REGISTERED NUMBER: 08484153 (England and Wales)

ABBREVIATED UNAUDITED ACCOUNTS

FOR THE YEAR ENDED

30 APRIL 2015

FOR

INNOVATIVE DISCOUNTS LIMITED

CONTENTS OF THE ABBREVIATED ACCOUNTS
FOR THE YEAR ENDED 30 APRIL 2015

COMPANY INFORMATION
FOR THE YEAR ENDED 30 APRIL 2015

DIRECTORS:	L Holland M R Pendlebury C Dewynter
SECRETARY:	M R Pendlebury
REGISTERED OFFICE:	Office 210 250 York Road London SW11 3SJ
REGISTERED NUMBER:	08484153 (England and Wales)
ACCOUNTANTS:	Chisnall Comer Ismail & Co Chartered Accountants Maria House 35 Millers Road Brighton East Sussex BN1 5NP

CHARTERED ACCOUNTANTS' REPORT TO THE BOARD OF DIRECTORS ON THE UNAUDITED FINANCIAL STATEMENTS OF INNOVATIVE DISCOUNTS LIMITED

The following reproduces the text of the report prepared for the directors in respect of the company's annual unaudited financial statements, from which the unaudited abbreviated accounts (set out on pages three to four) have been prepared.

In order to assist you to fulfil your duties under the Companies Act 2006, we have prepared for your approval the financial statements of Innovative Discounts Limited for the year ended 30 April 2015 which comprise the Profit and Loss Account, the Balance Sheet and the related notes from the company's accounting records and from information and explanations you have given us.

As a practising member firm of the Institute of Chartered Accountants in England and Wales (ICAEW), we are subject to its ethical and other professional requirements which are detailed at icaew.com/membershandbook.

This report is made solely to the Board of Directors of Innovative Discounts Limited, as a body, in accordance with our terms of engagement. Our work has been undertaken solely to prepare for your approval the financial statements of Innovative Discounts Limited and state those matters that we have agreed to state to the Board of Directors of Innovative Discounts Limited, as a body, in this report in accordance with AAF 2/10 as detailed at icaew.com/compilation. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the company and its Board of Directors, as a body, for our work or for this report.

It is your duty to ensure that Innovative Discounts Limited has kept adequate accounting records and to prepare statutory financial statements that give a true and fair view of the assets, liabilities, financial position and loss of Innovative Discounts Limited. You consider that Innovative Discounts Limited is exempt from the statutory audit requirement for the year.

We have not been instructed to carry out an audit or a review of the financial statements of Innovative Discounts Limited. For this reason, we have not verified the accuracy or completeness of the accounting records or information and explanations you have given to us and we do not, therefore, express any opinion on the statutory financial statements.

Chisnall Comer Ismail & Co
Chartered Accountants
Maria House
35 Millers Road
Brighton
East Sussex
BN1 5NP

13 August 2015

ABBREVIATED BALANCE SHEET
30 APRIL 2015

		2015		2014	
	Notes	£	£	£	£
FIXED ASSETS					
Tangible assets	2		**526**		-
CURRENT ASSETS					
Debtors		**1,851**		3,267	
Cash at bank and in hand		**85,987**		39,697	
		87,838		42,964	
CREDITORS					
Amounts falling due within one year		**111,338**		3,177	
NET CURRENT (LIABILITIES)/ASSETS			**(23,500)**		39,787
TOTAL ASSETS LESS CURRENT LIABILITIES			**(22,974)**		39,787
CAPITAL AND RESERVES					
Called up share capital	3		**90,883**		69,751
Share premium			**163,618**		34,750
Profit and loss account			**(277,475)**		(64,714)
SHAREHOLDERS' FUNDS			**(22,974)**		39,787

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

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

The directors acknowledge their responsibilities for:

(a) ensuring that the company keeps accounting records which comply with Sections 386 and 387 of the Companies Act 2006 and

(b) 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.

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 Board of Directors on 13 August 2015 and were signed on its behalf by:

M R Pendlebury - Director

The notes form part of these abbreviated accounts

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 goods, excluding value added tax, except in respect of service contracts where turnover is recognised when the company obtains the right to consideration.

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.

Hire purchase and leasing commitments
Rentals paid under operating leases are charged to the profit and loss account on a straight line basis over the period of the lease.

2. TANGIBLE FIXED ASSETS

	Total
	£
COST	
Additions	790
At 30 April 2015	790
DEPRECIATION	
Charge for year	264
At 30 April 2015	264
NET BOOK VALUE	
At 30 April 2015	526

3. CALLED UP SHARE CAPITAL

Allotted, issued and fully paid:

Number:	Class:	Nominal value:	**2015** £	2014 £
90,883	Ordinary	£1	**90,883**	69,751

A total of 21132 Ordinary shares of £1 were issued during the year as follows:

8826 for cash of £ 8,826
12,306 for cash of £ 141,150