

NAUKRI JOBSPEAK REPORT

Hiring Trends By City, Industry,
& Experience



2022

JULY

TABLE OF CONTENTS

1
Overview

2
Sectoral
Analysis

3
City
Analysis

4
Work Experience
Analysis

5
Methodology

6
Annexure

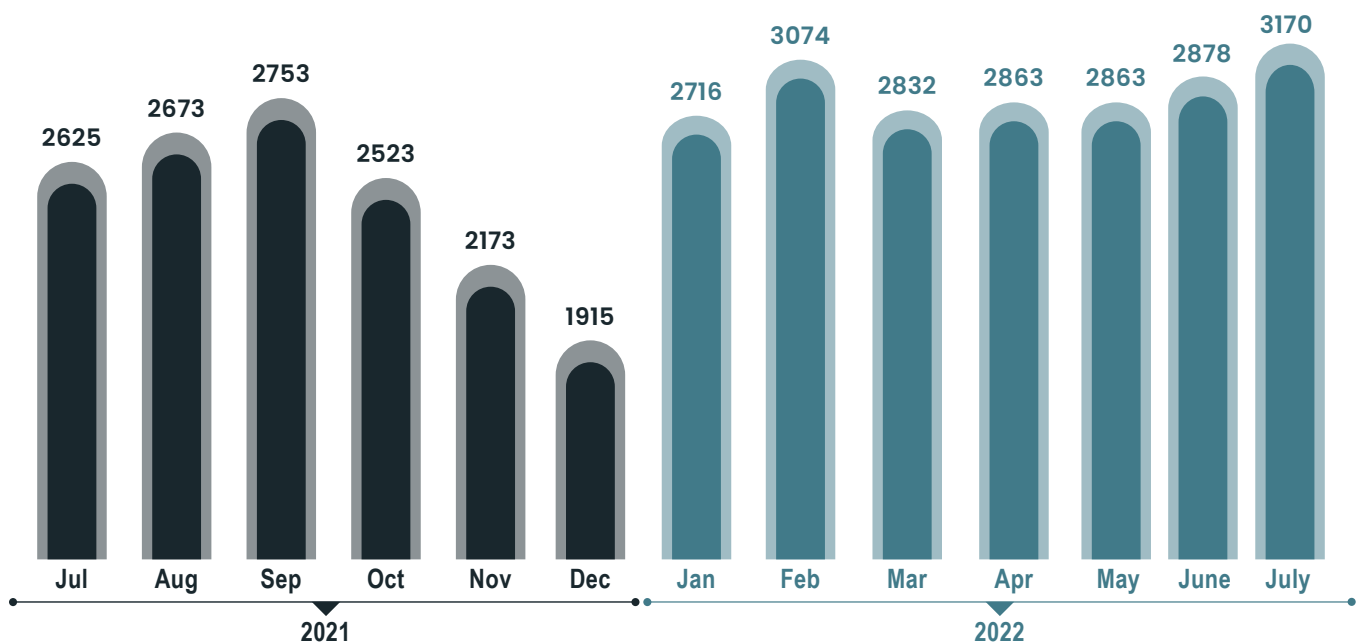




INDEX FOR JULY 2022

Hiring activity beats all past records in July'22: Naukri JobSpeak

OVER ALL HIRING TRENDS



- Job market jumps by 21% as Naukri JobSpeak Index clocks its ever-highest peak of 3170
- In July'22, the Insurance sector registered highest M-O-M growth (+21%), followed by Oil & Gas/Power (+18%), and IT-Software (+16%)
- Since the beginning of 2022, most key centers have been exhibiting positive hiring sentiment by registering an upward trend and marking double-digit growth
- The demand for professionals with greater than 16 years saw the steepest uptick of 32% in July'22 vs last year

Pawan Goyal,

Chief Business Officer,
Naukri.com



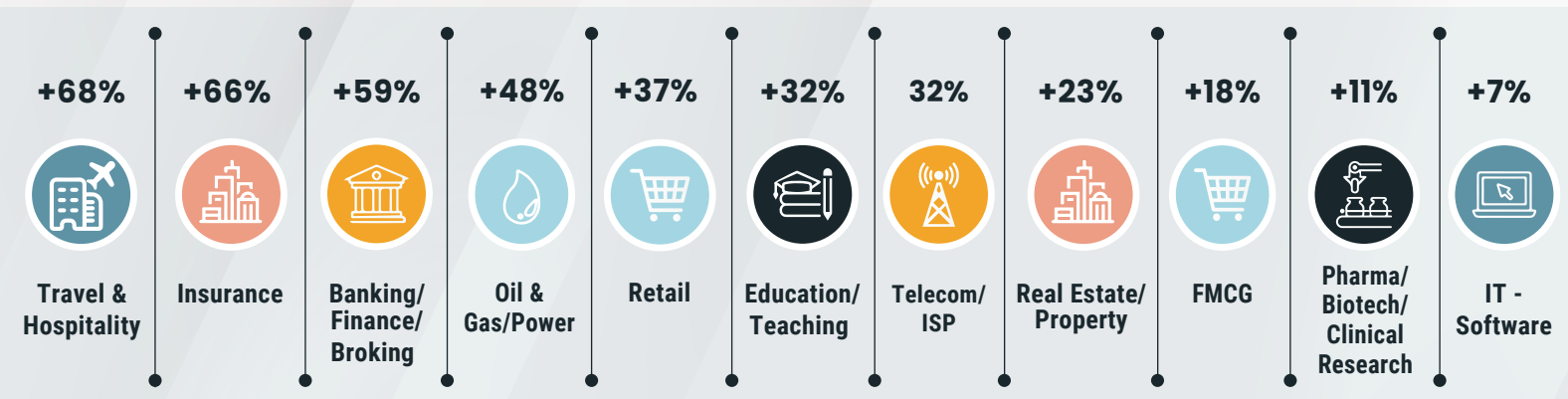
With the JobSpeak Index breaking all records, it validates that the employment market is on a steady course without any significant hotspots. The trend in growth is seen across most industries, cities and experience bands which is great news for the job seekers.





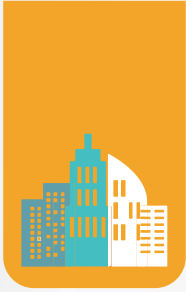
HIRING TRENDS ACROSS INDUSTRIES

- With the rising demand for health insurance products since the pandemic and the recent monkeypox scare in the country, the Insurance sector is witnessing a surge in hiring activity.
- Other sectors that continued to show an upward trend over July last year, include Travel & Hospitality (+68%), Banking (+59%), Oil & Gas (+48%), Retail (+37%), BPO (+35%), Auto (+34%), Education (+32%), Telecom (+32%), and IT-Software (7%).
- Looking at the year till date performance for all top industries, significant growth across the sectors can be seen. Travel & Hospitality leads the charts at 95% growth in hiring activity, followed by Insurance (65%) and BFSI (52%).



Figures are percentage change in July-22 over average of July-21

Industry*	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	June-22	July-22	YOY-Growth
IT-Software/Software Services	5466	5422	5648	4686	4155	3334	5370	5560	4983	4656	4711	5069	5872	↑ 7%
BPO/ITES/CRM/Transcription	1923	1994	2229	2044	1771	1567	1987	2468	2458	2659	2617	2600	2587	↑ 35%
Auto/Auto Ancillary	885	1051	978	896	787	733	925	1160	1038	1146	1152	1106	1183	↑ 34%
Banking/Financial Services/Broking	2340	2496	2736	2549	2305	2145	2860	3433	3138	3348	3299	3279	3731	↑ 59%
Oil and Gas/Power/Infrastructure/Energy	394	535	422	372	378	338	423	510	449	522	517	491	581	↑ 48%
Telecom/ISP	562	630	645	642	670	374	602	621	563	607	669	622	741	↑ 32%
Insurance	1278	1176	1308	1234	822	829	1291	2042	1541	1553	1946	1761	2124	↑ 66%
Pharma/Biotech/Clinical Research	1869	1937	1988	1836	1654	1747	2169	2429	2117	2108	2078	1908	2081	↑ 11%
Travel & Hospitality	887	977	1124	1207	1170	1007	1014	1432	1698	1609	1603	1468	1487	↑ 68%
FMCG/Foods/Beverage	1864	1719	1820	1625	1492	1491	1737	2024	1842	1996	1960	1976	2203	↑ 18%
Education/Teaching/Training	4030	4677	4993	4548	4143	3674	4755	5868	5753	6321	6030	5484	5311	↑ 32%
IT-Hardware & Networking	785	856	1038	888	848	725	1006	1181	1338	1027	1045	757	923	↑ 18%
Retail	1366	1370	1587	1587	1441	1300	1758	2004	1795	1992	2055	2042	1865	↑ 37%
Medical/Healthcare/Hospital	5663	5778	6433	6170	5192	3989	5260	6589	6248	6323	6403	5983	6402	↑ 13%

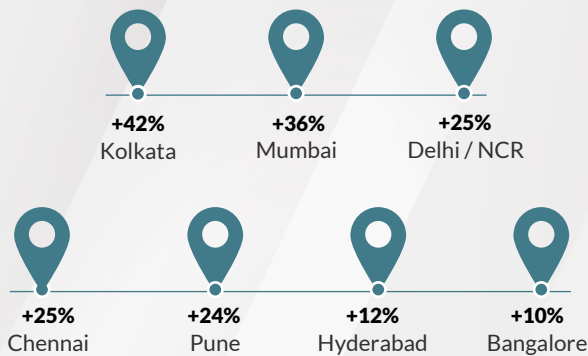


HIRING TRENDS ACROSS CITIES

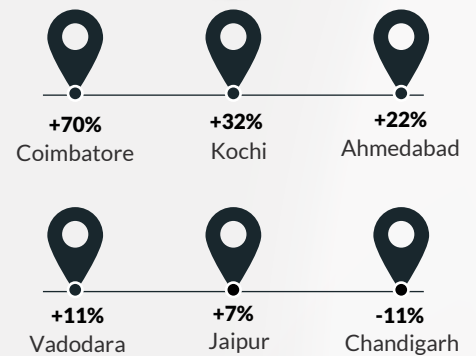
- Among metros, Kolkata leads the charts with 42% Y-O-Y growth in July'22.
- Other metros such as Mumbai (+36%), Delhi/NCR (+25%), Chennai (+25%), Pune (+24%), Hyderabad (+12%), and Bangalore (+10%) too, continue to show positive growth in June'22 vs last year.
- Amongst the emerging cities, Coimbatore continues to lead the race consecutively for the second time by observing the highest Y-O-Y growth of 70% and sequential growth of 31%.
- Other tier-II cities, such as Kochi (+32%), Ahmedabad (+22%), and Vadodara (+11%) also witnessed a surge in hiring growth, barring Chandigarh that showed a decline of -11%.



METRO CITIES



Emerging Cities



Figures are percentage change in July-22 over average of July-21

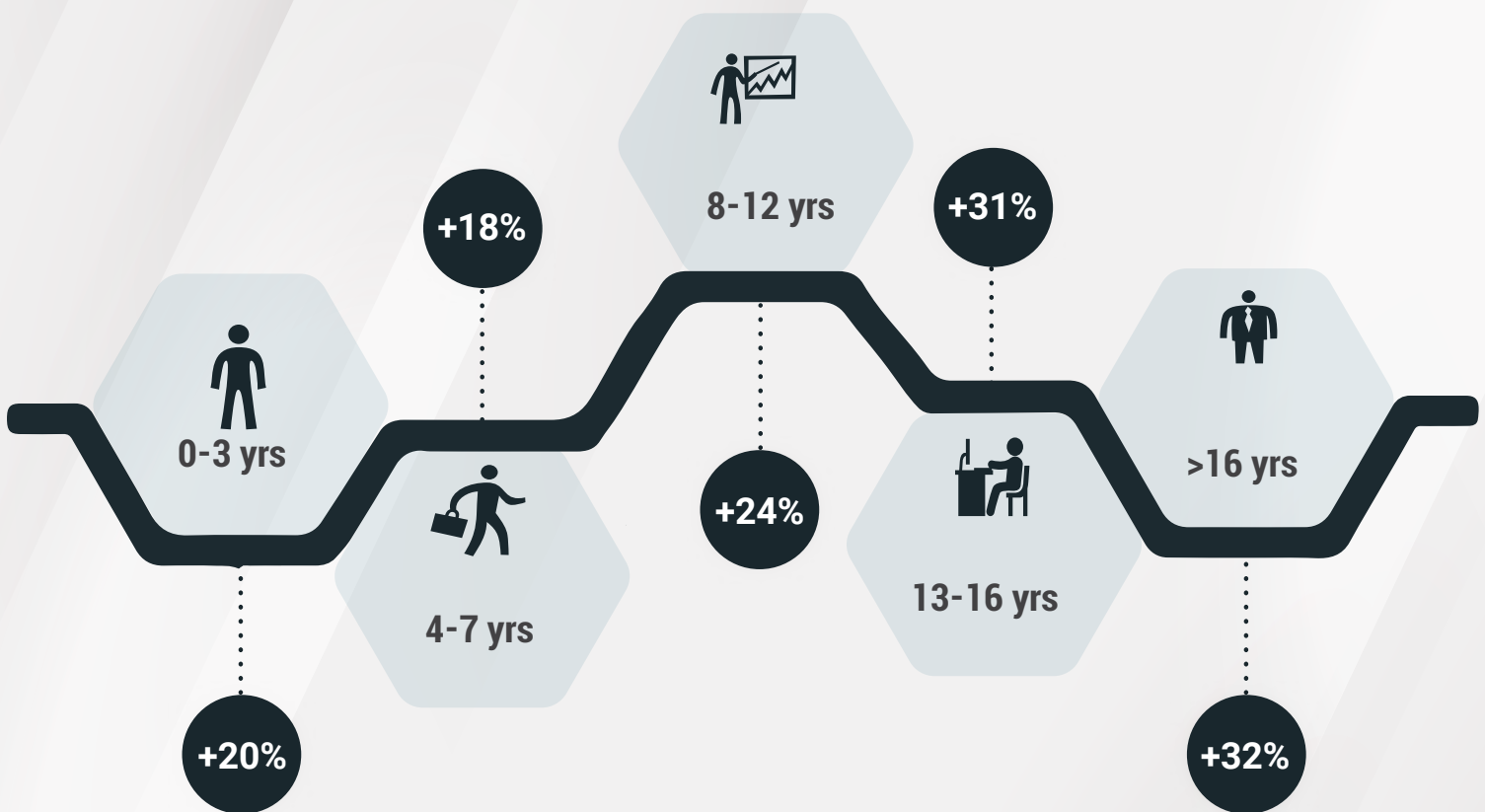
City*	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-22	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	YOY-Growth
Delhi / NCR	2434	2570	2753	2452	2194	1885	2530	2932	1977	2811	2782	2792	3038	↑ 25%
Mumbai	1715	1783	1875	1787	1619	1413	1989	2182	2029	2100	2188	2219	2338	↑ 36%
Bengaluru / Bangalore	3710	3791	3979	3398	3027	2394	3767	4085	3701	3532	3484	3722	4076	↑ 10%
Chennai	2197	2307	2394	2158	1943	1662	2336	2659	2414	2364	2394	2432	2745	↑ 25%
Hyderabad / Secunderabad	4087	3946	4146	3638	3283	2725	3908	4329	4118	4097	3967	3907	4578	↑ 12%
Pune	4054	4079	4333	3742	3285	2740	4154	4430	4012	4025	4114	4143	5035	↑ 24%
Kolkata	3042	3176	3479	2639	2608	2360	3299	4071	3573	3486	3750	3760	4317	↑ 42%
Ahmedabad	4368	4255	4729	4201	3461	3115	3997	4614	4041	4235	4438	4598	5344	↑ 22%
Chandigarh	2264	2377	2394	2158	1836	1657	2162	2240	2053	2245	2294	2077	2014	↓ -11%
Ernakulam / Kochi / Cochin	3892	3729	4086	4013	3412	2845	4534	4422	4286	4527	4596	5478	5128	↑ 32%
Vadodara / Baroda	2593	2808	3012	2411	2113	1984	2425	2524	2516	2798	2872	2702	2881	↑ 11%
Coimbatore	2676	2932	2869	2811	2528	2145	2961	3699	3241	3365	3216	3466	4542	↑ 70%
Jaipur	3991	4033	4026	3615	3241	3074	3985	4461	3831	4435	4206	4272	4282	↑ 7%

HIRING TRENDS

ACROSS EXPERIENCE LEVELS



- While the job market continues to reflect optimistic hiring patterns across all experience brackets, the demand for top management (>16 years) and professionals with 13-16 years' experience saw the steepest uptick of +32% and 31% respectively in July'22 vs July'21.
- A positive hiring sentiment was also observed for other experience brackets such as 0-3 years (+20%), 4-7 years (+18%), and 8-12 years (+24%) when compared with July'21.



July'22 vis-a-vis July'21

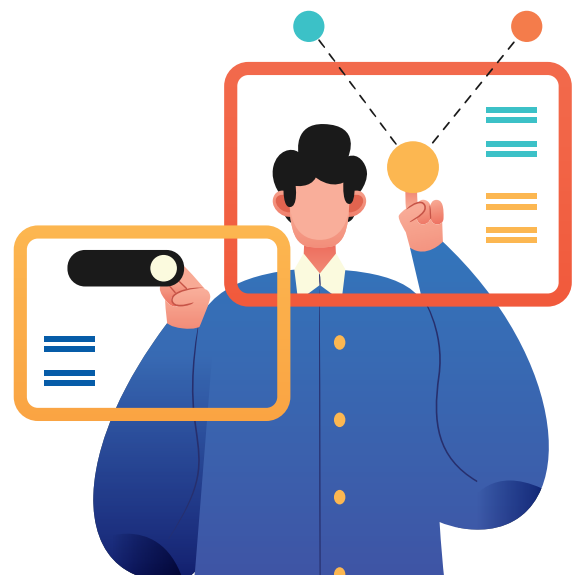


METHODOLOGY:

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 activity in various industries, cities, and experience levels. The data is compiled from the website wherein jobs posted by clients on Naukri.com are considered. July 2008 is taken as the base with an index value of 1,000 and the subsequent monthly index is compared with the data for July 2008. The report shows hiring trends across industry sectors, geography, and experience level. 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. Data on functional area hiring has been retired due to changes in the taxonomy. Over a long period of time, Naukri JobSpeak could be impacted by factors like internet penetration, Naukri market share, Naukri pricing 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. Being the market leader, the brand enjoys highest levels of awareness and market share amongst jobseekers and recruiters for more than a decade and has become synonymous with the jobs category. The brand leads with over 96% timeshare across Desktop, Mobile and App. The platform 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, Branding and Response Management Tools. With more than 5,00,000 jobs at any point in time and over 80 million profiles, the brand services over 84,000 unique clients through its 64 offices in 45 cities in India.



ANNEXURE SECTORAL DATA													
Industry*	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22
IT-Software/Software Services	5466	5422	5648	4686	4155	3334	5370	5560	4983	4656	4711	5069	5872
BPO/ITES/CRM/Transcription	1923	1994	2229	2044	1771	1567	1987	2468	2458	2659	2617	2600	2587
Construction/Engineering/Cement/Metals	667	692	781	726	612	597	738	889	828	899	872	840	875
Auto/Auto Ancillary	885	1051	978	896	787	733	925	1160	1038	1146	1152	1106	1183
Banking/Financial Services/Broking	2340	2496	2736	2549	2305	2145	2860	3433	3138	3348	3299	3279	3731
Oil and Gas/Power/Infrastructure/Energy	394	535	422	372	378	338	423	510	449	522	517	491	581
Telecom/ISP	562	630	645	642	670	374	602	621	563	607	669	622	741
Insurance	1278	1176	1308	1234	822	892	1291	2042	1541	1553	1946	1761	2124
Industrial Products/Heavy Machinery	1088	1095	1168	1106	1032	911	1153	1349	1345	1504	1440	1431	1454
Pharma/Biotech/Clinical Research	1869	1937	1988	1836	1654	1747	2169	2429	2117	2108	2078	1908	2081
Travel & Hospitality	887	977	1124	1207	1170	1007	1014	1432	1698	1609	1603	1468	1487
FMCG/Foods/Beverage	1864	1719	1820	1625	1492	1491	1737	2024	1842	1996	1960	1976	2203
Chemicals/PetroChemical/Plastic/Rubber	1057	1110	1205	1228	1096	1042	1242	1537	1453	1528	1775	1580	1621
Education/Teaching/Training	4030	4677	4993	4548	4143	3674	4755	5868	5753	6321	6030	5484	5311
IT-Hardware & Networking	785	856	1038	888	848	725	1006	1181	1338	1027	1045	757	923
Retail	1366	1370	1587	1587	1441	1300	1758	2004	1795	1992	2055	2042	1865
Media/Dotcom/Entertainment	228	235	262	281	259	196	223	307	291	337	378	370	387
Medical/Healthcare/Hospital	5663	5778	6433	6170	5192	3989	5260	6589	6248	6323	6403	5983	6402
Real Estate/Property	2645	2723	2723	2616	2249	2238	2816	3302	3171	3316	3180	3083	3261
Recruitment/Employment Firm	4341	4398	4613	4512	3953	3249	3988	5253	4895	5160	4339	4021	4140
Consumer Durables	937	779	869	892	717	649	833	964	788	918	891	896	797
Accounting/Taxation/Finance	2551	2201	2494	2322	2007	1834	2285	3216	2844	3124	3746	3608	5353
Advertising/PR/MR/Events	2571	2851	3061	3068	3060	2643	3480	3884	4068	4469	4143	4293	4270
Textiles/Garments/Accessories	1824	1995	2164	1834	1956	1640	2096	2403	2299	2504	2671	2200	2221
Semiconductors/Electronics	3377	3526	3797	3999	3441	3010	3710	4879	4695	5669	5040	6203	5760
Courier/Transportation/Freight	2008	2059	2386	2391	2171	1953	2506	2826	2684	2818	3030	2712	2667
Architecture/Interior Designing	1787	1707	2078	1807	1675	1345	1826	2490	2368	2565	2523	2269	2296
Export/Import	1237	1372	1447	1143	1199	908	1412	1461	1409	1612	1555	1486	1406
Printing/Packaging	986	1018	1191	890	900	771	960	1223	1053	1188	1168	1091	1002
Shipping/Marine	664	764	790	705	817	738	835	991	872	953	935	961	1143
Agriculture/Dairy	1819	1688	1981	1702	1571	1208	1660	2276	1782	2006	1968	1768	1530
Office Equipment/Automation	1415	1514	1615	1553	1441	1321	1682	2201	1999	2434	2211	2528	2488
Fresher/Trainee	82	67	53	52	16	52	141	297	134	104	74	74	22
NGO/Social Services	2442	2754	3073	2896	2618	2378	3393	2839	2761	2733	3052	2832	3272
Gems & Jewellery	3830	4320	4983	4232	4386	3830	3956	4609	4609	5462	5488	4784	4709
Paper	603	402	623	490	416	427	490	615	414	565	590	553	640
Legal	3295	3710	5092	3873	3956	2968	4096	5892	4972	5387	5179	5031	6693
Fertilizers/Pesticides	3710	4155	4431	4170	3436	3042	4051	5016	4126	4185	4230	4972	6604
Security/Law Enforcement	2050	2031	1761	1505	2137	1252	1723	1905	1832	2811	2140	2684	1977
Defence/Government	3568	2985	3736	3218	2530	2355	4128	5387	4874	5504	5900	5247	4991