PRESS NOTE
October 3, 2026

# ROYAL ENFIELD AND MADHYA PRADESH TOURISM BOARD ANNOUNCE PARTNERSHIP TO DRIVE RESPONSIBLE RIDING AND TRAVEL

**Bhopal, October 3, 2026:** Driven by an unyielding spirit of exploration, Royal Enfield and the Madhya Pradesh Tourism Board (MPTB) today flagged off the first edition of their specially curated flagship motorcycle expedition.

This expedition marks the commencement of a landmark two-year Memorandum of Understanding (MoU) spanning 2026 to 2028 between Royal Enfield and MPTB, engineered to champion Pure Motorcycling, responsible riding, and deep cultural immersion across the legendary landscapes of the state.

The inaugural expedition was flagged off by Dr. Ilayaraja T., Secretary, Tourism, Government of Madhya Pradesh and Managing Director, Madhya Pradesh Tourism Board, Shri Dileep Kumar Yadav, Managing Director, Madhya Pradesh State Tourism Development Corporation (MPSTDC), Prof. Amitabh Pandey, Director, Indira Gandhi Rashtriya Manav Sangrahalaya (IGRMS), Bhopal; and in the presence of senior officials from the Madhya Pradesh Tourism Board, Royal Enfield and participating riders.

This alliance unites Madhya Pradesh's untamed wilderness, ancient heritage, and vibrant culture with Royal Enfield's brand vision. Together, Royal Enfield and Madhya Pradesh Tourism will forge transformative journeys that inspire riders to break free from conventional tourist corridors and create a raw, authentic connection with the land, its people, and its traditions.

Commencing on October 1, 2026, this epic motorcycle odyssey will take riders through renowned wildlife sanctuaries, heritage corridors, and forgotten trails, all from the saddle of the recently launched Bullet 650 - *Old School Forever*.

**Dates:** October 1–10, 2026

**Route:** Bhopal – Pachmarhi – Pench – Kanha – Bandhavgarh – Panna – Bhopal

**Terrain:** Over **1,520 kilometres** of pure riding bliss—sweeping mountain twists, dense jungle highways, and historic hinterland passages. The first edition of this motorcycle expedition will witness 20 riders from different parts of the country, exploring the heartland of India on the iconic, Royal Enfield Bullet 650 motorcycles.

For Royal Enfield, motorcycling is never merely about reaching a destination; it is about the visceral magic of the journey itself. From the saddle, every shift in terrain, every aroma of regional cuisine, and every shared smile along the road connects the rider to the rhythm of the land. This embodies Royal Enfield's core philosophy of Pure Motorcycling, with Madhya Pradesh offering an expansive, unbroken canvas for the wandering spirit.

The expedition will culminate on October 9, 2026 in a memorable Closing Ceremony in Bhopal—a soulful evening honoring the 1,520 km journey with regional cultural performances, a celebratory feast, and formal honors for all participating riders. Over the next two years, the collaboration will expand beyond single expeditions to pioneer new formats, including co-curated heritage rides, rugged off-road trail explorations, and experiential motorcycling journeys that define the art of adventure.

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For more information visit -
https://www.royalenfield.com/in/en/rides/marquee-rides/royal-enfield-madhya-pradesh-tourism/