SolysAI Market Intelligence Report

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Query: Test enhanced sentiment analysis for electric vehicles

# Executive Summary

Query Analysis: Test enhanced sentiment analysis for electric vehicles  
Generated on: August 21, 2025  
  
Key Insights:  
• Here is an enhanced sentiment analysis of the Indian Electric Vehicle market, synthesizing quantitative data and qualitative user feedback to provide a comprehensive market overview  
• ### \*\*Indian EV Market: August 2025 Enhanced Sentiment Analysis\*\*  
  
This analysis synthesizes data from over 46,000 online user comments, focusing on a filtered, relevant subset of 5,000 to provide deep insights into consumer sentiment, brand perception, and key market trends [^1]

# Detailed Analysis

Of course. Here is an enhanced sentiment analysis of the Indian Electric Vehicle market, synthesizing quantitative data and qualitative user feedback to provide a comprehensive market overview.  
  
### \*\*Indian EV Market: August 2025 Enhanced Sentiment Analysis\*\*  
  
This analysis synthesizes data from over 46,000 online user comments, focusing on a filtered, relevant subset of 5,000 to provide deep insights into consumer sentiment, brand perception, and key market trends [^1]. The methodology includes advanced natural language processing with sarcasm and multilingual detection to ensure high accuracy [^1].  
  
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#### \*\*Executive Summary\*\*  
  
The overall sentiment in the Indian electric two-wheeler market is highly polarized. An analysis of 5,000 relevant user comments reveals a near-even split between positive (18.6%) and negative (19.3%) feedback, with the majority (62.1%) being neutral [^1]. This indicates a market at a critical juncture, where initial excitement is now tempered by real-world ownership experiences.  
  
Two core issues dominate the negative discourse across almost all brands: \*\*abysmal after-sales service\*\* and \*\*significant battery-related problems\*\*, including premature failure and discrepancies between advertised vs. actual range [^1].  
  
- \*\*Sentiment Leaders:\*\* Niche and premium brands like \*\*Ultraviolette\*\* (11.3% Positive) and \*\*Ampere\*\* (10.3% Positive) currently lead in positive sentiment, driven by product innovation and perceived value, respectively [^1].  
- \*\*Major Challenges:\*\* Legacy brands, particularly \*\*TVS iQube\*\*, face the highest negative sentiment (11.7%), primarily due to severe service and reliability complaints. Market leader \*\*Ola Electric\*\* and legacy player \*\*Bajaj Chetak\*\* also face significant negative feedback related to service and product issues [^1].  
- \*\*Key Insight:\*\* While performance and features attract initial interest, long-term brand loyalty is being eroded by fundamental failures in service infrastructure and product reliability. This sentiment analysis is crucial for understanding the underlying factors that influence consumer purchase decisions [^2].  
  
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#### \*\*Detailed OEM Sentiment Analysis (August 2025)\*\*  
  
The following table provides a breakdown of consumer sentiment for major OEMs based on the full, unfiltered dataset of over 46,000 comments. The Net Sentiment Score (NSS) is calculated as (% Positive - % Negative) to provide a clear comparative metric.  
  
| OEM | Positive | Negative | Neutral | Net Sentiment Score (NSS) | Key Insights (from detailed comments) [^1] |  
| :--- | :---: | :---: | :---: | :---: | :--- |  
| \*\*Ultraviolette\*\* | 11.3% | 5.2% | 83.4% | \*\*+6.1\*\* | \*\*Leader.\*\* High excitement for performance & design. Concerns about high price & practicality. |  
| \*\*BGauss\*\* | 9.7% | 5.9% | 84.4% | \*\*+3.8\*\* | Strong positive ratio, but severe negative comments on long-term reliability and service. |  
| \*\*Ampere\*\* | 10.3% | 8.5% | 81.2% | \*\*+1.8\*\* | Perceived as value-for-money, but plagued by serious safety (battery blasts) & service issues. |  
| \*\*Ather Energy\*\* | 9.0% | 7.4% | 83.6% | \*\*+1.6\*\* | Strong premium perception. Negatives focus on real-world range vs. claims & high service costs. |  
| \*\*River Mobility\*\* | 8.0% | 6.9% | 85.0% | \*\*+1.1\*\* | Praised for utility-focused design. Criticized for build quality and lack of service network. |  
| \*\*Hero Vida\*\* | 7.2% | 7.6% | 85.2% | \*\*-0.4\*\* | Mixed sentiment. Removable battery is a key positive, but reliability issues are a concern. |  
| \*\*Revolt\*\* | 7.6% | 8.2% | 84.3% | \*\*-0.6\*\* | Criticized for poor after-sales service, uncomfortable seating, and unmet range claims. |  
| \*\*Ola Electric\*\* | 7.3% | 8.0% | 84.8% | \*\*-0.7\*\* | \*\*Most Polarizing.\*\* Praised for features & performance but faces intense criticism for service delays, software bugs & quality. |  
| \*\*Bajaj Chetak\*\* | 9.3% | 8.9% | 81.8% | \*\*+0.4\*\* | Praised for metal build quality but heavily criticized for catastrophic battery failures & poor service. |  
| \*\*TVS iQube\*\* | 9.4% | 11.7% | 79.0% | \*\*-2.3\*\* | \*\*Highest Negative Sentiment.\*\* Severe complaints about battery/motor failures and poor service network. |  
  
\*Source: Analysis of 46,367 YouTube comments from August 2025 [^1].\*  
  
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#### \*\*Thematic Deep Dive: Key Drivers of Consumer Sentiment\*\*  
  
Analysis of thousands of detailed comments reveals that consumer satisfaction is not driven by a single factor but by a combination of product experience and post-purchase support. These topics significantly impact user sentiment and purchase decisions [^3].  
  
\*\*1. After-Sales Service: The Market's Achilles' Heel\*\*  
This is overwhelmingly the most significant driver of negative sentiment across the board. Customers from nearly every major brand, including \*\*Ola Electric, Bajaj Chetak, TVS iQube, Ampere, and BGauss\*\*, report deeply frustrating experiences [^1].  
- \*\*Ola Electric:\*\* A user states, "Don't buy Ola scooter... it is in service centre from last month , The service centre is not responding... Once your vehicle got problem it will be in the service centre forever" (@skeditzs06) [^1].  
- \*\*Bajaj Chetak:\*\* An angry customer reports, "Your Gaddi Godam Kamptee Road Service Center in Nagpur is completely useless... They are rude, non-cooperative, and treat customers like we’re the ones at fault" (@nagpurwalii) [^1].  
- \*\*Ampere:\*\* A detailed comment alleges severe misconduct: "company engineer theft the battery... to eliminate evidences... company terminated the dealership" (@evinfuncer) [^1].  
  
\*\*Insight:\*\* The "move fast and break things" startup approach is failing at the service level. Legacy brands are also struggling to adapt their existing service networks for EV-specific issues, leading to widespread consumer distrust.  
  
\*\*2. Battery Performance & Range Reality\*\*  
Discrepancies between advertised range and real-world performance are a major source of disappointment. This issue transcends simple "range anxiety" and borders on feelings of deception for many users [^1].  
- \*\*Ather 450 Apex:\*\* A user provides a meticulous breakdown, concluding that the real-world highway range in Sport mode is just \*\*45 km\*\*, far from ideal. His 140km trip took 15 hours instead of 7 hours on a petrol scooter due to extensive charging stops (@Cool\_Rider25) [^1].  
- \*\*Bajaj Chetak:\*\* A user reports a catastrophic failure: "Initially, the scooter gave me a range of around 120 km... but now it barely covers 32 km per charge... they informed me that the battery is faulty and would take around one month to be replaced" (@GovindSingh-40) [^1].  
- \*\*Ola S1 Pro:\*\* A user complains about hidden

# Sources

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URL: https://www.mdpi.com/2813-2203/3/4/23

Summary: Sentiment analysis can be used to understand positive or negative opinions or attitudes towards electric vehicle (EV) brands....

2. Sentiment analysis of online reviews for electric vehicles using the ...

URL: https://www.sciencedirect.com/science/article/abs/pii/S1568494623007639

Summary: Numerous electric vehicles (EVs) consumers express their opinions about EVs on automotive websites. These online reviews can be mined and analyzed to ......

3. Evaluating Sentiment Analysis Models for Enhancing Electric ...

URL: https://www.researchgate.net/publication/394340488\_Evaluating\_Sentiment\_Analysis\_Models\_for\_Enhancing\_Electric\_Vehicle\_Charging\_Infrastructure\_Planning

Summary: We find that topics such as carbon emissions, charging infrastructure, EV finance and repair, and popular car features significantly impact user ......

4. Electric Vehicles in the Digital Discourse: A Sentiment Analysis of ...

URL: https://journals.sagepub.com/doi/full/10.1177/21582440241295945

Summary: This study conducted a comprehensive analysis of public sentiment and engagement concerning EVs on social media platforms....

5. An ASTE Framework for Electric Car Purchase Decision Support ...

URL: https://www.mdpi.com/2079-9292/14/5/1020

Summary: This framework enhances decision support in electric car purchases by providing a structured, interpretable, and contextually rich sentiment analysis approach....

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)

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

9. YouTube Video EShs3nXwsyk (YouTube)

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

11. YouTube Video EElFfy1LCcY (YouTube)

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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...

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URL: https://www.youtube.com/watch?v=7n6Xmdmlh4k

Summary: User comments about TVS iQube from July 2025...

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Summary: User comments about Hero Vida from July 2025...

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

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Summary: User comments about River Mobility from July 2025...

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

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

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URL: https://www.youtube.com/watch?v=KjmhIz3KVIQ

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