VibeAI Market Intelligence Report

Generated on: August 16, 2025 at 05:34 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 mixed signals with increased sales but persistent concerns about battery and service <YouTube\_Comments\_Hero\_Vida><Web\_Search\_Autocarindia  
• While sales figures crossed 10,000 units for the first time, marking a 107% year-on-year increase <Web\_Search\_Autocarindia

# Detailed Analysis

Hero Vida's brand strength in July 2025 shows mixed signals with increased sales but persistent concerns about battery and service <YouTube\_Comments\_Hero\_Vida><Web\_Search\_Autocarindia.com>. While sales figures crossed 10,000 units for the first time, marking a 107% year-on-year increase <Web\_Search\_Autocarindia.com>, user feedback reveals ongoing issues <YouTube\_Comments\_Hero\_Vida>.  
  
In July 2025, Hero Vida had 500 comments with an average of 1.7 likes per comment, with top keywords being "vida", "battery", "bhai", "nahi", and "scooter" <YouTube\_Comments\_Hero\_Vida>. User comments highlight concerns such as battery draining, electrical problems, and poor after-sales service <YouTube\_Comments\_Hero\_Vida>. Some users have also reported issues with buttons getting stuck after slight rain <YouTube\_Comments\_Hero\_Vida>. However, some users also praise Vida's acceleration and suspension <YouTube\_Comments\_Hero\_Vida>.  
  
Key insights:  
\* \*\*Sales Growth:\*\* Vida achieved a significant sales milestone in July 2025 <Web\_Search\_Autocarindia.com>.  
\* \*\*User Concerns:\*\* Negative sentiment persists regarding battery performance and after-sales service <YouTube\_Comments\_Hero\_Vida>.  
\* \*\*Comparison:\*\* Some users compare Vida favorably to Ather in terms of charging convenience, as Vida can be charged at both Ather and Hero Vida chargers for free <YouTube\_Comments\_Hero\_Vida>.  
\* \*\*Recurring Issues\*\*: Some users mention issues like limp mode and button problems, echoing concerns from earlier feedback <YouTube\_Comments\_Hero\_Vida>.

# 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...