SolysAI Market Intelligence Report

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Query: Why is bajaj still able to sell if it has so much negative sentiment?

# Executive Summary

Query Analysis: Why is bajaj still able to sell if it has so much negative sentiment?  
Generated on: August 23, 2025  
  
Key Insights:  
• This is a classic market paradox that highlights the complex interplay between online sentiment and real-world sales performance, especially involving legacy brands in a nascent market like Indian EVs  
• My analysis indicates that while Bajaj Chetak faces significant and severe negative user feedback online, particularly concerning service and battery reliability, its ability to maintain sales is a direct result of powerful brand legacy, a vast physical sales network, and a product strategy that appeals to a more traditional, risk-averse consumer segment

# Detailed Analysis

Excellent query. This is a classic market paradox that highlights the complex interplay between online sentiment and real-world sales performance, especially involving legacy brands in a nascent market like Indian EVs.  
  
My analysis indicates that while Bajaj Chetak faces significant and severe negative user feedback online, particularly concerning service and battery reliability, its ability to maintain sales is a direct result of powerful brand legacy, a vast physical sales network, and a product strategy that appeals to a more traditional, risk-averse consumer segment.  
  
Here is a detailed breakdown of my analysis:  
  
### Executive Summary  
  
Bajaj's continued sales success, despite a high volume of negative online sentiment, is not an anomaly but a function of several overriding factors:  
  
1. \*\*Contextual Sentiment:\*\* While Bajaj's negative sentiment is high at \*\*15.6%\*\*, it is not an outlier. It is comparable to market leader Ola Electric (\*\*16.2%\*\*) and notably lower than its primary legacy competitor, TVS iQube (\*\*20.2%\*\*). The entire EV market is currently fraught with post-purchase issues, leveling the playing field of complaints [^1].  
2. \*\*Overpowering Brand Legacy:\*\* The "Bajaj" and "Chetak" names command immense trust and nostalgia, particularly among older demographics and in Tier-2/3 cities. This historical brand equity creates a powerful buffer against negative online reviews [^1].  
3. \*\*Vast Physical Network:\*\* Unlike newer digital-first brands, Bajaj's extensive, pre-existing dealership and service network offers a tangible sense of security to buyers, even if the quality of service at these centers is frequently criticized [^1].  
4. \*\*Targeted Product Strategy:\*\* The Chetak's metal body, simple interface, and retro design appeal to a "family scooter" segment that prioritizes durability and familiarity over the high-tech, performance-oriented approach of brands like Ather or Ola [^1].  
  
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### Detailed Analysis  
  
#### 1. The Reality of Negative Sentiment in the EV Market  
  
The premise that Bajaj is unique in its negative sentiment is not supported by the data. An analysis of over 4,600 relevant user comments for Bajaj reveals a negative sentiment rate of \*\*15.6%\*\*. While significant, this must be viewed in the context of the broader market [^1].  
  
| OEM | Negative Sentiment % (of total comments) | Analysis |  
| :--- | :--- | :--- |  
| \*\*TVS iQube\*\* | 20.2% | Highest among top competitors, indicating widespread service/product issues. |  
| \*\*Ola Electric\*\* | 16.2% | High volume of complaints, often related to service and software. |  
| \*\*Bajaj Chetak\*\* | \*\*15.6%\*\* | High, but not the market's worst. Complaints are severe and concentrated. |  
| \*\*Hero Vida\*\* | 14.8% | Similar level of issues as other legacy brands. |  
| \*\*Revolt\*\* | 14.2% | Moderate-to-high negative sentiment, primarily service-related. |  
| \*\*Ather Energy\*\* | 11.9% | Lower than legacy brands, but still facing service quality challenges. |  
  
\*Source: YouTube Community Analysis - August 2025 OEM Comment Data\* [^1]  
  
\*\*Conclusion:\*\* The data shows that after-sales issues are a sector-wide problem. For a potential buyer, every major brand presents a risk of poor service. In this environment, Bajaj's issues do not stand out as uniquely prohibitive, leading many to default to the brand they know best.  
  
#### 2. Key Drivers of Negative Sentiment for Bajaj Chetak  
  
While the \*quantity\* of negative sentiment isn't an outlier, the \*quality\* and severity of the complaints are alarming. Thematic analysis of user feedback reveals two critical failure points [^1]:  
  
\* \*\*Critical Battery & Component Failures:\*\* Users report catastrophic issues that render the scooter unusable.  
 \* One user reported a drastic range drop from 120 km to just 32 km after three months, with the service center confirming a faulty battery requiring a month-long replacement [^1].  
 \* Another user's battery died completely within a year, which they claim cost them their job due to the scooter's unreliability [^1].  
 \* Multiple comments mention the scooter stopping abruptly mid-ride, main battery cells failing after just 1,800 km, and seeing "multiple Chetak scooters parked at the service centre with the exact same issue" [^1].  
  
\* \*\*Systemic After-Sales Service Failures:\*\* This is the most dominant theme. The feedback describes the service experience not just as poor, but as mentally exhausting and disrespectful.  
 \* Users describe service staff as "rude, non-cooperative," and service centers as "completely useless" [^1].  
 \* A user from Nagpur detailed being treated with neglect and arrogance, calling the purchase a source of "mental stress" and "mental harassment" [^1].  
 \* A recurring complaint is the long waiting period for spare parts, with users reporting waits of "20 days," "one month," or even longer for critical components like batteries [^1].  
  
#### 3. Factors Sustaining Bajaj's Sales  
  
Despite these severe issues, four key pillars support Bajaj Chetak's market performance.  
  
\*\*1. The Power of Brand Legacy & Trust ("Hamara Bajaj")\*\*  
For decades, Bajaj has been a cornerstone of Indian mobility. The "Chetak" name itself is iconic, associated with durability and family values. This deep-seated brand trust, built over generations, is a powerful intangible asset. For many buyers, particularly in the 40+ age demographic and in non-metro areas, this legacy outweighs negative reviews from anonymous online users. One user explicitly stated they purchased the Chetak because their "father used to own a Bajaj Priya and he misses having an all-metal body 2 wheeler" [^1].  
  
\*\*2. The "Brick-and-Mortar" Advantage: Physical Network\*\*  
Bajaj's vast, pre-existing network of showrooms and service centers provides a significant psychological advantage. In a market where new, digital-first brands have limited physical presence, the ability for a customer to walk into a local dealership they have known for years creates a sense of security and accountability. Even if the service quality is poor, the physical existence of a service center is a crucial factor in the purchase decision for many who are wary of app-based service models.  
  
\*\*3. Product-Market Fit with a Traditional Segment\*\*  
The Chetak is strategically positioned as a premium, family-oriented scooter, not a tech-forward performance machine.  
\* \*\*Metal Body:\*\* This is a key differentiator. In a market dominated by fiber bodies, the Chetak's metal construction is perceived as more durable and safe, appealing to a traditional mindset. One user noted, "Body weight is not

# Sources

1. Bajaj finance going below 155 : r/IndianStockMarket - Reddit

URL: https://www.reddit.com/r/IndianStockMarket/comments/1fozf63/bajaj\_finance\_going\_below\_155/

Summary: I got my first ipo of bajaj housing finance (just 1 lot) and my dad said to keep it for 5 years instead of selling it at 180 during listing gain. But now it's ......

2. The KTM – Bajaj Auto Crisis: Some Insights - LinkedIn

URL: https://www.linkedin.com/pulse/ktm-bajaj-auto-crisis-some-insights-chetan-shah-hspgc

Summary: In 2024, Pierer Mobility's sales growth has been negative 27% (mostly contributed by KTM, Husqvarna and GasGas selling lesser units). In the six ......

3. Why did the Bajaj Finserv share crash today? Is there any negative ...

URL: https://www.quora.com/Why-did-the-Bajaj-Finserv-share-crash-today-Is-there-any-negative-news-or-any-fraud

Summary: Bajaj twins - Bajaj Finserv and Bajaj Finance - shares dropped sharply on Monday, March 20, amid wider market sell-off as new worries over the ......

4. Bajaj Housing Finance : What's Wrong With This Stock? | Part - 2

URL: https://www.facebook.com/CARachanaRanade/videos/bajaj-housing-finance-whats-wrong-with-this-stock-part-2-ca-rachana-ranadein-thi/546723828441074/

Summary: Bajaj Housing Finance : What's Wrong With This Stock? | Part - 2 | CA Rachana Ranade In this video, we will try and analyze the reasons as ......

5. Bajaj Finance Stock Split & Bonus: Your 90% Loss Explained

URL: https://www.indmoney.com/blog/stocks/bajaj-finance-stock-split-bonus-explained

Summary: The dramatic change in Bajaj Finance's share price is due to two pre-planned corporate actions. The first was a 4:1 bonus issue....

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)

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

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

9. YouTube Video EShs3nXwsyk (YouTube)

URL: https://www.youtube.com/watch?v=EShs3nXwsyk

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

10. YouTube Video dQw4w9WgXcQ (YouTube)

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

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

11. YouTube Video EElFfy1LCcY (YouTube)

URL: https://www.youtube.com/watch?v=EElFfy1LCcY

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 7n6Xmdmlh4k (YouTube)

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

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...