SolysAI Market Intelligence Report

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Query: What are the sentiments for Ola Electric and Ather?

# Executive Summary

Query Analysis: What are the sentiments for Ola Electric and Ather?  
Generated on: August 17, 2025  
  
Key Insights:  
• Here's a sentiment analysis for Ola Electric and Ather, based on available data  
• \*\*Executive Summary:\*\*  
  
Ola Electric faces challenges with negative sentiment primarily related to service and feature access, while Ather receives more positive feedback, though concerns about long-distance travel exist  
• Market reports indicate a narrowing sales gap between the two companies^[Market\_Research]

# Detailed Analysis

Here's a sentiment analysis for Ola Electric and Ather, based on available data.  
  
\*\*Executive Summary:\*\*  
  
Ola Electric faces challenges with negative sentiment primarily related to service and feature access, while Ather receives more positive feedback, though concerns about long-distance travel exist. Market reports indicate a narrowing sales gap between the two companies^[Market\_Research].  
  
\*\*Detailed Analysis:\*\*  
  
\*\*Ola Electric:\*\*  
  
\* \*\*Sentiment Analysis:\*\* User sentiment is mixed, with 21.1% positive, 38.3% negative, and 40.6% neutral^[YouTube\_Comments\_Ola\_Electric].  
\* \*\*Key Concerns:\*\* User comments highlight issues with service quality, software updates requiring additional payments, and discrepancies between claimed and actual range^[YouTube\_Comments\_Ola\_Electric].  
\* \*\*Specific Feedback:\*\*  
 \* Users report scooters being stuck in service centers for extended periods^[YouTube\_Comments\_Ola\_Electric].  
 \* Some users feel scammed by the need to purchase feature packs after software updates^[YouTube\_Comments\_Ola\_Electric].  
 \* There are complaints about features being removed after OS updates^[YouTube\_Comments\_Ola\_Electric].  
\* \*\*Positive Feedback:\*\* Some users praise Ola for providing the best scooter and report no major problems^[YouTube\_Comments\_Ola\_Electric].  
\* \*\*Market Position:\*\* Despite negative sentiment, Ola Electric has outpaced Ather in sales over the past two years^[Market\_Research].  
  
\*\*Ather:\*\*  
  
\* \*\*Sentiment Analysis:\*\* Sentiment is more positive, with 30.3% positive, 27.0% negative, and 42.7% neutral^[YouTube\_Comments\_Ather].  
\* \*\*Key Concerns:\*\* Some users express concerns about the practicality of electric vehicles for long-distance travel and battery deterioration^[YouTube\_Comments\_Ather].  
\* \*\*Specific Feedback:\*\*  
 \* Concerns are raised about the lack of infrastructure for long rides^[YouTube\_Comments\_Ather].  
 \* One user mentioned battery deterioration within a year and the high cost of replacement^[YouTube\_Comments\_Ather].  
\* \*\*Positive Feedback:\*\* Ather is viewed as more valuable due to its focus on reliability, sustainable growth, and manufacturing excellence^[Market\_Research].  
\* \*\*Market Position:\*\* Ather is closing the sales gap with Ola Electric, reporting a 16.5% market share in July^[Market\_Research].  
  
\*\*Supporting Evidence:\*\*  
  
\*\*Ola Electric User Feedback Examples:\*\*  
  
\* A user who purchased an Ola S1 Pro Plus Gen 3 reported that a software update required them to purchase a feature pack for ₹9200 to retain features like Sport Mode and Regenerative Braking. They also complained that the actual range was much lower than claimed^[YouTube\_Comments\_Ola\_Electric].  
\* Another user complained about the worst service and the removal of existing features after an OS update^[YouTube\_Comments\_Ola\_Electric].  
\* One user reported that their Ola scooter has been in the service center for a month with no response from the service center^[YouTube\_Comments\_Ola\_Electric].  
\* One user mentioned Ola's unethical marketing and zero value for customers^[YouTube\_Comments\_Ola\_Electric].  
\* Some users praise Ola for providing the best scooter and report no major problems^[YouTube\_Comments\_Ola\_Electric].  
  
\*\*Ather User Feedback Examples:\*\*  
  
\* One user bought a Xoom top model and said that electric vehicles lack the ability to travel 200 km trips^[YouTube\_Comments\_Ather].  
\* Another user reported that their EV battery deteriorated in 1 year and the company asked for ₹35k for battery replacement^[YouTube\_Comments\_Ather].  
\* One user mentioned that Ather is down because they are not offering any scheme in Diwali, Ola is a very good ev scooter because of value for money^[YouTube\_Comments\_Ather].  
\* One user mentioned that Ather and Ola might Ather has little bit better longevity but ola has been a better choice for me^[YouTube\_Comments\_Ather].  
  
\*\*Market Intelligence:\*\*  
  
\* Inc42 reported that Ola Electric has outpaced Ather in sales over the past two years^[Web\_Search\_Inc42].  
\* Cartoq noted that Ather is more valuable due to its focus on reliability and sustainable growth^[Web\_Search\_Cartoq].  
\* Techinasia reported that Ather Energy narrowed the gap with Ola Electric in July^[Web\_Search\_Techinasia].  
\* ET Auto reported that Ather Energy is gaining ground on Ola Electric amid market turbulence^[Web\_Search\_ET\_Auto].  
  
\*\*Conclusion:\*\*  
  
While Ola Electric maintains a lead in sales, user sentiment reveals significant concerns about service quality and feature access. Ather, though trailing in sales, is perceived more positively in terms of reliability. These factors could influence future market dynamics as consumers weigh affordability against long-term satisfaction^[YouTube\_Comments, Market\_Research].

# Sources

1. 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: In terms of sales, Ola Electric has outpaced Ather significantly in the past two years, but Ather still gets the thumbs-up from industry ......

2. Ather More Valuable Than Ola: Here Is Why - Cartoq

URL: https://www.cartoq.com/bike-news/ather-more-valuable-than-ola-here-is-why

Summary: Deep dive into how Ather Energy's focus on reliability,sustainable growth,and manufacturing excellence has led to higher investor confidence ......

3. India's Ather Energy narrows gap with Ola Electric as EV sales drop

URL: https://www.techinasia.com/news/indias-ather-energy-narrows-gap-ola-electric-ev-sales-drop

Summary: Ather Energy reported a 16.5% market share with 13,187 units sold in July, reducing the gap between the two companies to 526 units. In June, Ola ......

4. Indian Startup News 273 - Ather Is Catching up With Ola Electric

URL: https://www.youtube.com/watch?v=r9rJkCDSs5I

Summary: Welcome to the Backstage with Millionaires weekly Indian startup news show, hosted by Caleb Friesen. This week, Ather Energy closes in on ......

5. Ather closing in on Ola Electric in July EV sales - ET Auto

URL: https://auto.economictimes.indiatimes.com/news/two-wheelers/ather-energy-gains-ground-on-ola-electric-amid-market-turbulence/122948163

Summary: Electric Two-wheeler Segment: Ather Energy has narrowed the sales gap with Ola Electric in July, as Ola's stock and market share decline due ......

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...