

DATE

March 03, 2026

SECTORS

Technology & Software
Media & Telecom

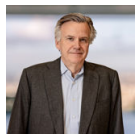
DEAL TYPE

M&A Advisory

DEAL LOCATIONS



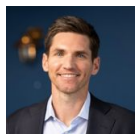
DEAL TEAM



Eric Edmondson
Vice Chairman



Nishant Malhotra
Managing Director



Mike McMahon
Vice President

UN SDG ACTIVITY



DC Advisory acts as the exclusive financial advisor to Indee on its majority investment from Banyan Software



Background

- Indee provides end-to-end infrastructure for watermarking, secure screeners, awards screenings, and studio-integrated APIs, protecting high-value media content across the full content lifecycle
- Indee offers a secure, reliable, and scalable way to share valuable video content across distributed teams and partners. Founded by Sharan Reddy, Indee was built from the ground up on deep experience supporting studio security workflows, with a focus on performance, usability, and industry-specific needs
- Indee is trusted by leading media companies and continues to evolve with its customers. As it entered its next stage, the leadership team sought a long-term partner to support growth while preserving Indee's independence, culture, product integrity, and customer focus

Process

- DC Advisory acted as the exclusive financial advisor to Indee on its majority investment from Banyan Software
- DC Advisory designed and executed a bespoke process, including positioning and marketing, and management of the buyer due diligence process, and worked with the management team to best position Indee. DC Advisory worked with the founder to engage buyers with relevant expertise in the

media and entertainment industries, allowing Indee to negotiate offers and complete the transaction with an attractive valuation

Outcome

- The transaction closed in December 2025
- The transaction provides Indee with access to Banyan Software’s long-term capital and strategic guidance, supporting sustained growth while preserving its independent operating model
- With Banyan Software’s backing, Indee is well positioned to accelerate investment in technology, talent, and market development, enabling expansion across enterprise and connected streaming segments
- The transaction delivers liquidity for existing shareholders while ensuring continuity of leadership, culture and customer relationships, reinforcing Indee’s ability to execute its long-term vision
- This transaction showcases DC Advisory’s expertise in the media and entertainment sectors and track-record advising on cross-border transactions

"It has been an absolute pleasure to work with DC Advisory. Eric, Nishant, and the team were fully committed to the process from commencement to completion. They clearly understood our business drivers and supported our journey. The team demonstrated domain knowledge and expertise to ensure that our investors fully grasped our business. I am delighted with the outcome, and I look forward to working with the team in the future.

“

Sharan Reddy, Founder & CEO, Indee

“We were delighted to serve as Indee’s financial advisor on this transaction. Indee’s culture of excellence, nurtured by founder Sharan Reddy, developed a truly differentiated solution that enables the world’s largest media companies to protect their high value media content across its full life cycle. The transaction represents a phenomenal return for Indee’s investors while the new partnership with Banyan will further accelerate Indee’s already extraordinary

growth. We wish the team every success and look forward to supporting them in the future.”

Eric Edmondson, Vice Chairman, DC Advisory US

Disclaimer

For more information, please see our [transaction disclaimer](#)

For important information regarding testimonials, please see our [disclaimer](#).