OLD SCHOOL FOREVER: ROYAL ENFIELD 'BULLET 650' LAUNCHED IN INDIA

- The Bullet 650 will be available at two exciting colour schemes — Cannon Black and Battleship Blue at ₹ 3,64,856 (ex-showroom)
- Retails begin across India today

National, May 28, 2026: Royal Enfield, the global leader in the mid-size motorcycle segment (250cc–750cc), today announced the launch of its iconic motorcycle 'Bullet' in its powerful 650cc avatar in India, opening an exhilarating new chapter in its journey of over nine decades.

First introduced in 1932, the Bullet is a cultural mainstay. The world's longest-running motorcycle in continuous production, it is currently in its 94th year of a resilient journey, carving a special spot in the motorcycling world across generations. Its unmistakable silhouette, upright stance and iconic thump have become shorthand for authentic motorcycling.

Now, the legend gathers fresh force. The Bullet evolves into its most powerful expression yet; stronger and more commanding than ever before, while remaining true to its iconic character. With this new 650cc avatar the Bullet pays tribute to its impeccable British lineage and indomitable Indian soul, giving Bullet loyalists a new reason to celebrate the brand's enduring legacy.

Speaking about the Bullet 650, **B Govindarajan, Managing Director - Eicher Motors Limited and CEO - Royal Enfield,** said: *"For over nine decades, the Bullet has stood as a symbol of authenticity, resilience, and unmistakable character — defining Royal Enfield's philosophy of Pure Motorcycling. With the all-new Royal Enfield Bullet 650, our approach was not to reinterpret the Bullet, but to elevate it with modernity and authenticity. Every element — from its proportions and silhouette to its stance and detailing has been carefully evolved to retain the pure essence and character of the iconic machine, while seamlessly integrating the power and refinement of the parallel twin 650cc platform. The interest since its global showcase at EICMA 2025 reaffirms how deeply the motorcycle resonates with the riders across the globe, proving it is the original icon of the motorcycling universe."*

Paired with a precise 6-speed gearbox, the twin-cylinder platform delivers smooth power and effortless acceleration, suited for both relaxed cruising and spirited riding.

The motorcycle is built around a steel tubular spine frame and equipped with Showa suspension, offering a composed and confident ride across varying road conditions. Its traditional stance is anchored by 19-inch front and 18-inch rear wheels, maintaining the classic proportions that have long defined the Bullet's commanding road presence.

Every detail carries forward the Bullet's unmistakable design language. The signature teardrop fuel tank with its vintage-inspired winged badge, gleaming hand-painted pinstripes, and bench seat preserve the timeless silhouette that riders instantly recognise.

The motorcycle also features a casquette-mounted LED headlamp along with the iconic "tiger-eye" pilot lamps - a distinctive Royal Enfield feature that dates back to 1954. Raised handlebars and an upright riding posture reinforce the commanding presence that has always defined the Bullet on the road.

A clean instrument cluster blends analogue charm with a digital LCD display showing essential information such as fuel level, trip meter, gear position indicator and service reminders - combining modern functionality with classic character.

The Bullet 650 will be available in two striking colourways - Cannon Black and Battleship Blue, both accentuating the motorcycle's strong lines and old-school character.

Riders will also be able to personalise their machines with a wide range of Genuine Motorcycle Accessories, allowing them to tailor the motorcycle to their own riding style - whether for everyday journeys or long-distance exploration.

Key Features of the Bullet 650:

Engine: The Bullet 650's parallel twin engine delivers smooth, responsive power for both relaxed and spirited rides, with its precise 6-speed gearbox and light slipper clutch ensuring an effortless ride every time.

Signature Seat: A single-step up seat echoes the signature Bullet "bench", while offering enhanced comfort and easy ground access.

Pinstripped Tank: Hand-painted gold pinstripes. Gleaming, winged 3D badging. The body of the Bullet 650 pays tribute to its iconic DNA.

Casquette Lamp: The Bullet 650 carries forward the classic casquette lamp and twin "tiger eye" lamps, celebrating its historic lineage.

Peashooter Exhausts: The Bullet 650 features a pair of peashooter exhausts in gleaming chrome, giving it an all-new look and a distinctive exhaust note.

Premium Controls: Retro-styled controls, including polished aluminum switchgear paired with rotary switches and adjustable levers, deliver the perfect blend of form and function.

Updated Dashboard: An upgraded instrument cluster blends analogue charm and modern function with readouts for fuel, gear position, service reminders and more.

Suspension by Showa: Optimised suspension—41mm front forks with 120mm travel and twin-tube rear hydraulics with 112mm travel—absorbs imperfections with composure.

The Royal Enfield Bullet 650 is priced at **₹ 3,64,856 (ex-showroom)**, and will be available across all authorised Royal Enfield dealerships in India.

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About Royal Enfield

The oldest motorcycle brand in continuous production, Royal Enfield has created beautifully crafted motorcycles since 1901. From its British roots, a manufacturing plant was established in Madras in 1955, a foothold from which Royal Enfield spearheaded the growth of India's mid-sized two-wheeler segment. Royal Enfields are engaging, uncomplicated, accessible and fun to ride; a vehicle for exploration and self-expression. It's an approach the brand calls 'Pure Motorcycling'. Royal Enfield's premium line-up includes Bear 650, Classic 650, Bullet 650 and the Guerrilla 450 modern roadster, Hunter 350, Meteor 350, Super Meteor 650, Interceptor 650 and Continental GT 650 twins, the Shotgun 650, the Himalayan 450, the Scram 440 ADV Crossover, the iconic Bullet 350, Classic 350 and Goan Classic 350. The company recently launched its first electric motorcycle, the FF.C6 as part of its city+ electric mobility brand – the Flying Flea – a fresh take on urban mobility, blending authentic design with advanced technology.

Riders and a passionate community are fostered with a rich profusion of events at a local, regional and international level. Most notable are Motoverse (previously Rider Mania), an annual gathering of thousands of Royal Enfield enthusiasts in Goa, and Himalayan Odyssey; a yearly pilgrimage over some of the toughest terrain and highest mountain passes.

A division of Eicher Motors Limited, Royal Enfield operates through more than 2074 stores across all major cities and towns in India and through nearly 1212 stores in 80+ countries around the globe. Royal Enfield also has two world-class technical centres, in Bruntingthorpe, UK, and in Chennai, India. The company's four state-of-the-art production facilities are located at Thiruvottiyur, Cheyyar, Oragadam and Vallam Vadagal, near Chennai. Across the world, Royal Enfield has seven modern CKD assembly facilities in Bangladesh, Nepal, Brazil (2), Thailand, Argentina and Colombia.

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