SolysAI Market Intelligence Report

Generated on: August 25, 2025 at 03:11 PM

Query: ola vs ather sentiment analysis

# Executive Summary

Query Analysis: ola vs ather sentiment analysis  
Generated on: August 25, 2025  
  
Key Insights:  
• Here's a sentiment analysis comparing Ola Electric and Ather Energy based on recent YouTube user feedback  
• \*\*Executive Summary:\*\*  
  
Based on the analysis of YouTube user comments, Ather Energy currently has a more positive sentiment compared to Ola Electric [^1]  
• Ather shows a higher percentage of positive comments and a lower percentage of negative comments than Ola Electric [^1]

# Detailed Analysis

Here's a sentiment analysis comparing Ola Electric and Ather Energy based on recent YouTube user feedback.  
  
\*\*Executive Summary:\*\*  
  
Based on the analysis of YouTube user comments, Ather Energy currently has a more positive sentiment compared to Ola Electric [^1]. Ather shows a higher percentage of positive comments and a lower percentage of negative comments than Ola Electric [^1].  
  
\*\*Detailed Analysis:\*\*  
  
\* \*\*Ola Electric:\*\* Analyzed 5024 comments, with 6.3% positive and 16.2% negative sentiment [^1].  
\* \*\*Ather Energy:\*\* Analyzed 4775 comments, with 12.3% positive and 11.9% negative sentiment [^1].  
  
This indicates that Ather Energy is generally perceived more favorably by users contributing to YouTube discussions [^1].  
  
\*\*Key Themes in User Feedback:\*\*  
  
To provide a more detailed comparison, here's a summary of the prominent themes emerging from the user comments:  
  
\* \*\*Service Issues:\*\* Many comments about Ola Electric mention service-related problems, while Ather feedback contains concerns about battery and parts availability [^1].  
\* \*\*Comparison Comments:\*\* Many comments make direct comparisons between Ola and Ather, often referencing factors such as build quality, range, and price [^1].  
\* \*\*Purchase Decisions:\*\* Users frequently seek advice on which scooter to buy, indicating active consideration of both brands [^1].  
\* \*\*Battery Performance:\*\* Battery range and performance are often discussed, with users sharing their real-world experiences [^1].  
  
\*\*Relevant User Comments:\*\*  
  
The following are some representative user comments:  
  
\* \*\*Ather (Neutral):\*\* "This is not the battle of Ather vs ola. It's the battle of 10 years of R&D & 0 years of R&D" [^1].  
\* \*\*Ather (Negative):\*\* "Meri ather 450x 3 sall me battery khatam ho gai, parts avaliable nahi hai, service center wale ke pass time nahi hai 1 month ke bad aane ke liye bola" [^1].  
\* \*\*Ather (Positive):\*\* "Merko to smjh nahi aarha jb log OLA pe trust krre hai ,ev lerhe hai to apna service sudhaaarna kyu nahi chaah rhe vo log,bhyi jb itna achha product bna chuka h company,sb chij krskta hai to fir service ke maamle me itna peeche kyu hai" [^1].  
\* \*\*Ather (Neutral):\*\* "Ola bs service center sudhar le .... Ather bajaj koi iske as pas bhi nhi a payga" [^1].  
  
\*\*Market Intelligence\*\*:  
  
\* Market research indicates that Ather Energy is perceived as a premium brand focused on quality, while Ola Electric is recognized for aggressive pricing and bold marketing [^2].  
\* Reports suggest that Ola Electric has been more successful in expanding market reach and scaling up infrastructure and sales compared to Ather Energy [^3].  
\* Financial analysis suggests Ola Electric is improving operational efficiency by reducing per-unit losses, whereas Ather faces challenges with underutilized capacity [^4].  
\* IPO performance of Ather Energy has been less impressive than Ola Electric [^5].  
  
\*\*Conclusion:\*\*  
  
While Ola Electric has achieved significant sales volume and market presence, Ather Energy maintains a stronger positive sentiment among users, particularly regarding product quality and reliability [^1][^2]. Ola Electric faces challenges related to service quality and negative perceptions stemming from past issues [^1]. Both companies have unique strengths and weaknesses that should be considered by potential customers [^1][^2].  
  
\*\*References:\*\*  
[^1] YouTube Community Analysis - Ola Electric and Ather User Comments. Real customer feedback analysis from verified YouTube data.  
[^2] Industry Report - LinkedIn. Social Perception: Ather Energy vs Ola Electric.  
[^3] Industry Report - Inc42. Ather Energy Vs Ola Electric: Decoding The Numbers Behind.  
[^4] Industry Report - ResearchGate. Comparative financial analysis of ather energy and ola electric.  
[^5] Industry Report - Fortune India. Ather vs Ola Electric IPO: The brutal truth about what investors really want.

# Sources

1. Ola Electric vs Ather Energy: The Race for India's EV Throne - LinkedIn

URL: https://www.linkedin.com/pulse/ola-electric-vs-ather-energy-race-indias-ev-throne-ghoshdastidar-kcj1f

Summary: Social Perception: Ather Energy is perceived as a premium, niche player that focuses on quality and trust. In contrast, Ola Electric is viewed ......

2. Ola Electric vs Ather Energy: When Strategies Collide

URL: https://www.autocarpro.in/analysis/ola-electric-vs-ather-energy-when-strategies-collide-127394

Summary: While Ola went for aggressive pricing and bold marketing, Ather was more focused on testing and long-term reliability data. The Chennai-based ......

3. Ather Energy Vs Ola Electric: Decoding The Numbers Behind ... - Inc42

URL: https://inc42.com/features/ather-energy-vs-ola-electric-decoding-the-numbers-behind-the-ev-giants/

Summary: Ather Energy has fallen behind Ola Electric due to the latter's speed in expanding market reach and scaling up infrastructure and sales....

4. comparative financial analysis of ather energy and ola electric

URL: https://www.researchgate.net/publication/390127075\_COMPARATIVE\_FINANCIAL\_ANALYSIS\_OF\_ATHER\_ENERGY\_AND\_OLA\_ELECTRIC\_NAVIGATING\_THE\_INDIAN\_ELECTRIC\_SCOOTER\_MARKET

Summary: Ola has notably reduced its losses per unit, indicating better operational efficiency, while Ather faces challenges with underutilized ......

5. Ather vs Ola Electric IPO: The brutal truth about what investors really ...

URL: https://www.fortuneindia.com/markets/ipo/ather-vs-ola-electric-ipo-the-brutal-truth-about-what-investors-really-want-in-ev-startups/122632

Summary: The IPO performance of Ather Energy was subdued compared to its listed peer Ola Electric....

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...