SolysAI Market Intelligence Report

Generated on: August 18, 2025 at 05:04 PM

Query: ola vs ather sentiment analysis jan 2025

# Executive Summary

Query Analysis: ola vs ather sentiment analysis jan 2025  
Generated on: August 18, 2025  
  
Key Insights:  
• Here's a sentiment analysis comparing Ola Electric and Ather Energy for January 2025, based on available data  
• \*\*Executive Summary:\*\*  
  
Based on user feedback from YouTube comments, both Ola Electric and Ather Energy show predominantly negative sentiment [1]  
• Market intelligence reports indicate both companies are experiencing revenue growth [2]

# Detailed Analysis

Here's a sentiment analysis comparing Ola Electric and Ather Energy for January 2025, based on available data.  
  
\*\*Executive Summary:\*\*  
  
Based on user feedback from YouTube comments, both Ola Electric and Ather Energy show predominantly negative sentiment [1]. Market intelligence reports indicate both companies are experiencing revenue growth [2]. However, user sentiment should be considered separately from official sales data [1][2].  
  
\*\*Detailed Analysis:\*\*  
  
\*\*1. User Sentiment Analysis (YouTube Comments):\*\*  
  
\* \*\*Ola Electric:\*\* Out of 1330 comments analyzed, 26.8% were positive and 73.2% were negative [1].  
\* \*\*Ather:\*\* Out of 1264 comments analyzed, 31.0% were positive and 69.0% were negative [1].  
  
\_Source: [1] Social Media Intelligence: Analysis of YouTube comments from Indian EV users\_  
  
\*\*Key Observations from User Comments:\*\*  
  
\* \*\*Ather:\*\* Some users compare Ather to "iPhone" due to its premium quality but costly price, with many features available only with a pro pack [1].  
\* \*\*Ola:\*\* Some comments suggest users are buying Ola S1X Plus [1]. Other comments make comparisons between Ola and Ather regarding speed and regenerative braking [1].  
  
\*\*Illustrative User Comments:\*\*  
  
\* \*\*Ather (Neutral):\*\* "Ather scooters ka iPhone ban na chahta h. Premium quality but costly price... Many features only available with pro pack" [1].  
\* \*\*Ather (Positive):\*\* "I own this ather it is really best ❤" [1].  
\* \*\*Ather (Negative):\*\* "Faltu scooter battery quality is very poor and back shock absorber is very poor quality" [1].  
  
\_Source: [1] Social Media Intelligence: Verified comments from Indian EV users on YouTube\_  
  
\*\*2. Market Intelligence (Industry Reports & Web Search):\*\*  
  
\* \*\*Revenue Growth:\*\* A comparative financial analysis suggests both Ola Electric and Ather Energy are experiencing significant revenue growth [2]. Ola Electric has a higher compound annual growth rate (CAGR) [2].  
\* \*\*Market Position:\*\* TVS is leading Bajaj Auto, Ather, and Ola in e2W sales in the first week of January 2025 [3].  
\* \*\*Dealer Sentiment:\*\* Dealer sentiment for January 2025 remains cautiously optimistic [3].  
  
\_Sources: [2] Market Intelligence: Comparative financial analysis of Ather Energy and Ola Electric. [3] Market Intelligence: TVS leads Bajaj Auto, Ather & Ola in e2W sales in January Week 1.\_  
  
\*\*Important Considerations:\*\*  
  
\* \*\*Sentiment vs. Sales:\*\* It's crucial to understand that user sentiment from social media doesn't directly translate to sales figures [1][2]. While user comments can provide valuable insights into product perception and potential issues, official sales data provides a more concrete view of market performance [1][2].  
\* \*\*Comment Context:\*\* Many user comments are in mixed Hindi and English, requiring careful analysis to understand the sentiment accurately [1].  
  
\*\*Conclusion:\*\*  
  
While both Ola Electric and Ather Energy are showing revenue growth in the market [2], user sentiment based on analyzed YouTube comments is predominantly negative for both brands [1]. Ather is perceived as premium but costly, while Ola receives mixed reactions regarding features and performance [1]. TVS currently leads in e2W sales [3]. A comprehensive understanding requires considering both user sentiment and official market data [1][2][3].

# 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: Ola Electric and Ather Energy are among the frontrunners in this race, two companies with contrasting strategies and visions. This article is ......

2. 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 (CAGR) of about ......

3. TVS leads Bajaj Auto, Ather & Ola in e2W sales in January Week 1

URL: https://www.autocarpro.in/analysis-sales/tvs-ahead-of-bajaj-auto-ather-and-ola-in-e2w-sales-in-january-week-1-124280

Summary: According to the apex dealer association, dealer sentiment for January 2025 remains cautiously optimistic, with nearly half (48.09%) of ......

4. Ola Electric vs Ather Energy comparison - Facebook

URL: https://www.facebook.com/groups/1463554383878745/posts/4333181306916024/

Summary: Summary: Ola Electric Shares Surge 20% Despite Q1 Loss On July 14, Ola Electric Mobility surprised the market as its stock surged nearly 20%, ......

5. 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: Missing: sentiment jan...

6. YouTube Video xu8sIc9mD1Y (YouTube)

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

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

7. YouTube Video hZSlIdAcVTQ (YouTube)

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

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

8. YouTube Video GThaRszplZk (YouTube)

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

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

9. YouTube Video DzHbdvW43nw (YouTube)

URL: https://www.youtube.com/watch?v=DzHbdvW43nw

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

10. YouTube Video dau4XKAKUlI (YouTube)

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

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

11. YouTube Video CEiaBC345Gc (YouTube)

URL: https://www.youtube.com/watch?v=CEiaBC345Gc

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

12. YouTube Video olgQd\_01SFs (YouTube)

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

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

13. YouTube Video 7MybbX1flcE (YouTube)

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

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

14. YouTube Video -kHGAxeLkFE (YouTube)

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

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

15. YouTube Video HYZEaSPtuNw (YouTube)

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

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

16. YouTube Video 1ylTfEfBYS4 (YouTube)

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

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

17. YouTube Video aGYLs\_PWvT8 (YouTube)

URL: https://www.youtube.com/watch?v=aGYLs\_PWvT8

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