SolysAI Market Intelligence Report

Generated on: August 17, 2025 at 07:43 PM

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 has a slightly more positive sentiment (30  
• 0% negative) compared to Ola Electric (21

# Detailed Analysis

Based on recent YouTube user feedback, Ather has a slightly more positive sentiment (30.3% positive, 27.0% negative) compared to Ola Electric (21.1% positive, 38.3% negative) <YouTube\_Comments\_Ola\_Electric><YouTube\_Comments\_Ather>. However, it's important to consider that Ola is perceived as a disruptor trying to scale rapidly, while Ather focuses on quality <Web\_Search\_LinkedIn>.  
  
Here's a breakdown of the sentiment:  
  
| Brand | Positive Sentiment | Negative Sentiment | Neutral Sentiment |  
|--------------|--------------------|--------------------|-------------------|  
| Ola Electric | 21.1% | 38.3% | 40.6% |  
| Ather | 30.3% | 27.0% | 42.7% |  
  
\*\*Supporting Evidence:\*\*  
  
\* \*\*Negative Ola Feedback:\*\* Many users report issues with Ola's service, with comments like "Bhai meri ola scooty 20 din se service center PDI he" <YouTube\_Comments\_Ola\_Electric>.  
\* \*\*Ather's Perceived Advantage:\*\* Some users believe Ather has better build quality but is more expensive: "Ather build quality is good but too expensive" <YouTube\_Comments\_Ather>.  
\* \*\*Sales Data:\*\* July 2025 sales figures show Ola Electric with 17,848 units sold and Ather with 16,231 units sold, indicating that while sentiment might be lower, Ola still maintains a competitive sales volume <YouTube\_Comments\_Ather>. TVS is leading the charts in sales volume.  
  
\*\*Key Insights:\*\*  
  
\* \*\*Service Concerns:\*\* Ola Electric faces significant challenges related to service quality, which negatively impacts user sentiment <YouTube\_Comments\_Ola\_Electric>. This confirms a recurring theme from previous discussions about Ola's performance <Conversation\_Context>.  
\* \*\*Price vs. Quality:\*\* Ather is often seen as a premium brand with better quality, but its higher price point is a barrier for some consumers <YouTube\_Comments\_Ather>.  
\* \*\*Market Share:\*\* Despite the sentiment differences, both brands are key players in the Indian EV market, with significant sales volumes <YouTube\_Comments\_Ather>.  
  
\*\*Conclusion:\*\*  
  
Ather currently enjoys a more positive user sentiment, primarily driven by perceptions of better build quality and reliability. However, Ola Electric maintains a strong market presence due to its competitive pricing and focus on features. Addressing service concerns is critical for Ola to improve its brand perception and compete more effectively with Ather <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 ......