SolysAI Market Intelligence Report

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Query: What are users saying about Ola Electric scooters in July 2025?

# Executive Summary

Query Analysis: What are users saying about Ola Electric scooters in July 2025?  
Generated on: August 20, 2025  
  
Key Insights:  
• Based on a comprehensive analysis of user feedback and market intelligence data for July 2025, here is a detailed report on what users are saying about Ola Electric scooters  
• ### \*\*Executive Summary\*\*  
  
In July 2025, user sentiment towards Ola Electric scooters is predominantly negative, driven by two major issues: a controversial paid software update for Gen 3 models and persistent discrepancies between advertised and real-world range  
• While a minority of users report satisfaction and acknowledge improvements, they are largely overshadowed by widespread frustration regarding post-purchase costs and service quality[^1]

# Detailed Analysis

Based on a comprehensive analysis of user feedback and market intelligence data for July 2025, here is a detailed report on what users are saying about Ola Electric scooters.  
  
### \*\*Executive Summary\*\*  
  
In July 2025, user sentiment towards Ola Electric scooters is predominantly negative, driven by two major issues: a controversial paid software update for Gen 3 models and persistent discrepancies between advertised and real-world range. While a minority of users report satisfaction and acknowledge improvements, they are largely overshadowed by widespread frustration regarding post-purchase costs and service quality[^1].  
  
This negative consumer sentiment is mirrored in market performance, with industry reports indicating a sharp decline in Ola's sales and a slipping market share during this period, allowing competitors like Ather Energy to close the gap[^2][^3][^4].  
  
### \*\*Detailed User Sentiment Analysis (July 2025)\*\*  
  
Analysis of user comments specifically from July 2025 reveals several key themes:  
  
\*\*1. Primary Negative Driver: MoveOS Plus Subscription\*\*  
A significant volume of negative feedback stems from a software update that locks essential features behind a new paid subscription, the "MoveOS Plus pack," for new S1 Pro Gen 3 owners.  
  
\* \*\*Forced Purchase\*\*: Users who purchased their scooters recently (e.g., April 2025) are now being asked to pay approximately ₹9,200 - ₹10,999 to unlock features like Sport Mode, Hyper Mode, Regenerative Braking, and Reverse Mode, which they believed were included with the vehicle[^1].  
\* \*\*Feeling of Betrayal\*\*: This has generated strong feelings of being "scammed," as users point out that owners of older Gen 1 and Gen 2 models received these features for free. One highly-rated comment from user @PushpendraBhoir states, "I strongly suggest: do not buy an Ola Electric scooter. Ola is full of scams, and their service is extremely poor"[^1].  
\* \*\*Loss of Basic Functionality\*\*: Even features considered standard, like Eco and Reverse modes, are reportedly locked after the update, causing significant user frustration[^1].  
  
\*\*2. Persistent Issue: Range Discrepancy\*\*  
The gap between the advertised range and the actual range achieved by users remains a major point of contention.  
  
\* \*\*Advertised vs. Reality\*\*: Users consistently report that scooters advertised with a range of 242 km are delivering only 100-120 km in Eco mode and as low as 80-100 km in Normal mode[^1].  
\* \*\*Direct Complaints\*\*: A user with a new S1 Pro Plus 3rd Gen purchased in March 2025 called Ola a "fraud company," stating they get "only 100 km range" in normal mode against the committed 242 km range[^1].  
  
\*\*3. Service and Delivery Concerns\*\*  
While some users mention service has improved, after-sales support and delivery logistics remain significant pain points.  
  
\* \*\*Long Service Waits\*\*: Multiple users report their scooters being at the service center for over a month without resolution[^1].  
\* \*\*Delivery Failures\*\*: One user who ordered an S1X in May had not received it by late July, despite the app showing it as delivered in June, calling the situation "Totally fraud"[^1].  
\* \*\*General Dissatisfaction\*\*: Comments frequently describe the service as "worst," "terrible," "ghatiya" (inferior), and non-existent, urging potential buyers to reconsider[^1].  
  
\*\*4. Positive Feedback (Minority View)\*\*  
Despite the overwhelmingly negative topics, a small segment of users expressed satisfaction, indicating that the ownership experience is not universally poor.  
  
\* \*\*Product Improvement\*\*: One user noted that "OLA gen 3 & bikes are receiving very good feedbacks. They have improved a lot"[^1].  
\* \*\*Good Overall Package\*\*: Another user praised the scooter's range, features, and improved service, stating, "Ola acha scoter hai, ab service bhi acchi hai, range aur features both are good 👍" (Ola is a good scooter, now service is also good, range and features are both good)[^1].  
  
### \*\*Market Performance & Industry Context (July 2025)\*\*  
  
The user sentiment aligns closely with official market data and industry reports from the same period.  
  
\* \*\*Sales Decline\*\*: Market data reveals that Ola Electric experienced a sharp 53.2% decline in sales in the first six months of 2025. Reports specifically highlight a significant sales drop in July[^4][^1].  
\* \*\*Market Share Slippage\*\*: As a result of declining sales and a strategic focus on profitability, Ola's market share slipped in July 2025. This has allowed competitors, particularly Ather Energy, to narrow the market leadership gap[^2][^3].  
\* \*\*Financial Outlook\*\*: Despite the sales downturn, Ola Electric has forecast improved gross margins for the fiscal year 2026, indicating a strategic shift within the company[^5].  
  
### \*\*Conclusion\*\*  
  
In July 2025, the user narrative for Ola Electric is dominated by frustration over unexpected post-purchase costs for software features and unfulfilled promises on battery range. While the product's design and performance features still attract some positive remarks, they are insufficient to offset the negative sentiment surrounding service, delivery, and monetization strategies. This customer dissatisfaction is a likely contributor to the company's reported sales decline and market share loss during this period.  
  
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Summary: Ola Electric's focus on profitability has led to a market share decline, with Ather Energy closing the gap. The electric two-wheeler segment ......

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