

The background of the entire image is a dark green color with a repeating pattern of white line-art Monstera leaves. The leaves are stylized with prominent veins and characteristic splits.

THE CLEAN LABEL

Clean. Protect. Restore

Our Vision

To redefine the cleaning industry by transforming it into a science-led, sustainable, and trusted service ecosystem that enhances the lifespan and beauty of every surface we touch.

Our Mission

To deliver cleaning solutions that clean, protect, and restore — using advanced technology, eco-safe formulations, and trained professionals — while upholding transparency, trust, and excellence in every interaction.

Our Values



Integrity

We stand by our commitment to quality and honesty in every service we provide.



Sustainability

Eco-conscious practices are at the heart of everything we do.



Excellence

We aim for precision, perfection, and professionalism in every detail.



Customer Delight

We go beyond satisfaction — we build trust and long-term relationships.



At The Clean Label, we believe that true cleanliness goes beyond just removing stains — it's about protecting what you love and restoring its natural brilliance.

Founded on the principles of science, sustainability, and sophistication, The Clean Label delivers premium cleaning and protection services that are both effective and eco-conscious.

From luxury residences to hospitality spaces, we use science-backed formulations and expert craftsmanship to clean, protect, and restore.

Every service under The Clean Label carries a promise of care — a commitment to safeguard your spaces with the highest standards of safety, precision, and integrity.

Services We Offer

- ✓ Upholstery Cleaning
- ✓ Upholstery Stain-Guard Nano-coating Treatment
- ✓ Anti-Slippery Floor Treatment
- ✓ Wooden Floor Polish
- ✓ Nano-Glass Treatment
- ✓ Curtain Fire Repellent Treatment
- ✓ Any Natural Stone Restoration, Re-polishing & Protection Treatment



Upholstery Cleaning using Advanced Foam Generator Technology

We use a specialized foam generator machine that produces rich, dense cleaning foam.

- ✓ **Lifts Dirt without Over-Wetting**
Gentle on fabrics, tough on dirt—perfect for delicate materials.
- ✓ **Faster Drying Time**
Minimal moisture means your furniture is ready to use sooner.
- ✓ **Even Foam Distribution**
Ensures every inch of the fabric is treated thoroughly and consistently.
- ✓ **Safe for All Fabric Types**
Including cotton, linen, velvet, microfiber, and more.
- ✓ **USA approved technology & chemicals**
Safe for kids and pets

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Upholstery Stain-Guard Nano-coating Treatment

Premium fabric protection treatment to make it stain and spill resistant. Your upholstery deserves more than just a surface clean. With stain-repelling protection, we help your upholstery look newer, last longer!

- ✓ Repels Liquids, Dirt, and Oils
- ✓ Makes Future Spills Easier to clean
- ✓ Repels dust by fifty percent
- ✓ Safe for Kids, Pets & Sensitive Fabrics
- ✓ USA approved technology
- ✓ Safe and Ecofriendly Chemicals

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Anti-Slippery Floor Treatment

Slippery floors are a common cause of accidents at home, workplaces, and public spaces. Our Anti-Slippery Floor Treatment reduces slip risks while maintaining the natural look and feel of your flooring.

✓ **Effective Slip Resistance**

Our specialized treatment increases traction on all types of hard floors including vitrified tiles, marble, granite, and more.

✓ **Safe & Non-Toxic**

We use environmentally friendly, non-slip coatings that are safe for families, pets, and workers.

✓ **Transparent & Invisible**

The treatment is transparent, invisible and leaves no sticky residue.

✓ **Durable & Long-Lasting**

Protect your floors for 2 years with a treatment designed to withstand regular foot traffic.

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Wooden Floor Polish

Bring Back the Warmth and Shine of Your Wood Floors

Wooden floors add timeless elegance and warmth to any space, but they can lose their luster over time due to foot traffic, scratches, and dullness. Our expert Wooden Floor Polishing service restores the natural beauty of your floors, making them shine like new. We prepare your floors by thoroughly removing dirt, dust, and old polish buildup for a flawless finish.

✓ Professional Polishing

Using premium polish and advanced equipment, we restore your wood's natural gloss and smoothness, enhancing its rich color and texture.

✓ Scratch & Scuff Minimization

Our polishing process reduces the appearance of minor scratches and scuffs, giving your floor a refreshed, uniform look.

✓ Protective Finish Application

We apply a durable, protective layer that guards your floors from future wear, moisture, and stains.

✓ Durable & Long-Lasting

Protect your floors for 2 years with a treatment designed to withstand regular foot traffic.

This Treatment

- ✓ Enhances Floor Durability
- ✓ Restores Natural Shine & Warmth
- ✓ Uses Eco-Friendly, Non-Toxic Products
- ✓ Suitable for All Wood Types including Natural wood & MDF
- ✓ Quick Drying with Minimal Disruption



Nano-Glass Treatment

Crystal Clear Glass. Long-Lasting Protection.
Say goodbye to stubborn stains, watermarks, and scale on your glass surfaces with our cutting-edge Nano Glass Stain Treatment. Using advanced nanotechnology, we create an invisible, ultra-thin protective layer that repels dirt, scale water and stains — keeping your glass cleaner for longer.

✓ **Hydrophobic Surface**

Water and liquids bead up and slide off effortlessly, reducing water spots and mineral deposits.

✓ **Easy to Clean**

Surface grime and dust wipe away quickly with less effort, saving you time and cleaning products.

✓ **Durable & Long-Lasting**

Provides 12 months of protection against stains and weathering.

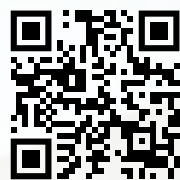
✓ **Invisible & Clear**

Maintains the original clarity and shine of your glass without any haze or film.

The treatment is ideal for:

- ✓ Windows & Glass Doors
- ✓ Shower Cubics
- ✓ Glass Partitions & Walls
- ✓ Car Windows & Windshields

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Curtain Fire Repellent Treatment

This treatment creates a protective barrier within the fibers that helps slow down the spread of flames, giving valuable extra time in case of a fire.

- ✓ **Enhanced Fire Safety**
Helps reduce fire risk in homes and meets safety requirements in commercial properties.
- ✓ **Invisible & Odor-Free**
Won't change the look, feel, or texture of your curtains.
- ✓ **Safe & Non-Toxic**
Kid-safe, pet-safe, and eco-friendly — suitable for residential and commercial spaces.
- ✓ **Works on a Wide Range of Fabrics**
Effective on cotton, linen, polyester, and most blends.



Any Natural Stone Restoration, Re-polishing & Protection Treatment

Natural stone floors and counter tops – like marble, granite, travertine and limestone – add timeless elegance to your home or business. Over time, these surfaces can lose their shine, get scratched, and stained. Our expert restoration services brings your stone back to life with precision care.

✓ Professional Re-polishing

Our skilled technical restore your stone's original luster and smoothness using diamond abrasives and polishing pads tailored to your stone type. We use noiseless technology with minimal use of water.

✓ Minor Scratch Repair

We expertly repair minor scratches, chips to renew surface integrity without damaging adjacent surfaces.

✓ Stone Protection Treatment

Once polished, we apply a high-quality, penetrating sealer that protects your stone against stains, and wear- preserving its beauty longer.

This Treatment

- ✓ Revives Dull, Worn or Damaged Stone
- ✓ Prevents Future Stains & Damage
- ✓ Extends the Life of Your Stone Surfaces
- ✓ Ideal for Floors, Counter tops, Walls & More

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Founder Members

Viren Mehta

Co-founder Director, Operation

With over 30 years of experience in the hospitality industry, Mr. Viren Mehta brings unmatched expertise in operational excellence and client service. As the driving force behind Viral Hospitality, he has built a legacy of delivering world-class service experiences across India.

His clientele includes esteemed names such as Adani Shantigram House, Vantara, Ahmedabad Airport, Hyatt, Marriott, and Taj, among many others. At The Clean Label, Mr. Mehta's deep industry understanding and meticulous approach ensure that every service reflects the highest standards of professionalism, efficiency, and care.

Dr. Bhakti Mehta

Co-founder Director, Strategy & Brand

A PhD from MICA, Dr. Bhakti Mehta blends academic depth with entrepreneurial instinct. Her background in research and marketing strategy allows her to see beyond the surface — identifying unmet needs and transforming “boring” everyday services into meaningful, value-driven brands.

Seeing immense potential in the underappreciated cleaning industry, she co-founded The Clean Label to bridge the gap between science and service. Her focus lies in brand strategy, innovation, and customer experience — shaping The Clean Label into a trustworthy, transparent, and future-ready brand that redefines cleanliness as care



Clientele





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