

# Restored 'Manthan' set for release in 100 cinemas across 50 cities on June 1

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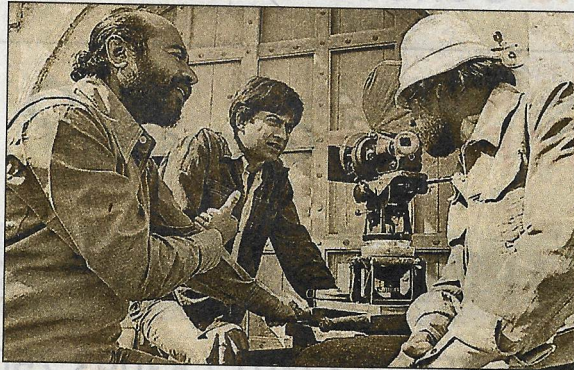
**Vadodara:** After the world premiere at the Cannes Film Festival 2024, the restored film 'Manthan' is set to release across India on June 1 (World Milk Day).

The Gujarat Co-operative Milk Marketing Federation (GCMMF) and the Film Heritage Foundation (FHF) will release Shyam Benegal's restored 'Manthan' in 100 cinemas across 50 cities in the country.

In Gujarat, it will be released in Ahmedabad, Surat, Vadodara, Anand, Rajkot, Gandhinagar and Nadiad.

The restored 134-minute 1976 film received a red-carpet world premiere at the Cannes Classics 2024 in France recently making it the only Indian film selected under the classic section this year.

Manthan (The Churning) is credited for being



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the world's first crowd-funded film that was produced by half a million dairy farmers of Gujarat who had contributed Rs 2 each towards the production of the film.

The film was a fictionalized narrative of the genesis of the dairy cooperative movement that had started in Gujarat's Anand, transforming India from a milk-

deficient country to the world's largest milk producer. The film's story itself drew inspiration from the late Dr Verghese Kurien, the Father of India's White Revolution. "A film that was produced with a budget of Rs 10 lakh in 1976 has helped generate milk output value of Rs 10 lakh crore annually," said GCMMF's managing director Jayen Meh-

ta, adding that the movie has made a big contribution towards India becoming the largest producer of milk in the world. "I was so pleased to hear about the fantastic response that the restoration of 'Manthan' received at its world premiere. But I am even more delighted that the restored film will be released in cinemas across the country," said Benegal, adding that Manthan will be the first restoration of one of his films that will have a theatrical release.

"When Manthan was released in 1976, it was a great success as the farmers themselves came to see the film in droves, travelling in bullock carts from small towns and villages. I hope that 48 years later when the restored film comes back to the big screen, people across India will come to the cinema to watch the film," he added.