SolysAI Market Intelligence Report

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Query: ola vs ather sentiment analysis

# Executive Summary

Query Analysis: ola vs ather sentiment analysis  
Generated on: August 18, 2025  
  
Key Insights:  
• Here's a sentiment analysis comparing Ola Electric and Ather Energy, based on the available data  
• \*\*Executive Summary:\*\*  
  
Based on recent YouTube user feedback, Ather Energy exhibits a slightly more positive sentiment compared to Ola Electric  
• However, Ola Electric's market reach and sales volume are notable [3]

# Detailed Analysis

Here's a sentiment analysis comparing Ola Electric and Ather Energy, based on the available data.  
  
\*\*Executive Summary:\*\*  
  
Based on recent YouTube user feedback, Ather Energy exhibits a slightly more positive sentiment compared to Ola Electric. However, Ola Electric's market reach and sales volume are notable [3]. Users often cite Ola's value for money and features, while Ather is praised for build quality and reliability, but is often perceived as more expensive [1].  
  
\*\*Detailed Analysis:\*\*  
  
\*\*1. Sentiment Analysis (YouTube Comments):\*\*  
  
\* \*\*Ola Electric:\*\* 21.1% positive, 38.3% negative, 40.6% neutral <YouTube\_Comments\_Ola\_Electric>  
\* \*\*Ather:\*\* 30.3% positive, 27.0% negative, 42.7% neutral <YouTube\_Comments\_Ather>  
  
This indicates a higher proportion of positive and a lower proportion of negative sentiment for Ather compared to Ola based on YouTube user feedback.  
  
\*\*2. Key Sentiment Drivers:\*\*  
  
\* \*\*Ola Electric:\*\*  
 \* \*\*Positive:\*\* Value for money, features <YouTube\_Comments\_Ola\_Electric>  
 \* \*\*Negative:\*\* Service quality, build quality <YouTube\_Comments\_Ola\_Electric>  
\* \*\*Ather:\*\*  
 \* \*\*Positive:\*\* Build quality, reliability, peace of mind <YouTube\_Comments\_Ather>  
 \* \*\*Negative:\*\* High price, Bluetooth issues <YouTube\_Comments\_Ather>  
  
\*\*3. Market Perception (Web Search):\*\*  
  
\* Ather Energy is perceived as a premium, niche player focused on quality and trust [1].  
\* Ola Electric is viewed as aggressive in pricing and marketing, aiming for broader market reach [2].  
\* Ola Electric has expanded its market reach and scaled up infrastructure faster than Ather Energy [3].  
\* Ola Electric has reduced losses per unit, indicating better operational efficiency [4].  
\* Ather Energy held approximately 11.5% market share as of fiscal year 2024 [5].  
  
\*\*4. User Feedback Examples:\*\*  
  
\* \*\*Ather User:\*\* "Ather overpriced but peace of mind. No need of service issues and bugs tensions just like in OLA. At the cost of 40000 less I am not ready to put myself at risk and buy OLA." <YouTube\_Comments\_Ather>  
\* \*\*Ola Electric User:\*\* "I love my ola scooter. It beats electric activa, suzuki, TVS, ather in terms of features. I got my panel replaced within 24 hours without any cost." <YouTube\_Comments\_Ola\_Electric>  
\* \*\*Comparison:\*\* "TVS is overpriced compared to spec . Bajaj is good ather is better but ola is best except for service" <YouTube\_Comments\_Ampere>  
  
\*\*5. Sales Data (July 2025):\*\*  
  
\* Ola Electric sold 17,848 units <YouTube\_Comments\_Ampere>  
\* Ather Energy sold 16,231 units <YouTube\_Comments\_Ather>  
  
\*\*Conclusion:\*\*  
  
While Ather Energy receives more positive sentiment regarding build quality and reliability, Ola Electric is perceived as offering better value and features. Ola Electric also demonstrates a larger market reach and higher sales volume. The choice between the two depends on individual priorities: reliability and premium experience (Ather) versus affordability and features (Ola) [1][2][3].  
  
\*\*Sources:\*\*  
  
[1] Web Search: LinkedIn - Ola Electric vs Ather Energy: The Race for India's EV Throne  
[2] Web Search: Autocar Professional - Ola Electric vs Ather Energy: When Strategies Collide  
[3] Web Search: Inc42 - Ather Energy Vs Ola Electric: Decoding The Numbers Behind  
[4] Web Search: ResearchGate - comparative financial analysis of ather energy and ola electric  
[5] Web Search: ET Now - Ather Energy vs Ola Electric: Market share, sales, revenue

# 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 ......

2. Ola Electric vs Ather Energy: When Strategies Collide

URL: https://www.autocarpro.in/analysis/ola-electric-vs-ather-energy-when-strategies-collide-127394

Summary: While Ola went for aggressive pricing and bold marketing, Ather was more focused on testing and long-term reliability data. The Chennai-based ......

3. Ather Energy Vs Ola Electric: Decoding The Numbers Behind ... - Inc42

URL: https://inc42.com/features/ather-energy-vs-ola-electric-decoding-the-numbers-behind-the-ev-giants/

Summary: Ather Energy has fallen behind Ola Electric due to the latter's speed in expanding market reach and scaling up infrastructure and sales....

4. 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 ......

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 ......

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...