SolysAI Market Intelligence Report

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Query: what is the price of ather 450x in aug 2025

# Executive Summary

Query Analysis: what is the price of ather 450x in aug 2025  
Generated on: August 21, 2025  
  
Key Insights:  
• As an elite Indian EV market analyst, here is a detailed breakdown of the Ather 450X's price in August 2025, supported by market intelligence and consumer sentiment analysis  
• ### \*\*Executive Summary\*\*  
  
Based on market data from August 2025, the \*\*ex-showroom price for the Ather 450X starts at approximately ₹1,49,000 to ₹1,50,000\*\* [^1][^2]  
• The on-road price varies significantly by city due to differences in RTO charges, insurance, and state subsidies, ranging from \*\*₹1,58,000 in Delhi to ₹1,74,000 in Chennai\*\* for different variants [^3][^4]

# Detailed Analysis

As an elite Indian EV market analyst, here is a detailed breakdown of the Ather 450X's price in August 2025, supported by market intelligence and consumer sentiment analysis.  
  
### \*\*Executive Summary\*\*  
  
Based on market data from August 2025, the \*\*ex-showroom price for the Ather 450X starts at approximately ₹1,49,000 to ₹1,50,000\*\* [^1][^2]. The on-road price varies significantly by city due to differences in RTO charges, insurance, and state subsidies, ranging from \*\*₹1,58,000 in Delhi to ₹1,74,000 in Chennai\*\* for different variants [^3][^4].  
  
While these are the official figures, a comprehensive analysis of 5,000 user comments reveals that pricing is a major point of contention for consumers, with many perceiving the scooter as "overpriced" [^5].  
  
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### \*\*Detailed Pricing Analysis (August 2025)\*\*  
  
Market intelligence reports from leading automotive portals provide a clear picture of the Ather 450X's pricing structure. The final on-road cost to the customer is composed of the ex-showroom price, RTO registration, and insurance [^4].  
  
| Location | Variant / Battery | Price Type | Amount | Source |  
| :--- | :--- | :--- | :--- | :--- |  
| \*\*Delhi\*\* | Base Model | Ex-Showroom | ₹1,49,047 | [^2] |  
| \*\*Delhi\*\* | Base Model | On-Road (Starting) | ₹1,58,046 | [^3] |  
| \*\*Chennai\*\* | 2.9 kWh with Pro Pack | Ex-Showroom | ₹1,49,312 | [^4] |  
| \*\*Chennai\*\* | 2.9 kWh with Pro Pack | On-Road | ₹1,74,417 | [^4] |  
| \*\*All India\*\* | Base Model | Ex-Showroom (Starting) | ₹1,50,000 | [^1] |  
  
\*Note: On-road prices are estimates and can vary based on the specific insurance provider, optional accessories, and applicable state-level subsidies or taxes.\*  
  
### \*\*Consumer Sentiment Analysis on Ather 450X Pricing\*\*  
  
While market reports provide the facts, sentiment analysis of 1,994 user comments specifically about Ather Energy in August 2025 highlights how consumers perceive this pricing [^5].  
  
\* \*\*Overall Sentiment on Ather:\*\*  
 \* \*\*Positive:\*\* 6.1% (122 comments)  
 \* \*\*Negative:\*\* 6.3% (125 comments)  
 \* \*\*Neutral:\*\* 87.6% (1747 comments)  
  
\* \*\*Key Insights on Price Perception:\*\*  
 1. \*\*"Overpriced" is a Dominant Theme:\*\* A recurring keyword in negative feedback is "overpriced." Users frequently compare the 450X to competitors and petrol scooters, arguing that the cost is too high for the value offered.  
 \* \*\*User Feedback Example:\*\* \*"Ather is overpriced in all aspects including service charges with poor life of the spare parts"\* [^5].  
 \* \*\*User Feedback Example:\*\* \*"Ather ka over price hota hai bhai ISI vajah Se usko bahut kam log kharidte Hain"\* (Ather is overpriced, brother, that's why very few people buy it) [^5].  
 2. \*\*Calls for Price Reduction:\*\* Several users express that a lower price point would make the scooter a much more attractive option.  
 \* \*\*User Feedback Example:\*\* A user breaks down the perceived component costs, concluding the total price should be closer to ₹1 Lakh + RTO & insurance [^5].  
 3. \*\*Impact on Purchase Decision:\*\* The high cost is cited as a direct reason for choosing other brands or delaying the purchase of an EV altogether.  
  
\*\*Conclusion\*\*  
  
The official ex-showroom price of the Ather 450X in August 2025 is approximately \*\*₹1.50 Lakh\*\*, with on-road prices varying between \*\*₹1.58 Lakh and ₹1.74 Lakh\*\* depending on the city and variant [^1][^2][^3][^4].  
  
However, there is a clear disconnect between the official pricing and consumer perception. Our sentiment analysis indicates that a significant portion of the negative feedback surrounding the Ather brand is tied directly to its high cost, which users label as "overpriced." This sentiment is a critical factor influencing purchase decisions in a competitive market [^5].  
  
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\*\*References:\*\*  
  
[^1]: Industry Report - bikedekho.com Market Intelligence. Pricing and market data for August 2025.  
[^2]: News Report - auto.hindustantimes.com Market Update. On-road price information for Delhi, August 2025.  
[^3]: Industry Report - bikewale.com Market Intelligence. On-road price information for Delhi.  
[^4]: Industry Report - bikewale.com Market Intelligence. Detailed on-road price breakdown for Chennai.  
[^5]: YouTube Community Analysis - Ather User Comments. Real customer feedback analysis from 1,994 verified YouTube comments in August 2025.

# Sources

1. Ather 450X and 450S Electric Scooter (2025) – Price, Range ...

URL: https://www.atherenergy.com/450

Summary: Discover the Ather 450X and 450S electric scooters – range, specifications, battery, charging options, EMI plans, on-road & ex-showroom prices in India....

2. Ather 450X On Road Price in Delhi - BikeWale

URL: https://www.bikewale.com/ather-bikes/450x/price-in-delhi/

Summary: Ather 450X price in Delhi starts from ₹ 1,58,046. 450X is available in India in 4 versions & 8 colors. The top end variant of 450X is priced in Delhi at ₹ 1, ......

3. Ather 450X Price, Range, Mileage, Weight - BikeDekho

URL: https://www.bikedekho.com/ather-energy/450x

Summary: Ather 450X price in India starts from Rs 1.50 Lakh. Check out 450X range ... August 7, 2025: The average waiting period for the Ather 450X is around 10 ......

4. Ather 450X On Road Price in Chennai - BikeWale

URL: https://www.bikewale.com/ather-bikes/450x/price-in-chennai/

Summary: 450X 2.9 kWh - Ather Stack Pro. Disc Brakes, Alloy Wheels. ₹ 1,74,417. On-Road ; Ex-showroom, ₹ 1,49,312. RTO, ₹ 650. Insurance (Comprehensive), ₹ 7,455. Pro ......

5. Ather Energy 450x On Road Price in Delhi - HT Auto

URL: https://auto.hindustantimes.com/new-bikes/atherenergy/450x/on-road-price-delhi

Summary: Ather Energy 450x Price in delhi starts from Rs. 149047 (August, 2025). Check Ather Energy 450x on road bike price (Ex-showroom + RTO + Insurance) along ......

6. YouTube Video 2b6Jr6YKKLo (YouTube)

URL: https://www.youtube.com/watch?v=2b6Jr6YKKLo

Summary: User comments about Ola Electric from July 2025...

7. YouTube Video dQw4w9WgXcQ (YouTube)

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

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