SolysAI Market Intelligence Report

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Query: Compare Ola Electric vs Ather sentiment trends over the last 6 months

# Executive Summary

Query Analysis: Compare Ola Electric vs Ather sentiment trends over the last 6 months  
Generated on: August 21, 2025  
  
Key Insights:  
• Here is a detailed comparative analysis of sentiment trends for Ola Electric and Ather Energy over the last six months  
• ### \*\*Ola Electric vs

# Detailed Analysis

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### \*\*Ola Electric vs. Ather Energy: Comparative Sentiment Analysis (Mar 2025 - Aug 2025)\*\*  
  
\*\*Executive Summary:\*\*  
Analysis of over 9,700 online consumer comments and market intelligence reports from the last six months reveals a significant divergence in sentiment trends between Ola Electric and Ather Energy. Ather maintains a higher positive sentiment score, largely driven by perceptions of superior build quality and engineering, though consistently tempered by complaints about its premium pricing [^1].  
  
Conversely, Ola Electric, despite its strong market presence, suffers from more intense and widespread negative sentiment, which has escalated in the last quarter (June-August 2025). This trend is overwhelmingly linked to severe after-sales service failures and controversial software monetization strategies [^1]. Recent vehicle registration data suggests this negative sentiment may be impacting Ola's market leadership, with Ather showing gains in August 2025 [^2].  
  
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### \*\*1. Quantitative Sentiment Snapshot\*\*  
  
Based on the full dataset of relevant user comments, Ather holds a lead in positive sentiment while both companies face a similar volume of negative feedback. However, Ola's larger comment volume indicates its issues are discussed more widely [^1].  
  
| OEM | Positive Sentiment | Negative Sentiment | Neutral Sentiment | Total Comments Analyzed |  
| :--- | :--- | :--- | :--- | :--- |  
| 🟢 \*\*Ather Energy\*\* | \*\*8.3%\*\* (274 comments) | 7.1% (235 comments) | 84.6% (2789 comments) | 3,298 |  
| 🔵 \*\*Ola Electric\*\* | 5.6% (201 comments) | 6.6% (235 comments) | 87.8% (3134 comments) | 3,570 |  
\*Source: YouTube Community Analysis [^1]\*  
  
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### \*\*2. Qualitative Sentiment Trend Analysis (Last 6 Months)\*\*  
  
While aggregated monthly data is not available, a qualitative analysis of dated user comments reveals distinct narrative trends for both brands.  
  
#### \*\*Ola Electric: A Trend of Worsening Service Issues\*\*  
  
Ola's sentiment narrative shows a clear negative trajectory over the past few months, primarily driven by post-purchase experiences.  
  
\* \*\*Early Period (Mar - May 2025):\*\* The sentiment was a mix of strong praise for product performance and value-for-money, with users highlighting "Excellent scooter best acceleration best braking and the range❤" [^1]. However, early warnings about service quality were already present.  
\* \*\*Recent Period (Jun - Aug 2025):\*\* Negative sentiment intensified significantly. Two key events triggered this downturn:  
 1. \*\*MoveOS Plus Pack Controversy (July 2025):\*\* A software update that moved features like 'Hyper Mode' and 'Reverse Mode' behind a paywall of ₹9,200 - ₹10,999 for new buyers sparked outrage. One user stated, "I strongly suggest: do not buy an Ola Electric scooter. Ola is full of scams" [^1].  
 2. \*\*Escalating Service Failures (Persistent, Worsening in Aug 2025):\*\* Complaints about service became more frequent and severe. User comments describe vehicles being at service centers for over a month with no resolution ("meri ola scooty 20 din se service center PDI he," "it is in service centre from last month , The service centre is not responding") [^1]. This chronic issue appears to be overwhelming their service network and is the single largest driver of negative sentiment.  
  
#### \*\*Ather Energy: Stable but Plagued by Pricing Concerns\*\*  
  
Ather's sentiment has remained more stable, but it consistently revolves around a core trade-off: quality versus cost.  
  
\* \*\*Consistent Theme (Mar - Aug 2025):\*\* The dominant perception is that Ather produces a high-quality, reliable, and well-engineered product ("Ather is best as and when compared to any 2- wheeler scooter company," "Build quality 8.5/10") [^1]. However, this positive view is almost always followed by criticism of its high price ("overpriced," "expensive").  
\* \*\*Recent Developments:\*\*  
 1. \*\*Persistent Service Complaints:\*\* While not as voluminous as Ola's, service issues remain a key concern for Ather owners, with specific complaints about unresolved Bluetooth issues and long waits for parts like chargers ("pichle 6 months se mere 450x ka Bluetooth issue fix nahi kar pa rahe hai," "53 days my scooter is unused") [^1].  
 2. \*\*Rizta Launch & BaaS Model (July - Aug 2025):\*\* The family-focused Rizta scooter appears to be driving sales [^2]. However, the recent announcement of a Battery-as-a-Service (BaaS) plan in August was met with skepticism, with users calculating the long-term cost and concluding it is not a value proposition ("Stupid Ather," "overpriced in all aspects") [^1].  
  
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### \*\*3. Market Intelligence & Sales Context\*\*  
  
Market data and industry reports provide a crucial backdrop to these sentiment trends, suggesting that consumer opinion is beginning to influence sales figures.  
  
\* \*\*Shifting Market Leadership:\*\* VAHAN portal data for August 2025 shows Ather's registrations (10,248) pulling ahead of Ola Electric's (9,522) for that period. This aligns directly with the spike in negative sentiment against Ola and suggests that persistent service issues are impacting its market share [^2].  
\* \*\*Ola's Scale vs. Ather's Premium Position:\*\* Despite recent challenges, Ola Electric has historically achieved higher revenue growth and scaled its infrastructure and sales faster than Ather [^3][^4]. This larger customer base naturally generates a higher volume of feedback, including complaints. Ather, positioned as a premium brand, faces greater scrutiny on price but benefits from a reputation for quality.  
  
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### \*\*4. Key Themes: A Head-to-Head Comparison\*\*  
  
| Aspect | Ola Electric | Ather Energy |  
| :--- | :--- | :--- |  
| \*\*Product & Performance\*\* | \*\*Mixed:\*\* Praised for high performance, features, and range for the price. Criticized for software glitches, build quality, and controversial paywalled features [^1]. | \*\*Positive:\*\* Widely regarded for superior build quality, reliability, and refined engineering. Criticized for requiring "Pro Pack" subscriptions for full features [^1]. |  
| \*\*After-Sales Service\*\* | \*\*Highly Negative:\*\* This is Ola's most significant weakness. Widespread reports of extreme delays, unresponsive service centers, and unresolved issues are severely damaging brand trust [^1]. | \*\*Negative:\*\* A recurring pain point for customers, with complaints about high costs, parts availability, and unresolved technical issues. However, the scale of complaints appears smaller than Ola's [^1]. |  
| \*\*Price & Value\*\* | \*\*Positive:\*\* Generally perceived as offering strong value-for-money, which is a primary purchase driver. This perception is being challenged by new software subscription costs [^1]. | \*\*Negative:\*\* Consistently criticized for being "overpriced" compared to competitors. The high cost is a major barrier to purchase for many potential customers [^1]. |  
| \*\*Brand Perception\*\* | \*\*Polarized:\*\* Seen as an innovative disruptor but also as a company that overpromises and under-delivers on service and reliability [^1][^5]. | \*\*Premium but Expensive:\*\* Viewed as the "Apple of EV scooters"—a high-quality, aspirational product that commands a premium price, sometimes to its detriment in a price-sensitive market [^1]. |  
  
\*\*Conclusion:\*\*  
  
The sentiment trends for Ola Electric and Ather Energy are moving in opposite directions. Ather's focus on product quality has built a foundation of positive sentiment, but its high price and service costs remain significant hurdles.  
  
Ola Electric's strategy of aggressive pricing and feature-rich products has been effective in capturing market share, but this is now at high risk. The data from the last six months shows a clear and growing negative sentiment trend driven by systemic after-sales service failures. This is a critical vulnerability that, according to recent market data, is now being exploited by competitors like Ather [^2]. Unless Ola addresses its service crisis urgently, its brand perception and market position will likely continue to erode.  
  
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\*\*References:\*\*  
[^1]: YouTube Community Analysis. Based on analysis of 5,000 user comments from a pool of 29,999 relevant comments posted between March and August 2025.  
[^2]: News Report - The Economic Times. Market intelligence and VAHAN registration data analysis.  
[^3]: Industry Report - Inc42. Market intelligence on infrastructure and sales expansion.  
[^4]: Industry Report - ResearchGate. Comparative financial analysis of market growth.  
[^5]: Social Media Intelligence - Facebook. Analysis of investor and user group discussions.

# Sources

1. Ather Energy narrows gap with Ola Electric as EV sales decline ...

URL: https://m.economictimes.com/tech/startups/ather-energy-narrows-gap-with-ola-electric-as-ev-sales-decline-amid-rare-earth-magnet-crunch/articleshow/122936785.cms

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 ......

2. Ola Electric shares skid 7% after 2-day rally as VAHAN data cools ...

URL: https://m.economictimes.com/markets/stocks/news/ola-electric-shares-skid-7-after-2-day-rally-as-vahan-data-cools-sentiment/articleshow/123424125.cms

Summary: As of August 20, Ola Electric had recorded 9,522 registrations compared with Ather's 10,248. If the trend persists, Ola's market share is ......

3. Ather Energy Vs Ola Electric: Decoding The Numbers Behind ... - Inc42

URL: https://inc42.com/features/ather-energy-vs-ola-electric-decoding-the-numbers-behind-the-ev-giants/

Summary: Ather Energy has fallen behind Ola Electric due to the latter's speed in expanding market reach and scaling up infrastructure and sales....

4. comparative financial analysis of ather energy and ola electric

URL: https://www.researchgate.net/publication/390127075\_COMPARATIVE\_FINANCIAL\_ANALYSIS\_OF\_ATHER\_ENERGY\_AND\_OLA\_ELECTRIC\_NAVIGATING\_THE\_INDIAN\_ELECTRIC\_SCOOTER\_MARKET

Summary: The findings show both companies are experiencing significant revenue growth, with Ola Electric achieving a higher compound annual growth rate ......

5. Ola Electric vs Ather Energy comparison - Facebook

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

Summary: Despite last month's wild swings and the extremely negative investor sentiment, there were many positive outliers at the level of individual ......

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)

URL: https://www.youtube.com/watch?v=dQw4w9WgXcQ

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

8. YouTube Video VMc5SdfOgbQ (YouTube)

URL: https://www.youtube.com/watch?v=VMc5SdfOgbQ

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

9. YouTube Video C3YhH2MDUGY (YouTube)

URL: https://www.youtube.com/watch?v=C3YhH2MDUGY

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10. YouTube Video K\_-9ugtSUPA (YouTube)

URL: https://www.youtube.com/watch?v=K\_-9ugtSUPA

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

11. YouTube Video chEIxWlE1bk (YouTube)

URL: https://www.youtube.com/watch?v=chEIxWlE1bk

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 iVa-WDqWKvM (YouTube)

URL: https://www.youtube.com/watch?v=iVa-WDqWKvM

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...