

**A. S. Direct Marketing and Sales Ltd**  
**FILLETED ACCOUNTS COVER**

**A. S. Direct Marketing and Sales Ltd**

**Company No. 05469040**

**Information for Filing with The Registrar**

**31 March 2017**

**A. S. Direct Marketing and Sales Ltd**

**DIRECTORS REPORT REGISTRAR**

The Director presents his report and the accounts for the period ended 31 March 2017.

**Principal activities**

The principal activity of the company during the period under review was Other business support service activities not elsewhere classified.

**Director**

The Director who served at any time during the period was as follows:

K. Singh

The above report has been prepared in accordance with the provisions applicable to companies subject to the small companies regime as set out in Part 15 of the Companies Act 2006.

Signed on behalf of the board

K. Singh

Director

31 March 2017

**A. S. Direct Marketing and Sales Ltd**  
**BALANCE SHEET REGISTRAR**  
**at 31 March 2017**

<b>Company No. 05469040</b>	<b>Notes</b>	<b>2017 £</b>	<b>2015 £</b>
<b>Fixed assets</b>			
Intangible assets	2	-	1
Tangible assets	3	-	3
		-	4
<b>Current assets</b>			
Debtors	4	1,450	1,450
Cash at bank and in hand		135,845	19,358
		137,295	20,808
<b>Creditors: Amount falling due within one</b>	5	(40,656)	(14,886)
<b>Net current assets</b>		96,639	5,922
<b>Total assets less current liabilities</b>		96,639	5,926
<b>Net assets</b>		96,639	5,926
<b>Capital and reserves</b>			
Called up share capital		3	3
Profit and loss account	6	96,636	5,923
<b>Total equity</b>		96,639	5,926

These accounts have been prepared in accordance with the special provisions applicable to companies subject to the small companies regime of the Companies Act 2006.

For the period ended 31 March 2017 the company was entitled to exemption under section 477 of the Companies Act 2006 relating to small companies.

The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of accounts.

As permitted by section 444 (5A) of the Companies Act 2006 the directors have not delivered to the Registrar a copy of the company's profit and loss account.

Approved by the board on 31 March 2017

And signed on its behalf by:

K. Singh  
Director

**A. S. Direct Marketing and Sales Ltd**  
**NOTES TO THE ACCOUNTS**  
**REGISTRAR**  
**for the period ended 31 March 2017**

**1 Accounting policies**

**Basis of preparation**

The accounts have been prepared in accordance with FRS 102 - The Financial Reporting Standard applicable in the UK and Republic of Ireland (as applied to small entities by section 1A of the standard) and the Companies Act 2006 . There were no material departures from that standard.

The accounts have been prepared under the historical cost convention as modified by the revaluation of certain fixed assets and in accordance with the accounting policies set out below.

**Turnover**

Turnover is measured at the fair value of the consideration received or receivable. Turnover is reduced for estimated customer returns, rebates and other similar allowances.

Revenue from the sale of goods is recognised when all the following conditions are satisfied:

- the Company has transferred to the buyer the significant risks and rewards of ownership of the goods;
- the Company retains neither continuing managerial involvement to the degree usually associated with ownership nor effective control over the goods sold;
- the amount of revenue can be measured reliably;
- it is probable that the economic benefits associated with the transaction will flow to the Company; and
- the costs incurred or to be incurred in respect of the transaction can be measured reliably.

Specifically, revenue from the sale of goods is recognised when goods are delivered and legal title is passed.

**Intangible fixed assets**

Intangible fixed assets are carried at cost less accumulated amortisation and impairment losses.

**Taxation**

Income tax expense represents the sum of the tax currently payable and deferred tax.

The tax currently payable is based on taxable profit for the year. Taxable profit differs from profit as reported in the profit and loss account because of items of income or expense that are taxable or deductible in other years and items that are never taxable or deductible. The Company's liability for current tax is calculated using tax rates that have been enacted or substantively enacted by the end of the reporting period.

Deferred tax is recognised on timing differences between the carrying amounts of assets and liabilities in the financial statements and the corresponding tax bases used in the computation of taxable profit. Deferred tax liabilities are generally recognised for all taxable temporary differences. Deferred tax assets are generally recognised for all deductible timing differences to the extent that it is probable that taxable profits will be available against which those deductible temporary differences can be utilised. The carrying amount of deferred tax assets is reviewed at the end of each reporting period and reduced to the extent that it is no longer probable that sufficient taxable profits will be available to allow all or part of the asset to be recovered.

Deferred tax assets and liabilities are measured at the tax rates that are expected to apply in the period in which the liability is settled or the asset realised, based on tax rates (and tax laws) that have been enacted or substantively enacted by the end of the reporting period.

Current or deferred tax for the year is recognised in profit or loss, except when they relate to items that are recognised in other comprehensive income or directly in equity, in which case, the current and deferred tax is also recognised in other comprehensive income or directly in equity respectively.

**Trade and other debtors**

Trade and other debtors are initially recognised at fair value and thereafter stated at amortised cost using the effective interest method, less impairment losses for bad and doubtful debts.

**Trade and other creditors**

Short term creditors are measured at the transaction price. Other financial liabilities, including bank loans, are measured initially at fair value, net of transaction costs, and are measured subsequently at amortised cost using the effective interest method.

## Leased assets

Where the company enters into a lease which entails taking substantially all the risks and rewards of ownership of an asset, the lease is treated as a finance lease.

Leases which do not transfer substantially all the risks and rewards of ownership to the Company are classified as operating leases.

Assets held under finance leases are initially recognised as assets of the Company at their fair value at the inception of the lease or, if lower, at the present value of the minimum lease payments. The corresponding liability to the lessor is included in the balance sheet date as a finance lease obligation. Lease payments are apportioned between finance expenses and reduction of the lease obligation so as to achieve a constant rate of interest on the remaining balance of the liability. Finance expenses are recognised immediately in profit or loss, unless they are directly attributable to qualifying assets, in which case they are capitalised in accordance with the Company's policy on borrowing costs (see the accounting policy above).

Assets held under finance leases are depreciated in the same way as owned assets.

Operating lease payments are recognised as an expense on a straight-line basis over the lease term.

In the event that lease incentives are received to enter into operating leases, such incentives are recognised as a liability. The aggregate benefit of incentives is recognised as a reduction of rental expense on a straight-line basis.

## Pensions

The Company operates a defined contribution plan for its employees. A defined contribution plan is a pension plan under which the company pays fixed contributions into a separate entity. Once the contributions have been paid the company has no further payments obligations. The contributions are recognised as expenses when they fall due. Amounts not paid are shown in accruals in the balance sheet. The assets of the plan are held separately from the company in independently administered funds.

## 2 Intangible fixed assets

	Goodwill £	Total £
<b>Cost</b>		
At 1 October 2015	5,000	5,000
At 31 March 2017	5,000	5,000
<b>Amortisation and impairment</b>		
At 1 October 2015	4,999	4,999
Charge for the year	1	1
At 31 March 2017	5,000	5,000
<b>Net book values</b>		
At 31 March 2017	-	-
At 30 September 2015	1	1

### 3 Tangible fixed assets

	Land and buildings £	Total £
<b>Cost or revaluation</b>		
At 1 October 2015	376	376
At 31 March 2017	376	376
<b>Depreciation</b>		
At 1 October 2015	373	373
Charge for the year	3	3
At 31 March 2017	376	376
<b>Net book values</b>		
At 31 March 2017	-	-
At 30 September 2015	3	3

### 4 Debtors

	2017 £	2015 £
Trade debtors	-	1,450
Other debtors	1,450	-
	<u>1,450</u>	<u>1,450</u>

### 5 Creditors:

amounts falling due within one year

	2017 £	2015 £
Trade creditors	515	515
Corporation tax	18,535	-
Other taxes and social security	8,095	-
Other creditors	11,336	14,371
Accruals and deferred income	2,175	-
	<u>40,656</u>	<u>14,886</u>

### 6 Reserves

Profit and loss account - includes all current and prior period retained profits and losses.

### 7 Dividends

	2017 £	2015 £
Dividends for the period:		
Dividends paid in the period	92,769	20,000
	<u>92,769</u>	<u>20,000</u>
Dividends by type:		
Equity dividends	92,769	20,000
	<u>92,769</u>	<u>20,000</u>

**8 Related party disclosures**

***Controlling party***

Immediate controlling party

Mr Kalwinder Singh

**9 Additional information**

Its registered number is:

05469040

Its registered office is:

The Annexe

104 Monkswood Avenue

Waltham Abbey

Essex

EN9 1LJ



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