RARA Barefoot: 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: RARA Barefoot (rarabarefoot.in and rarabarefoot.com), operated by AP2GP Private Limited in India and AP2GP Trading Middle East FZ-LLC internationally

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 RARA Barefoot, 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 RARA Barefoot's funding, corporate structure, and product certification claims, and separates that evidence from interpretation of it. As the smallest and youngest company reviewed in this batch, the questions worth testing here concern early stage claim substantiation rather than large scale disclosure gaps. The scope is limited to public web sources available as of the reference date. No company disclosure or right of reply was sought or included.

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	Third party certifying body registry (B Lab)	Checked directly; no listing found (Section 4).
3	Primary company publications	Available across two separate storefronts, India and international (Section 6, 9).
4	Independent commercial registries	Available and consulted (Section 6).

5	Independent journalism, multiple outlets	Available and largely consistent (Section 3).
6	Marketing statements, testimonials	Available on the company's own sites.

3. Corporate Background

VERIFIED FACT RARA Barefoot was co-founded by Varun Mimani and Manas Tripathi, described in most coverage as founded in 2024, with one source stating 2025. The company raised an oversubscribed pre-seed round of $500,000, with participation from senior leaders and founders associated with Zomato, Urban Company, Tata 1mg, Shyft, HexaHealth, ChrysCapital, and BCG [1][2][3].

VERIFIED FACT The registered Indian entity, AP2GP Private Limited, was incorporated 27 July 2023, CIN U46909HR2023PTC113683, registered in Gurgaon, Haryana, with directors Manas Tripathi and Varun Mimani, matching the publicly named founders exactly [4].

OBSERVED PATTERN The entity's incorporation date, July 2023, is earlier than either reported founding year for the RARA Barefoot brand itself. This is consistent with a common pattern of incorporating a company before publicly launching a specific product line under it, and is not on its own irregular.

LIMITATION The company's MCA industry classification is listed as electricity, gas, steam, and hot water supply, unrelated to footwear. This is treated as a registry data quality artifact from incorporation paperwork rather than a substantive finding.

ASSESSMENT Founder and entity facts are consistent and treated as reliable.

4. Product Claims: Evidentiary Basis

VERIFIED FACT Both the India facing site and the international site display a "Certified B Corporation" badge, and state "six months in minimal barefoot footwear has been shown to increase foot muscle strength" [5][6].

LIMITATION A direct search of B Lab's own public B Corp directory did not return a listing for RARA Barefoot as of the reference date. No citation, study name, or source accompanies the foot muscle strength claim on either site.

> **EVIDENCE**
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> B Corp certification is issued and listed by a specific third party, B Lab, whose own public directory is the authoritative record of certified status. A certification badge displayed by a company without a matching entry in the certifying body's own registry is a directly checkable discrepancy, not a matter of interpretation. Minimalist and barefoot footwear research broadly does include some published studies on foot muscle strength, so the underlying claim is not implausible on its face, but as published here it carries no citation a reader could check.

INTERPRETATION Given the company's young age, founded in 2023 to 2025 depending on the source, and B Corp certification's typically lengthy audit process, it is plausible the certification is in progress rather than fabricated, but the badge as displayed does not distinguish "certified" from "certification pending," and this review found no way to confirm which applies.

> **EVOLUTION OPPORTUNITY**
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> Either completing and confirming the B Corp listing publicly, or relabeling the badge as "certification in progress," would resolve this gap directly.

5. Quantitative Claims and Traceability

LIMITATION No user count, unit sales figure, or revenue figure was located for this company, consistent with its early, pre-seed stage.

ASSESSMENT Not applicable beyond noting the absence of figures, which is expected at this stage rather than a red flag.

6. Corporate Identity and Registry Verification

VERIFIED FACT The company operates two separate storefronts under closely related legal entities: rarabarefoot.in, whose footer names "AP2GP Pvt. Ltd." at a Bengaluru address, and rarabarefoot.com, whose footer names "AP2GP Trading Middle East FZ-LLC" registered in Ras Al Khaimah, United Arab Emirates [5][6].

> **EVIDENCE**
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> A dual entity structure split by market, an Indian entity for the domestic storefront and a UAE free zone entity for the international one, is a common structure for early stage D2C companies expanding beyond their home market, generally used for payment processing and cross border commerce reasons. This is treated as a disclosed, explicable structure rather than a hidden discrepancy.

LIMITATION The Bengaluru address shown in the India site's footer differs from the Gurgaon address on the entity's registry filing. This review could not confirm whether this reflects a correspondence address, an office relocation, or a discrepancy worth further inquiry.

ASSESSMENT The core identity between the brand and its Indian operating entity is established and clean, with one minor unresolved address variance.

7. Artificial Intelligence Component: Oversight Documentation

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

8. Claims Language and Regulatory Positioning

OBSERVED PATTERN A displayed third party certification badge without a corresponding public listing, discussed in Section 4, is the kind of specific claim that a consumer protection framework focused on substantiating performance and certification claims would expect a company to resolve if challenged, similar in principle to unsubstantiated efficacy claims seen elsewhere in this batch [7].

LIMITATION No regulatory action or complaint specific to RARA Barefoot was located as of the reference date.

9. Incident and Safety Protocol Documentation

VERIFIED FACT A refund and return policy is publicly available on the India site. Returns and exchanges are accepted within 7 calendar days of delivery, final sale items and sample units are excluded, refunds go to the original payment method, and defect claims must be raised within 14 calendar days. The policy states plainly that as a small business, requests beyond this window cannot be accommodated, and that a pickup service is offered on a best effort basis rather than guaranteed [8].

ASSESSMENT The policy is clear, published, and notably candid about the company's current operational limits as a small business, which this review records as a point of transparency rather than a weakness.

10. Summary Table

Section	Evidence available	Independently verifiable	Status
Founder and funding facts	Yes	Yes, entity matches founders	Established
B Corp certification claim	Badge displayed, no matching directory listing	Checked directly, not found	Open
Foot muscle strength claim	Claim text only, no citation	No	Open
Quantitative scale (users, revenue)	Not disclosed	Not applicable	Expected at this stage
Corporate identity and registry	Yes, dual entity structure explained	Mostly	Established, minor address variance
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, including a direct check of B Lab's public certification directory. No company disclosure or right of reply was obtained. 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. Check B Lab's public B Corp directory again directly, since certification status can change and this review's result reflects only the reference date.
2. Ask the company directly for the source of the foot muscle strength claim and the current status of its B Corp application.
3. Query the official Ministry of Corporate Affairs portal directly for AP2GP Private Limited, rather than relying on a commercial registry mirror.
4. Confirm the company's current registered and correspondence addresses directly.

13. Evolution Opportunities

1. Clarifying the B Corp badge's actual status, certified, pending, or in process, directly on the site.
2. Citing the specific study or source behind the foot muscle strength claim.
3. Reconciling the Bengaluru and Gurgaon addresses associated with the company.

14. Future Questions

Is RARA Barefoot's B Corp certification complete, in progress, or not yet started, and when would a public directory listing be expected.

What study or source supports the claim that six months in minimal barefoot footwear increases foot muscle strength.

Why do the India site and the entity's registry filing show two different addresses.

References

[1] Entrackr. Footwear startup RARA Barefoot raises $500K in seed round. https://entrackr.com/snippets/footwear-startup-rara-barefoot-raises-500k-in-seed-round-10565365

[2] D2C Insider Pulse. RARA Barefoot Raises $500K to Redefine India's Footwear Market Through D2C Innovation. https://pulse.d2cinsider.com/rara-barefoot-raises-500k-to-redefine-indias-footwear-market-through-d2c-innovation/

[3] Tracxn. RARA Barefoot, company profile, funding and team. https://tracxn.com/d/companies/rara-barefoot/

[4] Tracxn. AP2GP Private Limited, legal entity profile. https://tracxn.com/d/legal-entities/india/ap2gp-private-limited/

[5] RARA Barefoot India. Homepage. https://www.rarabarefoot.in/

[6] RARA Barefoot International. Homepage. https://www.rarabarefoot.com/

[7] B Lab. B Corp Certification directory and process description. https://www.bcorporation.net/en-us/certification/

[8] RARA Barefoot India. Refund and Return Policy. https://www.rarabarefoot.in/pages/refund-and-return-policy