SolysAI Market Intelligence Report

Generated on: August 18, 2025 at 05:16 PM

Query: ola vs ather sentiment jan 2025

# Executive Summary

Query Analysis: ola vs ather sentiment jan 2025  
Generated on: August 18, 2025  
  
Key Insights:  
• Here's a sentiment analysis of Ola Electric vs  
• Ather for January 2025, based on the available data  
• \*\*Executive Summary:\*\*  
  
Based on user sentiment from YouTube comments, Ather shows a slightly more positive sentiment (31

# Detailed Analysis

Here's a sentiment analysis of Ola Electric vs. Ather for January 2025, based on the available data.  
  
\*\*Executive Summary:\*\*  
  
Based on user sentiment from YouTube comments, Ather shows a slightly more positive sentiment (31.0% positive) compared to Ola Electric (26.8% positive) in January 2025 [1]. However, both brands face significant negative sentiment, with Ola Electric at 73.2% negative and Ather at 69.0% negative [1]. Market intelligence suggests that Ola Electric holds a larger market share, while Ather is perceived to have a stronger trust factor [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][YouTube\_Comments\_Ola\_Electric].  
\* \*\*Ather:\*\* Out of 1264 comments analyzed, 31.0% were positive and 69.0% were negative [1][YouTube\_Comments\_Ather].  
  
\*\*Key User Feedback Themes:\*\*  
  
\* \*\*Ather:\*\* Some users feel Ather needs to improve battery capacity and top speed to compete effectively with Ola [1]. There are comparisons to iPhone, suggesting a premium but costly product [1]. Some users expressed concerns about features being locked behind a pro pack [1].  
\* \*\*Ola Electric:\*\* No specific themes could be extracted from the provided data.  
  
\*\*Illustrative User Comments:\*\*  
  
\* \*\*Ather (Neutral):\*\* "Ather just needs to give huge battery then Ola's market is done nd with big dicky lol nd more top speed as 80 is way less😊" [1][YouTube\_Comments\_Ather]  
\* \*\*Ather (Neutral):\*\* "Ather scooters ka iPhone ban na chahta h. Premium quality but costly price... Many features only available with pro pack" [1][YouTube\_Comments\_Ather]  
\* \*\*Ather (Positive):\*\* "I own this ather it is really best ❤" [1][YouTube\_Comments\_Ather]  
\* \*\*Ather (Negative):\*\* "Faltu scooter battery quality is very poor and back shock absorber is very poor quality 😢😢😢😢😢😢😢😢😢" [1][YouTube\_Comments\_Ather]  
  
\*\*2. Market Intelligence (Web Search Results):\*\*  
  
\* \*\*Market Share:\*\* Ola Electric captures a 30% market share, while Ather commands trust with a 10% market share [2][Web\_Search\_LinkedIn].  
\* \*\*Dealer Sentiment:\*\* Dealer sentiment for January 2025 remains cautiously optimistic [2][Web\_Search\_Autocarpro].  
\* \*\*Financial Performance:\*\* Ola Electric faced significant losses [3][Web\_Search\_Facebook]. Ather Energy's IPO is delayed with a drop in valuation [5][Web\_Search\_Tice].  
  
\*\*3. Comparative Summary Table:\*\*  
  
| Feature | Ola Electric | Ather | Confidence Level |  
| ---------------- | ---------------------------------------------------------------------------------------------------------------- | --------------------------------------------------------------------------------------------------------------------- | ---------------- |  
| Sentiment | 26.8% Positive, 73.2% Negative [1][YouTube\_Comments\_Ola\_Electric] | 31.0% Positive, 69.0% Negative [1][YouTube\_Comments\_Ather] | Medium |  
| Market Share | 30% [2][Web\_Search\_LinkedIn] | 10% [2][Web\_Search\_LinkedIn] | High |  
| Key Strengths | Broader market reach [2] | Perceived trust and premium quality [2] | Medium |  
| Key Weaknesses | High negative sentiment, significant losses [1][3] | Needs improvements in battery and speed, costly [1] | Medium |  
  
\*\*Conclusion:\*\*  
  
In January 2025, Ather had a slightly better user sentiment compared to Ola Electric based on YouTube comments. However, both brands face significant negative feedback. Ola Electric dominates in market share, but Ather is perceived as a more trustworthy brand [2]. Financial challenges exist for both companies [3][5].  
  
\*\*Disclaimer:\*\* The YouTube sentiment analysis reflects user opinions and not official sales or market data.

# 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: While Ather commands trust with a 10% market share and a franchise-based distribution model, Ola captures a 30% market share by leveraging broad ......

2. 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 ......

3. Ola Electric vs Ather Energy comparison - Facebook

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

Summary: Ola Electric vs Ather Energy — Hype vs Fundamentals ⭕ Ola Electric Crashed ~74% from highs to ₹40.85 ₹2,276 Cr loss, 41.5% QoQ revenue ......

4. 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...

5. What's Behind Ather Energy's IPO Delay and Valuation Drop?

URL: https://www.tice.news/tice-trending/ather-energy-ipo-valuation-cuts-blusmart-ola-crisis-8985798

Summary: Amid the BluSmart scandal and Ola Electric's growing troubles, Ather Energy's delayed IPO and falling valuation have raised deeper questions....

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...