

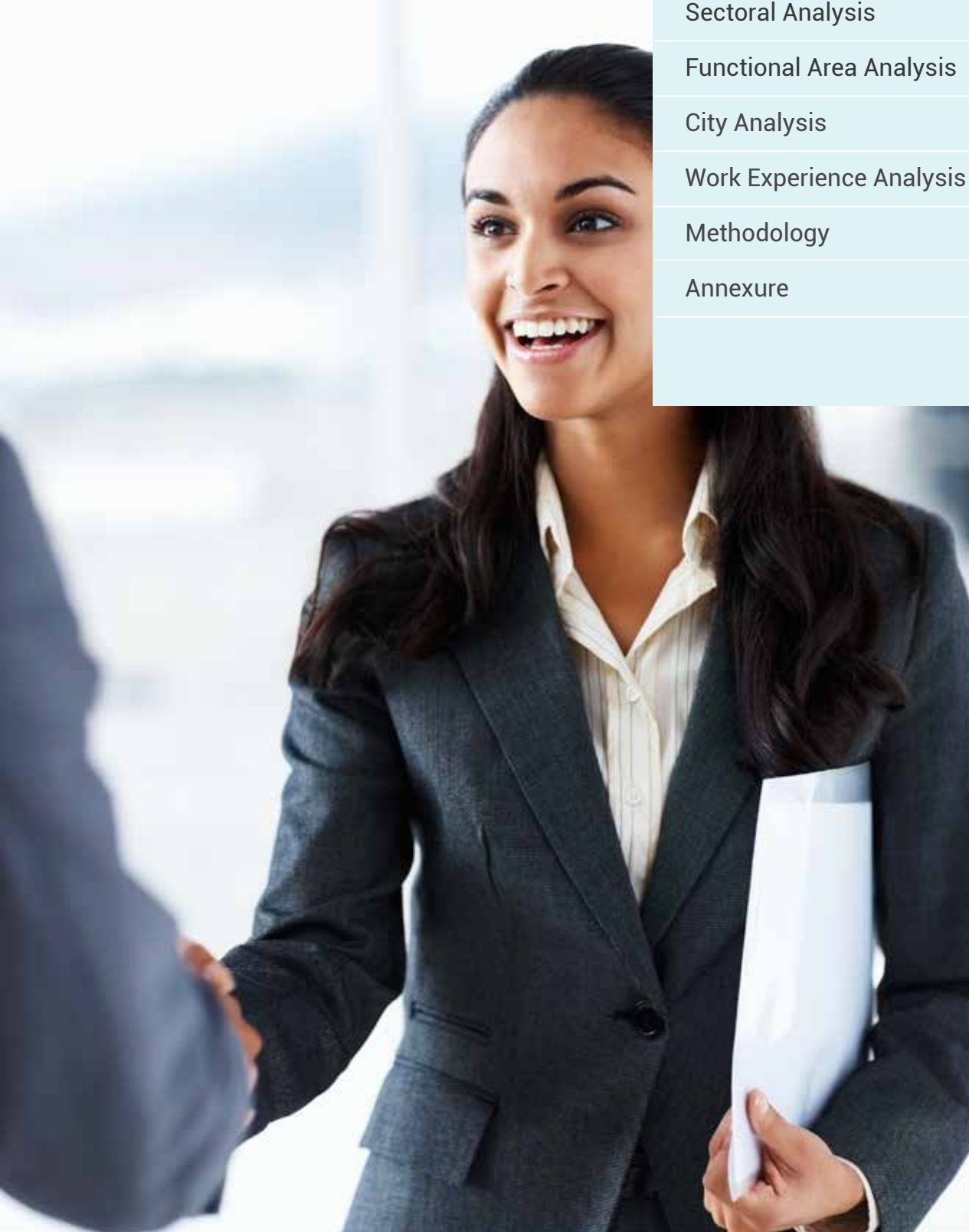
NAUKRI JOBSPEAK REPORT

Hiring Trends By City, Industry,
Functional Area and Experience



MARCH 2021

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INDEX FOR MARCH 2021

The Naukri JobSpeak Index for March'21, at 2,436 registered a growth of 3% in hiring as compared to Feb'21. This was led by the IT and Retail sectors that saw a double-digit sequential growth in hiring in Mar'21.

Overall Hiring Trends



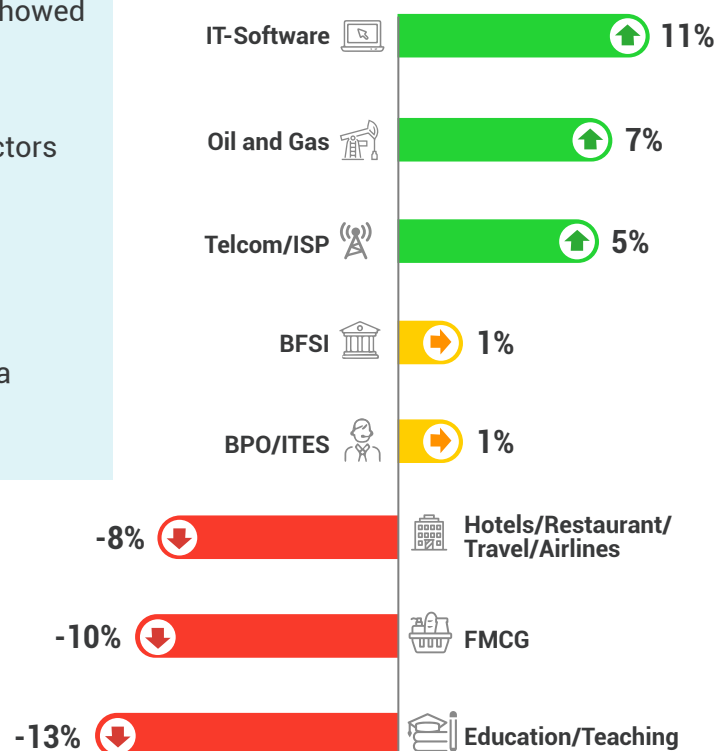
- The wave of digital transformation has shielded the IT-Software sector and hiring continues to grow by +11% in Mar'21 over Feb'21. The Retail sector, which was severely impacted by the pandemic, is also seeing robust revival as sequential hiring saw an uptick of +15% in Mar'21.
- In metros, Bengaluru and Mumbai led the sequential growth at +13% and +8% respectively whereas Ahmedabad (+13%) led hiring in emerging cities.
- Hiring across experience bands saw an average increase of 3% in Mar'21 over Feb'21.

Pawan Goyal, Chief Business Officer, Naukri.com said,

"Overall, hiring activity shows a robust growth of 23% in the Jan-Mar'21 quarter as compared to the Oct-Dec'20 quarter. The IT sector has been at the forefront of fueling this growth and it is encouraging to see sectors like Retail and Accounting/Finance also showing promising recovery over the past few months. With the economy opening up, recruiters are ready to hire again, and 83% confirmed this in our latest Naukri Hiring Outlook survey."

HIRING TRENDS ACROSS INDUSTRIES

- Sectors such as Oil and Gas (+7%), Accounting/Taxation/Finance (+6%) and Telecom/ISP (+5%) showed an uptick in hiring in Mar'21 Vs Feb'21.
- Sectors such as BPO/ITES (1%) and BFSI (1%) sectors witnessed a flat sequential trend.
- With the second wave of COVID-19 underway, the Education/Teaching (-13%), FMCG (-10%) and Hotels/Airlines/Travel (-8%) sectors experienced a decline in sequential hiring in Mar'21.

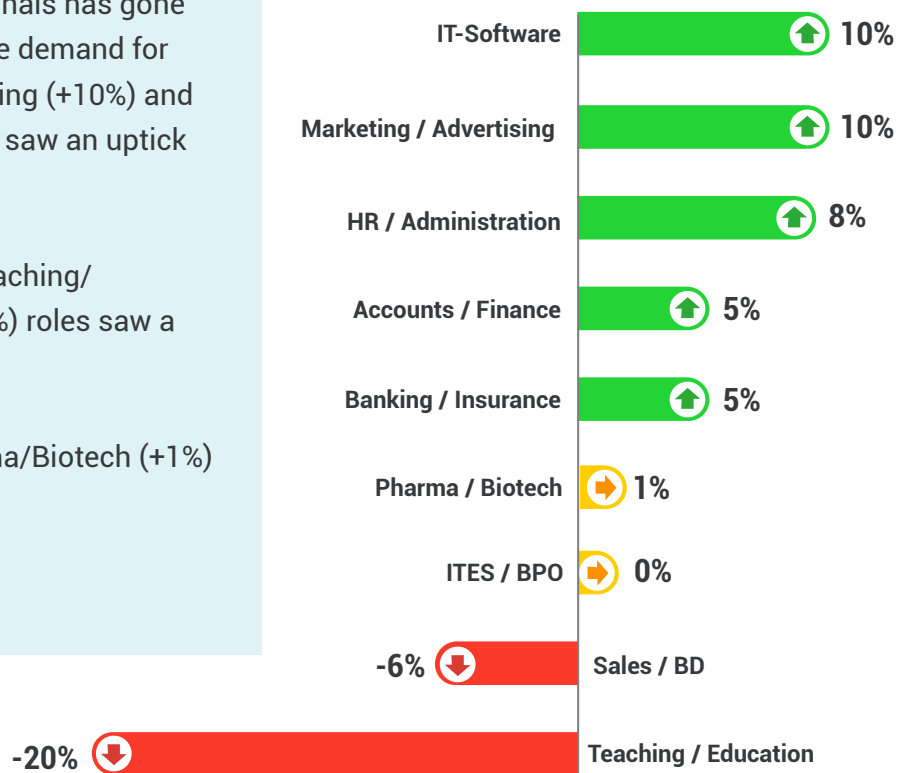


Figures are percentage change in Mar-21 over average of Feb-21

Industry*	Mar-20	Jan-21	Feb-21	Mar-21	Y-0-Y Growth	M-O-M Growth
IT-Software/Software Services	3089	2976	3944	4376	↑ 42%	↑ 11%
BPO/ITES/CRM/Transcription	2140	1875	2184	2201	↑ 3%	→ 1%
Auto/Auto Ancillary	915	934	1040	1009	↑ 10%	↓ -3%
Banking/Financial Services/Broking	2465	2182	2544	2565	↑ 4%	→ 1%
Oil and Gas/Power/Infrastructure/Energy	543	393	443	475	↓ -13%	↑ 7%
Telcom/ISP	451	405	503	526	↑ 17%	↑ 5%
Insurance	936	1193	1176	893	↓ -5%	↓ -24%
Pharma/Biotech/Clinical Research	1448	1679	1816	1814	↑ 25%	→ 0%
Hotels/Restaurants/Airlines/Travel	1047	858	1015	932	↓ -11%	↓ -8%
FMCG/Foods/Beverage	1446	1627	1950	1751	↑ 21%	↓ -10%
Education/Teaching/Training	3797	3640	4558	3984	↑ 5%	↓ -13%
IT-Hardware & Networking	1052	1024	1209	1258	↑ 20%	↑ 4%
Retailing	1135	1158	1219	1406	↑ 24%	↑ 15%
Medical/Healthcare/Hospital	4706	4788	6133	6275	↑ 33%	→ 2%

HIRING TRENDS ACROSS FUNCTIONAL AREAS

- With organizations ramping up efforts towards digitization, hiring for tech professionals has gone up by +10% in Mar'21 Vs Feb'21. The demand for professionals in Marketing/Advertising (+10%) and HR/ Administration (+8%) roles also saw an uptick in Mar'21.
- The demand for professionals in Teaching/ Education (-20%) and Sales/BD (-6%) roles saw a sequential decline.
- Hiring for ITES/BPO (0%) and Pharma/Biotech (+1%) roles saw a flat trend.



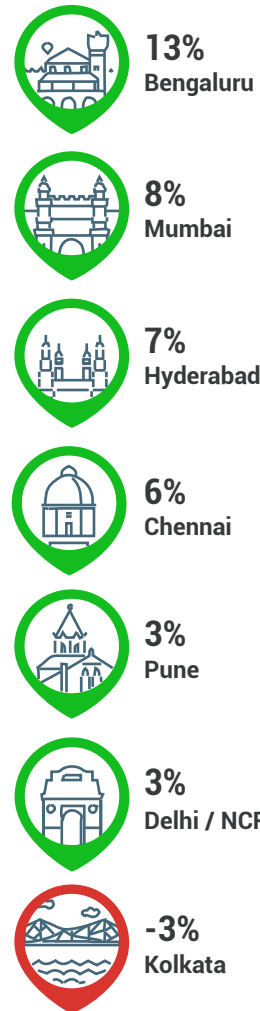
Figures are percentage change in Mar-21 over average of Feb-21

Functional Area*	Mar-20	Jan-21	Feb-21	Mar-21	Y-0-Y Growth	M-0-M Growth
IT-Software	2733	2907	3806	4184	↑ 53%	↑ 10%
Sales / BD	2044	2042	2225	2089	→ 2%	↓ -6%
ITES / BPO / KPO / Customer Service / Operations	2907	2367	2790	2801	↓ -4%	→ 0%
Production / Maintenance / Quality	1090	979	1060	962	↓ -12%	↓ -9%
Accounts / Finance / Tax / CS / Audit	1361	1272	1485	1556	↑ 14%	↑ 5%
HR / Administration / IR	1596	1576	2014	2171	↑ 36%	↑ 8%
Site Engineering / Project Management	457	493	518	468	→ 2%	↓ -10%
Marketing / Advertising / MR / PR	1265	1312	1576	1738	↑ 37%	↑ 10%
Banking / Insurance	1111	1511	1810	1906	↑ 72%	↑ 5%
Engineering Design / R&D	701	722	851	787	↑ 12%	↓ -8%
Purchase / Logistics / Supply Chain	920	1065	1262	1247	↑ 36%	→ -1%
Secretary / Front Office / Data Entry	813	812	966	890	↑ 9%	↓ -8%
IT- Hardware / Telecom / Technical Staff / Support	1340	1288	1494	1624	↑ 21%	↑ 9%

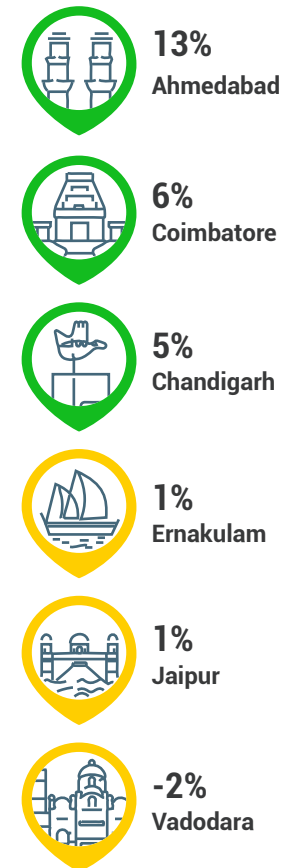
HIRING TRENDS ACROSS CITIES

- M-O-M Hiring activity in metros was greater than the national average (+7%) in Mar'21.
- Within metros, Bengaluru and Mumbai led the sequential growth at +13% and +8% respectively followed by Hyderabad (+7%) and Chennai (+6%).
- Ahmedabad registered the highest hiring growth of +13% amongst Tier-2 cities in Mar'21 versus Feb'21.

Metro Cities



Emerging Cities



Figures are percentage change in Mar-21 over average of Feb-21

City*	Mar-20	Jan-21	Feb-21	Mar-21	Y-0-Y Growth	M-O-M Growth
Delhi / NCR	1818	1876	2258	2332	↑ 28%	↑ 3%
Mumbai	1621	1257	1502	1618	→ 0%	↑ 8%
Bengaluru / Bangalore	2256	2099	2743	3102	↑ 37%	↑ 13%
Chennai	1494	1520	1834	1952	↑ 31%	↑ 6%
Hyderabad / Secunderabad	2215	2357	3020	3235	↑ 46%	↑ 7%
Pune	2589	2543	3149	3253	↑ 26%	↑ 3%
Kolkata	2269	2335	2604	2514	↑ 11%	↓ -3%
Ahmedabad	2809	2669	3487	3924	↑ 40%	↑ 13%
Chandigarh	1570	2032	2139	2246	↑ 43%	↑ 5%
Ernakulam / Kochi / Cochin	2934	3575	3797	3825	↑ 30%	→ 1%
Vadodara / Baroda	2494	2160	2595	2544	→ 2%	→ -2%
Coimbatore	2614	2074	2359	2509	↓ -4%	↑ 6%
Jaipur	3091	3691	3863	3909	↑ 26%	→ 1%

HIRING TRENDS ACROSS EXPERIENCE LEVELS

- Hiring across experience bands saw an average increase of 3% with 4-7 and 8-12 years bands witnessing 6% M-O-M uptick in hiring activities.
- Leadership roles for professionals with experience greater than 16 years saw a decline (-3%).



Figures are percentage change in Mar-21 over average of Feb-21



METHODOLOGY

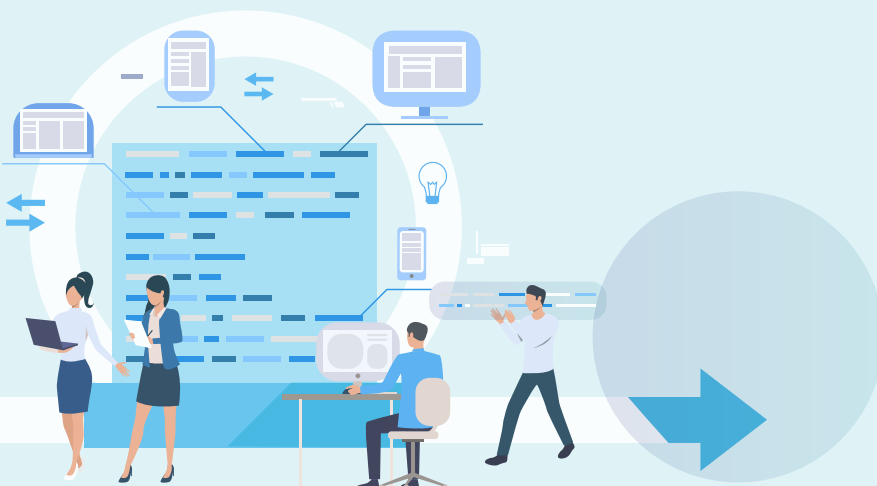
The Naukri JobSpeak is a monthly Index that calculates and records hiring activity based on the job listings on Naukri.com website month on month. The objective of Naukri JobSpeak is to measure the hiring activities in various industries, cities, functional areas and experience levels. The data is compiled from the website wherein jobs posted by clients on Naukri.com are considered. Thus, the job speak index includes jobs that might be for replacement hiring. July 2008 is taken to be the base with an index value of 1,000 and the subsequent monthly index is compared with the data for July 2008. The jobs analyzed for the monthly Index are qualified based on white-collar, urban, belonging to organized corporate sector jobs with the focus on service industries. The report shows hiring trends across industry sectors, geography, experience level, and functional areas. More than 76,000 clients use Naukri.com, leading to the high reliability of data. The report does not cover gig employment, hyperlocal hiring or campus placement. Over a long period, the Naukri JobSpeak was impacted by the increase in the Naukri traffic share, internet penetration, Naukri pricing strategy and job listing drives.

About Naukri.com

Naukri.com, India's No. 1 job site and the flagship brand of Info Edge introduced the concept of e-recruitment in India. Since its inception in 1997, Naukri.com has seen continuous growth while outperforming its competitors in every sphere. Info Edge was the first internet company to be listed in India. The brand enjoys a timeshare of over 96% across Desktop, Mobile and App as per similar web. Naukri.com is a recruitment platform that provides hiring-related services to corporates/recruiters, placement agencies and job seekers in India and overseas. It offers multiple products like Resume Database Access, listings and Response Management Tools. With more than 5,40,000 jobs live at any point and over 69 million CVs, Naukri.com services over 59,500 unique clients. The company operates 77 offices in 47 cities in India and overseas offices in Dubai, Riyadh, Abu Dhabi, Qatar and Bahrain.

Disclaimer

The data is only representative of the listings on Naukri.com. Our analytics team has used statistical techniques to derive insights which might be useful for our users/stake holders/ audiences. There may be a statistical margin of error.



ANNEXURE

SECTORAL DATA

Industry*	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21
IT-Software/Software Services	3089	1803	1472	1755	1749	1986	2375	2533	2779	3081	2976	3944	4376
BPO/ITES/CRM/Transcription	2140	929	839	1244	1315	1527	1971	1878	1791	1819	1875	2184	2201
Construction/Engineering/Cement/ Auto/Auto Ancillary	633	216	282	374	475	490	583	583	555	663	651	683	647
Banking/Financial Services/Broking	2465	993	858	1192	1378	1437	1910	1832	1772	2088	2182	2544	2565
Oil and Gas/Power/Infrastructure	543	334	249	300	347	313	408	386	332	431	393	443	475
Telcom/ISP	451	277	300	285	322	507	470	349	350	439	405	503	526
Insurance	936	633	476	637	659	795	1017	910	759	1100	1193	1176	893
Industrial Products/Heavy Machinery	772	272	351	546	695	773	1041	967	835	1036	951	1081	1128
Pharma/Biotech/Clinical Research	1448	1026	1125	1426	1316	1243	1794	1494	1477	1885	1679	1816	1814
Hotels/Restaurants/Airlines/Travel	1047	221	207	430	407	417	616	818	738	826	858	1015	932
FMCG/Foods/Beverage	1446	654	700	1103	1209	1227	1754	1591	1404	1701	1627	1950	1751
Chemicals/PetroChemical/Plastic/ Education/Teaching/Training	964	574	487	815	939	937	1439	1246	1018	1356	1176	1260	1196
IT-Hardware & Networking	3797	1785	1582	2711	2118	2312	3258	3234	2697	3279	3640	4558	3984
Retailing	1052	557	558	764	835	829	1354	1055	949	1050	1024	1209	1258
Media/Dotcom/Entertainment	1135	399	308	545	532	813	935	1051	981	1084	1158	1219	1406
Medical/Healthcare/Hospital	698	299	438	420	572	589	816	758	637	596	712	847	754
Real Estate/Property	4706	2133	4060	4499	4612	5279	5091	4866	5044	5736	4788	6133	6275
Recruitment/Employment Firm	1640	420	594	947	1021	1364	1963	1983	1939	2068	2345	2661	2438
Consumer Durables	2856	904	833	1303	1782	2127	3122	2798	2683	3012	3364	3894	4276
Accounting/Taxation/Finance	928	288	352	595	671	641	808	842	777	902	975	1124	930
Advertising/PR/MR/Events	2792	1082	1092	1668	1834	2036	2510	2480	2357	2688	2564	2918	3093
Textiles/Garments/Accessories	2552	880	1036	1366	1481	1707	1979	2256	2039	2230	2258	2673	2725
Semiconductors/Electronics	1264	359	583	967	1093	1236	1336	1488	1508	1784	1591	1706	1678
Courier/Transportation/Freight	1061	650	855	865	1012	1245	1128	1441	1278	1581	1569	1679	1571
Architecture/Interior Designing	1493	565	647	1036	1395	1505	1954	1652	1601	1531	1518	1934	2118
Export/Import	1076	309	606	818	750	1151	1452	1508	1384	1749	1696	2135	2202
Printing/Packaging	1274	385	410	663	1183	796	1086	1226	1175	1438	1349	1287	1229
Shipping/Marine	1271	367	538	781	925	1021	1134	1082	943	1341	954	1527	1456
Agriculture/Dairy	646	157	245	387	360	512	874	920	633	627	690	600	597
Office Equipment/Automation	1609	834	891	1537	1931	1819	2333	2243	1793	2192	1940	2303	2519
Fresher/Trainee	801	204	262	353	406	411	624	524	480	673	648	794	925
NGO/Social Services	1618	329	416	1005	1113	1365	2040	1818	1587	2604	1974	1832	1388
Gems & Jewellery	2172	748	838	1217	1320	1242	1870	1987	1679	2129	2243	2475	2860
Paper	3139	883	954	1700	1934	2612	3750	4144	3426	4445	3616	4421	4709
Legal	615	234	402	649	578	465	519	377	493	578	389	751	540
Tyres	2716	1257	1083	2039	2241	1811	2407	2226	2116	2434	2686	3318	2909
Fertilizers/Pesticides	787	153	178	475	519	371	552	460	567	401	564	855	890
Security/Law Enforcement	1440	874	846	1380	1751	1781	1748	1855	1901	1959	2567	2612	2330
Defence/Government	2376	225	707	1669	1796	1886	1968	2322	1500	2104	1560	2088	2648
	1516	723	1562	2770	3172	2239	2603	2845	1856	1796	1399	1523	1329

ANNEXURE

FUNCTIONAL AREA

Functional*	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21
IT-Software	2733	1642	1388	1674	1763	1969	2416	2462	2718	2982	2907	3806	4184
Sales / BD	2044	851	863	1147	1189	1280	1731	1837	1623	1945	2042	2225	2089
ITES / BPO / KPO / Customer Service	2907	1325	1153	1679	1673	1986	2452	2482	2220	2431	2367	2790	2801
Production / Maintenance / Quality	1090	359	486	785	831	909	1168	1038	866	1081	979	1060	962
Accounts / Finance / Tax / CS / Audit	1361	561	568	806	835	921	1169	1246	1104	1258	1272	1485	1556
HR / Administration / IR	1596	558	570	747	756	892	1260	1236	1292	1580	1576	2014	2171
Site Engineering / Project Management	457	186	206	291	364	385	463	467	444	552	493	518	468
Marketing / Advertising / MR / PR	1265	553	658	822	858	1030	1241	1241	1194	1384	1312	1576	1738
Banking / Insurance	1111	524	526	648	1027	1111	1404	1294	1239	1463	1511	1810	1906
Engineering Design / R&D	701	398	381	507	606	548	708	718	635	802	722	851	787
Purchase / Logistics / Supply Chain	920	407	475	695	809	937	1160	1095	959	1177	1065	1262	1247
Secretary / Front Office / Data Entry	813	169	263	435	505	536	773	716	683	875	812	966	890
IT- Hardware / Telecom / Technical	1340	677	665	906	1216	1228	1843	1503	1434	1458	1288	1494	1624
Teaching / Education	3924	1686	1402	2093	1802	2060	2683	2160	2027	2572	3001	4464	3555
Pharma / Biotech / Healthcare	4866	2442	3636	4953	5183	5968	5648	5079	5093	6178	5061	6517	6590
Hotels / Restaurants	1407	300	272	697	534	538	659	841	762	864	887	971	994
Top Management	628	512	476	596	536	581	729	575	942	738	659	663	657
Architecture / Interior Design	864	452	531	638	687	778	985	979	913	1066	1138	1329	1212
Export / Import / Merchandising	986	316	414	762	895	1209	1000	1167	1053	1264	1134	1232	1309
Corporate Planning / Consulting	1097	619	623	840	783	1010	1265	1342	1134	1502	1496	1831	1817
Legal	1438	652	644	918	917	970	1265	1177	1190	1400	1519	1648	1683
Web / Graphic Design / Visualiser	2857	1226	1749	2066	2373	3080	3241	3780	3471	4047	4260	4452	4530
Content / Journalism	2763	1237	1481	1936	1726	2188	2394	2604	2438	2604	2686	3486	3001
Ticketing / Travel / Airlines	1759	207	279	517	721	732	1203	1622	795	1164	1053	1341	1280
Fashion / Garments / Merchandising	764	199	152	410	402	641	898	968	952	1463	799	1156	939
Guards / Security Services	1051	316	531	1065	857	949	1339	1122	833	1326	745	960	1428
TV / Films / Production	1126	674	816	1097	1567	865	1148	1339	1097	1094	1110	1229	1126
Packaging	1215	1462	889	1068	1161	1106	1462	1179	1143	1215	834	1264	1179