SolysAI Market Intelligence Report

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Query: show sentiment for all 10 OEMs for the last 10 months

# Executive Summary

Query Analysis: show sentiment for all 10 OEMs for the last 10 months  
Generated on: August 23, 2025  
  
Key Insights:  
• As an elite Indian EV market analyst, here is a comprehensive sentiment analysis for all 10 major OEMs based on social media data from the last 10 months  
• ### \*\*Executive Summary: A Market Divided by Service and Reliability\*\*  
  
Over the last 10 months, the Indian EV market sentiment is characterized by a clear divide

# Detailed Analysis

Of course. As an elite Indian EV market analyst, here is a comprehensive sentiment analysis for all 10 major OEMs based on social media data from the last 10 months.  
  
### \*\*Executive Summary: A Market Divided by Service and Reliability\*\*  
  
Over the last 10 months, the Indian EV market sentiment is characterized by a clear divide. While new-age, performance-oriented brands like \*\*Ultraviolette and Revolt\*\* garner the most positive sentiment from an enthusiastic user base, they are not immune to criticism regarding service and ownership costs[^1].  
  
Conversely, market leaders and legacy brands such as \*\*Ola Electric, Bajaj Chetak, and TVS iQube\*\* face significant negative sentiment, primarily driven by widespread service network issues, battery reliability problems, and discrepancies between promised and actual performance[^1]. TVS iQube, in particular, records the highest percentage of negative comments among all major OEMs analyzed[^1].  
  
This analysis reveals that after-sales service and long-term reliability have become the most critical battlegrounds for brand loyalty and perception in the Indian EV space.  
  
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### \*\*Comparative Sentiment Analysis: Last 10 Months\*\*  
  
The following table provides a sentiment breakdown for each OEM, synthesized from an analysis of \*\*37,701 user comments\*\* over the past 10 months. The "Key Insight" column summarizes the dominant themes driving the sentiment scores for each brand[^1].  
  
| OEM | Positive Sentiment (%) | Negative Sentiment (%) | Neutral Sentiment (%) | Key Insight & Analysis [^1] |  
| :--- | :--- | :--- | :--- | :--- |  
| \*\*Ultraviolette\*\* | \*\*15.7%\*\* | 9.8% | 74.5% | \*\*Performance Enthusiasm vs. Ownership Cost:\*\* Leads in positive sentiment due to its unique design and high performance, attracting a dedicated enthusiast base. However, negative comments focus on high servicing costs and concerns about long-term value. |  
| \*\*Revolt\*\* | \*\*12.5%\*\* | 13.9% | 73.5% | \*\*Innovative Concept, Service Bottlenecks:\*\* Strong positive sentiment for its motorcycle form factor and removable battery. Negativity is concentrated on severe after-sales service delays, with users reporting waits of several months for battery replacements. |  
| \*\*Ather Energy\*\* | \*\*12.7%\*\* | 11.5% | 75.8% | \*\*Premium Experience, High Cost:\*\* Appreciated for build quality, technology, and charging infrastructure. Negative sentiment is driven by perceptions of high cost, subscription models, and some users reporting significant range drop issues. |  
| \*\*River Mobility\*\* | \*\*8.7%\*\* | 11.1% | 80.2% | \*\*Practicality Meets Early-Stage Issues:\*\* Praised for its practical, SUV-like design and utility. However, concerns about after-sales service availability and real-world range are prominent among early adopters. |  
| \*\*Ampere\*\* | \*\*8.3%\*\* | 13.2% | 78.5% | \*\*Value Proposition vs. Unfulfilled Promises:\*\* Attracts buyers looking for alternatives to Ola/Ather. Negative feedback is highly specific, citing major gaps between advertised features/range and actual performance, alongside issues with accessory availability. |  
| \*\*BGauss\*\* | \*\*6.9%\*\* | 10.7% | 82.4% | \*\*Quiet Performer with Reliability Concerns:\*\* A smaller share of voice, but negative comments point to significant battery and suspension issues within the first year of ownership, undermining its otherwise quiet market presence. |  
| \*\*Bajaj Chetak\*\* | \*\*6.8%\*\* | 15.9% | 77.3% | \*\*Legacy Brand Trust Eroded by Failures:\*\* The iconic brand name is heavily damaged by severe, recurring battery failures within months of purchase. Users report long waits for replacements and poor service experiences, leading to high frustration. |  
| \*\*Hero Vida\*\* | \*\*6.2%\*\* | 13.9% | 80.0% | \*\*Innovative Features, Critical Flaws:\*\* The removable battery is a key positive driver. However, this is overshadowed by critical "Safe Mode" issues that cause the vehicle to stop abruptly, creating dangerous situations for riders. |  
| \*\*Ola Electric\*\* | \*\*5.5%\*\* | 15.9% | 78.6% | \*\*Market Leader Plagued by Service Woes:\*\* Despite high sales, Ola has the lowest positive sentiment score. The narrative is dominated by complaints of extremely poor service, long repair times, software glitches, and unfair feature paywalls. |  
| \*\*TVS iQube\*\* | \*\*7.6%\*\* | \*\*22.1%\*\* | 70.3% | \*\*Widespread Reliability and Service Issues:\*\* Faces the highest negative sentiment in the market. User comments detail severe, recurring technical problems, including hub motor malfunctions and software glitches that render the scooter unusable for extended periods. |  
  
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### \*\*Key Thematic Drivers of Sentiment\*\*  
  
Across all brands, a few critical themes consistently emerge from the 5,000 most relevant user comments analyzed from the last 10 months[^1].  
  
#### \*\*1. After-Sales Service: The Universal Pain Point\*\*  
Service is the single most dominant driver of negative sentiment.  
\* \*\*Ola, Bajaj, and TVS\*\* are frequently criticized for unresponsive service centers and extremely long wait times for parts and repairs. A Bajaj Chetak owner reported waiting over a month for a battery replacement, a sentiment echoed by an Ola owner whose scooter was in service for over two months[^1].  
\* An owner of a \*\*TVS iQube\*\* detailed a harrowing experience where the vehicle was at the service center for three months for an undiagnosed issue[^1]. This highlights a critical gap in technical expertise and logistics across major brands.  
\* Even brands with higher positive sentiment like \*\*Revolt and Ultraviolette\*\* are not immune. A Revolt user mentioned a five-month wait for a battery, while an Ultraviolette owner warned of "looting" during paid services, with costs ranging from ₹3,000 to ₹5,000 every six months[^1].  
  
#### \*\*2. Battery Performance & Range Anxiety\*\*  
This remains a core concern and a major source of customer dissatisfaction.  
\* \*\*Bajaj Chetak\*\* users have reported drastic drops in range, with one owner's scooter range falling from 120 km to just 32 km after three months, requiring a full battery replacement[^1].  
\* \*\*Ampere Nexus\*\* owners feel particularly misled, with one user expecting 95-100 km but only getting 70-75 km per charge. This gap between claimed and real-world range is a significant source of negative sentiment[^1].  
\* \*\*Ola Electric\*\* also faces backlash for "false claims," with users reporting that real-world range is often 40-50% less than the advertised IDC range[^1].  
  
#### \*\*3. Product Quality & Reliability\*\*  
While build quality is often praised for brands like Ather and Bajaj (metal body), critical component failures are a major issue.  
\* \*\*TVS iQube\*\* owners have reported severe hub motor malfunctions and chassis replacements within 1.5 years of ownership, indicating significant reliability problems[^1].  
\* \*\*Hero Vida\*\* scooters are plagued by a "Safe Mode" issue that causes the vehicle to stop suddenly, which users describe as a dangerous, life-threatening flaw[^1].  
\* \*\*Ola Electric\*\*'s build quality is cited as poor by some users, with one noting that a minor collision broke the front fork[^1].  
  
### \*\*Analyst Conclusion\*\*  
  
The Indian EV two-wheeler market is maturing from a phase of technology-driven excitement to one demanding long-term reliability and robust customer support. The data from the last 10 months indicates a clear trend: \*\*OEMs that fail to establish a dependable and responsive after-sales service network are experiencing significant erosion of brand trust, regardless of their market share or legacy.\*\*  
  
While innovation from brands like Ultraviolette is celebrated, the high cost of ownership remains a barrier. For mass-market players like Ola, TVS, and Bajaj, the path to sustained leadership and positive brand perception lies not in launching more models, but in fundamentally fixing the ownership experience for their existing customers.  
  
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