VibeAI Market Intelligence Report

Generated on: August 16, 2025 at 05:33 PM

Query: Brand strength analysis for Hero Vida in July 2025

# Executive Summary

Query Analysis: Brand strength analysis for Hero Vida in July 2025  
Generated on: August 16, 2025  
  
Key Insights:  
• Hero Vida's brand strength in July 2025 shows a mixed performance based on user feedback and sales figures  
• While sales crossed the 10,000 unit mark for the first time <Web\_Search\_autocarindia  
• com>, user sentiment reveals concerns about battery performance and service quality <YouTube\_Comments\_Hero Vida>

# Detailed Analysis

Hero Vida's brand strength in July 2025 shows a mixed performance based on user feedback and sales figures. While sales crossed the 10,000 unit mark for the first time <Web\_Search\_autocarindia.com>, user sentiment reveals concerns about battery performance and service quality <YouTube\_Comments\_Hero Vida>.  
  
\*\*Supporting Evidence:\*\*  
  
\* \*\*Sales Performance:\*\* Vida's July 2025 sales reached over 10,000 units, representing a 107% year-on-year increase <Web\_Search\_autocarindia.com>.  
\* \*\*User Sentiment:\*\* Analysis of 500 YouTube comments reveals mixed sentiment. The average likes per comment for Hero Vida is 1.7 <YouTube\_Comments\_Hero Vida>. Top keywords include "vida," "battery," and "scooter," indicating key areas of discussion <YouTube\_Comments\_Hero Vida>.  
\* \*\*Positive Feedback:\*\* Some users praise Vida for its acceleration and performance, with one user noting a positive experience after 300km <YouTube\_Comments\_Hero Vida>. Another user highlights the ability to charge Vida scooters at Ather charging stations without additional costs <YouTube\_Comments\_Hero Vida>.  
\* \*\*Negative Feedback:\*\* Some users reported issues such as electrical problems and poor after-sales service <YouTube\_Comments\_Hero Vida>. Concerns were also raised about battery draining and overall value <YouTube\_Comments\_Hero Vida>.  
\* \*\*Comparison with Competitors:\*\* Some users compared Vida with Ather, TVS iQube, and Ola, with some stating that Ather has fewer issues <YouTube\_Comments\_Hero Vida>. Others noted that all electric two-wheelers have drawbacks <YouTube\_Comments\_Hero Vida>.  
\* \*\*Specific Issues:\*\* Users reported issues with buttons getting stuck after slight rain and concerns about seat comfort <YouTube\_Comments\_Hero Vida>.  
  
\*\*Key Insights:\*\*  
  
\* While Hero Vida has shown significant sales growth <Web\_Search\_autocarindia.com>, user sentiment indicates persistent concerns about reliability and service quality <YouTube\_Comments\_Hero Vida>.  
\* Compared to Ather, which has a much higher average like count on YouTube comments (21.9 vs 1.7), Vida's user engagement is relatively low, suggesting weaker positive sentiment <YouTube\_Comments\_Ather><YouTube\_Comments\_Hero Vida>.  
\* The frequent mention of "battery" in user comments indicates it is a critical factor influencing brand perception <YouTube\_Comments\_Hero Vida>.  
  
\*\*Conclusion:\*\*  
  
Hero Vida shows potential with strong sales figures, but needs to address user concerns about battery performance, service, and reliability to strengthen its brand in the long term. Focusing on these areas could improve customer satisfaction and drive positive sentiment.

# Sources

1. Vida sales cross 10000 unit mark for the first time in July 2025

URL: https://www.autocarindia.com/industry/vida-sales-cross-10000-unit-mark-for-the-first-time-in-july-2025-436456

Summary: Vida's July 2025 sales, which are a 107 percent year-on-year increase (July 2024: 5,067 units), have easily surpassed the company's previous ......

2. Hero MotoCorp clocks 4.5 lakh unit sales in July 2025, Vida EVs ...

URL: https://auto.hindustantimes.com/auto/news/hero-motocorp-clocks-4-5-lakh-unit-sales-in-july-2025-vida-evs-shine-bright-41754070270959.html

Summary: Missing: strength analysis...

3. Vida sales cross 10,000 unit mark for the first time in July 2025 - MSN

URL: https://www.msn.com/en-in/autos/news/vida-sales-cross-10000-unit-mark-for-the-first-time-in-july-2025/ar-AA1JHtnQ

Summary: Vida's July 2025 sales, which are a 107 percent year-on-year increase (July 2024: 5,067 units), have easily surpassed the company's previous monthly best of ......

4. Hero Vida surpasses 1 lakh sales milestone in India

URL: https://www.autocarindia.com/industry/hero-vida-surpasses-1-lakh-sales-milestone-in-india-436518

Summary: Missing: strength analysis...

5. Hero Vida surpasses 1 lakh sales milestone in India - MSN

URL: https://www.msn.com/en-in/autos/news/hero-vida-surpasses-1-lakh-sales-milestone-in-india/ar-AA1JW15k

Summary: Missing: strength analysis...

6. OLA S1X 4 KWH GEN 3 HONEST OWNERSHIP REVIEW | ELECTRIC SCOOTER (YouTube)

URL: https://www.youtube.com/watch?v=uC5XoEsaqTs

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

7. 2024 Ola S1X + OR OLA S1X OR Ola S1 Air OR Ola S1 Pro Gen 2 Which One Should you BUY? (YouTube)

URL: https://www.youtube.com/watch?v=5TjQAUYNW2g

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

8. which electric scooty is best in OLA | OLA scooter review 2025 | OLA base and top model review (YouTube)

URL: https://www.youtube.com/watch?v=8QueuTpsMfk

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

9. Ye to Kamaal Hai... 2025 New Ola S1 Pro Quick Review. #olas1pro #ola #olascooter #olaev (YouTube)

URL: https://www.youtube.com/watch?v=NRGKpOwxKo4

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

10. Don't buy ola scooter #shorts #youtubeshorts #automobile #electric #ola (YouTube)

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

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

11. TVS iQube 2024 First Impressions | #MotorIncFirst S03E02 (YouTube)

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

Summary: User comments about TVS iQube from July 2025...

12. Bajaj Chetak 3501 - More features at the same price! | Walkaround | Autocar India (YouTube)

URL: https://www.youtube.com/watch?v=ruZ3-WJkMQE

Summary: User comments about Bajaj Chetak from July 2025...

13. Ather 450X Gen 3 Vs Ola S1 Pro #technnu (YouTube)

URL: https://www.youtube.com/watch?v=I95Wh2kXzlQ

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

14. Hero Vida VX2 is here at just ₹45,000! (YouTube)

URL: https://www.youtube.com/watch?v=5ma7LHrmJWs

Summary: User comments about Hero Vida from July 2025...