

The Royal Albert Hall announces a creative collaboration with Royal Enfield

An original musical composition and film - 'The Ballad of the Bullet' - showcased at the global unveil of the Bullet 650 at EICMA 2025

Chennai / London, November 12, 2025: In a landmark coming together of legacy, craft and creativity, the Royal Albert Hall in London has collaborated with Royal Enfield, the world's oldest motorcycle brand in continuous production, and London-based composer and multi-disciplinary artist Rushil Ranjan, for the creation of **The Ballad of the Bullet** – the **official campaign film** for the launch of the new Royal Enfield **Bullet 650** motorcycle.

This campaign powerfully reflects the Bullet's unique multicultural DNA and enduring legacy, a perfect harmony of its impeccable British lineage and its indomitable Indian soul.

Rushil Ranjan, a Royal Enfield enthusiast, life-long rider and an artist who bridges the two prominent and powerful cultures of motorcycling and music, masterfully composed an original score that translates the story of this legendary motorcycle into a powerful musical composition. For the first time in history, the Royal Albert Hall's 153-year-old organ - a British Icon in its own right - joins forces with traditional *Chenda* and *Paria* drums from South India, creating a stunning dialogue between grandeur and raw percussive energy. Culminating in a transcendent *Veena* solo from fellow associate artist Abi Sampa, the piece reflects the historic connection between the two nations.

The campaign film was released at EICMA 2025 in celebration of the launch of the iconic Bullet in its new incarnation on the acclaimed 650cc platform. The film showcases the Bullet 650 placed on the legendary stage around the Hall's 5,272 seater auditorium while a group of classical musicians surround the motorcycle to perform on a range of instruments. The *Ballad of the Bullet* is a powerful reinterpretation of the Bullet's storied legacy, blending orchestral grandeur with modern soundscapes to capture the spirit, emotion, and folklore that have defined the motorcycle for generations.

Matthew Todd, Director of Programming at the Royal Albert Hall, said, "We're incredibly proud to be partnering with Royal Enfield, with our Associate Artist Rushil at the forefront of the collaboration. Rushil's work masterfully blends traditional Indian culture with British orchestral aesthetics, reflecting the shared cultural and spiritual values that define Royal Enfield's brand and vision. Rushil's deep connection to the Royal Albert Hall and Royal Enfield shines through in this fabulous film, with both his personal appearance and cinematic score helping provide a truly celebratory launch of the Bullet 650. We're thrilled to see where this collaboration will lead."

Mohit Dhar Jayal, Chief Brand Officer, Royal Enfield, added "Royal Enfield's global community is full of exceptional individuals and organisations that are constantly exploring new forms and expressions of motorcycling culture. The results of these quests and experiments are always spectacular - and this collaboration with the Royal Albert Hall is a beautiful example of this creative process. When two cultures, two storied institutions, and an iconic, old school machine are harmonised - magic is inevitable."

Rushil Ranjan is a critically acclaimed, award-winning composer, arranger, and producer known for blending global classical traditions with contemporary orchestral music. As the creator of the Orchestral Qawwali Project, his work has earned him international acclaim and a reputation as one of the most prominent voices in modern composition, having performed at venues such as the Royal Albert Hall, Roundhouse and Dubai's Al Wasl Plaza.

Ranjan was announced as a Royal Albert Hall associate artist alongside **Abi Sampa** earlier this year. The two artists, who sold out the Hall with their groundbreaking Orchestral Qawwali Project last year, have already announced the first shows of their tenure, including a spectacular new collaboration with **AR Rahman**, titled **Rangreza रंगरेज़ा**, which will run across three dates in April 2026.

They will also work with the venue's Engagement team to inspire music students, young people and community groups, and platform the next generation of artists.

The campaign film is available to watch now [here](#).

The Press Kit for Royal Enfield Bullet 650 is available [here](#).

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 unveiled its new city+ motorcycle 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 2000 stores across all major cities and towns in India and through nearly 850 stores in 65+ countries around the globe. Royal Enfield also has two world-class technical centres, in Bruntingthorpe, UK, and in Chennai, India. The company's two state-of-the-art production facilities are located at 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.

For further information, please contact: corpcomm@royalenfield.com