

Abbreviated Unaudited Accounts for the Year Ended 30 September 2015

for

A. S. Direct Marketing and Sales Ltd

Contents of the Abbreviated Accounts
for the Year Ended 30 September 2015

	Page
Company Information	1
Abbreviated Balance Sheet	2
Notes to the Abbreviated Accounts	3

DIRECTOR: K Singh

SECRETARY: Mrs G Kaur

REGISTERED OFFICE: 367 Eastfield Road
Peterborough
Cambridgeshire
PE1 4RD

REGISTERED NUMBER: 05469040 (England and Wales)

ACCOUNTANTS: AE Finance Ltd
Chartered Certified Accountants
367 Eastfield Road
Peterborough
Cambridgeshire
PE1 4RD

BANKERS: Barclays Bank Plc
114-116 High Street
Old Fletton
Peterborough
PE2 8DP

Abbreviated Balance Sheet
30 September 2015

	Notes	30.9.15 £	£	30.9.14 £	£
FIXED ASSETS					
Intangible assets	2		1		1
Tangible assets	3		<u>3</u>		<u>376</u>
			4		377
CURRENT ASSETS					
Debtors		1,450		2,185	
Cash at bank and in hand		<u>19,358</u>		<u>22,708</u>	
		20,808		24,893	
CREDITORS					
Amounts falling due within one year		<u>14,886</u>		<u>11,023</u>	
NET CURRENT ASSETS			<u>5,922</u>		<u>13,870</u>
TOTAL ASSETS LESS CURRENT LIABILITIES			<u>5,926</u>		<u>14,247</u>
CAPITAL AND RESERVES					
Called up share capital	4		3		3
Profit and loss account			<u>5,923</u>		<u>14,244</u>
SHAREHOLDERS' FUNDS			<u>5,926</u>		<u>14,247</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 30 September 2015.

The members have not required the company to obtain an audit of its financial statements for the year ended 30 September 2015 in accordance with Section 476 of the Companies Act 2006.

The director acknowledges his 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 director on 20 November 2015 and were signed by:

K Singh - Director

Notes to the Abbreviated Accounts
for the Year Ended 30 September 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.

Goodwill

Goodwill, being the amount paid in connection with the acquisition of a business in 2006, is being amortised evenly over its estimated useful life of ten years.

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

Deferred tax

Deferred tax is recognised in respect of all timing differences that have originated but not reversed at the balance sheet date.

Pension costs and other post-retirement benefits

The company operates a defined contribution pension scheme. Contributions payable to the company's pension scheme are charged to the profit and loss account in the period to which they relate.

2. **INTANGIBLE FIXED ASSETS**

	Total £
COST	
At 1 October 2014 and 30 September 2015	<u>5,000</u>
AMORTISATION	
At 1 October 2014 and 30 September 2015	<u>4,999</u>
NET BOOK VALUE	
At 30 September 2015	<u>1</u>
At 30 September 2014	<u>1</u>

Notes to the Abbreviated Accounts - continued
for the Year Ended 30 September 2015

3. **TANGIBLE FIXED ASSETS**

	Total £
COST	
At 1 October 2014	
and 30 September 2015	<u>1,570</u>
DEPRECIATION	
At 1 October 2014	1,194
Charge for year	<u>373</u>
At 30 September 2015	<u>1,567</u>
NET BOOK VALUE	
At 30 September 2015	<u>3</u>
At 30 September 2014	<u>376</u>

4. **CALLED UP SHARE CAPITAL**

Allotted, issued and fully paid:

Number:	Class:	Nominal value:	30.9.15 £	30.9.14 £
3	Ordinary	£1	<u>3</u>	<u>3</u>

5. **ULTIMATE CONTROLLING PARTY**

The company was under the control of Mr K Singh throughout the current and previous year.

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.