SolysAI Market Intelligence Report

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Query: brand score ola vs tvs vs chetak vs iqube vs hero vida for Quarter 1 2025 (jan-march 2025)

# Executive Summary

Query Analysis: brand score ola vs tvs vs chetak vs iqube vs hero vida for Quarter 1 2025 (jan-march 2025)  
Generated on: August 18, 2025  
  
Key Insights:  
• Here's a brand score analysis for Ola Electric, TVS iQube, Bajaj Chetak, Hero Vida, and Ather (including iQube and Vida, as specified in the session context) for Quarter 1 2025 (January-March 2025), based on the available data  
• \*\*Executive Summary:\*\*  
  
Based on user sentiment analysis of YouTube comments, none of the brands show an overwhelmingly positive sentiment during Q1 2025  
• River Mobility has the highest positive sentiment (33

# Detailed Analysis

Here's a brand score analysis for Ola Electric, TVS iQube, Bajaj Chetak, Hero Vida, and Ather (including iQube and Vida, as specified in the session context) for Quarter 1 2025 (January-March 2025), based on the available data.  
  
\*\*Executive Summary:\*\*  
  
Based on user sentiment analysis of YouTube comments, none of the brands show an overwhelmingly positive sentiment during Q1 2025. River Mobility has the highest positive sentiment (33.0%), while TVS iQube has the lowest (22.9%) [1]. Market intelligence reports indicate that Ola regained the top spot in electric two-wheeler sales in January 2025, with TVS, Bajaj, and Ather following [2]. TVS iQube was the best-selling e-2W for three straight months (April-June 2025) [3].  
  
\*\*Brand Score Analysis (Q1 2025):\*\*  
  
It's important to note that a "brand score" is being constructed based on the \*available\* data, which is limited to sentiment analysis from YouTube comments and some market reports. This isn't a comprehensive brand score based on all possible metrics (like sales volume, customer satisfaction surveys, etc.).  
  
Here's a comparative overview:  
  
| Brand | Sentiment Score (Positive %) | Key Insights from User Comments |  
|----------------|------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|  
| Ola Electric | 26.8% | Negative sentiment dominates, with concerns about false claims, battery issues, and poor service [1]. Some users still believe Ola will dominate the industry in the future [1]. |  
| TVS iQube | 22.9% | Lowest positive sentiment. Users report issues like recurring triangle errors, problems with power mode, and concerns about build quality [1]. Some users appreciate the build quality and robustness [1]. |  
| Bajaj Chetak | 29.5% | Negative sentiment dominates. Users express concerns about regeneration issues [1]. Some users recommend Chetak for comfort [1]. |  
| Hero Vida | 28.3% | Negative sentiment dominates. Users report issues like "safe mode" problems, poor braking, and uncomfortable seats [1]. Some users praise the build quality and fast charging [1]. |  
| Ather | 31.0% | Negative sentiment dominates. Users report issues with range and battery drain [1]. Some users appreciate the seating, auto-hold, and skid control features [1]. |  
| River Mobility | 33.0% | Highest positive sentiment in this group. Some users believe after sales support will be good [1]. |  
  
\*\*Data Sources:\*\*  
  
[1] Social Media Intelligence: YouTube comment analysis - User sentiment and feedback.  
[2] Market Intelligence: Autocar India - Ola regains top spot in January 2025.  
[3] Market Intelligence: Autocar Professional - TVS is No. 1 electric 2W OEM for three months in a row.  
  
\*\*Detailed Analysis:\*\*  
  
\* \*\*Ola Electric:\*\* Despite regaining the top sales spot in January 2025 [2], user sentiment remains largely negative, focusing on issues with the product and service. This discrepancy between sales and sentiment suggests that Ola's marketing or pricing strategies might be driving sales despite user concerns. <YouTube\_Comments\_Ola\_Electric>  
\* \*\*TVS iQube:\*\* The lowest sentiment score suggests significant areas for improvement. Users highlight specific issues related to reliability and build quality. However, TVS being the top e-2W OEM for three months in a row [3] shows that sales and sentiment might not be directly correlated. <YouTube\_Comments\_TVS\_iQube>  
\* \*\*Bajaj Chetak:\*\* While Bajaj is among the top four EV OEMs [2], user feedback points to concerns about the driving experience, particularly related to regeneration. <YouTube\_Comments\_Bajaj\_Chetak>  
\* \*\*Hero Vida:\*\* User comments indicate concerns about safety and comfort, which need to be addressed to improve brand perception. <YouTube\_Comments\_Hero\_Vida>  
\* \*\*Ather:\*\* Although Ather is one of the top EV OEMs [2], users have concerns about the range and battery drain issues. <YouTube\_Comments\_Ather>  
\* \*\*River Mobility:\*\* River Mobility is not in the original query, but is included in the analysis because it is one of the 10 OEMs covered in the YouTube comments analysis. It has the highest positive sentiment in this group. <YouTube\_Comments\_River\_Mobility>  
  
\*\*Limitations:\*\*  
  
\* \*\*Data Skew:\*\* YouTube comments may not be fully representative of the entire Indian EV user base.  
\* \*\*Sentiment Bias:\*\* Sentiment analysis can be subjective, even with advanced AI. Sarcasm detection helps, but isn't perfect.  
\* \*\*Incomplete Data:\*\* A true "brand score" would require a much broader range of data sources, including sales figures, customer satisfaction surveys, and detailed product reviews.  
  
\*\*Conclusion:\*\*  
  
Based on the available data, there isn't a single brand that stands out with overwhelmingly positive sentiment during Q1 2025. TVS iQube and Ola Electric have a mix of positive sales figures but concerning user sentiment. Hero Vida, Bajaj Chetak, and Ather have specific areas that need improvement based on user feedback. River Mobility had the highest positive sentiment in this group.  
  
It's crucial to consider both market data and user sentiment to get a holistic view of brand performance. Further investigation with more comprehensive data is recommended for a more accurate brand score.

# Sources

1. TVS is No. 1 electric 2W OEM for 3 months in a row and Q1 FY2026

URL: https://www.autocarpro.in/analysis-sales/tvs-motor-is-no-1-electric-2w-oem-for-three-months-in-a-row-and-q1-fy2026-127257

Summary: With 69,992 units sold in April-June 2025, the TVS iQube is the best-selling e-2W for three straight months. In May 2025, the company had ......

2. Tvs IQube Vs Ola S1 Air Vs Ather Rizta Vs Hero Vida V1 ... - YouTube

URL: https://www.youtube.com/watch?v=z1wanC8VEKQ

Summary: Missing: brand Quarter (jan- march...

3. Ola regains top spot in electric two-wheeler sales in January 2025

URL: https://www.autocarindia.com/industry/ola-regains-number-one-spot-in-january-2025-ev-two-wheeler-sales-434467

Summary: In January, the top four EV OEMs – Ola, TVS, Bajaj and Ather – accounted for 82,307 EVs or 84 percent of sales. The real battle, though, is ......

4. Hero Vida VX2 vs OLA S1 X Gen 3 vs Honda QC1 vs Bajaj Chetak ...

URL: https://www.team-bhp.com/forum/motorbikes/296973-hero-vida-vx2-vs-ola-s1-x-gen-3-vs-honda-qc1-vs-bajaj-chetak-3001-vs-others.html

Summary: Hero Vida VX2, 12 ; OLA S1 X Gen 3, 1 ; Honda QC1, 1 ; Bajaj Chetak 3001, 10 ; TVS iQube, 7 ......

5. Tvs iQube || Hero Vida V2 || Bajaj Chetak || Honda Activa E - YouTube

URL: https://m.youtube.com/watch?v=rA0rZw6ZbNw

Summary: Missing: brand Quarter (jan- march...

6. YouTube Video VMc5SdfOgbQ (YouTube)

URL: https://www.youtube.com/watch?v=VMc5SdfOgbQ

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

7. YouTube Video WTBlByHv8x8 (YouTube)

URL: https://www.youtube.com/watch?v=WTBlByHv8x8

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

8. YouTube Video xu8sIc9mD1Y (YouTube)

URL: https://www.youtube.com/watch?v=xu8sIc9mD1Y

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

9. YouTube Video xAW8V9pZe3w (YouTube)

URL: https://www.youtube.com/watch?v=xAW8V9pZe3w

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

10. YouTube Video hZSlIdAcVTQ (YouTube)

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

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

11. YouTube Video dau4XKAKUlI (YouTube)

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

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

12. YouTube Video iVa-WDqWKvM (YouTube)

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

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

13. YouTube Video olgQd\_01SFs (YouTube)

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

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

14. YouTube Video 7MybbX1flcE (YouTube)

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

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

15. YouTube Video -kHGAxeLkFE (YouTube)

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

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

16. YouTube Video Sm60KCaqn\_4 (YouTube)

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

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

17. YouTube Video 1ylTfEfBYS4 (YouTube)

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

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

18. YouTube Video KjmhIz3KVIQ (YouTube)

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

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