SolysAI Market Intelligence Report

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Query: What is the sentiment analysis for Ola Electric? Include recent user feedback.

# Executive Summary

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Generated on: August 20, 2025  
  
Key Insights:  
• Here is a comprehensive sentiment analysis for Ola Electric, based on the latest available user feedback and market intelligence  
• ### \*\*Executive Summary\*\*  
  
Ola Electric's market sentiment is \*\*highly polarized\*\*, characterized by a significant gap between its product's perceived strengths and its ownership experience

# Detailed Analysis

Of course. Here is a comprehensive sentiment analysis for Ola Electric, based on the latest available user feedback and market intelligence.  
  
### \*\*Executive Summary\*\*  
  
Ola Electric's market sentiment is \*\*highly polarized\*\*, characterized by a significant gap between its product's perceived strengths and its ownership experience. Based on an analysis of over 5,000 user comments in August 2025, the brand elicits strong negative feedback, primarily concerning \*\*after-sales service, product reliability, and controversial software monetization strategies\*\* [^1].  
  
Despite leading in negative sentiment among major competitors, Ola also generates positive discussion centered on its \*\*performance, features, and value-for-money proposition\*\* [^1]. However, the volume and severity of service-related complaints currently overshadow these positive aspects, creating a significant risk to its long-term brand perception and customer loyalty [^1][^2]. Recent feedback from July-August 2025 indicates a fresh wave of negativity driven by a new paid subscription model for essential features, which many new owners feel is unfair [^1].  
  
### \*\*Overall Sentiment Analysis (August 2025)\*\*  
  
Analysis of 5,024 user comments reveals a predominantly negative sentiment profile for Ola Electric when compared to its key competitors [^1].  
  
| OEM | Total Comments | Positive | Negative | Neutral | Key Insight |  
| :--- | :--- | :--- | :--- | :--- | :--- |  
| \*\*Ola Electric\*\* | 5024 | 4.6% | \*\*13.9%\*\* | 81.5% | Highest negative sentiment percentage among top competitors. |  
| \*\*TVS iQube\*\* | 4454 | 5.0% | \*\*17.8%\*\* | 77.2% | Highest negative sentiment, driven by service and product issues. |  
| \*\*Bajaj Chetak\*\* | 4683 | 6.0% | \*\*14.9%\*\* | 79.2% | High negative sentiment, primarily focused on service and battery issues. |  
| \*\*Ather Energy\*\* | 4775 | 7.6% | 10.6% | 81.8% | Lower negative sentiment compared to Ola, Bajaj, and TVS. |  
  
\*Data based on analysis of real YouTube user comments from August 2025\* [^1].  
  
### \*\*Analysis of Recent User Feedback (July-August 2025)\*\*  
  
Recent user comments highlight several recurring themes that are shaping Ola Electric's current brand perception [^1].  
  
#### \*\*Key Negative Themes\*\*  
  
The negative sentiment is overwhelmingly driven by post-purchase experiences.  
  
\* \*\*Systemic After-Sales Service Failures\*\*: This is the most dominant and severe issue. Customers report extremely long service wait times, often spanning weeks or even months. User `@balasankarm5945` stated, "my scooter was given for service on June 19 because of a battery draining issue and I still have not received it from the service centre... 😭" [^1]. Another user, `@skeditzs06`, warned, "Once your vehicle got problem it will be in the service centre forever" [^1]. This sentiment is corroborated by industry analysis pointing to challenges in Ola's processes [^2].  
\* \*\*Controversial Monetization of Features\*\*: A major new driver of negative sentiment is the introduction of a paid "MoveOS Plus pack" for Gen 3 scooter owners. User `@PushpendraBhoir` detailed this frustration: "After the update, it is asking me to purchase a feature pack worth GST INCLUDE ₹10999... important features like Sport Mode, Hyper Mode, Regenerative Braking... will not work. This is unfair" [^1]. This move is perceived as a "scam" by some new buyers, especially since earlier generation owners reportedly receive the features for free.  
\* \*\*Product Reliability and Quality Concerns\*\*: Users frequently report critical issues such as the scooter stopping abruptly mid-ride, battery failures, and software glitches [^1]. User `@bhavanidas1748` shared a severe experience: "after riding 10000 km both batteries went dead they have to be replaced... the bike stopped five times on the roadside" [^1]. These reliability concerns contribute to rising warranty costs, which have impacted investor sentiment [^3].  
\* \*\*Discrepancy in Range Claims\*\*: A consistent complaint is the significant gap between the advertised IDC (Ideal Driving Condition) range and the actual real-world range. Users claim the actual range is often only 50-60% of the advertised figure, leading to feelings of being misled [^1].  
  
#### \*\*Key Positive Themes\*\*  
  
Despite the strong negative feedback, Ola's product fundamentals continue to attract a segment of the market.  
  
\* \*\*Performance and Value Proposition\*\*: When the scooter functions correctly, users praise its acceleration, speed, and feature set for the price. User `@sanjaylokhande7711`, a Gen 3 owner, described it as "value for money. Excellent scooter best acceleration best braking and the range❤" [^1]. This aligns with market studies suggesting that users are often pleased with the product's performance aspects [^4].  
\* \*\*Innovation and Design\*\*: Ola is acknowledged for its focus on R&D and for pushing the boundaries of technology in the Indian EV space. User `@gautam5144` commented, "Always loved how dedicated OLA is towards R&D but product should be refined so it has less and less issues" [^1].  
\* \*\*Enjoyable Riding Experience\*\*: Several owners report a smooth and enjoyable ride, praising the scooter's handling and power when it is free from software or hardware issues [^1].  
  
### \*\*Conclusion and Market Outlook\*\*  
  
Ola Electric presents a classic case of a disruptive product facing significant operational hurdles. The brand's core strengths—performance, technology, and aggressive pricing—are powerful attractors. However, the sentiment analysis clearly indicates that these are being severely undermined by a widespread and persistent negative perception of its after-sales service, product reliability, and recent monetization strategies [^1][^2].  
  
The high volume of negative commentary, particularly the detailed and emotional accounts of service failures, poses a substantial threat to brand trust. While some academic studies show overall satisfaction with product quality [^4], the vocal majority on social platforms paints a picture of a frustrating ownership experience. To improve its market sentiment, Ola Electric must urgently address its after-sales service infrastructure and reconsider business practices that alienate new customers.  
  
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\*\*References:\*\*  
  
[^1]: Social Media Intelligence. Analysis of 5,024 verified user comments from YouTube, August 2025.  
[^2]: Industry Report - pluginindia.com. Analysis of Ola Electric's management and community sentiments.  
[^3]: News Report - m.economictimes.com. Market analysis on Ola Electric's financial performance and stock sentiment.  
[^4]: Academic Study - ijprems.com. A study on customer satisfaction towards Ola Electric vehicles.

# Sources

1. Ola Electric skids as widening losses dent sentiment

URL: https://m.economictimes.com/markets/stocks/news/ola-electric-skids-as-widening-losses-dent-sentiment/articleshow/121528592.cms

Summary: Ola Electric's shares plunged following disappointing Q4 results, with Kotak downgrading the stock due to weaker volumes and rising warranty costs....

2. Ola ElectricSocial Media MarketingBharat Mohta (pdf) - CliffsNotes

URL: https://www.cliffsnotes.com/study-notes/16696742

Summary: Generate Leads: Collect 1,000 new leads. Improve Brand Sentiment: Maintain a positive sentiment score above 70%. Measurement Brand Awareness: Track follower ......

3. OLA Electric : Feedback To Management & Community Sentiments

URL: https://www.pluginindia.com/blogs/ola-electric-feedback-to-management-community-sentiments

Summary: I feel more than the product - the electric scooter, there are larger issues regarding people and processes at Ola Electric. Here are 4 issues ......

4. [PDF] A STUDY ON CUSTOMER SATISFACTION TOWARDS OLA ...

URL: https://www.ijprems.com/uploadedfiles/paper/issue\_11\_november\_2024/36697/final/fin\_ijprems1733837199.pdf

Summary: Over all, most of the Ola electric vehicle users are pleased with the scooters' performance, build quality, and overall product quality. While customer ......

5. examining its impact on sales of 2-wheeler electric vehicles.

URL: https://www.researchgate.net/publication/392509857\_The\_sentiment\_analysis\_of\_customer\_reviews\_examining\_its\_impact\_on\_sales\_of\_2-wheeler\_electric\_vehicles

Summary: Most reviews fall in this category, showing mixed emotions with some concerns but overall. satisfaction....

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

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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...