

Ola Electric's sales drop; market share of TVS, Bajaj Auto, Ather sees growth

Our Bureau
New Delhi

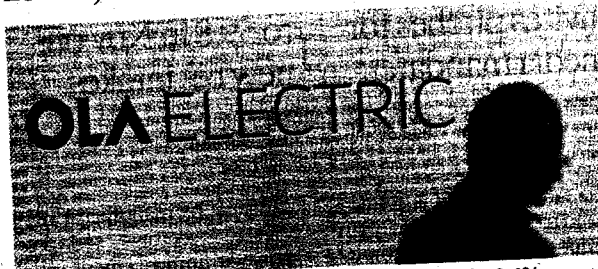
Ola Electric's two-wheeler sales have drastically gone down over the last one year, while those of TVS Motor, Bajaj Auto and Ather Energy have grown. Year to date (YTD) this fiscal, TVS is in the lead with 1,99,689 units, followed by Bajaj Auto (1,72,554 units) and Ather (1,42,749 units).

Ola's sales numbers declined to 1,33,521 units as against 2,73,725 units in the same period in FY25.

This has led to the fall in the company's market share to 15.3 per cent during the YTD period this year (35.5 per cent), according to a report from brokerage firm Choice Equity.

SECTOR PERFORMANCE

Overall, the industry registered a growth of 13.5 per



FUSED. The electric two-wheeler segment posted a 2.6% decline in November 2025, stated a report REUTERS

cent year on year to 8,74,786 units (7,70,236 units), stated the report.

The report added that though some of the individual original equipment manufacturers like TVS Motor Company, Hero MotoCorp and Ather reported significant growth in their sales in November, as compared with the same month last year, the overall industry declined 2.6 per cent in sales. "The electric two-wheeler segment posted a 2.6 per

cent decline in November 2025. Hero MotoCorp delivered a strong 62.5 per cent jump, while Ather Energy maintained a robust 56.9 per cent growth supported by multiple launches across price-points," it said.

TVS Motor sales grew 11 per cent as rare-earth supply normalised, whereas Bajaj Auto recorded a 3.3 per cent decline, it said. "EV production normalised after earlier disruptions from rare-earth magnet shortages," it added.