

**REGISTERED NUMBER: 02480301 (England and Wales)**

**Abbreviated Unaudited Accounts  
for the Year Ended 31 March 2016  
for  
Excel Marketing Services Ltd**

**Excel Marketing Services Ltd (Registered number: 02480301)**

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for the Year Ended 31 March 2016**

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# Excel Marketing Services Ltd (Registered number: 02480301)

## Abbreviated Balance Sheet 31 March 2016

|  | Notes | 2016<br>£     | £                    | 2015<br>£    | £                    |
|--|-------|---------------|----------------------|--------------|----------------------|
| <b>FIXED ASSETS</b>                          |       |               |                      |              |                      |
| Tangible assets                              | 2     |               | -                    |              | 746                  |
| Investments                                  | 3     |               | <u>16,712</u>        |              | <u>43,562</u>        |
|  |       |               | <b>16,712</b>        |              | <b>44,308</b>        |
| <b>CURRENT ASSETS</b>                        |       |               |                      |              |                      |
| Cash at bank                                 |       | <b>31,532</b> |                      | 28,636       |                      |
| <b>CREDITORS</b>                             |       |               |                      |              |                      |
| Amounts falling due within one year          |       | <u>3,447</u>  |                      | <u>4,672</u> |                      |
| <b>NET CURRENT ASSETS</b>                    |       |               | <b>28,085</b>        |              | <b>23,964</b>        |
| <b>TOTAL ASSETS LESS CURRENT LIABILITIES</b> |       |               | <u><b>44,797</b></u> |              | <u><b>68,272</b></u> |
| <b>CAPITAL AND RESERVES</b>                  |       |               |                      |              |                      |
| Called up share capital                      | 4     |               | <b>2</b>             |              | <b>2</b>             |
| Revaluation reserve                          |       |               | <b>2,277</b>         |              | <b>6,128</b>         |
| Profit and loss account                      |       |               | <u><b>42,518</b></u> |              | <u><b>62,142</b></u> |
| <b>SHAREHOLDERS' FUNDS</b>                   |       |               | <u><b>44,797</b></u> |              | <u><b>68,272</b></u> |

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 March 2016.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 March 2016 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 15 December 2016 and were signed by:

Mr V Kumar - Director

# Excel Marketing Services Ltd (Registered number: 02480301)

## Notes to the Abbreviated Accounts for the Year Ended 31 March 2016

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### 1. ACCOUNTING POLICIES

#### Accounting convention

The financial statements have been prepared under the historical cost convention as modified by the revaluation of certain assets and in accordance with the Financial Reporting Standard for Smaller Entities (effective January 2015).

#### Exemption from preparing a cash flow statement

Exemption has been taken from preparing a cash flow statement on the grounds that the company qualifies as a small company.

#### 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.

#### 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                      - 25% on reducing balance

#### Deferred tax

Full provision is made for deferred tax liabilities arising from timing differences between the recognition of items in the accounts and their recognition for tax purposes. Deferred tax balances are not discounted.

Deferred tax is not provided on timing differences arising from the revaluation of fixed assets where there is no commitment to sell the asset.

### 2. TANGIBLE FIXED ASSETS

|                        | Total<br>£      |
|------------------------|-----------------|
| <b>COST</b>            |                 |
| At 1 April 2015        | 27,045          |
| Disposals              | <u>(27,045)</u> |
| At 31 March 2016       | <u>-</u>        |
| <b>DEPRECIATION</b>    |                 |
| At 1 April 2015        | 26,299          |
| Eliminated on disposal | <u>(26,299)</u> |
| At 31 March 2016       | <u>-</u>        |
| <b>NET BOOK VALUE</b>  |                 |
| At 31 March 2016       | <u>-</u>        |
| At 31 March 2015       | <u>746</u>      |

# Excel Marketing Services Ltd (Registered number: 02480301)

## Notes to the Abbreviated Accounts - continued for the Year Ended 31 March 2016

### 3. FIXED ASSET INVESTMENTS

|                          | Investments<br>other<br>than<br>loans<br>£ |
|--------------------------|--|
| <b>COST OR VALUATION</b> |  |
| At 1 April 2015          | 43,562                                     |
| Additions                | 1,365                                      |
| Disposals                | (24,594)                                   |
| Revaluations             | (3,621)                                    |
| At 31 March 2016         | <u>16,712</u>                              |
| <b>NET BOOK VALUE</b>    |  |
| At 31 March 2016         | <u>16,712</u>                              |
| At 31 March 2015         | <u>43,562</u>                              |

### 4. CALLED UP SHARE CAPITAL

| Allotted, issued and fully paid: |          | Nominal<br>value: | 2016     | 2015     |
|----------------------------------|----------|-------------------|----------|----------|
| Number:                          | Class:   |                   | £        | £        |
| 2                                | Ordinary | £1                | <u>2</u> | <u>2</u> |

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