SolysAI Market Intelligence Report

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Query: Compare sentiment trends last 3 months

# Executive Summary

Query Analysis: Compare sentiment trends last 3 months  
Generated on: August 21, 2025  
  
Key Insights:  
• Here is a detailed analysis of Indian EV sentiment trends for the last three months based on the provided data  
• ### \*\*Indian EV Market: 3-Month Sentiment Trend Analysis (June - August 2025)\*\*  
  
\*\*Executive Summary:\*\*  
  
While comprehensive month-over-month quantitative data is not available for a direct trend comparison, this analysis presents a detailed snapshot of consumer sentiment from August 2025, supplemented by a qualitative review of key user comments from June and July

# Detailed Analysis

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### \*\*Indian EV Market: 3-Month Sentiment Trend Analysis (June - August 2025)\*\*  
  
\*\*Executive Summary:\*\*  
  
While comprehensive month-over-month quantitative data is not available for a direct trend comparison, this analysis presents a detailed snapshot of consumer sentiment from August 2025, supplemented by a qualitative review of key user comments from June and July.  
  
The overall market sentiment is intensely polarized. Legacy brands like \*\*Bajaj Chetak\*\* and \*\*TVS iQube\*\* are facing a surge in negative sentiment due to significant product reliability and service issues, particularly around battery failures [^1]. New-age market leader \*\*Ola Electric\*\* continues to grapple with consistently high negative sentiment centered on poor after-sales service, despite strong product performance feedback [^1].  
  
Conversely, brands like \*\*BGauss\*\* and \*\*Ampere\*\* are emerging with the highest positive-to-negative sentiment ratios, indicating growing consumer confidence [^1]. \*\*Ather Energy\*\* maintains a relatively balanced but fragile sentiment profile, with persistent concerns over service and pricing models [^1].  
  
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### \*\*Detailed Analysis: August 2025 Sentiment Snapshot\*\*  
  
The following table provides a comparative analysis of brand sentiment based on a dataset of over 21,000 user comments, with 5,000 being deeply analyzed for this report. The Net Sentiment Score (NSS) is calculated as (% Positive - % Negative) to provide a clear measure of brand perception [^1].  
  
| OEM | Positive | Negative | Neutral | Net Sentiment Score (NSS) | Key Positive Drivers (from User Comments) [^1] | Key Negative Drivers (from User Comments) [^1] |  
| :--- | :--- | :--- | :--- | :--- | :--- | :--- |  
| \*\*BGauss\*\* | 13.7% | 5.7% | 80.5% | \*\*+8.0\*\* | Value for money, modern design, free service/RSA | Multilingual negative feedback on other brands |  
| \*\*Ampere\*\* | 11.4% | 8.4% | 80.2% | \*\*+3.0\*\* | Brand trust, service network (TVS comparison), value | Product reliability issues (self-switch), range concerns |  
| \*\*Ultraviolette\*\* | 10.2% | 5.9% | 83.9% | \*\*+4.3\*\* | Performance, design, unique product offering | High service costs, expensive product, lack of charging infra |  
| \*\*Hero Vida\*\* | 7.5% | 6.7% | 85.7% | \*\*+0.8\*\* | Practicality (removable battery), value pricing, fast charging | Limp mode activation, range inconsistency, service issues |  
| \*\*Ather Energy\*\*| 7.7% | 7.2% | 85.1% | \*\*+0.5\*\* | Build quality, performance, reliability, Magic Twist feature | Poor service experience, charger issues, expensive Pro Pack |  
| \*\*River Mobility\*\*| 8.1% | 8.1% | 83.9% | \*\*0.0\*\* | Excellent service experience, design, practicality | Range inconsistency (Rush Mode), headlight/mirror issues |  
| \*\*Revolt\*\* | 7.2% | 8.2% | 84.6% | \*\*-1.0\*\* | Removable battery convenience, good real-world range | Poor after-sales service, long wait times for parts |  
| \*\*Ola Electric\*\* | 4.6% | 6.4% | 89.0% | \*\*-1.8\*\* | Performance, range, features, value for money (Gen 3) | Extremely poor service, software glitches, feature paywalls |  
| \*\*Bajaj Chetak\*\*| 8.3% | 8.6% | 83.1% | \*\*-0.3\*\* | Ride comfort, road grip, premium looks, brand trust | Severe battery failures, poor service, glitchy TechPack |  
| \*\*TVS iQube\*\* | 7.7% | 12.7%| 79.6% | \*\*-5.0\*\* | Brand trust, good service staff behavior, build quality | High repair costs, reliability issues (motor/battery), low range |  
  
\*Analysis based on YouTube Community data [^1].\*  
  
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### \*\*Inferred Trends & Key Themes: June - August 2025\*\*  
  
By analyzing specific, high-relevance user comments from the past three months, we can identify key events and recurring issues that have shaped the current sentiment landscape.  
  
\*\*1. Bajaj & TVS: The Legacy Brand Crisis (Worsening Trend)\*\*  
A significant negative trend is apparent for Bajaj Chetak and TVS iQube, driven by critical component failures.  
\* \*\*Bajaj Chetak:\*\* August comments reveal a crisis point, with multiple users reporting catastrophic battery cell failures in new scooters (`@VishuKochhar`, `@GovindSingh-40`) [^1]. One user detailed their scooter being at the service center for 20 days awaiting a battery replacement just 1,800 km into ownership. This follows similar complaints from July, indicating a persistent and worsening issue that is severely damaging brand trust.  
\* \*\*TVS iQube:\*\* Negative sentiment is driven by extremely high post-warranty repair costs. A highly-liked comment from July (`@strong2701`) detailed a ₹26,000 repair bill (excluding battery), leading the user to state, \*"isse bdiya petrol ki bike ya scooty le lo"\* (a petrol bike would be better than this) [^1]. This narrative of EVs being more expensive to maintain than petrol vehicles is a powerful driver of negative sentiment.  
  
\*\*2. Ola Electric: The Persistent Service Paradox (Stagnant Negative Trend)\*\*  
Ola's sentiment remains consistently polarized. While some users praise the Gen 3 product, the after-sales experience is a dominant and unchanging negative theme.  
\* A critical event in \*\*July 2025\*\* was a software update that locked key features like Sport/Hyper modes behind a new paywall of over ₹9,200 for Gen 3 owners (`@PushpendraBhoir`) [^1]. This was perceived as a "scam" and has significantly fueled negative sentiment.  
\* Comments from August (`@skeditzs06`, `@ramuurs7227`) and June continue to describe service centers as overwhelmed, unresponsive, and keeping vehicles for months, cementing a deeply negative perception of Ola's ownership experience [^1].  
  
\*\*3. Ather Energy: The Premium Dilemma (Stable but Tense Trend)\*\*  
Ather's sentiment is more balanced but shows signs of strain. While the product is praised for quality (`@gouranshmatwani160`), service and pricing remain sore points.  
\* A user in \*\*June\*\* (`@sanathkumar4804`) reported their scooter being unusable for 53 days while waiting for a charger replacement, highlighting significant service gaps [^1].  
\* In \*\*July\*\*, another user (`@pgscanofficial2297`) walked away from a booking due to "useless" extra charges for essential features like drive modes, indicating that the Pro Pack model continues to be a point of friction for potential buyers [^1].  
  
\*\*4. BGauss & Ampere: The Positive Outliers (Positive Trend)\*\*  
Based on the August data, BGauss and Ampere show the healthiest Net Sentiment Scores.  
\* \*\*BGauss:\*\* With the highest NSS of +8.0, user comments frequently praise its value proposition, including removable batteries and free service offerings (`@Japz1211`) [^1].  
\* \*\*Ampere:\*\* Positive comments often compare its service favorably to competitors like Ola, highlighting the advantage of legacy brand networks (`@kirantarafder.allthingseasyy`) [^1].  
  
### \*\*Market Intelligence & External Factors\*\*  
  
The provided web search results pertain to US consumer and investor sentiment and are not relevant to the Indian EV market analysis [^2][^3][^4][^5][^6]. This analysis is based exclusively on direct consumer feedback from the Indian market.  
  
### \*\*Conclusion & Analyst Outlook\*\*  
  
The last quarter has been tumultuous. The narrative is shifting from early adoption excitement to the harsh realities of long-term ownership.  
  
\* \*\*Negative Momentum:\*\* Bajaj and TVS are on a dangerous trajectory. Widespread reports of core component failures are eroding the trust advantage they held as legacy brands. If unaddressed, this could lead to a long-term collapse in consumer confidence.  
\* \*\*Stagnant Polarization:\*\* Ola Electric's inability to resolve its systemic service issues remains its Achilles' heel, overshadowing product innovation and keeping its sentiment score suppressed.  
\* \*\*Cautious Optimism:\*\* Ather maintains a loyal user base that appreciates its engineering, but it must address service delays and simplify its pricing structure to expand its appeal.  
\* \*\*Emerging Opportunities:\*\* BGauss, Ampere, and Hero Vida are well-positioned to capture market share from dissatisfied customers of larger brands by focusing on reliability, practical features (like removable batteries), and dependable service.  
  
The market is maturing, and consumers are now looking beyond performance specifications to reliability and the total cost and experience of ownership. Brands that fail to address after-sales service and product quality will face significant headwinds in the coming months.  
  
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\*\*References:\*\*  
  
[^1]: Social Media Intelligence. Analysis of 5,000 verified YouTube user comments from a pool of 21,789 relevant comments posted between June 1, 2025, and August 21, 2025.  
[^2]: Market Research & Industry Report. "US Index of Consumer Sentiment." ycharts.com. \*Note: Data pertains to the US market and is not used in this analysis.\*  
[^3]: Market Research & Industry Report. "AAII Investor Sentiment Survey." aaii.com. \*Note: Data pertains to the US market and is not used in this analysis.\*  
[^4]: Market Research & Industry Report. "Consumer Sentiment Tracker." numerator.com. \*Note: Data pertains to the US market and is not

# Sources

1. US Index of Consumer Sentiment - Real-Time & Historical Tre…

URL: https://ycharts.com/indicators/us\_consumer\_sentiment\_index

Summary: US Index of Consumer Sentiment is at a current level of 58.60, down from 61.70 last month and down from 67.90 one year ago. This is a change of -5.02% from ......

2. AAII Investor Sentiment Survey

URL: https://www.aaii.com/sentimentsurvey

Summary: AAII's Investor Sentiment Survey shows the percentage of investors who are market bullish, bearish, or neutral on stocks....

3. Consumer Sentiment Tracker - Numerator.com

URL: https://www.numerator.com/consumer-sentiment/

Summary: The Numerator Consumer Sentiment Tracker provides a monthly view of consumer confidence, spending & saving considerations, and future financial outlook....

4. United States Michigan Consumer Sentiment - Trading Economics

URL: https://tradingeconomics.com/united-states/consumer-confidence

Summary: The University of Michigan consumer sentiment for the US increased to 61.8 in July 2025, the highest in five months, compared to 60.7 in June and above ......

5. US Investor Sentiment, % Bullish - Real-Time & Historical T…

URL: https://ycharts.com/indicators/us\_investor\_sentiment\_bullish

Summary: US Investor Sentiment, % Bullish is at 29.88%, compared to 34.87% last week and 40.54% last year. This is lower than the long term average of 37.62%....

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 C3YhH2MDUGY (YouTube)

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

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

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

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

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

10. YouTube Video kgrsBWbRIk4 (YouTube)

URL: https://www.youtube.com/watch?v=kgrsBWbRIk4

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 aGYLs\_PWvT8 (YouTube)

URL: https://www.youtube.com/watch?v=aGYLs\_PWvT8

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