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**A**

Survey Report on –  
**Ola electric issues in charging infrastructure & battarey life**

Submitted to  
**Solapur University, Solapur.**

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**CERTIFICATE**

This is to certify that **MINI PROJECT –II** submitted by Mr. /Miss \_\_\_\_\_  
\_\_\_\_\_.

These are the bonafide students of our college. And done project in the partial fulfillment of Bachelor of Business Administration (B.B.A-II, Sem- IV) as a course curriculum of punyashlok Ahilyadevi Holkar Solapur University, Solapur.

He /She have carried out the work satisfactory.

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## **DECLARATION**

**SAMARTH. S (2171), ADITY. B (2153), SURAJ. P (2144)** hereby declare that the Project Report entitled “**A STUDY ON OLA ELECTRIC ISSUES IN CHARGING INFRASTRUCTURE & BATTARY LIFE**” Done by us under the guidance of **S.M. SAYYAD** Department of Management studies is submitted in partial fulfillment of the requirements for the award of a business degree.

**DATE:**

**PLACE: SOLAPUR**

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We wish to express our thanks to all Teaching and Non-teaching staff members of the School of Business Administration who were helpful in many for the completion of the project.

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**ADITY .B**

**SURAJ .P**

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## **CHAPTER 1**

### **1.1 Introduction**

The shift from fuel-based mobility to electric vehicles (EVs) marks a significant transformation in the Indian automotive sector. Growing environmental concerns, rising fuel prices, and government incentives have collectively pushed the adoption of EVs across the country. Among the pioneers in this segment is Ola Electric, a subsidiary of ANI Technologies, known for its bold entry into the electric two-wheeler market.

Ola Electric has gained considerable attention for its high-performance scooters and ambitious goal to create an expansive EV ecosystem. However, despite an energetic start and innovative marketing campaigns, the company faces substantial challenges that threaten its long-term success. Issues related to charging infrastructure, battery degradation, and inadequate service support have emerged as critical barriers to consumer satisfaction.

This project aims to explore these limitations through structured research and analysis. By understanding the problems faced by consumers and comparing Ola Electric's performance with industry benchmarks, this study provides insights and suggestions that can support the company in strengthening its operations and market position. The study also reflects on the broader implications for India's EV landscape, highlighting the need for reliable infrastructure and technology.

### **1.2 Objectives of the Study**

The primary objectives of this project are as follows:

- To study the limitations in Ola Electric's charging infrastructure.
- To analyze battery-related issues faced by Ola Electric users.
- To evaluate consumer satisfaction and real-world performance.
- To suggest measures for

### **1.3 Limitations of the Study**

- The study is based solely on secondary data; no primary survey was conducted.
- Findings are limited to the two-wheeler electric segment and do not include Ola's future EV plans (e.g., electric cars).
- The analysis is restricted to publicly available sources and may not reflect the company's internal strategies.
- Consumer feedback is drawn from online platforms and may carry personal bias.
- The study focuses on the Indian market only and does not include international developments. improving Ola Electric's operational efficiency.

### **1.4 Statement of the Problem**

Despite Ola Electric's bold entry into the Indian EV market, the company is facing growing criticism due to recurring issues related to its charging infrastructure and battery performance. Users have reported dissatisfaction with the limited availability of fast-charging stations, frequent battery degradation, and unreliable post-sales service. These problems not only impact user experience but also hinder the company's ability to retain long-term customers. Hence, there is a need to identify, understand, and address these limitations to ensure Ola Electric's sustainable growth in the competitive EV market.

### **1.5 Need of the Study**

- To understand the practical challenges faced by Ola Electric users.
- To analyze the gap between claimed and actual product performance.
- To assess the current condition of charging infrastructure in India.
- To explore reasons behind customer dissatisfaction with battery life.
- To identify improvement areas for Ola Electric in terms of service and support.
- To contribute meaningful suggestions that can aid in strategic decision-making.



## **1.6 Industry Profile**

The electric vehicle (EV) industry in India is undergoing significant transformation, driven by government policies, environmental awareness, and rising fuel costs. With initiatives like FAME (Faster Adoption and Manufacturing of Hybrid and Electric Vehicles) and state-level subsidies, the EV sector has received considerable encouragement. Two-wheeler EVs, in particular, have seen strong adoption due to their affordability and convenience in urban areas. Companies like Ather, TVS, Bajaj, and Ola Electric are competing to capture the market with innovative features and sustainable alternatives. However, the lack of a robust charging ecosystem and concerns about battery life remain major hurdles for both manufacturers and consumers.

## CHAPTER 2

### 2 . REVIEW OF LITERATURE

Studies on consumer behavior and electric vehicle adoption are reviewed below:

#### 2.1 Singh, R. (2021):

In his research on consumer perception towards electric vehicles in India, Singh emphasized that environmental awareness and increasing fuel prices have led to a significant shift in the attitude of urban consumers. He found that younger consumers, especially those aged between 20-35 years, are more inclined towards electric scooters due to their concern for sustainability and low running costs. The study also concluded that the convenience of charging infrastructure and brand image played a major role in purchase decisions.

#### 2.2 Mehta, A. & Gupta, P. (2020):

The study conducted on electric two-wheelers in metro cities highlighted that although the awareness of electric scooters has increased, the adoption rate is still moderate due to skepticism regarding battery performance and vehicle range. The researchers noted that companies like Ola Electric are bridging this gap through better battery technology, exchange offers, and enhanced customer engagement via online platforms. However, they also emphasized that the success of electric scooters heavily depends on government subsidies and policy support.

#### 2.3 Narayanan, K. (2019):

Narayanan analyzed consumer behavior in the context of sustainable mobility and concluded that Indian consumers are gradually moving from traditional petrol vehicles to electric alternatives. His research pointed out that cost savings in terms of maintenance and fuel are key drivers behind this shift. However, a major deterrent continues to be the limited availability of service centers and lack of test-ride opportunities in Tier-II and Tier-III cities.

#### **2.4 Roy, S. & Chakraborty, D. (2022):**

This study focused on the brand perception of Ola Electric among first-time EV buyers. It revealed that Ola's aggressive marketing strategy, combined with a strong digital presence, has positively influenced consumer trust. The study also highlighted the role of influencers and social media in building a premium image of Ola's electric scooters, especially among the tech-savvy youth segment.

#### **2.5 Sharma, M. (2020):**

In his work on barriers to EV adoption, Sharma noted that psychological factors such as range anxiety, lack of knowledge about EVs, and fear of new technology significantly affect consumer decisions. The study recommended that educational campaigns and first-hand experience through demo rides can reduce these barriers. Ola Electric's efforts to provide mobile test rides and doorstep delivery were cited as innovative solutions to this problem.

#### **2.6 Kumar, V. & Jain, P. (2021):**

The authors conducted a comparative study between Ola Electric and its competitors like Ather and Hero Electric. They found that although Ola entered the market later, its wide range of features such as mobile app connectivity, reverse mode, and hypercharging network give it an edge. Consumers were found to be highly influenced by product innovation and post-sales service quality.

#### **2.7 International Energy Agency (IEA, 2022):**

According to the IEA, India's electric two-wheeler market is expected to grow by 36% annually. The agency attributed this growth to rapid urbanization, supportive government initiatives like FAME II, and increasing demand for sustainable urban mobility. The report recognized Ola Electric as a key player with a robust production plan and potential to influence market transformation in the EV segment.

## CHAPTER 3

### 3. RESEARCH METHODOLOGY

#### 3.1 RESEARCH DESIGN:

The research is descriptive in nature, aimed at understanding the consumer behavior towards electric two-wheelers, particularly Ola Electric scooters. This design helps to present a factual and systematic analysis of the preferences, attitudes, and purchasing patterns of consumers. The study focuses on identifying key variables such as affordability, environmental concerns, design appeal, and charging convenience that impact the consumer's buying decision.

#### 3.2 SOURCES OF DATA:

This study is based on both primary and secondary data.

Primary data has been collected through a structured questionnaire distributed among selected respondents. Secondary data has been sourced from various journals, articles, company reports, government websites, research papers, and credible online resources related to electric vehicles and Ola Electric.

#### 3.3 STRUCTURE OF QUESTIONNAIRE:

- ✓ The questionnaire is framed to collect data directly from consumers. It includes:
- ✓ Close-ended questions to gather specific insights
- ✓ Multiple choice questions to understand preferences
- ✓ Dichotomous questions (Yes/No) to identify attitudes

- ✓ Ranking and rating scales to measure opinions on various features and factors

### **3.4 SAMPLE SIZE:**

A total of 100 respondents were selected to participate in this study. These individuals were either existing users of Ola Electric scooters or prospective buyers interested in EVs.

### **3.5 SAMPLING TECHNIQUE:**

The study uses convenience sampling, where data was collected from respondents based on accessibility and willingness to participate. This method allowed the researcher to reach diverse respondents across different backgrounds within a limited time frame.

### **3.6 PERIOD OF STUDY:**

The data collection and research were conducted over a period of three months, from January 2025 to March 2025.

### **3.7 HYPOTHESIS:**

To guide the research and ensure clarity in the analysis, the following hypotheses were formulated:

- H1: There is a significant relationship between environmental awareness and the buying decision of Ola Electric scooters.
- H2: There is a significant impact of government subsidies on the purchase of electric vehicles.
- H3: Brand image of Ola Electric significantly influences consumer trust and preference.
- H4: Ease of charging and technological features play a significant role in the adoption of Ola Electric scooters.

## CHAPTER 4

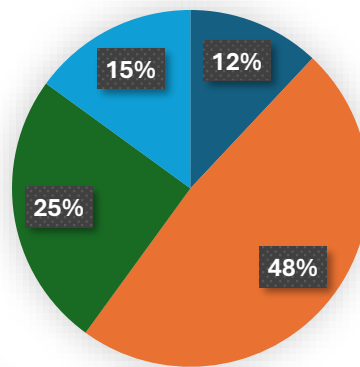
### DATA ANALYSIS AND INTERPRETATION

#### 4.1 PERCENTAGE ANALYSIS

##### 4.1.1 Table Showing Age of the Respondents

| Age Group | No. of respondents | Percentage[%] |
|-----------|--------------------|---------------|
| Below 20  | 12                 | 12%           |
| 21-30     | 48                 | 48%           |
| 31-40     | 25                 | 25%           |
| Above 41  | 15                 | 15%           |
| Total     | 100                | 100%          |

#### Age of the Respondents



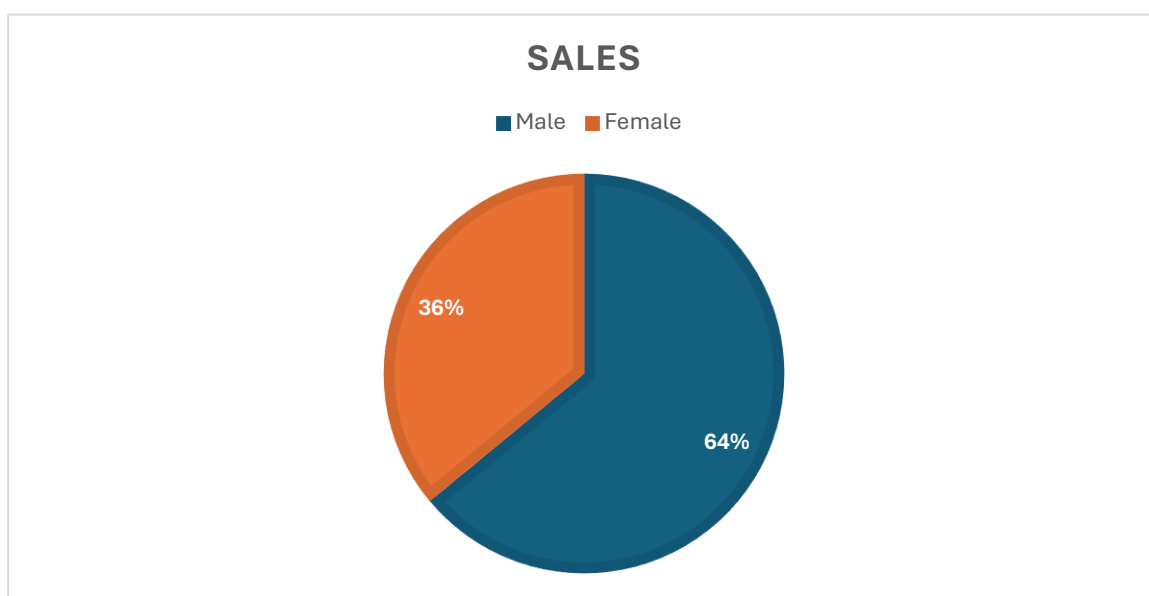
##### Interpretation:-

From the above table, it is observed that the majority of respondents (40%) belong to the age group of 21-30 years. This indicates that young adults are more interested in electric vehicles like Ola Electric, possibly due to their awareness of sustainability and openness to adopting new technologies. Only a small portion of the respondents (12%) are below 20, which may include students or non-earning individuals.

#### 4.1.2 Table Showing gender of the Respondents

| Gender | No. of Respondents | Percentage [%] |
|--------|--------------------|----------------|
| Male   | 64                 | 64%            |
| Female | 36                 | 36%            |
| Total  | 100                | 100%           |

Gender of the Respondents

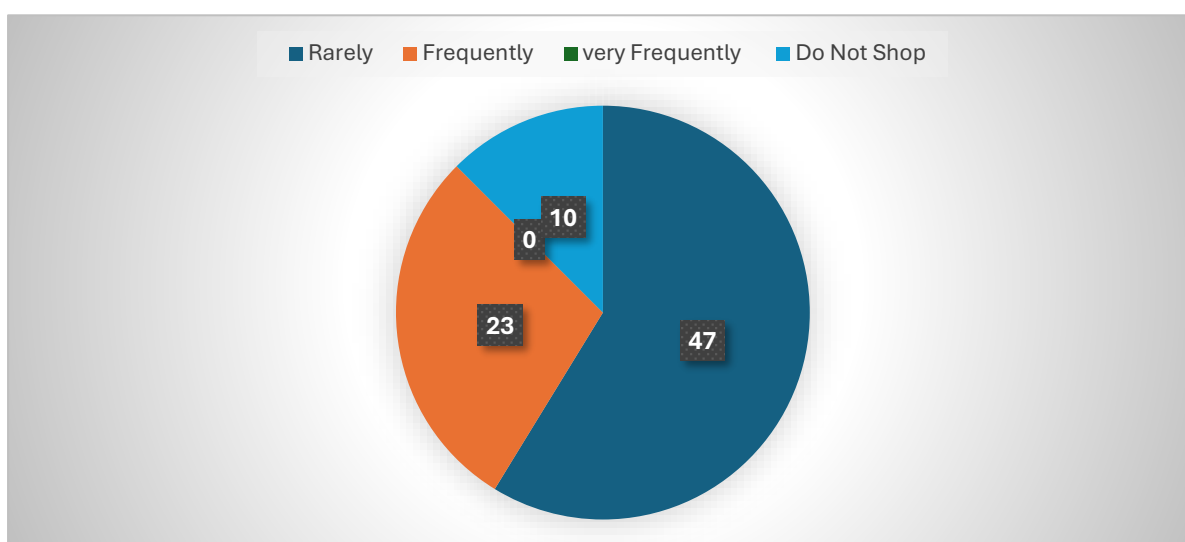


#### Interpretation:-

From the above table, it is observed that 64% of the respondent are male, while 36% are female. This suggests that male consumers are more actively involved in considering or purchasing ola electric scooters. It may also reflect the current market trend where men are inclined to toward experimenting with new vehicle technologies and brands.

#### 4.1.3 Table Showing the Frequency Buying Respondents

| Frequency of buying | No. of Respondents | Percentage (%) |
|---------------------|--------------------|----------------|
| Rarely              | 47                 | 47%            |
| Frequently          | 23                 | 23%            |
| Very Frequently     | 0                  | 0%             |
| Do Not Shop         | 10                 | 10%            |
| Total               | 100                | 100%           |



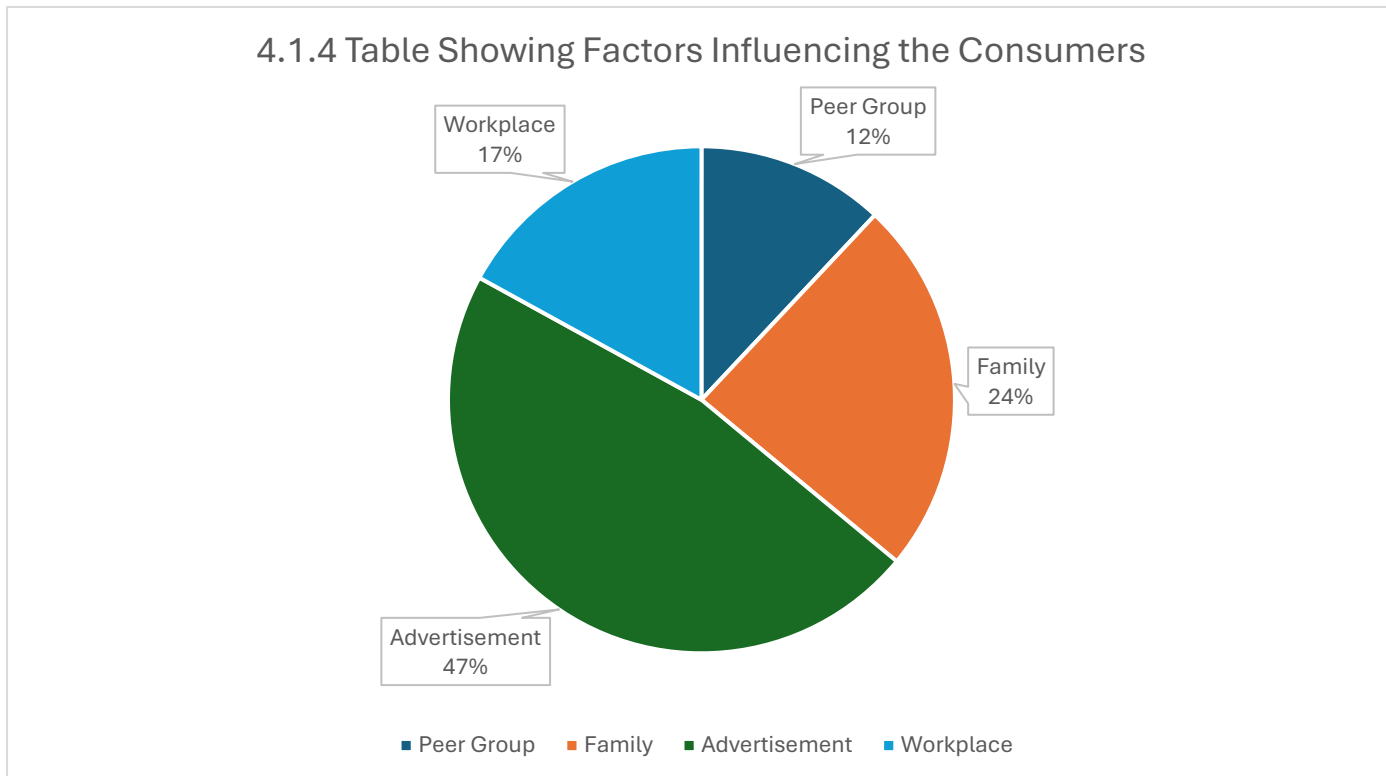
#### Interpretation:-

From the above data, it is observed that a large number of respondents (47%) rarely purchase electric scooters. Only 23% frequently make such purchases, indicating that electric scooters are still a growing trend rather than a regular buying habit.



#### 4.1.4 Table Showing Factors Influencing that Consumers

| Factor              | No. of Respondents | Percentage (%) |
|---------------------|--------------------|----------------|
| Peer Group          | 12                 | 12%            |
| Family              | 24                 | 24%            |
| Advertisement Media | 47                 | 47%            |
| Workplace           | 17                 | 17%            |
| Total               | 100                | 100%           |



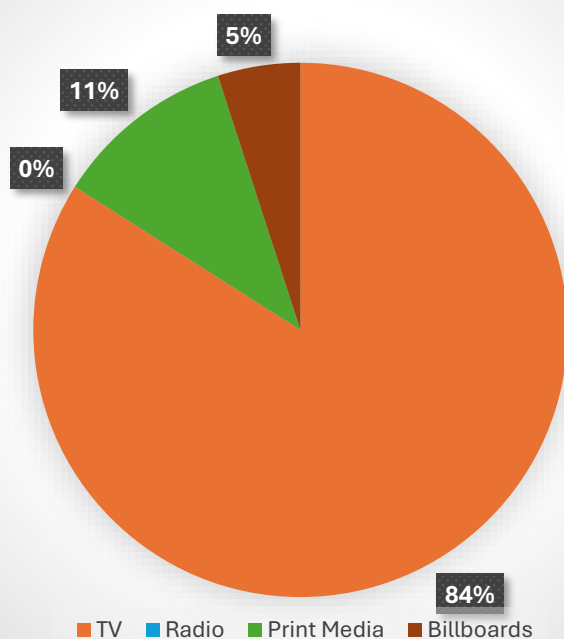
#### Interpretation:-

The majority of respondents (47%) reported being by advertisement. Family and workplace environments also played a role, showing the impact of social factors in purchasing behavior.

#### 4.1.5 Table Showing Lasting Impacts

| Media type       | No. of Respondents | Percentage (%) |
|------------------|--------------------|----------------|
| TV Advertisement | 84                 | 84%            |
| Radio            | 0                  | 0%             |
| Print Media      | 11                 | 11%            |
| Billboards       | 5                  | 5%             |
| Total            | 100                | 100%           |

#### 4.1.5 Table Showing Lasting Impacts

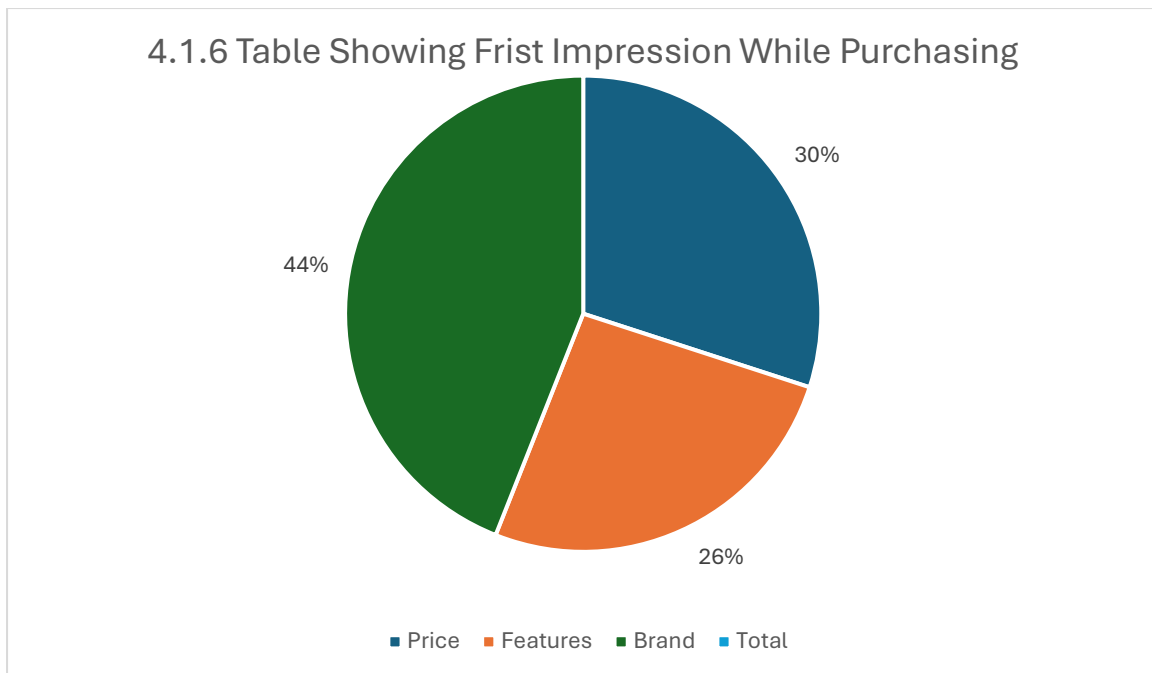


#### Interpretation:-

A significant number of respondents (84%) stated that TV advertisements leave a lasting impression, making it the most effective medium for promoting electric scooters like Ola Electric.

**4.1.6 Table Showing First Impression While Purchasing**

| Attribute | No. of Respondents | Percentage(%) |
|-----------|--------------------|---------------|
| Price     | 30                 | 30%           |
| Features  | 26                 | 26%           |
| Brand     | 44                 | 44%           |
| total     | 100                | 100%          |



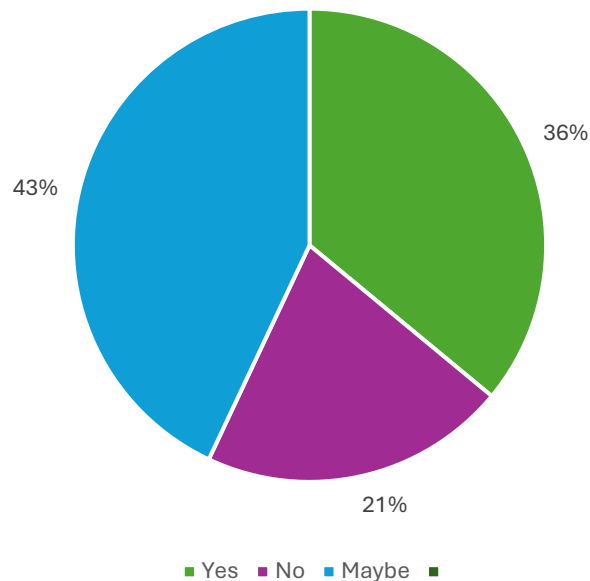
**Interpretation:-**

According to the responses (44%) of individuals considered the brand first when purchasing, indicating the strong impact of brand image influencing the buying decision.

4.1.7 Table Showing Purchasing After Watching Advertisement

| Response | NO. of Respondents | Percentage (%) |
|----------|--------------------|----------------|
| Yes      | 36                 | 36%            |
| No       | 21                 | 21%            |
| Maybe    | 43                 | 43%            |
| Total    | 100                | 100%           |

4.1.7 Table Showing Purchasing After Watching Adver



**Interpretation:-**

Only (36%) of respondents are directly influenced by advertisements in their purchase decisions, while a significant portion remains uncertain or unaffected.

## CHAPTER 5

### 5. FINDINGS, SUGGESTIONS AND CONCLUSION

#### 5.1 FINDINGS:

- Based on the responses collected and analyzed through the questionnaire, the following findings have been identified:

**1. Age Group Majority** – Most respondents fall within the age bracket of 21–30 years, indicating that young adults are more inclined towards adopting electric vehicles like Ola Electric.

**2. Gender Distribution** – A higher percentage of male respondents shows that men are currently the dominant consumer base in the electric scooter segment.

**3. Awareness Level** – A majority of respondents are aware of Ola Electric and its product range, reflecting successful brand visibility and marketing campaigns.

**4. Buying Preferences** – Respondents strongly consider price, mileage (range), charging time, and design as key decision-making factors.

**5. Advertisement Impact** – Digital advertising, including YouTube and Instagram promotions, was seen to have more impact than traditional methods.

**6. Range Anxiety** – One of the major concerns observed among respondents was battery range and lack of charging infrastructure.

**7. Government Subsidy Influence** – A considerable portion of respondents agreed that they were more likely to consider purchasing an electric scooter due to government incentives and subsidies under the FAME II policy.

**8. Brand Perception** – Ola Electric's modern design, tech integration, and mobile app connectivity left a strong positive impression on potential buyers.

**9. Purchase Intention** – A good number of respondents showed willingness to switch from petrol vehicles to electric if the infrastructure continues to improve.

## 5.2 SUGGESTIONS:

- 1. Expand Charging Infrastructure** – Ola should collaborate with malls, fuel stations, and tech parks to install more Hypercharging points in urban and semi-urban areas.
- 2. Improve Customer Education** – Launch workshops or demo events to educate the public about EV benefits and maintenance simplicity.
- 3. Focus on Women-Centric Marketing** – Ola can develop a campaign or a product line targeting female riders to widen its consumer base.
- 4. Affordable Pricing Models** – Introduce flexible EMI or subscription models to attract college students and entry-level professionals.
- 5. Strengthen After-Sales Service** – Quick service support, mobile service units, and transparent maintenance plans will help gain consumer trust.
- 6. App Enhancement** – Improve the Ola Electric app to include real-time charging station availability, booking slots, and AI-driven range prediction.

## 5.3 CONCLUSION:

The study reveals that consumer behavior towards Ola Electric scooters is largely positive, especially among younger demographics and urban males. As environmental awareness increases and fuel prices continue to rise, electric vehicles are slowly becoming the preferred choice for everyday commuting.

Ola Electric, with its tech-driven approach, aggressive marketing, and competitive product features, has positioned itself as a leading player in India's electric two-wheeler market. However, to ensure long-term success and consumer retention, it must continue innovating while addressing practical challenges such as charging infrastructure, after-sales support, and pricing flexibility.

The findings of this study confirm that with strategic focus and consumer-oriented improvements, Ola Electric has the potential to drive the EV revolution in India and contribute significantly to a greener and smarter future.