VibeAI Market Intelligence Report

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Query: India electric two-wheeler sentiment analysis from April to June 2025 for all 5 companies

# Executive Summary

Query Analysis: India electric two-wheeler sentiment analysis from April to June 2025 for all 5 companies  
Generated on: August 16, 2025  
  
Key Insights:  
• Here is the sentiment analysis for the Indian electric two-wheeler market for the period of April to June 2025, based on the available data  
• ### \*\*Executive Summary: Q2 2025 (April-June) Sentiment Analysis\*\*  
  
Based on an analysis of user feedback from April 2025, the sentiment landscape for electric two-wheelers is highly polarized  
• \*\*TVS iQube\*\* emerges with the most favorable sentiment, driven by positive ownership experiences and balanced performance reviews

# Detailed Analysis

Here is the sentiment analysis for the Indian electric two-wheeler market for the period of April to June 2025, based on the available data.  
  
### \*\*Executive Summary: Q2 2025 (April-June) Sentiment Analysis\*\*  
  
Based on an analysis of user feedback from April 2025, the sentiment landscape for electric two-wheelers is highly polarized. \*\*TVS iQube\*\* emerges with the most favorable sentiment, driven by positive ownership experiences and balanced performance reviews. Conversely, \*\*Bajaj Chetak\*\* faces overwhelmingly negative sentiment due to severe, widespread reports of manufacturing defects and poor customer service. Ather maintains a neutral-to-positive sentiment with a highly engaged community, while data for Ola Electric and Hero Vida in this period is too sparse for a conclusive analysis.  
  
Legacy manufacturers like TVS and Bajaj are gaining significant market share, capturing 58% of the market in the first half of 2025, indicating a market shift away from startups <Web\_Search\_autocarpro.in>.  
  
### \*\*Comparative Sentiment Analysis: Q2 2025\*\*  
  
| OEM Brand | Overall Sentiment (Q2 2025) | Key Positive Drivers | Key Negative Drivers / Concerns | Data Confidence |  
| :--- | :--- | :--- | :--- | :--- |  
| \*\*TVS iQube\*\* | \*\*Positive\*\* | Reliability, build quality, balanced performance, positive long-term ownership reviews. | Range accuracy at low battery, isolated reports of chassis issues. | \*\*High\*\* (23 comments) |  
| \*\*Ather\*\* | \*\*Neutral-to-Positive\*\* | Strong brand loyalty, performance, engaged community. | Ergonomics (seat comfort), charger design, perceived high cost. | \*\*Medium\*\* (7 comments) |  
| \*\*Hero Vida\*\* | \*\*Mixed / Indeterminate\*\* | (Insufficient positive data in sample) | User frustration with unresolved issues, direct comparisons to competitors. | \*\*Low\*\* (4 comments) |  
| \*\*Ola Electric\*\* | \*\*Indeterminate\*\* | (Insufficient data in sample) | Service remains a top keyword in broader datasets, indicating persistent concerns. | \*\*Very Low\*\* (1 comment) |  
| \*\*Bajaj Chetak\*\* | \*\*Strongly Negative\*\* | (Insufficient positive data in sample) | Severe manufacturing defects (battery, gearbox), vehicle breakdown, unresponsive and poor service. | \*\*High\*\* (15 comments) |  
  
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### \*\*Detailed Brand-by-Brand Analysis (April - June 2025)\*\*  
  
#### \*\*1. TVS iQube: The Reliable Choice\*\*  
  
TVS iQube demonstrates the strongest positive sentiment in this quarter's data. Users praise it as a "well-rounded electric scooter" and an "awesome scooter" for its practicality and reliability <YouTube\_Comments\_TVS\_iQube>. Long-term owners express high satisfaction, reinforcing the brand's reputation for quality, a trend we've noted in previous analyses <Conversation\_Context>.  
  
\* \*\*Positive Evidence:\*\* A user described the iQube as a "sleek and practical electric scooter" with "smooth acceleration and quiet motor," highlighting its solid build quality and modern design <YouTube\_Comments\_TVS\_iQube>.  
\* \*\*Negative Indicators:\*\* A significant concern was raised about a potential "chassis break problem," which garnered 12 likes, indicating it resonated with other users <YouTube\_Comments\_TVS\_iQube>. Another user noted that range accuracy can become "unpredictable" at low battery levels <YouTube\_Comments\_TVS\_iQube>.  
  
#### \*\*2. Bajaj Chetak: Plagued by Quality and Service Issues\*\*  
  
The sentiment for Bajaj Chetak is alarmingly negative, dominated by reports of critical failures and abysmal after-sales support. Multiple users strongly advise against purchasing the scooter, citing major defects appearing immediately after delivery.  
  
\* \*\*Negative Evidence:\*\* One owner reported their new scooter stopped working after just 110km due to a battery failure and has been at the service center since, with the issue described as a "manufacturing defect" <YouTube\_Comments\_Bajaj\_Chetak>. Another user echoed this, stating their vehicle went to the service center right after delivery for "gearbox issues" and received "no response from company since 2 months" <YouTube\_Comments\_Bajaj\_Chetak>. These comments paint a picture of a product with serious reliability problems.  
  
#### \*\*3. Ather: Strong Community but with Practical Flaws\*\*  
  
Ather's sentiment is mixed, characterized by a loyal user base that defends the brand against criticism, while acknowledging practical usability issues. This aligns with the high user engagement (average 21.9 likes per comment) seen in wider datasets <REAL\_YOUTUBE\_USER\_FEEDBACK\_DATA>.  
  
\* \*\*Positive Evidence:\*\* Users dismiss some criticisms as "negligible issues," stating "the scooter is actually great" <YouTube\_Comments\_Ather>. This indicates a strong emotional investment from owners who are willing to overlook minor flaws.  
\* \*\*Negative Indicators:\*\* Criticisms focus on practical design choices, such as the need for an "additional seat cover for avoiding your waist pain" and issues with the side stand making the vehicle unstable <YouTube\_Comments\_Ather>.  
  
#### \*\*4. Hero Vida: Struggling for a Clear Voice\*\*  
  
The available data for Hero Vida is limited, but the comments suggest user frustration. The sentiment is difficult to define but leans towards mixed-to-negative, with users expressing their personal dissatisfaction with the product.  
  
\* \*\*Negative Evidence:\*\* One user pushes back against the idea of paid promotions, stating, "Bhai khud ke kharide huye scooter se mai agar pareshan hu to ye kaise bik gaya mai" (Brother, if I am troubled by a scooter I bought myself, how can this be a sold-out review?) <YouTube\_Comments\_Hero\_Vida>. This reflects genuine owner frustration.  
  
#### \*\*5. Ola Electric: Data Insufficient for Q2 Analysis\*\*  
  
With only one neutral, forward-looking comment in the April sample ("Maine li hai ola scooty INSHAH ALLAH chalaneke bad review dungi"), it is impossible to determine Ola's sentiment for this specific period <YouTube\_Comments\_Ola\_Electric>. This is a notable gap, given Ola's market presence. However, broader data from August 2025 continues to show "service" as a top keyword, suggesting that the service-related challenges discussed in our Q1 2025 analysis likely persisted <Conversation\_Context><REAL\_YOUTUBE\_USER\_FEEDBACK\_DATA>.  
  
### \*\*Market Context and Conclusion\*\*  
  
The user sentiment in Q2 2025 reflects a maturing market where reliability and after-sales service are becoming paramount. The overall EV penetration in the two-wheeler segment grew from 6.1% to 7.3% between May and June 2025, indicating sustained consumer interest <Web\_Search\_evreporter.com>.  
  
\*\*Key Insight:\*\* The strong negative sentiment surrounding Bajaj Chetak's quality control and the positive sentiment for TVS iQube's reliability highlight a critical divergence. Legacy automakers are leveraging their manufacturing experience, but brand reputation is now being won or lost based on the post-purchase EV experience. While Ather maintains its tech-savvy, loyal base, brands like Bajaj risk long-term damage if these severe product and service issues are not addressed immediately.

# Sources

1. India's Electric Vehicle sales trend | June 2025 - EVreporter •

URL: https://evreporter.com/indias-electric-vehicle-sales-trend-june-2025/

Summary: The penetration percentage of electric vehicles (EVs) in the two-wheeler (2W) category increased from 6.1% in May 2025 to 7.3% in June 2025. High Speed E-2W ......

2. Electric Vehicle Industry in India and its Growth - IBEF

URL: https://www.ibef.org/industry/electric-vehicle

Summary: The automobile sector received a cumulative equity FDI inflow of about Rs. 2,48,682.50 crore (US$ 29.07 billion) between April 2000–March 2025....

3. Indian Two-Wheeler Market 2025: EV Growth, New Sales Decline

URL: https://livingwithgravity.com/indian-two-wheeler-market-2025-ev-growth-new-sales-decline/

Summary: Domestic sales also showed a 7% growth in April 2025 4, and TVS's total two-wheeler sales climbed 20% in June 2025 compared to the previous ......

4. Legacy e-2W OEMs keep startups at bay, claim 58% share in H1 2025

URL: https://www.autocarpro.in/analysis-sales/legacy-e-2w-oems-keep-startups-at-bay-capture-58-share-in-first-half-cy2025-127325

Summary: Legacy e-2W OEMs keep startups at bay, capture 58% share in first-half CY2025. Legacy two-wheeler manufacturers TVS Motor, Bajaj Auto, Hero ......

5. Electric Two-wheelers in India (3) 78 companies - MarkLines

URL: https://www.marklines.com/en/report/rep2734\_202410

Summary: The report also features a list of 78 electric two-wheeler companies, detailing their production plants, capacities, models, and battery types....

6. OLA S1 PRO LONG TERM REVIEW | NEGATIVES AND POSITIVES | ACTUAL RANGE | (YouTube)

URL: https://www.youtube.com/watch?v=OJGCf7\_ca\_A

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

7. 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...

8. 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...

9. 10000 KM चलाने के बाद ये हाल TVS iQUBE का | Ownership Review Of Tvs iqube electric scooter (YouTube)

URL: https://www.youtube.com/watch?v=B23v7bc70us

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

10. 2024 TVS iQube ST Electric Review - Better Than Bajaj Chetak ?? (YouTube)

URL: https://www.youtube.com/watch?v=P3mmGRExW6k

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

11. 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...

12. 2025 Ather 450X review - As fun as ever with small improvements | First Ride | Autocar India (YouTube)

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

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

13. Hero Vida V2… why !!?? (YouTube)

URL: https://www.youtube.com/watch?v=ln4ioH3NwDg

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