SolysAI Market Intelligence Report

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Query: ola vs ather trend analysis

# Executive Summary

Query Analysis: ola vs ather trend analysis  
Generated on: August 18, 2025  
  
Key Insights:  
• Here's a trend analysis comparing Ola Electric and Ather Energy, based on the available data  
• \*\*Executive Summary:\*\*  
  
While both Ola Electric and Ather Energy are experiencing growth in the Indian EV market, Ola Electric has demonstrated faster market reach and infrastructure scaling [3]  
• However, Ather Energy maintains a stronger focus on R&D and long-term reliability, which is reflected in user sentiment regarding build quality and after-sales support [2][4]

# Detailed Analysis

Here's a trend analysis comparing Ola Electric and Ather Energy, based on the available data.  
  
\*\*Executive Summary:\*\*  
  
While both Ola Electric and Ather Energy are experiencing growth in the Indian EV market, Ola Electric has demonstrated faster market reach and infrastructure scaling [3]. However, Ather Energy maintains a stronger focus on R&D and long-term reliability, which is reflected in user sentiment regarding build quality and after-sales support [2][4]. Recent sales data for July 2025 shows Ola Electric slightly ahead of Ather Energy in terms of units sold, but both lag behind TVS and Bajaj [1].  
  
\*\*Detailed Analysis:\*\*  
  
\* \*\*Market Performance:\*\* Ola Electric has shown rapid growth in market reach and infrastructure [3]. In July 2025, Ola Electric sold 17,848 units, while Ather Energy sold 16,231 units. TVS led the market with 22,230 units, followed by Bajaj with 19,650 units [1]<Web\_Search\_Inc42>.  
\* \*\*R&D Investment:\*\* Ather Energy invests a higher percentage of its revenue in R&D compared to Ola Electric, with a larger R&D team comprising a significant portion of its workforce [4]<Web\_Search\_LinkedIn>. This focus on R&D is perceived by some users as contributing to better build quality and reliability.  
\* \*\*User Sentiment:\*\* YouTube user feedback reveals mixed sentiments for both brands. Ola Electric receives praise for value for money and features, but faces criticism for service quality [1]<YouTube\_Comments\_Ola\_Electric>. Ather Energy is often recognized for better build quality and after-sales support, but some users find it overpriced [2]<YouTube\_Comments\_Ather>.  
\* \*\*Competitive Strategies:\*\* Ola Electric has pursued a strategy of aggressive pricing and marketing, while Ather Energy has prioritized testing and long-term reliability [5]<Web\_Search\_Autocarpro>.  
  
\*\*Supporting Evidence:\*\*  
  
\*\*Market Intelligence:\*\*  
  
\* \*\*Sales Data (July 2025):\*\* TVS (22,230), Bajaj (19,650), Ola Electric (17,848), Ather Energy (16,231) [1]<Web\_Search\_Inc42>.  
\* \*\*Financial Analysis:\*\* Both companies are experiencing significant revenue growth [1]<Web\_Search\_Researchgate>.  
\* \*\*Strategic Approaches:\*\* Ola focuses on aggressive pricing, while Ather prioritizes reliability [5]<Web\_Search\_Autocarpro>.  
  
\*\*Social Media Intelligence (YouTube Comments):\*\*  
  
\* \*\*Ola Electric:\*\* Users mention service issues, but appreciate value and features [1]<YouTube\_Comments\_Ola\_Electric>. For example, one user stated, "Ola is best except for service" <YouTube\_Comments\_Ola\_Electric>. Another user reports "Bhai meri ola scooty 20 din se service center PDI he. So please improve service team for ola tec..." <YouTube\_Comments\_Ola\_Electric>.  
\* \*\*Ather Energy:\*\* Users highlight better build quality but consider it expensive [2]<YouTube\_Comments\_Ather>. One user commented, "Ather overpriced but peace of mind. No need of service issues and bugs tensions just like in OLA" <YouTube\_Comments\_Ather>. Another user stated, "Ather EVs are far far better than OLA EVs" <YouTube\_Comments\_Ather>.  
  
\*\*Temporal Trends:\*\*  
  
\* Limited temporal data is available, but the provided comments suggest ongoing concerns about Ola's service quality and the perceived higher cost of Ather.  
  
\*\*Conclusion:\*\*  
  
The trend analysis indicates that Ola Electric and Ather Energy are competing in different segments of the EV market. Ola Electric is focused on capturing market share through aggressive pricing and feature-rich scooters, while Ather Energy emphasizes build quality, reliability, and customer support. User sentiment reflects these differences, with Ola facing service-related criticisms and Ather being perceived as premium-priced [1][2][5]. The latest sales data shows Ola Electric slightly ahead of Ather, but both are trailing behind legacy brands like TVS and Bajaj [1].

# Sources

1. 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: The findings show both companies are experiencing significant revenue growth, with Ola Electric achieving a higher compound annual growth rate ( ......

2. 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....

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. 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: R&D Investment: Ather allocates 2x its revenue percentage to R&D compared to Ola, with a 700-strong R&D team comprising 48% of its workforce....

5. 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 ......

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...