SolysAI Market Intelligence Report

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Query: hero vida vs ampere

# Executive Summary

Query Analysis: hero vida vs ampere  
Generated on: August 17, 2025  
  
Key Insights:  
• Here is a detailed market analysis comparing Hero Vida and Ampere based on the provided data  
• ### \*\*Executive Summary\*\*  
  
Hero Vida holds a significantly stronger market position with more than double the sales volume of Ampere, positioning it as a top-tier player in the Indian EV market <YouTube\_Comments\_Ampere>  
• However, Ampere demonstrates slightly more favorable consumer sentiment in general online discussions <YouTube\_Comments\_Ampere><YouTube\_Comments\_Hero\_Vida>

# Detailed Analysis

Here is a detailed market analysis comparing Hero Vida and Ampere based on the provided data.  
  
### \*\*Executive Summary\*\*  
  
Hero Vida holds a significantly stronger market position with more than double the sales volume of Ampere, positioning it as a top-tier player in the Indian EV market <YouTube\_Comments\_Ampere>. However, Ampere demonstrates slightly more favorable consumer sentiment in general online discussions <YouTube\_Comments\_Ampere><YouTube\_Comments\_Hero\_Vida>. The choice between them involves a trade-off: Vida's established market presence and performance versus Ampere's higher user ratings on some models, overshadowed by severe safety and business practice allegations <YouTube\_Comments\_Ampere>.  
  
### \*\*Comparative Analysis: Hero Vida vs. Ampere\*\*  
  
This table provides a side-by-side comparison based on the latest available data from August 2025.  
  
| Metric | Hero Vida | Ampere | Insight |  
| :--- | :--- | :--- | :--- |  
| \*\*Market Position\*\* (July 2025 Sales) | \*\*10,489 units\*\* (5th) <YouTube\_Comments\_Ampere> | \*\*4,197 units\*\* (6th) <YouTube\_Comments\_Ampere> | Hero Vida has 2.5x the market share of Ampere, indicating much wider adoption. |  
| \*\*Overall Sentiment\*\* (Aug 2025) | 20.5% Positive<br>33.5% Negative <YouTube\_Comments\_Hero\_Vida> | \*\*25.4% Positive\*\*<br>\*\*29.2% Negative\*\* <YouTube\_Comments\_Ampere> | Ampere has a marginally better sentiment profile in general online comments. |  
| \*\*Key User-Reported Issues\*\* | \*\*Quality & Safety:\*\* Alloy wheel cracks (fatal incident reported), water ingress in boot, software glitches <YouTube\_Comments\_Hero\_Vida><Conversation\_Context>. | \*\*Safety & Trust:\*\* Battery blast incident, poor warranty support, allegations of FAME 2 subsidy misuse and poor dealer relations <YouTube\_Comments\_Ampere>. | Both brands face serious user-reported issues, but Ampere's allegations touch on fundamental safety and corporate ethics. |  
| \*\*Product Ratings\*\* (Web Sources) | Lower user ratings on comparison portals (e.g., V1 rated 3.7/5, V2 rated 4.4/5) <Web\_Search\_bikewale.com>. | Higher user ratings on specific models (e.g., Primus rated 4.0/5, Nexus rated 4.6/5) <Web\_Search\_bikewale.com>. | On a model-to-model basis, users on third-party sites appear to rate Ampere's offerings slightly higher. |  
| \*\*Performance & Specs\*\* | Higher power output (6000 W for V1) <Web\_Search\_91wheels.com>. | Better claimed range on some models (Nexus: 100-105 km) <Web\_Search\_bikedekho.com>. | The choice depends on whether the user prioritizes power (Vida) or range (Ampere Nexus). |  
  
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### \*\*Detailed Brand Analysis\*\*  
  
#### \*\*Hero Vida\*\*  
  
Hero Vida leverages the distribution and brand strength of its parent company, Hero MotoCorp, to secure a top-5 position in the market with 10,489 units sold in July 2025 <YouTube\_Comments\_Ampere>. Despite this market penetration, consumer sentiment is concerning, with a high negative sentiment score of 33.5% <YouTube\_Comments\_Hero\_Vida>.  
  
\* \*\*Recurring Quality Concerns:\*\* As noted in our previous conversation, users report significant issues <Conversation\_Context>. Specific complaints frequently mention a design flaw in the split seat that allows water into the boot space, which is a major concern for an EV <YouTube\_Comments\_Hero\_Vida>.  
\* \*\*Critical Safety Issues:\*\* The most alarming feedback concerns the quality of alloy wheels, with multiple reports of cracks near the hub and an alleged fatality linked to a wheel breaking <YouTube\_Comments\_Hero\_Vida>. This represents a critical safety and trust deficit.  
\* \*\*Consideration Set:\*\* Despite its problems, Vida is frequently included in the final consideration set by potential buyers, who compare it against top competitors like TVS iQube, Ather, and Ola <YouTube\_Comments\_Hero\_Vida><YouTube\_Comments\_Ather>.  
  
#### \*\*Ampere\*\*  
  
Ampere, a brand under Greaves Electric Mobility, holds the 6th position in the market with 4,197 units sold in July 2025 <YouTube\_Comments\_Ampere>. While its overall sentiment appears slightly better than Vida's (29.2% negative), specific user feedback raises severe red flags <YouTube\_Comments\_Ampere>.  
  
\* \*\*Severe Safety Allegations:\*\* A detailed user comment from May 2024 describes a battery blast incident with a Magnus EX model. The same user alleges the company attempted to remove evidence, denied support, and has a history of supplying substandard parts <YouTube\_Comments\_Ampere>.  
\* \*\*Trust and Business Practices:\*\* The same report accuses the company of cheating the government in the FAME 2 scheme and treating its dealers poorly, leading to a massive drop in sales from a claimed 16k to 2k per month <YouTube\_Comments\_Ampere>.  
\* \*\*Positive Model Perception:\*\* In direct model-to-model comparisons on portals like BikeWale, Ampere's Nexus and Primus scooters receive higher average user ratings than Hero's Vida V1 and V2 <Web\_Search\_bikewale.com>.  
  
### \*\*Conclusion & Recommendation\*\*  
  
The decision between Hero Vida and Ampere is a choice between two brands with distinct and significant challenges.  
  
\* \*\*Hero Vida\*\* is the larger, more established player with a significant sales footprint. However, it is plagued by well-documented and serious quality control issues, including a critical safety concern with its alloy wheels. The risk here is one of product reliability and safety.  
  
\* \*\*Ampere\*\* has a smaller market presence but scores better in general sentiment and specific model ratings. However, the brand faces extremely serious, detailed allegations regarding battery safety, corporate ethics, and dealer relations. The risk here is one of fundamental brand trust and potential safety hazards.  
  
For a potential buyer, neither brand presents a clear, risk-free choice. A purchase of a \*\*Hero Vida\*\* would require careful inspection of the vehicle, particularly the wheels, and acceptance of potential quality issues. A purchase of an \*\*Ampere\*\* would require a high degree of trust to overlook the severe allegations of safety failures and poor business practices.

# Sources

1. Ampere Nexus vs VIDA V2 - Know Which Is Better! - BikeWale

URL: https://www.bikewale.com/compare-bikes/ampere-nexus-vs-vida-v2/

Summary: Q: Which scooter is better Ampere Nexus or VIDA V2? According to our average user rating, Ampere Nexus has a score of 4.6/5 while VIDA V2 is rated 4.4/5 ....

2. Ampere Primus vs VIDA V1 - Know Which Is Better! - BikeWale

URL: https://www.bikewale.com/compare-bikes/ampere-primus-vs-vida-v1-pro/

Summary: Q: Which scooter is better Ampere Primus or VIDA V1? According to our average user rating, Ampere Primus has a score of 4.0/5 while VIDA V1 is rated 3.7/5....

3. Ampere Electric Nexus vs Vida V2 - Know Which is Better - BikeDekho

URL: https://www.bikedekho.com/compare/nexus-vs-vida-v2

Summary: As far as range is concerned, the Ampere Electric Nexus has a range of up to 100-105 km/charge and the Vida V2 has a range of up to 94 km/charge. Ampere ......

4. AMPERE NEXUS vs VIDA V1 ELECTRIC SCOOTER⚡ - YouTube

URL: https://www.youtube.com/watch?v=PYPqJHV7tSk

Summary: There are a lot of Differences between the vida v1 and ampere nexus, I will explain to you all the details of the comparison between both ......

5. Ampere Magnus vs Hero Vida V1 2022-2024 - 91Wheels

URL: https://www.91wheels.com/compare-scooter/ampere-magnus-ex-vs-hero-vida-vida-v1

Summary: Ampere Magnus can generate N/A power whereas Hero Vida V1 2022-2024 can generate 6000 W power. In terms of range, Magnus provides a range of 118km/charge (base ......

6. YouTube Video PHTwOZnGNDQ (YouTube)

URL: https://www.youtube.com/watch?v=PHTwOZnGNDQ

Summary: User comments about Ola Electric from July 2025...

7. YouTube Video NWWIUdjyqdE (YouTube)

URL: https://www.youtube.com/watch?v=NWWIUdjyqdE

Summary: User comments about Ola Electric from July 2025...

8. YouTube Video 2b6Jr6YKKLo (YouTube)

URL: https://www.youtube.com/watch?v=2b6Jr6YKKLo

Summary: User comments about Ola Electric from July 2025...

9. YouTube Video EShs3nXwsyk (YouTube)

URL: https://www.youtube.com/watch?v=EShs3nXwsyk

Summary: User comments about Ola Electric from July 2025...

10. YouTube Video dQw4w9WgXcQ (YouTube)

URL: https://www.youtube.com/watch?v=dQw4w9WgXcQ

Summary: User comments about Ola Electric from July 2025...

11. YouTube Video EElFfy1LCcY (YouTube)

URL: https://www.youtube.com/watch?v=EElFfy1LCcY

Summary: User comments about Ather from July 2025...

12. YouTube Video dau4XKAKUlI (YouTube)

URL: https://www.youtube.com/watch?v=dau4XKAKUlI

Summary: User comments about Bajaj Chetak from July 2025...

13. YouTube Video 7n6Xmdmlh4k (YouTube)

URL: https://www.youtube.com/watch?v=7n6Xmdmlh4k

Summary: User comments about TVS iQube from July 2025...

14. YouTube Video olgQd\_01SFs (YouTube)

URL: https://www.youtube.com/watch?v=olgQd\_01SFs

Summary: User comments about Hero Vida from July 2025...

15. YouTube Video 7MybbX1flcE (YouTube)

URL: https://www.youtube.com/watch?v=7MybbX1flcE

Summary: User comments about Ampere from July 2025...

16. YouTube Video -kHGAxeLkFE (YouTube)

URL: https://www.youtube.com/watch?v=-kHGAxeLkFE

Summary: User comments about River Mobility from July 2025...

17. YouTube Video Sm60KCaqn\_4 (YouTube)

URL: https://www.youtube.com/watch?v=Sm60KCaqn\_4

Summary: User comments about Ultraviolette from July 2025...

18. YouTube Video 1ylTfEfBYS4 (YouTube)

URL: https://www.youtube.com/watch?v=1ylTfEfBYS4

Summary: User comments about Revolt from July 2025...

19. YouTube Video KjmhIz3KVIQ (YouTube)

URL: https://www.youtube.com/watch?v=KjmhIz3KVIQ

Summary: User comments about BGauss from July 2025...