SolysAI Market Intelligence Report

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Query: Show me sentiment for all OEMs in last 10 months

# Executive Summary

Query Analysis: Show me sentiment for all OEMs in last 10 months  
Generated on: August 23, 2025  
  
Key Insights:  
• Here is a comprehensive sentiment analysis for all major electric two-wheeler OEMs in the Indian market over the last 10 months, based on the latest available data  
• ### \*\*Executive Summary: EV Market Sentiment (Last 10 Months)\*\*  
  
Overall consumer sentiment in the Indian electric two-wheeler market is predominantly negative, driven by persistent issues with after-sales service, battery performance, and discrepancies between claimed and real-world range [^1]

# Detailed Analysis

Of course. Here is a comprehensive sentiment analysis for all major electric two-wheeler OEMs in the Indian market over the last 10 months, based on the latest available data.  
  
### \*\*Executive Summary: EV Market Sentiment (Last 10 Months)\*\*  
  
Overall consumer sentiment in the Indian electric two-wheeler market is predominantly negative, driven by persistent issues with after-sales service, battery performance, and discrepancies between claimed and real-world range [^1]. Start-up brands focusing on performance and design, like \*\*Ultraviolette\*\* and \*\*Ather Energy\*\*, currently lead in positive consumer perception. In contrast, legacy brands and high-volume players like \*\*TVS, Ola, and Bajaj\*\* face the highest proportion of negative feedback, primarily centered on service and reliability concerns [^1].  
  
Here is the sentiment ranking based on the Net Sentiment Score (Positive % - Negative %) for each OEM over the past 10 months.  
  
| Rank | OEM | Positive Sentiment | Negative Sentiment | Net Sentiment Score | Key Sentiment Drivers [^1] |  
| :--- | :--- | :--- | :--- | :--- | :--- |  
| 🥇 | \*\*Ultraviolette\*\* | 15.7% | 9.8% | \*\*+5.9%\*\* | \*\*Positive\*\*: Performance, Design. \*\*Negative\*\*: High service costs. |  
| 🥈 | \*\*Ather Energy\*\* | 12.7% | 11.5% | \*\*+1.2%\*\* | \*\*Positive\*\*: Build quality, Reliability. \*\*Negative\*\*: High cost, Pro Pack fees. |  
| 🥉 | \*\*Revolt\*\* | 12.6% | 13.9% | \*\*-1.3%\*\* | \*\*Positive\*\*: Unique e-motorcycle. \*\*Negative\*\*: Service delays, Battery issues. |  
| 4 | \*\*River Mobility\*\* | 8.7% | 11.1% | \*\*-2.4%\*\* | \*\*Positive\*\*: Practicality, Storage. \*\*Negative\*\*: Limited availability, Build quality. |  
| 5 | \*\*BGauss\*\* | 6.9% | 10.7% | \*\*-3.8%\*\* | \*\*Positive\*\*: Simple design. \*\*Negative\*\*: Mixed service feedback. |  
| 6 | \*\*Ampere\*\* | 8.3% | 13.2% | \*\*-4.9%\*\* | \*\*Positive\*\*: Value proposition. \*\*Negative\*\*: Range discrepancy, Quality issues. |  
| 7 | \*\*Hero Vida\*\* | 6.2% | 13.9% | \*\*-7.7%\*\* | \*\*Positive\*\*: Removable battery. \*\*Negative\*\*: Limp mode, Service issues. |  
| 8 | \*\*Bajaj Chetak\*\* | 6.8% | 15.9% | \*\*-9.1%\*\* | \*\*Positive\*\*: Brand trust, Metal body. \*\*Negative\*\*: Severe battery failures, Service delays. |  
| 9 | \*\*Ola Electric\*\* | 5.5% | 15.9% | \*\*-10.4%\*\* | \*\*Positive\*\*: Features, Performance. \*\*Negative\*\*: Widespread service issues, Software bugs. |  
| 10 | \*\*TVS iQube\*\* | 7.6% | 22.1% | \*\*-14.5%\*\* | \*\*Positive\*\*: Reliability (older models). \*\*Negative\*\*: Severe service issues, Technical faults. |  
  
\*\*\*Source\*\*: Analysis of 37,700+ user comments over the last 10 months\* [^1]  
  
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### \*\*Detailed OEM Sentiment Analysis\*\*  
  
This analysis is derived from a comprehensive dataset of over 37,700 relevant user comments. The sentiment distribution for each OEM is as follows [^1]:  
  
\* \*\*1. Ultraviolette\*\*: Positive: \*\*15.7%\*\*, Negative: \*\*9.8%\*\*, Neutral: 74.5%  
 \* \*\*Insight\*\*: Leads the market with the highest positive sentiment. Enthusiasm is driven by its unique design and performance. However, negative comments consistently highlight very high servicing costs, with one user stating, "In Servicing of the bike, they will loot you...whatever you are putting for petrol, you are giving it for servicing" [^1].  
  
\* \*\*2. Ather Energy\*\*: Positive: \*\*12.7%\*\*, Negative: \*\*11.5%\*\*, Neutral: 75.8%  
 \* \*\*Insight\*\*: Maintains a strong positive-to-negative ratio. Users frequently praise its premium build quality and reliability. Negative sentiment is primarily linked to the high upfront cost and the mandatory "Pro Pack" subscription for essential features.  
  
\* \*\*3. Revolt\*\*: Positive: \*\*12.6%\*\*, Negative: \*\*13.9%\*\*, Neutral: 73.5%  
 \* \*\*Insight\*\*: Holds a unique position as an electric motorcycle, which garners positive interest. However, it suffers from significant negative feedback regarding after-sales service, with users reporting extreme delays. One user noted waiting "FIVE MONTHS for repairs" for a battery issue [^1].  
  
\* \*\*4. River Mobility\*\*: Positive: \*\*8.7%\*\*, Negative: \*\*11.1%\*\*, Neutral: 80.2%  
 \* \*\*Insight\*\*: Receives praise for its practical "SUV of scooters" design and large storage capacity. Negative sentiment is focused on its limited city presence and concerns about build quality, particularly the plastics used.  
  
\* \*\*5. BGauss\*\*: Positive: \*\*6.9%\*\*, Negative: \*\*10.7%\*\*, Neutral: 82.4%  
 \* \*\*Insight\*\*: Generally perceived as a straightforward, no-frills option. Sentiment is largely neutral, with fewer strong opinions compared to market leaders.  
  
\* \*\*6. Ampere\*\*: Positive: \*\*8.3%\*\*, Negative: \*\*13.2%\*\*, Neutral: 78.5%  
 \* \*\*Insight\*\*: Attracts customers with its value-for-money models. However, detailed negative feedback points to significant gaps between claimed and actual range (70-75 km vs. 136 km claimed), lack of promised features, and poor accessory availability [^1].  
  
\* \*\*7. Hero Vida\*\*: Positive: \*\*6.2%\*\*, Negative: \*\*13.9%\*\*, Neutral: 80.0%  
 \* \*\*Insight\*\*: The removable battery feature is a key driver of positive sentiment. However, the brand is heavily criticized for technical issues like the vehicle entering "limp mode" and inconsistent service quality.  
  
\* \*\*8. Bajaj Chetak\*\*: Positive: \*\*6.8%\*\*, Negative: \*\*15.9%\*\*, Neutral: 77.3%  
 \* \*\*Insight\*\*: As highlighted in our previous conversation, Bajaj's legacy brand name and metal body design attract positive comments. However, it faces a high volume of severe negative feedback. Users report catastrophic battery failures within months of purchase, with one customer noting a range drop from 120 km to just 32 km and a one-month wait for a replacement battery [^1]. This aligns with the market paradox of sales persisting despite poor user experiences online.  
  
\* \*\*9. Ola Electric\*\*: Positive: \*\*5.5%\*\*, Negative: \*\*15.9%\*\*, Neutral: 78.6%  
 \* \*\*Insight\*\*: While its products are praised for features and performance, Ola is overwhelmed by negative sentiment regarding its after-sales service. Common complaints include extremely long wait times, unresolved issues, and poor communication. Users also express frustration with software updates that lock previously free features behind a paywall [^1].  
  
\* \*\*10. TVS iQube\*\*: Positive: \*\*7.6%\*\*, Negative: \*\*22.1%\*\*, Neutral: 70.3%  
 \* \*\*Insight\*\*: TVS has the highest negative sentiment percentage in the market. While some users praise its reliability and comfortable ride, a significant volume of detailed complaints points to severe technical faults, such as motor failures and software glitches that render the scooter unusable for months. One user reported their scooter was at the service center for three months with an unknown issue [^1].  
  
### \*\*Analyst Conclusion\*\*  
  
The data from the last 10 months paints a clear picture of a market in transition [^1]. While EV adoption is growing, the customer experience, particularly after-sales service and product reliability, remains the primary challenge for almost all OEMs.  
  
\* \*\*Performance vs. Practicality\*\*: Niche, performance-oriented brands like \*\*Ultraviolette\*\* are winning the sentiment battle among enthusiasts, while practical and reliable brands like \*\*Ather\*\* appeal to discerning urban commuters.  
\* \*\*The Service Crisis\*\*: High-volume players like \*\*Ola, TVS, and Bajaj\*\* are struggling significantly with the scale of their service operations. The volume of negative comments directly correlates with their market share, indicating that their service infrastructure has not kept pace with sales growth.  
\* \*\*The Legacy Paradox\*\*: Brands like \*\*Bajaj\*\* continue to leverage their legacy and distribution network to maintain sales, even as online sentiment highlights critical product flaws. This gap between online perception and sales figures is a key characteristic of the current market phase.  
  
Moving forward, the OEMs that can successfully address the fundamental issues of \*\*service quality, battery reliability, and transparent communication\*\* will be best positioned to build long-term brand loyalty and lead the market.  
  
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[^1] Social Media Intelligence. Analysis based on 37,700+ relevant YouTube user comments from the last 10 months (Nov 2024 - Aug 2025). Dataset includes verified feedback on product performance, service experience, and purchase decisions.

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