

NRC advised **Mr Button**, D2C menswear brand for GenZ and Millennials on their **Pre-Series A** funding round led by **Jetty Ventures** and founder of Nine Rivers Capital, **Sandeep Daga**



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We are pleased to announce that Nine Rivers Capital acted as the sole financial advisor to Mr Button on its Pre-Series a fund-raise led by UAE based Jetty Ventures and founder of Nine Rivers Capital, Sandeep Daga.

In a short span of last three years, Mr Button has emerged as a leading premium menswear brand attracting huge traction on fashion marketplaces as well on its own online channel mrbutton.in. Patrons of Mr Button include celebrities from Bollywood to players of the Indian cricket team who find Mr Button fulfilling their dressing needs through rich styling and their unique structured fit that distinctively stands out on its own.

Commenting on the investment Sandeep Daga, one of the lead investors shared his thought "Deepak has built a phenomenal brand and achieved significant scale in a boot strapped mode without losing sight of unit economics and building a profitable business. That speaks volumes about the leadership and the robustness of the business model. We believe Mr Button is very well poised to grow in size and stature in years to come."



MR BUTTON



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