

**AMP DIRECT LIMITED**

**ABBREVIATED UNAUDITED ACCOUNTS**

**FOR THE YEAR ENDED 31 MARCH 2013**

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**AMP DIRECT LIMITED**

Company registered number: 06648860

**ABBREVIATED BALANCE SHEET****AT 31 March 2013**

	Note	£	2013 £	2012 £
<b>FIXED ASSETS</b>				
Intangible assets	2		36,339	-
Tangible Assets	3		27,233	15,854
			<u>63,572</u>	<u>15,854</u>
<b>CURRENT ASSETS</b>				
Stock	1d	11,903		12,500
Debtors falling due within one year		29,156		21,950
Cash at bank and in hand		29,911		56,902
		<u>70,970</u>		<u>91,352</u>
<b>CREDITORS: Amounts falling due within one year</b>		<u>25,609</u>		<u>14,630</u>
<b>NET CURRENT ASSETS</b>			<u>45,361</u>	<u>76,722</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>			<u>108,933</u>	<u>92,576</u>
<b>CREDITORS: Amounts falling due after more than one year</b>			<u>(113,004)</u>	<u>(90,560)</u>
<b>NET (LIABILITIES)/ASSETS</b>			<u>(£4,071)</u>	<u>£2,016</u>
<b>CAPITAL AND RESERVES</b>				
Called up share capital	5		1,000	1,000
Profit and loss account			(5,071)	1,016
<b>SHAREHOLDERS' FUNDS</b>			<u>(£4,071)</u>	<u>£2,016</u>

In approving these financial statements as director of the company I hereby confirm the following:

For the year in question the company was entitled to exemption under section 477 of the Companies Act 2006 relating to small companies.

Directors' responsibilities:

- 1) The members have not required the company to obtain an audit for its accounts for the year in question in accordance with section 476,
- 2) The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

The accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime.

**These abbreviated accounts were approved by the board of directors on 20 December 2013**

A Patel , Director

The notes on pages 2 to 4 form part of these accounts  
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**NOTES TO THE ABBREVIATED ACCOUNTS**  
**FOR THE YEAR ENDED 31 MARCH 2013**

**1. ACCOUNTING POLICIES**

**1a. Basis of accounting**

The financial statements have been prepared under the historical cost convention.

**1b. Intangible fixed assets: research and development**

Development expenditure is normally written off in the year of expenditure, however expenditure incurred on specific projects is capitalised when recoverability can be foreseen with reasonable certainty and is amortised in relation to sales from such projects.

**1c. Tangible fixed assets**

Fixed assets are shown at historical cost.

Depreciation is provided, after taking account of any grants receivable, at the following annual rates in order to write off each asset over its estimated useful life.

Plant and machinery	Reducing balance 25%
Vehicles	Reducing balance 20%
Fixtures and fittings	Reducing balance 10%
Equipment	Reducing balance 25%

**1d. Stocks**

Stocks are stated at the lower of cost and net realisable value. Cost incurred in bringing each product to its present location and condition is based on purchase cost on a first-in, first-out basis, including transport.

**1e. Taxation**

Corporation tax payable is provided on taxable profits at the current rate.

**1f. Turnover**

Turnover comprises the value of sales (excluding VAT and similar taxes and trade discounts) of goods and services in the normal course of business.

**AMP DIRECT LIMITED**  
**NOTES TO THE ABBREVIATED ACCOUNTS (CONT.)**  
**FOR THE YEAR ENDED 31 MARCH 2013**

**1. ACCOUNTING POLICIES (CONT.)**

**1g. Leasing and hire purchase contracts**

Assets obtained under finance leases and hire purchase contracts are capitalised as tangible fixed assets. Assets acquired under finance leases are depreciated over the shorter of the lease term and their useful lives. Assets acquired under hire purchase contracts are depreciated over their useful lives. Finance leases are those where substantially all of the benefits and risks of ownership are assumed by the company. The finance element of the rental payment is charged to the profit and loss account so as to produce a constant periodic rate of charge on the net obligation outstanding in each period.

Rentals applicable to operating leases where substantially all of the benefits and risks of ownership remain with the lessor are charged to profit and loss account as incurred.

**2. INTANGIBLE FIXED ASSETS**

	<b>2013</b>	<b>2012</b>
	<b>£</b>	<b>£</b>
<b>Cost</b>		
At 1 April 2012	-	34,327
Additions	45,424	-
Disposals	-	(34,327)
At 31 March 2013	<u>45,424</u>	<u>-</u>
<b>Depreciation</b>		
At 1 April 2012	-	6,865
Disposals	-	(6,865)
For the year	9,085	-
At 31 March 2013	<u>9,085</u>	<u>-</u>
<b>Net Book Amounts</b>		
At 31 March 2013	<u>£36,339</u>	<u>£-</u>

**AMP DIRECT LIMITED**  
**NOTES TO THE ABBREVIATED ACCOUNTS (CONT.)**  
**FOR THE YEAR ENDED 31 MARCH 2013**

**3. TANGIBLE FIXED ASSETS**

	<b>2013</b>	<b>2012</b>
	<b>£</b>	<b>£</b>
<b>Cost</b>		
At 1 April 2012	42,845	41,065
Additions	17,798	1,780
At 31 March 2013	<u>60,643</u>	<u>42,845</u>
<b>Depreciation</b>		
At 1 April 2012	26,991	21,570
For the year	6,419	5,421
At 31 March 2013	<u>33,410</u>	<u>26,991</u>
<b>Net Book Amounts</b>		
At 31 March 2013	<u>£27,233</u>	<u>£15,854</u>

**4. CREDITORS**

	<b>2013</b>	<b>2012</b>
	<b>£</b>	<b>£</b>
Creditors include the following amounts of secured liabilities:		
Due within one year	4,302	-
Due after more than one year	<u>22,444</u>	<u>-</u>

**5. SHARE CAPITAL**

	<b>2013</b>	<b>2012</b>
	<b>£</b>	<b>£</b>
Allotted, issued and fully paid:		
1000 Ordinary shares of £1 each	<u>£1,000</u>	<u>£1,000</u>