

Registered number
2480301

EXCEL MARKETING SERVICES LIMITED

Abbreviated Accounts

31 March 2011

THURSDAY



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28/07/2011
COMPANIES HOUSE

EXCEL MARKETING SERVICES LIMITED

Registered number: 2480301

**Abbreviated Balance Sheet
as at 31 March 2011**

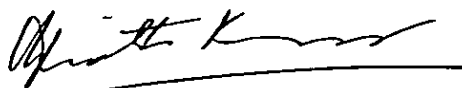
	Notes	2011 £	2010 £
Fixed assets			
Tangible assets	2	1,851	971
Investments	3	29,272	28,827
		<u>31,123</u>	<u>29,798</u>
Current assets			
Debtors		27,509	28,269
Cash at bank and in hand		48,536	68,441
		<u>76,045</u>	<u>96,710</u>
Creditors: amounts falling due within one year		<u>(4,188)</u>	<u>(2,754)</u>
Net current assets		<u>71,857</u>	<u>93,956</u>
Net assets		<u>102,980</u>	<u>123,754</u>
Capital and reserves			
Called up share capital	4	2	2
Profit and loss account		102,978	123,752
Shareholder's funds		<u>102,980</u>	<u>123,754</u>

The director is satisfied that the company is entitled to exemption from the requirement to obtain an audit under section 477 of the Companies Act 2006

The member has not required the company to obtain an audit in accordance with section 476 of the Act

The director acknowledges his responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of accounts

The accounts have been prepared in accordance with the provisions in Part 15 of the Companies Act 2006 applicable to companies subject to the small companies regime.

**V KUMAR**

Director

Approved by the board on 5 July 2011

EXCEL MARKETING SERVICES LIMITED
Notes to the Abbreviated Accounts
for the year ended 31 March 2011

1 Accounting policies

Basis of preparation

The accounts 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 the value, net of value added tax and discounts, of goods provided to customers and work carried out in respect of services provided to customers

Depreciation

Depreciation has been provided at the following rates in order to write off the assets over their estimated useful lives

Plant and machinery	25% reducing balance
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Deferred taxation

Full provision is made for deferred taxation resulting from timing differences between the recognition of gains and losses in the accounts and their recognition for tax purposes. Deferred taxation is calculated on an un-discounted basis at the tax rates which are expected to apply in the periods when the timing differences will reverse.

Foreign currencies

Transactions in foreign currencies are recorded at the rate ruling at the date of the transaction. Monetary assets and liabilities denominated in foreign currencies are translated at the rate of exchange ruling at the balance sheet date. All differences are taken to the profit and loss account.

Leasing and hire purchase commitments

Assets held under finance leases and hire purchase contracts, which are those where substantially all the risks and rewards of ownership of the asset have passed to the company, are capitalised in the balance sheet and depreciated over their useful lives. The corresponding lease or hire purchase obligation is treated in the balance sheet as a liability.

The interest element of the rental obligations is charged to the profit and loss account over the period of the lease and represents a constant proportion of the balance of capital repayments outstanding.

Rentals paid under operating leases are charged to income on a straight line basis over the lease term.

EXCEL MARKETING SERVICES LIMITED
Notes to the Abbreviated Accounts
for the year ended 31 March 2011

2 Tangible fixed assets	£
Cost	
At 1 April 2010	25,257
Additions	<u>1,503</u>
At 31 March 2011	<u>26,760</u>
Depreciation	
At 1 April 2010	24,286
Charge for the year	<u>623</u>
At 31 March 2011	<u>24,909</u>
Net book value	
At 31 March 2011	<u>1,851</u>
At 31 March 2010	<u>971</u>

3 Investments	£
Cost	
At 1 April 2010	28,827
Additions	<u>445</u>
At 31 March 2011	<u>29,272</u>

4 Share capital	Nominal value	2011 Number	2011 £	2010 £
Allotted, called up and fully paid B Ordinary shares	£1 each	-	<u>2</u>	<u>2</u>