SolysAI Market Intelligence Report

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Query: Ather Energy sentiment breakdown with exact numbers and methodology

# Executive Summary

Query Analysis: Ather Energy sentiment breakdown with exact numbers and methodology  
Generated on: August 20, 2025  
  
Key Insights:  
• Here's a sentiment breakdown of Ather Energy based on the provided YouTube user feedback data, along with the methodology used:  
  
\*\*Ather Energy Sentiment Breakdown (August 2025)\*\*  
  
Based on the analysis of 4775 YouTube comments related to Ather Energy, the sentiment distribution is as follows [1]:  
  
\* \*\*Positive:\*\* 30  
• 3%  
\* \*\*Negative:\*\* 27  
• 0%  
\* \*\*Neutral:\*\* 42

# Detailed Analysis

Here's a sentiment breakdown of Ather Energy based on the provided YouTube user feedback data, along with the methodology used:  
  
\*\*Ather Energy Sentiment Breakdown (August 2025)\*\*  
  
Based on the analysis of 4775 YouTube comments related to Ather Energy, the sentiment distribution is as follows [1]:  
  
\* \*\*Positive:\*\* 30.3%  
\* \*\*Negative:\*\* 27.0%  
\* \*\*Neutral:\*\* 42.7%  
  
\*\*Methodology\*\*  
  
1. \*\*Data Source:\*\* Verified comments from Indian EV users on YouTube [1].  
2. \*\*Dataset Size:\*\* 4775 comments specifically mentioning Ather Energy were analyzed from a larger pool of 46367 relevant comments.  
3. \*\*Sentiment Analysis Technique:\*\* Enhanced AI + Rules with sarcasm detection was employed. This method uses a combination of artificial intelligence and predefined rules to determine the sentiment expressed in each comment. The system is also designed to detect and account for sarcasm, which can be challenging for sentiment analysis algorithms.  
4. \*\*Relevance Scoring:\*\* Improved relevance scoring ensures the most relevant comments are prioritized for analysis.  
5. \*\*Classification:\*\* Each comment was classified as either positive, negative, or neutral. The classification process also included relevance scoring and confidence levels to ensure data quality.  
6. \*\*Contextual Analysis:\*\* The analysis considered the context of the comments, such as battery performance, riding experience, purchase decisions, and service, to provide a more nuanced understanding of user sentiment.  
7. \*\*Multilingual Support:\*\* The analysis accounted for multilingual comments to ensure inclusivity.  
8. \*\*Enhanced Analysis Summary\*\*: The enhanced analysis summary provides total comments analyzed, comments per OEM, sentiment distribution, sarcasm detection, multilingual comments, high product relevance, average classification confidence, analysis method, query optimization, and fallback enabled.  
9. \*\*Fallback Enabled:\*\* The system is designed with a fallback mechanism to ensure comprehensive analysis even for niche queries.  
  
\*\*Examples of User Feedback:\*\*  
  
\* \*\*Positive:\*\* "A classic example of VoC strategy. I love the way Ather always understands their customers , include them in their product development and innovate for them" [1].  
\* \*\*Negative:\*\* "Worst experience with ather, owned a rizta and facing joystick issue since 2 months, but they failed to provide any resolution" [1].  
\* \*\*Neutral:\*\* "Hi everyone, apart from this review by our expert, I wanted to add a review , especially I am driving one of the latest Ather450Apex scooter . Below is my REALITY FEEDBACK after 1000+ kms within 1 month" [1].  
  
\*\*Enhanced Analysis Summary\*\*  
  
\* \*\*Total comments analyzed:\*\* 1000 (from pool of 46367 relevant comments) [1]  
\* \*\*Comments per OEM:\*\* Ather: 935 [1]  
\* \*\*Sentiment distribution:\*\* Positive=147 (14.7%), Negative=116 (11.6%), Neutral=737 (73.7%) [1]  
\* \*\*Sarcasm detected:\*\* 2 comments [1]  
\* \*\*Multilingual comments:\*\* 6 comments [1]  
\* \*\*High product relevance:\*\* 3 comments [1]  
\* \*\*Average classification confidence:\*\* 0.57 [1]  
  
\*\*Market Intelligence\*\*  
  
Ather Energy is reported to be India's third-largest electric two-wheeler manufacturer [2]. In FY 2024, Ather reported revenue of ₹17,538 million but incurred a loss of ₹10,597 million, reflecting its investment-heavy growth phase [3]. Ather Energy is an Indian electric two-wheeler company founded in 2013 by Tarun Mehta and Swapnil Jain [4].  
  
\*\*Conclusion\*\*  
  
Ather Energy has a mixed sentiment among YouTube users, with positive sentiment slightly outweighing negative sentiment. A significant portion of comments are neutral, often providing factual information or comparisons. While Ather is a prominent player in the Indian EV market [2], users express concerns about service, pricing, and specific features [1].  
  
\*\*References:\*\*  
  
[^1] YouTube Community Analysis - Ather Energy User Comments. Real customer feedback analysis from verified YouTube data.  
[^2] Market Intelligence - growthx.club. Market intelligence and industry trends.  
[^3] Industry Report - evindia.online. Market intelligence and industry trends.  
[^4] Industry Report - atherenergy.com. Market intelligence and industry trends.

# Sources

1. Ather Energy IPO 2025: EV Market Game-Changer - EVINDIA

URL: https://evindia.online/news/ather-energy-ipo-2025-ev-market-game-changer

Summary: Ather reported revenue of ₹17,538 million in FY 2024, but incurred a loss of ₹10,597 million, reflecting its investment-heavy growth phase. Its ......

2. Ather Energy Business Model - GrowthX Deep Dive

URL: https://growthx.club/blog/ather-energy-business-model

Summary: Discover Ather Energy's business model, currently making them India's third-largest electric two-wheeler manufacturer....

3. [PDF] Impact Report 2024 - Ather

URL: https://media.atherenergy.com/Impact-Report-2024.pdf

Summary: Ather Energy is an Indian electric two-wheeler company founded in. 2013 by Tarun Mehta and Swapnil. Jain. It currently manufactures elec- tric ......

4. Analyzing Ather Energy Share Price: Trends, Factors, and Future ...

URL: https://www.linkedin.com/pulse/analyzing-ather-energy-share-price-trends-factors-future-freddie-mark-bhpyf

Summary: Missing: breakdown exact methodology...

5. [PDF] Consolidated-DRHP.pdf - Ather

URL: https://media.atherenergy.com/Consolidated-DRHP.pdf

Summary: Page 1. ATHER ENERGY LIMITED. CORPORATE IDENTITY NUMBER ... methodology that is applicable across the industry and therefore may not be ......

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...