

REGISTERED NUMBER: 04531406

**REPORT OF THE DIRECTORS AND  
UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2011  
FOR  
SAFFRON BRAND CONSULTANTS LTD**

TUESDAY



\*A1DV14OR\*

A14

24/07/2012

#128

COMPANIES HOUSE

**SAFFRON BRAND CONSULTANTS LTD (REGISTERED NUMBER 04531406)**

**CONTENTS OF THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 DECEMBER 2011**

---

	<b>Page</b>
<b>Company Information</b>	<b>1</b>
<b>Report of the Directors</b>	<b>2</b>
<b>Profit and Loss Account</b>	<b>3</b>
<b>Balance Sheet</b>	<b>4</b>
<b>Notes to the Financial Statements</b>	<b>6</b>

---

**SAFFRON BRAND CONSULTANTS LTD**  
**COMPANY INFORMATION**  
**FOR THE YEAR ENDED 31 DECEMBER 2011**

---

**DIRECTORS**

W Olins CBE  
J Benbunan  
I Stephens

**SECRETARY**

J Benbunan

**REGISTERED OFFICE**

Ibex House  
Baker Street  
Weybridge  
Surrey  
KT13 8AH

**REGISTERED NUMBER**

04531406

**ACCOUNTANTS**

Mrdgley Snelling  
Chartered Accountants  
Ibex House  
Baker Street  
Weybridge  
Surrey  
K113 8AH

**REPORT OF THE DIRECTORS  
FOR THE YEAR ENDED 31 DECEMBER 2011**

---

The directors present their report with the financial statements of the company for the year ended 31 December 2011

**PRINCIPAL ACTIVITY**

The principal activity of the company in the year under review was that of the provision of brand consultancy services

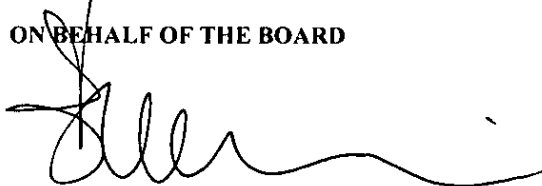
**DIRECTORS**

The directors shown below have held office during the whole of the period from 1 January 2011 to the date of this report

W Olins CBE  
J Benbunan  
I Stephens

This report has been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies

**ON BEHALF OF THE BOARD**



J Benbunan - Secretary

Date 17-7-12

**SAFFRON BRAND CONSULTANTS LTD (REGISTERED NUMBER 04531406)**

**PROFIT AND LOSS ACCOUNT  
FOR THE YEAR ENDED 31 DECEMBER 2011**

	Notes	2011 £	2010 £
<b>TURNOVER</b>	2	1,492,424	1,822,662
Administrative expenses		1,611,489	1,801,018
		<u>(119,065)</u>	<u>21,644</u>
Other operating income		87,283	67,746
<b>OPERATING (LOSS)/PROFIT</b>	3	<u>(31,782)</u>	89,390
Interest receivable and similar income		-	2,717
		<u>(31 782)</u>	<u>92,107</u>
Interest payable and similar charges	4	15,494	22,652
<b>(LOSS)/PROFIT ON ORDINARY ACTIVITIES BEFORE TAXATION</b>		<u>(47,276)</u>	69,455
Tax on (loss)/profit on ordinary activities	5	725	-
<b>(LOSS)/PROFIT FOR THE FINANCIAL YEAR</b>		<u><u>(48,001)</u></u>	<u><u>69,455</u></u>

The notes form part of these financial statements

**SAFFRON BRAND CONSULTANTS LTD (REGISTERED NUMBER 04531406)**

**BALANCE SHEET  
31 DECEMBER 2011**

	Notes	2011 £	2010 £
<b>FIXED ASSETS</b>			
Tangible assets	6	20,013	33,703
Investments	7	51,072	51,072
		<u>71,085</u>	<u>84,775</u>
<b>CURRENT ASSETS</b>			
Stocks		176,468	76,080
Debtors	8	365,489	352,378
Prepayments and accrued income		47,145	55,683
Cash at bank and in hand		102,674	101,159
		<u>691,776</u>	<u>585,300</u>
<b>CREDITORS</b>			
Amounts falling due within one year	9	2,198,189	2,057,402
<b>NET CURRENT LIABILITIES</b>		<u>(1,506,413)</u>	<u>(1,472,102)</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		<u>(1,435,328)</u>	<u>(1,387,327)</u>
<b>CAPITAL AND RESERVES</b>			
Called up share capital	12	1,000	1,000
Profit and loss account	13	<u>(1,436,328)</u>	<u>(1,388,327)</u>
<b>SHAREHOLDERS' FUNDS</b>		<u>(1,435,328)</u>	<u>(1,387,327)</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 December 2011

The members have not required the company to obtain an audit of its financial statements for the year ended 31 December 2011 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
- (b) 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

The notes form part of these financial statements

**SAFFRON BRAND CONSULTANTS LTD (REGISTERED NUMBER 04531406)**

**BALANCE SHEET - continued  
31 DECEMBER 2011**

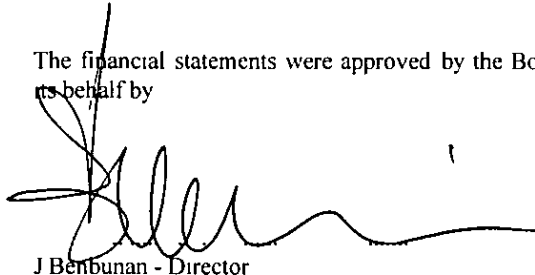
---

The financial statements have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies and with the Financial Reporting Standard for Smaller Entities (effective April 2008)

The financial statements were approved by the Board of Directors on  
its behalf by

17-7-12

and were signed on

A handwritten signature in black ink, appearing to read 'J Benbunan', is written over the text 'its behalf by'.

J Benbunan - Director

The notes form part of these financial statements

NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 DECEMBER 2011

---

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

**Tangible fixed assets**

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

Leasehold improvements	- Over the term of the lease
Fixtures, fittings & office equipment	- 25% on cost
Computer equipment	- 33% on cost

**Work in progress**

Work in progress is valued at the lower of cost and net realisable value

**Deferred tax**

Provision is made for deferred tax using the liability method to take account of timing differences between certain items for taxation and accounting purposes. Tax deferred is accounted for in respect of material timing differences. Deferred tax assets are recognised to the extent that they are regarded as recoverable. The company has not adopted a policy of discounting deferred tax assets and liabilities.

**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 recorded for that month for each transaction. Exchange differences are taken into account in arriving at the operating result.

**Going concern**

The directors consider that with the continuing support of their bankers and parent company that the company is a going concern.

2 TURNOVER

The turnover and loss (2010 - profit) before taxation are attributable to the one principal activity of the company.

An analysis of turnover by geographical market is given below

	2011	2010
UK	43.72%	16.39%
Rest of the world	56.28%	83.61%
	<u>100.00%</u>	<u>100.00%</u>



NOTES TO THE FINANCIAL STATEMENTS - continued  
FOR THE YEAR ENDED 31 DECEMBER 2011

3 OPERATING (LOSS)/PROFIT

The operating loss (2010 - operating profit) is stated after charging/(crediting)

	2011	2010
	£	£
Depreciation - owned assets	16,649	60,393
Profit on disposal of fixed assets	(30)	-
Foreign exchange differences	(23,305)	(16,702)
	<u>187,301</u>	<u>217,215</u>
Directors' remuneration and other benefits etc	<u>187,301</u>	<u>217,215</u>

4 INTEREST PAYABLE AND SIMILAR CHARGES

Interest payable and similar charges includes the following

	2011	2010
	£	£
Bank interest	7,850	7,363
Group loan interest	7,644	15,289
	<u>15,494</u>	<u>22,652</u>
	<u>15,494</u>	<u>22,652</u>

5 TAXATION

Analysis of the tax charge

The tax charge on the loss on ordinary activities for the year was as follows

	2011	2010
	£	£
Current tax		
Under/(over) provision of corporation tax in respect of earlier years	725	-
	<u>725</u>	<u>-</u>
Tax on (loss)/profit on ordinary activities	<u>725</u>	<u>-</u>

NOTES TO THE FINANCIAL STATEMENTS - continued  
FOR THE YEAR ENDED 31 DECEMBER 2011

6 TANGIBLE FIXED ASSETS

	Leasehold improvements £	Fixtures, fittings & office equipment £	Computer equipment £	Totals £
<b>COST</b>				
At 1 January 2011	150,014	65 660	81 339	297,013
Additions	-	-	3,415	3,415
Disposals	(150,014)	(17,784)	(26,915)	(194,713)
Reclassification/transfer	-	584	(584)	-
At 31 December 2011	-	48 460	57,255	105,715
<b>DEPRECIATION</b>				
At 1 January 2011	150,014	43,111	70,185	263,310
Charge for year	-	9,282	7,367	16,649
Eliminated on disposal	(150,014)	(17 784)	(26,459)	(194,257)
Reclassification/transfer	-	584	(584)	-
At 31 December 2011	-	35 193	50,509	85,702
<b>NET BOOK VALUE</b>				
At 31 December 2011	-	13,267	6,746	20,013
At 31 December 2010	-	22,549	11,154	33,703

7 FIXED ASSET INVESTMENTS

	Shares in group undertakings £
<b>COST</b>	
At 1 January 2011 and 31 December 2011	51,072
<b>NET BOOK VALUE</b>	
At 31 December 2011	51,072
At 31 December 2010	51,072

The company holds 47% (2010 47%) of the share capital in Saffron Brand Consultants India Private Limited, a group subsidiary company incorporated in India

In 2010 the loan of £51,000 was capitalised Interest of £728 (2010 £736) has been charged

NOTES TO THE FINANCIAL STATEMENTS - continued  
FOR THE YEAR ENDED 31 DECEMBER 2011

8 DEBTORS

	2011 £	2010 £
Amounts falling due within one year		
Trade debtors	149,305	67,944
Amounts owed by group undertakings	164,701	232,933
Other debtors	9,317	9,335
	<u>323,323</u>	<u>310,212</u>
Amounts falling due after more than one year		
Other debtors	<u>42,166</u>	<u>42,166</u>
Aggregate amounts	<u>365,489</u>	<u>352,378</u>

9 CREDITORS AMOUNTS FALLING DUE WITHIN ONE YEAR

	2011 £	2010 £
Bank loans and overdrafts	87,359	105,032
Trade creditors	284,657	199,837
Amounts owed to group undertakings	1,670,590	1,539,548
Taxation and social security	20,016	53,342
Other creditors	135,567	159,643
	<u>2,198,189</u>	<u>2,057,402</u>

10 OPERATING LEASE COMMITMENTS

The following operating lease payments are committed to be paid within one year

	2011 £	2010 £
Expiring		
Between one and five years	113,846	-
In more than five years	-	113,846
	<u>113,846</u>	<u>113,846</u>

11 SECURED DEBTS

The bank overdraft with Banco Sabadell is secured by a deposit of £100,000

12 CALLED UP SHARE CAPITAL

Number	Class	Nominal value	2011 £	2010 £
1 000	Ordinary	£1	<u>1,000</u>	<u>1,000</u>

NOTES TO THE FINANCIAL STATEMENTS - continued  
FOR THE YEAR ENDED 31 DECEMBER 2011

13 RESERVES

	Profit and loss account £
At 1 January 2011	(1,388,327)
Deficit for the year	(48,001)
At 31 December 2011	<u>(1,436,328)</u>

14 ULTIMATE PARENT COMPANY

Saffron Brand Consultants S A (incorporated in Spain) is regarded by the directors as being the company's ultimate parent company

Consolidated Financial Statements are available from, Saffron Brand Consultants S A , Zurbano 23, 28010 Madrid, Spain

15 CONTINGENT LIABILITIES

During 2008 HM Revenue and Customs commenced a payroll review. Following detailed correspondence sent to HM Revenue & Customs on behalf of the directors, to date no response has subsequently been received. The Directors are of the opinion that this will result in no additional tax liabilities for the company.

16 RELATED PARTY DISCLOSURES

**W Olins CBE**

A director of the company

During the year £160,000 (2010 £206,933) was invoiced by W Olins CBE for consultancy services rendered. The loan has no fixed repayment date.

	2011 £	2010 £
Amount due to related party at the balance sheet date	<u>156,627</u>	<u>90,029</u>

**W Olins CBE**

A director of the company

A loan in respect of money loaned to the company has been deposited at Banco Sabadell as security on overdrafts. Interest of £3,427 (2010 £1,111) was due on the loan during the year.

	2011 £	2010 £
Amount due to related party at the balance sheet date	<u>100,000</u>	<u>100,000</u>

NOTES TO THE FINANCIAL STATEMENTS - continued  
FOR THE YEAR ENDED 31 DECEMBER 2011

16 RELATED PARTY DISCLOSURES - continued

**I Stephens**

A director of the company

The loan is in respect of expenses to be reimbursed and £7,500 (2010 £7,500) loaned to the company

	2011	2010
	£	£
Amount due to related party at the balance sheet date	<u>14,656</u>	<u>11,465</u>

**Saffron Brand Consultants S A**

The parent company

The company paid management and project fees in the ordinary course of business of £42,328 (2010 £19,758) to Saffron Brand Consultants S A

The company paid interest at the rate of 0.5% (2010 1%) to Saffron Brand Consultants S A of £6,818 (2010 £14,504)

	2011	2010
	£	£
Amount due to related party at the balance sheet date	<u>1,293,404</u>	<u>1,483,498</u>

**Saffron Brand Consultants Inc**

A fellow subsidiary undertaking

The company paid management and project fees in the ordinary course of business of £0 (2010 £47,198) to Saffron Brand Consultants Inc

During the year the company purchased fixtures and fittings from Saffron Brand Consultants Inc for £0 (2010 £22,457)

The company paid interest at the rate of 0.5% (2010 1%) to Saffron Brand Consultants Inc of £233 (2010 £785)

	2011	2010
	£	£
Amount due to related party at the balance sheet date	<u>38,584</u>	<u>56,050</u>

**Saffron Brand Consultants Private Limited**

A fellow subsidiary undertaking

During the year the company invoiced Saffron Brand Consultants Private Limited £137,347 (2010 £117,199)

The company received interest from Saffron Brand Consultants Private Ltd of £728 (2010 £736)

	2011	2010
	£	£
Amount due from related party at the balance sheet date	<u>164,701</u>	<u>130,003</u>

**SAFFRON BRAND CONSULTANTS LTD (REGISTERED NUMBER 04531406)**

**NOTES TO THE FINANCIAL STATEMENTS - continued  
FOR THE YEAR ENDED 31 DECEMBER 2011**

---

**16 RELATED PARTY DISCLOSURES - continued**

**A branch of Saffron Brand Consultants S A**

A branch within the group

During the year the company invoiced £158,294 (2010 £102,930) to a branch of Saffron Brand Consultants S A located in Austria

The company paid interest at the rate of 0.5% (2010 0%) to Saffron Brand Consultants S A (Austria) of £593 (2010 £0)

	2011	2010
	£	£
Amount due (to)/from related party at the balance sheet date	<u>(338,602)</u>	<u>102,930</u>