SolysAI Market Intelligence Report

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Query: ola vs ather sentiment analysis 2025

# Executive Summary

Query Analysis: ola vs ather sentiment analysis 2025  
Generated on: August 17, 2025  
  
Key Insights:  
• Based on the YouTube user feedback data for August 2025, Ather has a slightly more positive sentiment (30  
• 3%) compared to Ola Electric (21  
• 1%) <YouTube\_Comments\_Ola\_Electric><YouTube\_Comments\_Ather>

# Detailed Analysis

Based on the YouTube user feedback data for August 2025, Ather has a slightly more positive sentiment (30.3%) compared to Ola Electric (21.1%) <YouTube\_Comments\_Ola\_Electric><YouTube\_Comments\_Ather>. However, Ola Electric had higher sales in July 2025 based on Vahan portal data <YouTube\_Comments\_Ola\_Electric>.  
  
Here's a breakdown of the sentiment and sales data for Ola Electric and Ather in 2025:  
  
| Metric | Ola Electric | Ather | Source |  
| ------------------------------ | ------------ | -------- | --------------------------------------- |  
| Sentiment (Positive) | 21.1% | 30.3% | YouTube Comments (August 2025) |  
| Sentiment (Negative) | 38.3% | 27.0% | YouTube Comments (August 2025) |  
| Sentiment (Neutral) | 40.6% | 42.7% | YouTube Comments (August 2025) |  
| July 2025 Sales (Vahan Portal) | 17,848 | 16,231 | YouTube Comments (@JaiBharat777) |  
  
\*\*Key Insights:\*\*  
  
\* \*\*Sentiment Discrepancy:\*\* While Ather enjoys a better sentiment, Ola Electric achieves higher sales <YouTube\_Comments\_Ola\_Electric><YouTube\_Comments\_Ather>. This suggests that factors beyond sentiment, such as pricing, features, or availability, might be influencing purchase decisions.  
\* \*\*Service Concerns:\*\* Negative sentiment for Ola Electric is high (38.3%), and user comments indicate service-related issues <YouTube\_Comments\_Ola\_Electric>. Addressing these concerns could improve brand perception.  
\* \*\*Ather's Premium Perception:\*\* Web search results suggest Ather is perceived as a premium brand, while Ola targets mass-market <Web\_Search\_Inc42>. This difference in market focus could explain the sentiment and sales differences.  
\* \*\*Temporal Context:\*\* In earlier interactions, exporting data and comparing OEMs were frequent topics <Session\_Context>. This analysis builds on that interest by providing a direct comparison of Ola and Ather.  
  
\*\*Conclusion:\*\*  
  
Ather has a better brand sentiment while Ola Electric has better sales numbers. Ola Electric needs to improve its service to improve user sentiment.

# Sources

1. Ola vs Ather 2025: Which EV Scooter Offers the Best Value?

URL: https://tradebrains.in/ola-vs-ather-2025-which-ev-scooter-offers-the-best-value/

Summary: Ola provides more overall value and more features, while Ather provides better build quality and after-sales support....

2. 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: Ola gained a significant market share from 21 per cent in fiscal 2023 to 35.1 per cent in fiscal 2024 with a year-on-year growth of 115 per cent ......

3. comparative financial analysis of ather energy and ola electric

URL: https://www.researchgate.net/publication/390127075\_COMPARATIVE\_FINANCIAL\_ANALYSIS\_OF\_ATHER\_ENERGY\_AND\_OLA\_ELECTRIC\_NAVIGATING\_THE\_INDIAN\_ELECTRIC\_SCOOTER\_MARKET

Summary: Ola has notably reduced its losses per unit, indicating better operational efficiency, while Ather faces challenges with underutilized ......

4. 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: Market Focus: Ola aims to produce mass-market vehicles, while Ather is perceived as a provider of premium vehicles. Cell Production: Ola ......

5. Ola Electric vs Ather Energy comparison - Facebook

URL: https://www.facebook.com/groups/1463554383878745/posts/4333181306916024/

Summary: Ola Electric vs Ather Energy — Hype vs Fundamentals ⭕ Ola Electric Crashed ~74% from highs to ₹40.85 ₹2,276 Cr loss, 41.5% QoQ revenue ......