 March 2013**

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**EUREKA MOBILE ADVERTISING LTD**

**COMPANY INFORMATION**  
**for the Year Ended 31 March 2013**

**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 2013**

|  | Notes | 31.3.13<br>£   | £                | 31.3.12<br>£ | £            |
|--|-------|----------------|------------------|--------------|--------------|
| <b>FIXED ASSETS</b>                          |       |                |                  |              |              |
| Intangible assets                            | 2     |                | 90,338           |              | -            |
| Tangible assets                              | 3     |                | 267              |              | -            |
| Investments                                  | 4     |                | <u>1,073</u>     |              | <u>-</u>     |
|  |       |                | 91,678           |              | -            |
| <b>CURRENT ASSETS</b>                        |       |                |                  |              |              |
| Debtors                                      |       | 10,604         |                  | -            |              |
| Cash at bank and in hand                     |       | <u>2,738</u>   |                  | <u>1,000</u> |              |
|  |       | 13,342         |                  | 1,000        |              |
| <b>CREDITORS</b>                             |       |                |                  |              |              |
| Amounts falling due within one year          |       | <u>179,389</u> |                  | <u>-</u>     |              |
| <b>NET CURRENT (LIABILITIES)/ASSETS</b>      |       |                | <u>(166,047)</u> |              | <u>1,000</u> |
| <b>TOTAL ASSETS LESS CURRENT LIABILITIES</b> |       |                | <u>(74,369)</u>  |              | <u>1,000</u> |
| <b>CAPITAL AND RESERVES</b>                  |       |                |                  |              |              |
| Called up share capital                      | 5     |                | 1,614            |              | 1,000        |
| Share premium                                |       |                | 39,386           |              | -            |
| Profit and loss account                      |       |                | <u>(115,369)</u> |              | <u>-</u>     |
| <b>SHAREHOLDERS' FUNDS</b>                   |       |                | <u>(74,369)</u>  |              | <u>1,000</u> |

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 March 2013.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 March 2013 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 2013**

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 2 December 2013 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 2013

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).

**Intangible fixed assets - research and development**

Research and development expenditure has been capitalised and will be amortised against future commercial production.

**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<br>£    |
|-----------------------|---------------|
| <b>COST</b>           |               |
| Additions             | 90,338        |
| At 31 March 2013      | <u>90,338</u> |
| <b>NET BOOK VALUE</b> |               |
| At 31 March 2013      | <u>90,338</u> |

3. TANGIBLE FIXED ASSETS

|                       | Total<br>£ |
|-----------------------|------------|
| <b>COST</b>           |            |
| Additions             | 400        |
| At 31 March 2013      | <u>400</u> |
| <b>DEPRECIATION</b>   |            |
| Charge for year       | 133        |
| At 31 March 2013      | <u>133</u> |
| <b>NET BOOK VALUE</b> |            |
| At 31 March 2013      | <u>267</u> |

NOTES TO THE ABBREVIATED ACCOUNTS - continued  
for the Year Ended 31 March 2013

4. FIXED ASSET INVESTMENTS

|                       | Investments<br>other<br>than<br>loans<br>£ |
|-----------------------|--|
| <b>COST</b>           |  |
| Additions             | 1,073                                      |
| At 31 March 2013      | <u>1,073</u>                               |
| <b>NET BOOK VALUE</b> |  |
| 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:               | %     |                |
|--------------------------------|-------|----------------|
| Ordinary                       | 89.82 |                |
|                                |       | 31.3.13        |
|                                |       | £              |
| Aggregate capital and reserves |       | (8,116)        |
| Loss for the year              |       | <u>(8,216)</u> |

5. CALLED UP SHARE CAPITAL

Allotted, issued and fully paid:

| Number: | Class:   | Nominal<br>value: | 31.3.13      | 31.3.12      |
|---------|----------|-------------------|--------------|--------------|
|         |          |                   | £            | £            |
| 1,614   | Ordinary | £1                | <u>1,614</u> | <u>1,000</u> |

614 Ordinary shares of £1 were issued during the year for cash of £ 40,000 .

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.