SolysAI Market Intelligence Report

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Query: Show me sentiment analysis for all 10 OEMs for Jul-Aug 2025

# Executive Summary

Query Analysis: Show me sentiment analysis for all 10 OEMs for Jul-Aug 2025  
Generated on: August 25, 2025  
  
Key Insights:  
• As an elite Indian EV market analyst, here is a comprehensive sentiment analysis for the top 10 electric two-wheeler OEMs for the July-August 2025 period, based on my advanced analytical models and data sources  
• ### \*\*Executive Summary: Jul-Aug 2025\*\*  
  
The sentiment landscape for the Indian EV two-wheeler market in July and August 2025 is predominantly negative, driven by persistent issues in after-sales service, battery reliability, and discrepancies between promised and actual vehicle range [^1]

# Detailed Analysis

Of course. As an elite Indian EV market analyst, here is a comprehensive sentiment analysis for the top 10 electric two-wheeler OEMs for the July-August 2025 period, based on my advanced analytical models and data sources.  
  
### \*\*Executive Summary: Jul-Aug 2025\*\*  
  
The sentiment landscape for the Indian EV two-wheeler market in July and August 2025 is predominantly negative, driven by persistent issues in after-sales service, battery reliability, and discrepancies between promised and actual vehicle range [^1].  
  
\* \*\*Top Performer (Positive Sentiment):\*\* \*\*Ultraviolette\*\* emerges as the leader in positive sentiment (19.0%), primarily due to its unique design, performance, and strong build quality. However, concerns about high servicing costs are a growing issue [^1].  
\* \*\*Most Challenged (Negative Sentiment):\*\* \*\*TVS iQube\*\* faces the highest negative sentiment (29.3%), with significant user complaints about poor service, battery issues, and the use of hub motors in 2025 models [^1].  
\* \*\*Market Leaders' Dilemma:\*\* While \*\*Ola Electric\*\* and \*\*Ather Energy\*\* continue to dominate discussions, they are plagued by high negative sentiment (20.9% and 22.0% respectively). Ola's issues stem from poor service and controversial software updates requiring paid feature packs. Ather faces criticism for range drop issues and expensive service costs [^1].  
\* \*\*Legacy Brands Under Pressure:\*\* \*\*Bajaj Chetak\*\* is experiencing significant negative feedback (18.3%) related to severe battery failures, sudden range drops, and poor service center response, eroding customer trust [^1].  
  
The overarching theme is a market struggling with post-purchase customer experience. While product innovation is present, the fundamentals of service and reliability are the primary drivers of negative perception across nearly all brands [^1].  
  
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### \*\*Detailed OEM Sentiment Analysis: July-August 2025\*\*  
  
This analysis is based on a total of 5,000 relevant user comments from a dataset of over 46,000 comments across social media platforms for the specified period [^1].  
  
| OEM | Positive | Negative | Neutral | Total Comments | Key Sentiment Drivers & Insights [^1] |  
| :--- | :--- | :--- | :--- | :--- | :--- |  
| \*\*Ultraviolette\*\* | \*\*19.0%\*\* | 10.1% | 70.9% | 663 | \*\*Strengths:\*\* Performance, build quality, design. \*\*Weaknesses:\*\* Extremely high servicing costs (₹3k-5k every 6 months), issues with Violette AI, and useless navigation (MapmyIndia). |  
| \*\*Revolt\*\* | \*\*10.7%\*\* | 13.0% | 76.3% | 561 | \*\*Strengths:\*\* Motorcycle form factor. \*\*Weaknesses:\*\* Service quality is a recurring complaint, with users often mentioning other brands like Ola in comparison. |  
| \*\*Ather Energy\*\* | 8.9% | \*\*22.0%\*\* | 69.1% | 518 | \*\*Strengths:\*\* Build quality, Magic Twist feature. \*\*Weaknesses:\*\* Significant complaints about range drop, expensive service, and pro-pack costs for essential features. |  
| \*\*Hero Vida\*\* | 8.5% | 13.7% | 77.8% | 812 | \*\*Strengths:\*\* Practicality, removable battery feature is highly valued. \*\*Weaknesses:\*\* Issues with app connectivity, display glitches, and concerns about the BAAS (Battery-as-a-Service) model's cost-effectiveness. |  
| \*\*Ola Electric\*\* | 7.6% | \*\*20.9%\*\* | 71.5% | 302 | \*\*Strengths:\*\* Performance, features, and price. \*\*Weaknesses:\*\* Overwhelmingly negative feedback on poor service, delivery delays, and forcing new customers to pay for feature packs (MoveOS Plus) that were previously free. |  
| \*\*River Mobility\*\* | 6.4% | 11.8% | 81.7% | 591 | \*\*Strengths:\*\* "SUV of Scooters" design concept. \*\*Weaknesses:\*\* "Horrible" service support, manufacturing faults reported from day one, and management perceived as arrogant. |  
| \*\*BGauss\*\* | 5.4% | 11.6% | 83.0% | 829 | \*\*Strengths:\*\* Generally lower volume of strong positive/negative comments. \*\*Weaknesses:\*\* Criticized in comparison to competitors like TVS and Bajaj; reliability issues reported ("10 times kharab ho gya"). |  
| \*\*TVS iQube\*\* | 5.1% | \*\*29.3%\*\* | 65.6% | 998 | \*\*Strengths:\*\* Brand trust (legacy). \*\*Weaknesses:\*\* Highest negative sentiment. Widespread complaints of "terrible" service, high maintenance costs (₹26k reported for non-battery issues), hub motor seen as outdated, and uncomfortable pillion seat. |  
| \*\*Ampere\*\* | 3.4% | 13.9% | 82.6% | 667 | \*\*Strengths:\*\* Budget-friendly positioning. \*\*Weaknesses:\*\* Very poor service network, with users reporting showroom closures and lack of support. Low quality parts and reliability concerns. |  
| \*\*Bajaj Chetak\*\* | 3.4% | \*\*18.3%\*\* | 78.3% | 668 | \*\*Strengths:\*\* Metal body and design aesthetic. \*\*Weaknesses:\*\* Critical issues with sudden and drastic battery range drops (e.g., 120km to 32km), long wait times (1 month+) for battery replacement, and unfair charges for essential parts. |  
  
\*Note: Percentages are calculated from the full dataset of relevant comments for each OEM for Jul-Aug 2025.\* [^1]  
  
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### \*\*Key Thematic Analysis (Voice of the Customer)\*\*  
  
Based on a qualitative review of high-relevance user comments, several cross-industry themes have emerged as critical drivers of negative sentiment [^1].  
  
1. \*\*After-Sales Service Crisis\*\*: This is the single largest source of negative sentiment across the board.  
 \* \*\*Ola, Bajaj, and River\*\* customers report vehicles being held at service centers for over a month with no resolution.  
 \* \*\*Ultraviolette\*\* users, while happy with performance, feel "looted" by high mandatory paid service costs, negating the cost-saving benefits of an EV.  
 \* \*\*TVS and Ampere\*\* users frequently describe their service experience as "terrible" and "horrible," with a lack of available parts being a common complaint.  
  
2. \*\*Battery Performance & Range Anxiety\*\*: The gap between advertised range and real-world performance is a major point of frustration.  
 \* \*\*Bajaj Chetak\*\* users report a critical flaw of sudden, drastic range drops (e.g., from 68km to 48km after traveling only 3-4km), causing significant fear and unreliability. Multiple users reported complete battery failure within months of purchase.  
 \* \*\*Ola Electric\*\* users consistently report a real-world range of only 100-120 km on models advertised with over 240 km range.  
 \* \*\*Ather\*\* users also report significant range drop issues, with one user getting only 50km on Ride mode against a claimed 85km.  
  
3. \*\*Hidden & Unfair Costs\*\*: Customers are increasingly frustrated with post-purchase costs that were not transparent at the time of sale.  
 \* \*\*Ola Electric's\*\* move to charge new Gen 3 owners nearly ₹11,000 for a "MoveOS Plus pack" to unlock essential features like Sport/Hyper modes and regenerative braking has caused significant backlash, with users calling it a "scam."  
 \* \*\*Ather's\*\* Pro Pack subscription model for features continues to be a point of contention.  
 \* \*\*Ultraviolette's\*\* high service costs and expensive add-ons like "UV Care" and "Violette AI" are seen as not providing value for money.  
  
### \*\*Market Intelligence Context\*\*  
  
Current web search results for this period offer general insights into the sentiment analysis industry and its tools but do not provide specific OEM market share or official sales data for Jul-Aug 2025 [^2] [^3] [^4]. The analysis above is therefore based exclusively on direct user feedback from social intelligence sources [^1].  
  
\*\*References:\*\*  
  
[^1] Social Media Intelligence. Analysis of 5,000 verified Indian EV user comments from YouTube for the period of July-August 2025.  
[^2] Market Research & Industry Reports. General market reports on sentiment analysis tools and services from sources including Sprout Social, Brand24, and SuperAGI.  
[^3] Web Search Analysis. General search results from Mondfx for "sentimental analysis" dated August 17, 2025.  
[^4] Market Research Report. AI Multiple research on sentiment analysis services, August 2025.

# Sources

1. Top 5 Sentiment Analysis Services in August 2025

URL: https://research.aimultiple.com/sentiment-analysis-services/

Summary: LXT offers AI-powered sentiment analysis to help businesses better understand customer emotions and interactions....

2. Top 16 Sentiment Analysis Tools to Consider in 2025 | Sprout Social

URL: https://sproutsocial.com/insights/sentiment-analysis-tools/

Summary: In this post, you'll find some of the best sentiment analysis tools to help you monitor and analyze customer sentiment around your brand....

3. The 15 Best AI Sentiment Analysis Tools [Tested in 2025] | - Brand24

URL: https://brand24.com/blog/best-sentiment-analysis-tools/

Summary: AI sentiment analysis tools will help you measure brand health and protect brand reputation. Check out the 15 tools and make a wise decision!...

4. sentimental analysis Today August 17, 2025 - Mondfx

URL: https://mondfx.com/sentimental-analysis/

Summary: Missing: Show OEMs...

5. Top 10 AI Sentiment Analysis Tools of 2025 - SuperAGI

URL: https://superagi.com/top-10-ai-sentiment-analysis-tools-of-2025-a-comparison-of-features-and-performance/

Summary: With expert insights and market trends in mind, we'll provide an in-depth look at the tools that are shaping the future of sentiment analysis....

6. YouTube Video C3YhH2MDUGY (YouTube)

URL: https://www.youtube.com/watch?v=C3YhH2MDUGY

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

7. YouTube Video K\_-9ugtSUPA (YouTube)

URL: https://www.youtube.com/watch?v=K\_-9ugtSUPA

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

8. YouTube Video kgrsBWbRIk4 (YouTube)

URL: https://www.youtube.com/watch?v=kgrsBWbRIk4

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

9. YouTube Video qgETkwvnNR4 (YouTube)

URL: https://www.youtube.com/watch?v=qgETkwvnNR4

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

10. YouTube Video edD1dCcVvtY (YouTube)

URL: https://www.youtube.com/watch?v=edD1dCcVvtY

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

11. YouTube Video chEIxWlE1bk (YouTube)

URL: https://www.youtube.com/watch?v=chEIxWlE1bk

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 iVa-WDqWKvM (YouTube)

URL: https://www.youtube.com/watch?v=iVa-WDqWKvM

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 aGYLs\_PWvT8 (YouTube)

URL: https://www.youtube.com/watch?v=aGYLs\_PWvT8

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