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:  
• Here is the sentiment analysis and scoring for the Indian electric two-wheeler market for Q2 2025 (April-June), based on a comprehensive analysis of user feedback and market data  
• This analysis builds upon our previous discussion regarding Q1 2025 performance, where we noted Ola Electric's highly polarized sentiment <Conversation\_Context>

# Detailed Analysis

Of course. Here is the sentiment analysis and scoring for the Indian electric two-wheeler market for Q2 2025 (April-June), based on a comprehensive analysis of user feedback and market data.  
  
This analysis builds upon our previous discussion regarding Q1 2025 performance, where we noted Ola Electric's highly polarized sentiment <Conversation\_Context>.  
  
### \*\*Executive Summary: Q2 2025 (April-June) Sentiment Analysis\*\*  
  
During the second quarter of 2025, the market sentiment diverged significantly. Brands perceived as reliable and practical, such as TVS and Ather, solidified positive consumer perception, which was reflected in strong market performance <Web\_Search\_emobilityplus.com, Web\_Search\_evindia.online>. Conversely, Bajaj Chetak faced a severe decline in sentiment due to critical product and service failures <YouTube\_Comments\_Bajaj\_Chetak>. Ola Electric's sentiment remained polarized, continuing the trend from Q1, with persistent service complaints ultimately impacting its sales leadership by the end of the quarter <Conversation\_Context, Web\_Search\_evindia.online>.  
  
### \*\*Q2 2025 Electric Two-Wheeler Sentiment Score\*\*  
  
| Company | Sentiment Score (Q2 2025) | Key Sentiment Drivers | Q2 Trend |  
| :--- | :--- | :--- | :--- |  
| \*\*TVS iQube\*\* | \*\*8.2 / 10 (Positive)\*\* | \*\*(+)\*\* Reliability, Practicality, Ride Quality<br>\*\*(-)\*\* Range unpredictability at low battery, Chassis concerns | \*\*Stable\*\* |  
| \*\*Ather\*\* | \*\*7.8 / 10 (Positive)\*\* | \*\*(+)\*\* Performance, Brand Loyalty, Strong User Community<br>\*\*(-)\*\* Minor usability issues, Seat comfort | \*\*Improving\*\* |  
| \*\*Ola Electric\*\* | \*\*5.5 / 10 (Mixed-Negative)\*\* | \*\*(+)\*\* Features, Performance (when functional)<br>\*\*(-)\*\* Critical service failures, Reliability issues | \*\*Declining\*\* |  
| \*\*Hero Vida\*\* | \*\*6.0 / 10 (Neutral)\*\* | \*\*(+)\*\* Removable battery feature<br>\*\*(-)\*\* Lack of strong positive advocacy, User complaints | \*\*Stagnant\*\* |  
| \*\*Bajaj Chetak\*\* | \*\*3.5 / 10 (Negative)\*\* | \*\*(+)\*\* Design aesthetics<br>\*\*(-)\*\* Severe product failures (battery, gearbox), Poor service | \*\*Strongly Declining\*\* |  
  
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### \*\*Detailed Brand-by-Brand Sentiment Breakdown\*\*  
  
#### \*\*1. TVS iQube: The Reliable Choice\*\*  
TVS maintained a strong positive sentiment throughout the quarter, positioning itself as a dependable and practical urban scooter. Users frequently describe it as a "well-rounded" and "awesome scooter" <YouTube\_Comments\_TVS\_iQube>. This positive perception was bolstered by its rise to the top of the sales charts in June 2025 <Web\_Search\_evindia.online>. However, two potential concerns emerged: a user report of unpredictable range when the battery is low <YouTube\_Comments\_TVS\_iQube> and a comment about a potential "chassis break problem" that garnered significant community attention (12 likes), indicating a point of concern to monitor <YouTube\_Comments\_TVS\_iQube>.  
  
#### \*\*2. Ather: The Performance Enthusiast's Pick\*\*  
Ather began the quarter with powerful momentum, surging to a 35% market share in April 2025, a clear indicator of positive consumer sentiment and demand <Web\_Search\_emobilityplus.com>. The brand benefits from a highly engaged and loyal user base, evidenced by the high average likes on user comments <YouTube\_User\_Feedback\_Data>. Feedback is often nuanced, with users acknowledging minor inconveniences like charger storage or seat comfort but still affirming the scooter is "actually great" <YouTube\_Comments\_Ather>. This indicates a mature product perception where minor flaws do not overshadow the core positive experience.  
  
#### \*\*3. Bajaj Chetak: A Crisis of Confidence\*\*  
Bajaj Chetak experienced a severe negative sentiment shift in Q2, driven by alarming reports of critical product failures. Multiple users reported their new scooters stopping "in middle of road" or having immediate "gearbox issues" right after delivery <YouTube\_Comments\_Bajaj\_Chetak>. These issues were compounded by what users described as "pathetic," "arrogant," and "irresponsive" customer service, with vehicles remaining in service centers for months <YouTube\_Comments\_Bajaj\_Chetak>. These comments strongly advise against purchasing the vehicle, indicating a deep-seated trust issue during this period.  
  
#### \*\*4. Ola Electric: Persisting Service Woes\*\*  
Continuing the "highly polarized consumer sentiment" we identified for Q1 2025, Ola's challenges with after-sales service persisted and intensified in Q2 <Conversation\_Context>. While the product's features and performance are acknowledged, the dominant theme in user discussions is poor service reliability <YouTube\_User\_Feedback\_Data>. This long-standing issue appears to have culminated in a tangible market impact, as Ola lost its top sales position by June 2025, suggesting that consumers are increasingly weighing service quality in their purchase decisions <Web\_Search\_evindia.online>.  
  
#### \*\*5. Hero Vida: Struggling for Momentum\*\*  
Hero Vida's sentiment remained largely neutral to slightly negative, failing to generate significant positive buzz. The primary discussion point revolves around its battery technology <YouTube\_User\_Feedback\_Data>. The available user feedback includes direct complaints and defensive comments from other users, suggesting the brand is actively managing a negative public perception <YouTube\_Comments\_Hero\_Vida>. Without a strong base of positive user advocacy, Vida's sentiment appears stagnant compared to its competitors.

# 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: Honda Motorcycle & Scooter India (HMSI) experienced a significant decline in domestic sales in June 2025, down 19.43% year-on-year 31, and an ......

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...