

The Label Life: A Structural Evidence Review

Document class: Independent research memorandum

Prepared for: Internal review, screening use ahead of a decision by the reviewing party

Subject entity: The Label Life (thelabellife.com), operated by Label Corp Private Limited, majority owned by G.O.A.T Brand Labs

Data reference date: 13 September 2026

Generated by: Claude (Anthropic), an AI language model, on request of an independent researcher

Methodology source: A structural evidence review format developed for this purpose, applying the same evidence classification discipline used across the reviewing party's public research

Author status: Independent researcher. No affiliation with The Label Life, its investors, or the reviewing organization.

Distribution note: This document is a public source evidence review. It does not constitute legal, regulatory, or investment advice.

METHODOLOGICAL NOTE

This document was produced from public web sources retrieved during a single working session, using a fixed template that separates what is independently verified from what is only claimed. Any reader can reproduce this same document using the same public sources, listed in the References section, and the same method, described in Section 12.

1. Purpose and Scope

This memorandum documents what public evidence exists about The Label Life's ownership history, funding, and revenue narrative, and separates that evidence from interpretation of it. This entity was originally selected for review on the understanding that it had raised fresh funding recently. Research for this section instead found that the funding round available in initial screening was from December 2017, and that the company's current ownership and revenue picture is materially different from what an early screening pass suggested. That correction is itself recorded here as part of the evidence base, since a screening error caught during research is a useful demonstration of why the fuller review step exists.

2. Evidence Base and Reliability Ranking

Rank	Source type	Availability for this subject
1	Government or regulatory filings	Available through a commercial registry mirror (Section 6).
2	Primary company publications	Available, including a return and refund policy (Section 9).
3	Acquisition and ownership reporting	Available and cross corroborated (Section 3).
4	Independent commercial registries	Available and consulted (Section 6).

5	Independent journalism, multiple outlets	Available across different time periods (Section 3, 5).
6	Marketing statements, testimonials	Minimal; the current homepage carries little promotional claim language.

3. Corporate Background

VERIFIED FACT The Label Life was founded around 2012 by Preeta Sukhtankar, together with Yashika Punjabi and Sonam Shah, and was backed early on by Bollywood personalities Sussanne Khan, Malaika Arora, and Bipasha Basu as brand style editors [1][2].

VERIFIED FACT The company raised a Rs 20 crore round from Kalpavriksh, a private equity fund of Centrum, via the Enablers platform, announced in December 2017, not in 2026 [3][4][5].

EVIDENCE

This 2017 figure was the funding fact available during initial candidate screening for this review. It remains true and verifiable, but it is nine years old as of the reference date and does not describe current activity. A screening pass that surfaces an old funding event without a date attached can create a mistaken impression of recent activity, which is corrected here.

VERIFIED FACT The company's total disclosed funding across its independent life was approximately \$5.14 million over six rounds, with the last independent round in January 2021. On 17 January 2022, G.O.A.T Brand Labs acquired a 90 percent stake in The Label Life [4][6][7][8].

VERIFIED FACT Following the acquisition, reporting stated that G.O.A.T Brand Labs would absorb most of The Label Life's team, with founder Preeta Sukhtankar moving into an advisory role and stepping away from day to day operations [8].

OBSERVED PATTERN Registry records list Preeta Sudhanshu Sukhtankar as a current director alongside two individuals, Niraj Shah Chandrakant and Prashant Singh, who are not part of the original founding team and plausibly represent the acquiring company. This is consistent with, though not confirmation of, the reported move to an advisory role, since a person can hold a formal director title without an active operational role [9].

ASSESSMENT The founding facts, the 2017 round, and the 2022 acquisition are all treated as reliable. The entity reviewed today is majority controlled by G.O.A.T Brand Labs, not an independent founder led company, which reframes how every later section should be read.

4. Product Claims: Evidentiary Basis

VERIFIED FACT The current homepage carries minimal promotional claim language: no quality claims, manufacturing claims, ratings, customer counts, awards, or sustainability claims were found on the pages reviewed [10].

ASSESSMENT Because there is little claim language to test, this section is largely not applicable rather than clean or open. A brand making few public claims presents less to independently verify, which is a different situation from one whose claims cannot be verified.

5. Quantitative Claims and Traceability

VERIFIED FACT At the time of its acquisition, G.O.A.T Brand Labs stated an ambition connected to The Label Life reaching \$500 million in revenue by 2025, as part of its broader house of brands strategy across roughly 15 acquired D2C brands in its first year [8][11].

LIMITATION The source wording does not make clear whether the \$500 million target referred to The Label Life specifically or to G.O.A.T's combined portfolio of brands, of which The Label Life was one of several acquisitions.

VERIFIED FACT Reported figures for 2026 state The Label Life's annual revenue at approximately \$5 million, with 43 employees [6].

EVIDENCE

Under either reading of the \$500 million target, whether it applied to this brand alone or to the wider portfolio, a single brand reporting roughly \$5 million in revenue is a very large distance from that figure. This is stated as a gap between a stated ambition and a reported outcome, not as evidence that the ambition was insincere, since portfolio level targets and individual brand performance are different things and roll-up strategies commonly fall short of their most public statements.

INTERPRETATION Whichever reading is correct, the ambition as reported in 2022 has clearly not been met by this brand alone as of the reference date.

6. Corporate Identity and Registry Verification

VERIFIED FACT The registered legal entity is Label Corp Private Limited, incorporated 18 December 2012, CIN U74999MH2012PTC234663, registered in Mumbai, with a filed balance sheet as of 31 March 2025 and an AGM held 30 September 2025, indicating the entity remains in active compliance [9].

ASSESSMENT The brand name and legal entity name differ, "The Label Life" versus "Label Corp Private Limited," but this is a common and disclosed naming convention rather than a hidden discrepancy, and the entity's compliance filings are current.

7. Artificial Intelligence Component: Oversight Documentation

Not applicable. No AI driven feature or claim was found on the pages reviewed for this apparel and lifestyle brand.

8. Claims Language and Regulatory Positioning

ASSESSMENT Because the current homepage carries almost no promotional claim language, as noted in Section 4, there is little here to test against advertising or labeling regulation. This section is marked not applicable rather than open.

9. Incident and Safety Protocol Documentation

VERIFIED FACT A return, exchange, and refund policy is publicly available. Returns are accepted within 15 days if items are unused, unwashed, and returned with original packaging and tags. Swimwear, bodysuits, stockings, jewellery, and fragile home decor items are excluded from returns. Exchanges are free. Refunds are processed within 7 to 10 business days to the original payment method, or a customer may instead choose a store credit voucher valid for one year. Damage must be reported within 24 hours of delivery [12].

ASSESSMENT This policy is detailed, published, and favourable relative to some peers reviewed in this batch, since it defaults to a refund on the original payment method rather than wallet credit only.

10. Summary Table

Section	Evidence available	Independently verifiable	Status
Founding and early funding facts	Yes	Yes, though the funding is nine years old	Established, needs recency correction
Ownership and acquisition history	Yes	Yes, cross corroborated	Established
Product and marketing claims	Minimal claim language present	Not applicable	Not applicable
Revenue target versus actual	Yes, with an ambiguous target scope	Partially	Open, large gap either way
Corporate identity and registry	Yes	Yes	Established
Return and refund protocol	Yes, detailed and published	Yes	Established

This table reflects the state of public documentation as of the reference date. It does not represent a composite score or an overall rating of the subject entity.

11. Limitations

This review relies on public web sources accessible on 13 September 2026. No company disclosure or right of reply was obtained. Whether the \$500 million revenue ambition applied to this brand alone or to G.O.A.T Brand Labs' full portfolio could not be resolved from the sources located. Registry verification used a commercial mirror rather than a direct query of the official government portal. This document does not constitute legal, regulatory, or investment advice.

12. Reproducibility Notes

This document was produced using public web search and general purpose drafting, retrieving the sources listed below during one working session. An independent reviewer seeking to reproduce or update this assessment should:

1. Confirm any funding figure's date directly before citing it, since the Rs 20 crore figure available in initial screening was nine years old at the time of this review.
2. Query the official Ministry of Corporate Affairs portal directly for Label Corp Private Limited, rather than relying on a commercial registry mirror.
3. Ask G.O.A.T Brand Labs directly whether the \$500 million target applied to The Label Life individually or to its portfolio as a whole.
4. Retrieve current revenue and employee figures directly from the company, since press aggregator figures may lag actual performance.

13. Evolution Opportunities

1. Clarifying publicly whether The Label Life is being operated as a standalone growth target or as one holding within a larger portfolio, which would resolve the ambiguity in Section 5.
2. Dating funding and revenue figures clearly wherever they are cited in press or aggregator profiles, so a reader is not misled about recency.

14. Future Questions

Did the \$500 million revenue ambition stated at the time of acquisition apply to The Label Life alone or to G.O.A.T Brand Labs' broader portfolio.

What is Preeta Sukhtankar's actual current role and level of involvement, relative to her retained director title.

What is the brand's current revenue trajectory relative to the roughly \$5 million figure reported for 2026.

References

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- [3] India Retailing. The Label Life raises Rs 20 crore from Kalpavriksh.
<https://www.indiaretailing.com/2017/12/08/label-life-raises-rs-20-crore-kalpavriksh/>
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- [6] RocketReach. The Label Life, company information, revenue and employee count.
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- [12] The Label Life. Shipping and Returns / FAQ pages. <https://thelabellife.com/pages/shipping-returns> ,
<https://thelabellife.com/pages/faq>