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H M INSPECTOR OF TAXES	<input type="checkbox"/>
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DMC PARTNERSHIP	<input type="checkbox"/>

BRAND PASSION LTD

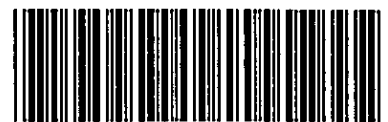
ABBREVIATED ACCOUNTS

FOR THE YEAR ENDED 30 JUNE 2012



dmc partnership
chartered accountants
business and taxation advisers

FRIDAY



A21 *A20RKV4A* #322
25/01/2013
COMPANIES HOUSE

BRAND PASSION LTD
REGISTERED NUMBER: 5487065

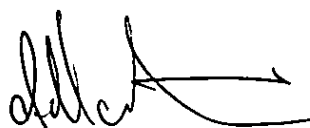
ABBREVIATED BALANCE SHEET
AS AT 30 JUNE 2012

	Note	£	2012	£	£	2011	£
FIXED ASSETS							
Tangible assets	2			1,347			1,796
CURRENT ASSETS							
Debtors			7,678			14,441	
Cash at bank			15,253			35,751	
			<u>22,931</u>			<u>50,192</u>	
CREDITORS amounts falling due within one year			<u>(26,742)</u>			<u>(51,193)</u>	
NET CURRENT LIABILITIES				(3,811)			(1,001)
NET (LIABILITIES)/ASSETS				<u>(2,464)</u>			<u>795</u>
CAPITAL AND RESERVES							
Called up share capital	3			100			100
Profit and loss account				(2,564)			695
SHAREHOLDERS' (DEFICIT)/FUNDS				<u>(2,464)</u>			<u>795</u>

The director considers that the company is entitled to exemption from the requirement to have an audit under the provisions of section 477 of the Companies Act 2006 ("the Act") and members have not required the company to obtain an audit for the year in question in accordance with section 476 of the Act

The director acknowledges his responsibility for complying with the requirements of the Companies Act 2006 with respect to accounting records and for preparing financial statements which give a true and fair view of the state of affairs of the company as at 30 June 2012 and of its profit for the year in accordance with the requirements of sections 394 and 395 of the Act and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the company

The abbreviated accounts, which have been prepared in accordance with the special provisions relating to companies subject to the small companies regime within Part 15 of the Companies Act 2006, were approved and authorised for issue by the board and were signed on its behalf on 19 December 2012



A Martorana
Director

The notes on page 2 form part of these financial statements

BRAND PASSION LTD

**NOTES TO THE ABBREVIATED ACCOUNTS
FOR THE YEAR ENDED 30 JUNE 2012**

1. ACCOUNTING POLICIES

1.1 Basis of preparation of financial statements

The full financial statements, from which these abbreviated accounts have been extracted, have been prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008)

1.2 Turnover

Turnover comprises revenue recognised by the company in respect of goods and services supplied during the year, exclusive of Value Added Tax and trade discounts

1.3 Tangible fixed assets and depreciation

Tangible fixed assets are stated at cost less depreciation. Depreciation is provided at rates calculated to write off the cost of fixed assets, less their estimated residual value, over their expected useful lives on the following bases

Fixtures & fittings	- 25% reducing balance
Office equipment	- 25% reducing balance

2 TANGIBLE FIXED ASSETS

	£
Cost	
At 1 July 2011 and 30 June 2012	<u>5,926</u>
Depreciation	
At 1 July 2011	4,130
Charge for the year	<u>449</u>
At 30 June 2012	<u>4,579</u>
Net book value	
At 30 June 2012	<u>1,347</u>
At 30 June 2011	<u>1,796</u>

3. SHARE CAPITAL

	2012	2011
	£	£
Authorised, allotted, called up and fully paid		
100 Ordinary shares of £1 each	<u>100</u>	<u>100</u>