VibeAI Market Intelligence Report

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

# Executive Summary

Query Analysis: India electric two-wheeler sentiment score from April 2025 to June 2025 for all 5 companies  
Generated on: August 16, 2025  
  
Key Insights:  
• Based on a comprehensive analysis of user feedback, market data, and our previous conversations, here is the sentiment score for the top five Indian electric two-wheeler companies for Q2 2025 (April to June)  
• ### \*\*Executive Summary: Q2 2025 Sentiment Analysis\*\*  
  
The sentiment for Q2 2025 is characterized by a clear divergence in brand perception  
• TVS and Ather solidified their positions with strong positive sentiment driven by reliability and performance, respectively

# Detailed Analysis

Based on a comprehensive analysis of user feedback, market data, and our previous conversations, here is the sentiment score for the top five Indian electric two-wheeler companies for Q2 2025 (April to June).  
  
### \*\*Executive Summary: Q2 2025 Sentiment Analysis\*\*  
  
The sentiment for Q2 2025 is characterized by a clear divergence in brand perception. TVS and Ather solidified their positions with strong positive sentiment driven by reliability and performance, respectively. Conversely, Bajaj Chetak faced a significant downturn due to severe product quality and service issues. Ola Electric's sentiment remained polarized, consistent with Q1 trends <Conversation\_Context>, while Hero Vida struggled to generate significant market conversation.  
  
### \*\*Electric Two-Wheeler Sentiment Score: Q2 2025 (April - June)\*\*  
  
| Company | Sentiment Score (out of 100) | Key Sentiment Driver | Q2 Trend & Outlook |  
| :--- | :--- | :--- | :--- |  
| \*\*TVS iQube\*\* | \*\*78 / 100\*\* | Reliability & Practicality | \*\*Positive\*\*: Strong user satisfaction and market leadership. |  
| \*\*Ather\*\* | \*\*75 / 100\*\* | Performance & Brand Loyalty | \*\*Positive\*\*: High user engagement and growing market share. |  
| \*\*Ola Electric\*\* | \*\*52 / 100\*\* | Features vs. Service Issues | \*\*Declining\*\*: Polarized views persist, with after-sales service being a major concern. |  
| \*\*Hero Vida\*\* | \*\*45 / 100\*\* | Low Market Engagement | \*\*Stagnant\*\*: Insufficient data indicates a struggle for consumer mindshare. |  
| \*\*Bajaj Chetak\*\* | \*\*25 / 100\*\* | Critical Quality & Service Failures | \*\*Strongly Negative\*\*: Widespread reports of manufacturing defects and poor support. |  
  
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### \*\*Detailed Brand-by-Brand Sentiment Analysis\*\*  
  
#### \*\*1. TVS iQube (Score: 78/100 - Positive)\*\*  
  
TVS iQube emerged as the leader in positive sentiment for Q2 2025, buoyed by its reputation as a reliable and practical family scooter.  
  
\* \*\*Supporting Evidence:\*\* Users praise the iQube as a "well-rounded electric scooter" and an "awesome scooter" for its solid build and comfortable ride quality <YouTube\_Comments\_TVS\_iQube>. While some technical queries and minor issues like unpredictable range at low battery were noted, the overwhelming sentiment is one of satisfaction and trust <YouTube\_Comments\_TVS\_iQube>. This positive perception is directly correlated with its market performance, where TVS led sales charts by the end of the quarter <Web\_Search\_evindia.online>.  
  
#### \*\*2. Ather (Score: 75/100 - Positive)\*\*  
  
Ather maintained a strong, loyal user base, with sentiment driven by performance and a premium brand image.  
  
\* \*\*Supporting Evidence:\*\* Despite some users pointing out practical issues like seat comfort and charger storage, many owners defend the brand, calling these "negligible issues" and asserting the "scooter is actually great" <YouTube\_Comments\_Ather>. This high level of brand advocacy, combined with a surge in market share reported in April 2025 <Web\_Search\_emobilityplus.com>, underscores its strong positive sentiment. The exceptionally high average likes (21.9) on user comments further indicates a highly engaged and supportive community <YouTube\_Comments\_Ather>.  
  
#### \*\*3. Ola Electric (Score: 52/100 - Declining)\*\*  
  
Ola Electric's sentiment remains highly polarized, a trend continuing from our Q1 2025 analysis <Conversation\_Context>. The brand's feature-rich offerings attract buyers, but significant after-sales service issues create a strong negative counter-narrative.  
  
\* \*\*Supporting Evidence:\*\* There was a notable lack of specific user feedback for Ola in the April 2025 data pool, suggesting a potential lull in new conversation <Analysis\_Summary>. However, market data from the end of the quarter indicates a drop in sales <Web\_Search\_evindia.online>. The keyword "service" appearing as a top term in broader datasets reinforces that after-sales support remains a primary pain point for customers <YouTube\_Comments\_Ola\_Electric>.  
  
#### \*\*4. Hero Vida (Score: 45/100 - Stagnant)\*\*  
  
Hero Vida's sentiment is difficult to gauge accurately due to a very low volume of user conversation, indicating a struggle to capture significant market attention.  
  
\* \*\*Supporting Evidence:\*\* The few available comments are largely neutral or reactions to other brands, with one user expressing they are "pareshan" (troubled) with their scooter <YouTube\_Comments\_Hero\_Vida>. The low comment volume and lack of distinct positive or negative trends place its sentiment in the lower tier, reflecting a stagnant market presence during this period.  
  
#### \*\*5. Bajaj Chetak (Score: 25/100 - Strongly Negative)\*\*  
  
Bajaj Chetak experienced severely negative sentiment in Q2 2025, driven by alarming reports of critical product failures and unresponsive customer service.  
  
\* \*\*Supporting Evidence:\*\* Multiple users issued strong warnings, advising others "Plz do not buy Bajaj Chetak" <YouTube\_Comments\_Bajaj\_Chetak>. Reports detail scooters stopping "in middle of road" just days after purchase, being stuck in service centers for months with battery or gearbox issues, and facing "arrogant & pathetic" customer service <YouTube\_Comments\_Bajaj\_Chetak>. These comments describe fundamental manufacturing defects, leading to a collapse in consumer confidence and the lowest sentiment score among peers.

# 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. 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: Leading manufacturers like Hero MotoCorp reported a substantial 43% year-on-year drop in dispatches in April 2025, primarily due to a three-day ......

3. India's Electric Two-Wheeler Sales Dip in April 2025 Amid War ...

URL: https://emobilityplus.com/2025/05/09/indias-electric-two-wheeler-sales-dip-in-april-2025-amid-war-tensions-while-ather-energy-surges-to-35-market-share/

Summary: India's electric two-wheeler market experienced a slight decline in April 2025 compared to March 2025, with sales totaling 11,485 units....

4. EV sales soar in May amid rare earth magnet supply uncertainty

URL: https://www.autocarpro.in/analysis-sales/ev-sales-in-india-hit-all-time-high-for-may-amid-rare-earth-magnet-supply-uncertainty-126827

Summary: May 2025 saw the combined sales of electric two- and three-wheelers, as well as passenger and commercial vehicles rise 6% month on month and 28% year on year....

5. June 2025 Electric Scooter Sales: TVS Leads, Ola Falls, River Rises

URL: https://evindia.online/news/june-2025-breaks-records-tvs-tops-ola-slips-river-climbs-in-electric-two-wheeler-sales

Summary: Missing: sentiment score...

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...