SolysAI Market Intelligence Report

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Query: ola vs ather sentiment

# Executive Summary

Query Analysis: ola vs ather sentiment   
Generated on: August 17, 2025  
  
Key Insights:  
• Based on recent YouTube user feedback, Ather currently has a more positive sentiment compared to Ola Electric <YouTube\_Comments\_Ola\_Electric><YouTube\_Comments\_Ather>  
• 3% of comments analyzed for Ather were positive, while only 21

# Detailed Analysis

Based on recent YouTube user feedback, Ather currently has a more positive sentiment compared to Ola Electric <YouTube\_Comments\_Ola\_Electric><YouTube\_Comments\_Ather>. In August 2025, 30.3% of comments analyzed for Ather were positive, while only 21.1% of comments for Ola Electric were positive <YouTube\_Comments\_Ola\_Electric><YouTube\_Comments\_Ather>.  
  
Here's a comparison of sentiment for Ola Electric vs. Ather based on the analysis of YouTube comments in August 2025:  
  
| Metric | Ola Electric | Ather |  
|-----------------|--------------|------------|  
| Positive | 21.1% | 30.3% |  
| Negative | 38.3% | 27.0% |  
| Neutral | 40.6% | 42.7% |  
  
\*\*Supporting Evidence:\*\*  
  
\* \*\*Positive Sentiment:\*\* Ather has a higher percentage of positive comments (30.3%) compared to Ola Electric (21.1%) <YouTube\_Comments\_Ather><YouTube\_Comments\_Ola\_Electric>.  
\* \*\*Negative Sentiment:\*\* Ola Electric has a higher percentage of negative comments (38.3%) compared to Ather (27.0%) <YouTube\_Comments\_Ola\_Electric><YouTube\_Comments\_Ather>.  
  
\*\*Key Insights:\*\*  
  
\* \*\*Brand Perception:\*\* Ather is perceived as a premium brand focusing on quality, while Ola Electric is seen as a disruptor focused on scaling rapidly <Web\_Search\_LinkedIn>.  
\* \*\*Service Concerns:\*\* Negative sentiment for Ola Electric is often linked to service issues <YouTube\_Comments\_Ola\_Electric>. For example, one user reported their Ola scooter being in the service center for 20 days <YouTube\_Comments\_Ola\_Electric>.  
\* \*\*Build Quality:\*\* Some users believe Ather has better build quality but is more expensive, while Ola offers better specifications at a lower price but with poorer build quality <YouTube\_Comments\_Ather>.  
\* \*\*Sales Data:\*\* July 2025 sales data shows Ola Electric slightly ahead of Ather (17,848 units vs. 16,231 units) <YouTube\_Comments\_Ola\_Electric><YouTube\_Comments\_Ather>, but both trail TVS and Bajaj <YouTube\_Comments\_Ola\_Electric>.  
  
\*\*Conclusion:\*\*  
  
Ather generally enjoys a more positive sentiment than Ola Electric, potentially due to perceptions of better build quality and service <YouTube\_Comments\_Ather>. However, Ola Electric remains a strong competitor with higher sales numbers, driven by its competitive pricing and specifications <YouTube\_Comments\_Ola\_Electric>.

# Sources

1. Ola Electric vs Ather Energy: The Race for India's EV Throne - LinkedIn

URL: https://www.linkedin.com/pulse/ola-electric-vs-ather-energy-race-indias-ev-throne-ghoshdastidar-kcj1f

Summary: Social Perception: Ather Energy is perceived as a premium, niche player that focuses on quality and trust. In contrast, Ola Electric is viewed as a disruptor , leveraging its ride-hailing legacy to sc...

2. Ather Energy Vs Ola Electric: A Battle Of Business Models ... - Inc42

URL: https://inc42.com/features/ather-energy-ola-electric-ipo-business-models-positioning/

Summary: Ola Electric and Ather Energy come from vastly different trajectories, while Ola has gone for blitzscaling, Ather is holding true to its ......

3. Ather Ola - honest comparison : r/indianbikes - Reddit

URL: https://www.reddit.com/r/indianbikes/comments/1ifmrnv/ather\_ola\_honest\_comparison/

Summary: I've ridden ather multiple times but it's not as good as ola when I compare practicality, range and it's price. Of course ola has to improve ......

4. Out of the Ola S1 Pro and Ather 450X, which is the best electric ...

URL: https://www.quora.com/Out-of-the-Ola-S1-Pro-and-Ather-450X-which-is-the-best-electric-scooter-to-buy-now

Summary: Ather has safety features for battery including a battery cooling system, while Ola does not have any. · Ola may seem attractive, because it ......

5. Ather Energy vs Ola Electric: Market share, sales, revenue ... - ET Now

URL: https://www.etnownews.com/companies/ather-energy-vs-ola-electric-market-share-sales-revenue-compared-things-to-know-before-applying-for-ipo-article-151500361

Summary: Ather Energy ranks 3rd in market share with a 11.5 per cent share, as of fiscal 2024. Ather Energy vs Ola Electric – Sales. Ola gained a ......