

2 Wheeler EVs in India

Sample Report | 07 November, 2024

- Consumers are increasingly drawn to humor-related features in **EV** two wheelers. The rise in videos of Ola Scooters playing music through speakers and customizable honks has positively impacted the perception of **Ola EVs** and boosted social engagement.
- **Ather Energy's** line of scooters, which can go from 0 to 40 KMPH in about 2 seconds, adds a layer of thrill and exhilaration for the end buyer.
- Consumers in urban cities and metros in India are very positive toward adopting EV two-wheelers due to the rise in infrastructure. On average, 78% of all EV two wheelers follow a fixed path in their commute or usage, while only 22% ride their two-wheelers in random routes across the city.
- Smaller capacity EV scooters, used by delivery agents of dining apps like **Zomato** and **Swiggy**, have raised concerns about chain snatching in metro cities due to their silent operation and quick acceleration. Police in cities such as Bengaluru are advocating for stricter enforcement, including fines for not wearing helmets, riding on footpaths, and mandatory license plates.
- EV two-wheeler bikes from **OEMs such as Ultraviolette** have excited the youth due to their product styling and acceleration. However, a majority of these users will think twice before riding their two-wheelers outside city bounds due to limited infrastructure in towns and destinations frequently visited by bike riders.

Customer Readiness and Brand Trust are Hand in Glove

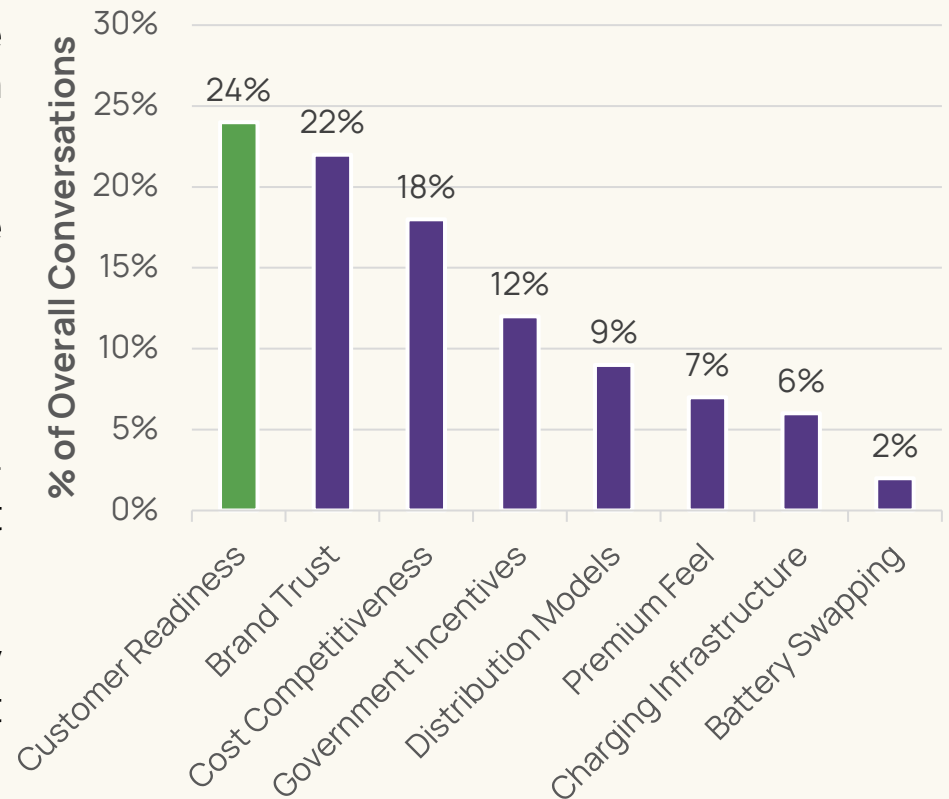
Customer Readiness leading the chart shows Indians are increasingly open to new EVs and services, though the transition remains measured.

Following closely, Brand Trust's prominence reflects the traditional Indian value of building relationships with trusted brands before embracing change.

Cost Competitiveness maintains significant importance, reflecting the value-conscious nature of Indian consumers - they're willing to embrace change and try out new things but remain pragmatic about pricing.

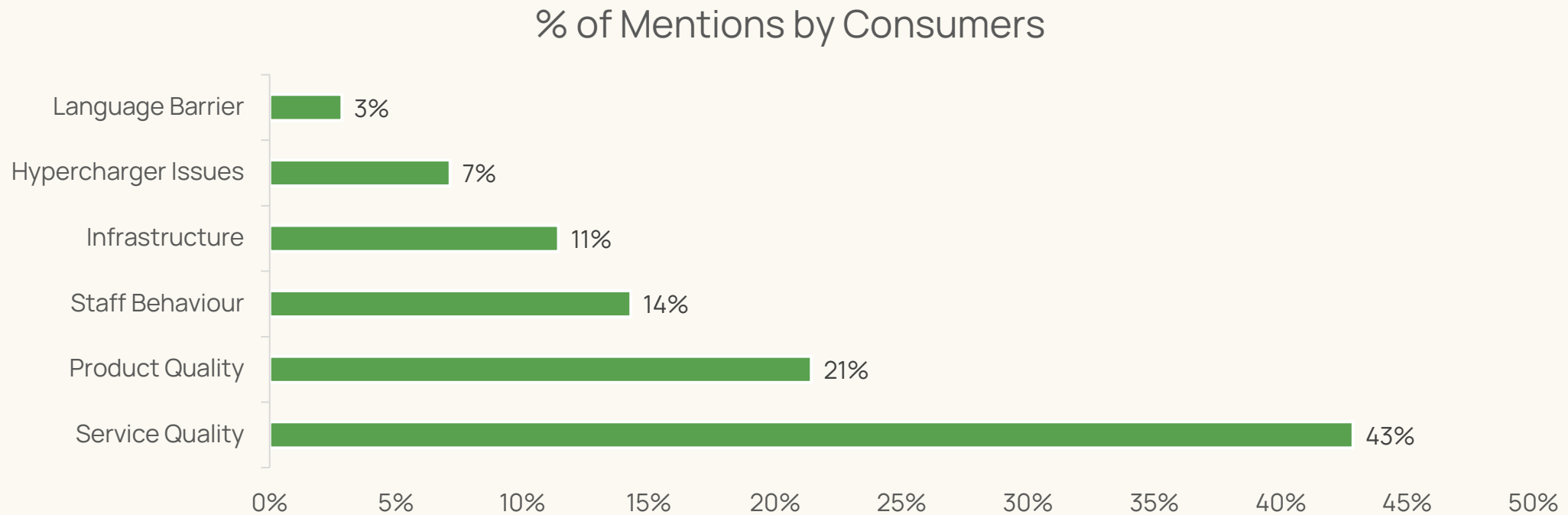
This reflects a market where consumers are cautiously progressive - ready for change but wanting it within their comfort zone of trust, affordability, and reliable infrastructure.

Emerging Macro Themes



Language Barrier is Playing a Negative Role in Kalyan Nagar

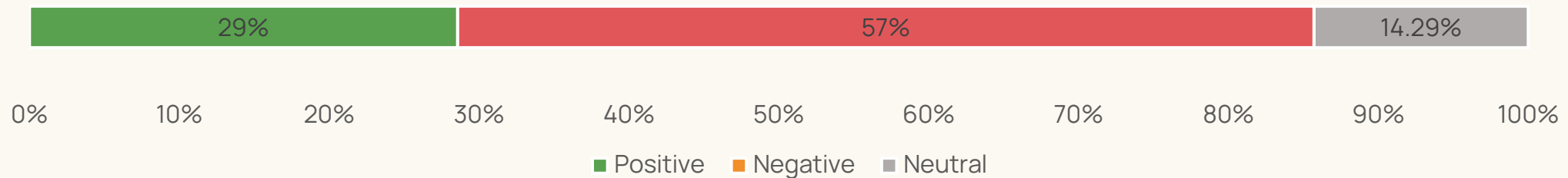
An insight from the consumer conversations indicates that **Tamil-speaking customers** tend to receive better service at Ola's showroom in Kalyan Nagar. This suggests a potential language barrier, where staff members, prioritize or communicate more effectively with Tamil-speaking customers, **leading to a disparity in service quality** for non-Tamil-speaking customers.

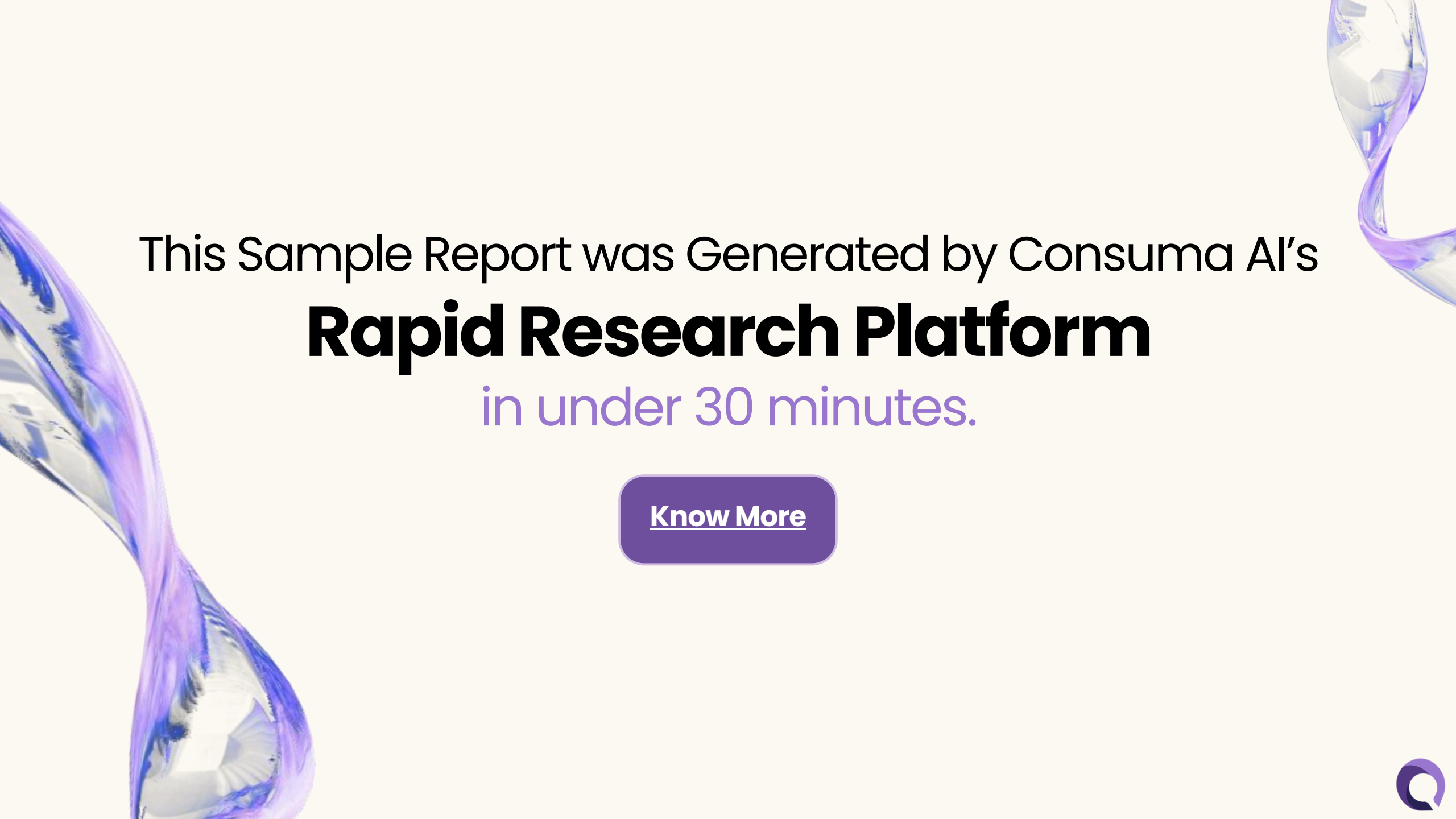


Predominant Negative Sentiment – How and Why?

- There are numerous complaints about the overall quality of service, including poor behavior from staff, lack of proper communication, and inadequate problem-solving capabilities.
- Many customers express frustration with the hypercharger infrastructure, mentioning non-functional chargers and long waiting times. This inconvenience adds to the negative perception of the service center.
- Many customers report dissatisfaction with the after-sales service, citing unresponsive staff, long waiting times, and unresolved issues.
- Non-Tamil-speaking customers feel they receive subpar service compared to Tamil-speaking customers, leading to feelings of neglect and unfair treatment.

Sentiment Distribution





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