

# A REPORT ON HIRING ACTIVITY IN INDIA

By: Location, City, Industry and Experience





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# INDEX FOR AUGUST 2018

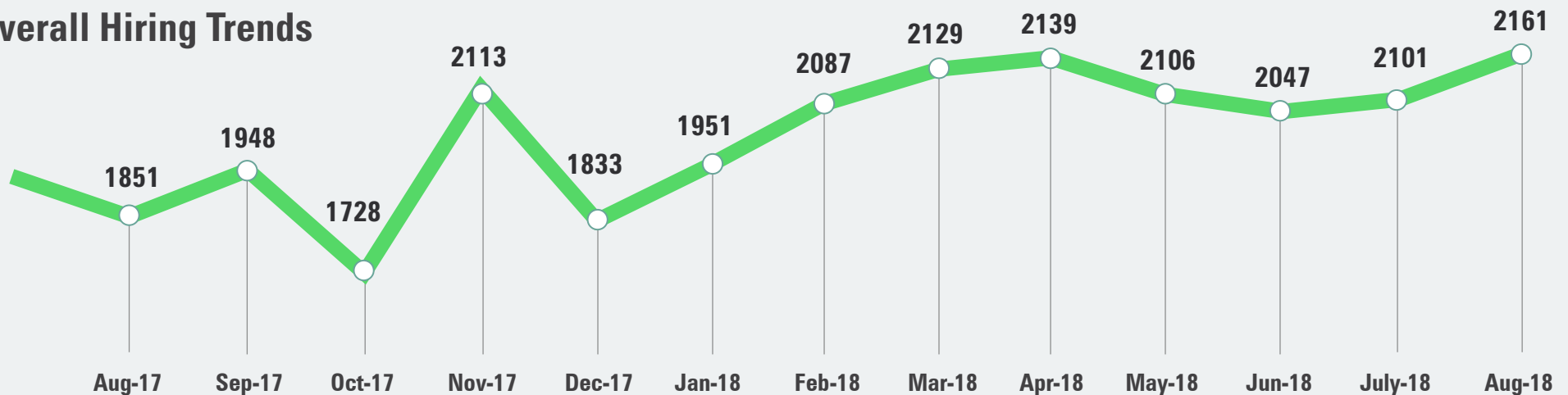
The Naukri JobSpeak Index for August 2018, at 2,161, marked a 17% increase in hiring activity from August 2017 (1,851).

The **Insurance & Construction/Engineering** industries recorded notable rise in the hiring activity in August 2018 with a growth of 68% and 22% respectively. The **Oil & Gas** industry which is undergoing a revival phase, witnessed an increase of 36% in recruitment in August 2018. Positive hiring sentiment was observed across metropolitan cities such as Mumbai and Chennai; the hiring activity increased by 22% and 18% respectively.

Commenting on the report, **V. Suresh, Chief Sales Officer, Naukri.com** said,

“*The Job speak Index has been consistently surging ahead over the past few months. The index for August has shown a very healthy 17% YOY growth. Apart from Non-IT sectors viz. Auto, Auto Ancillary, Real estate, Construction & BFSI, good news is the slow and steady revival of the IT & ITES sectors. The job market is likely to move further north in the months to come.*”

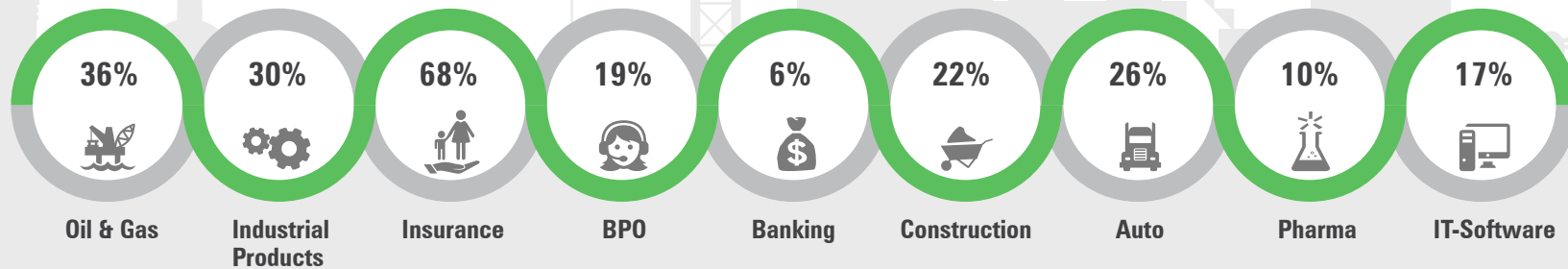
## Overall Hiring Trends



2008 was scaled to 1000. Index for subsequent months is relative to Jul 08.

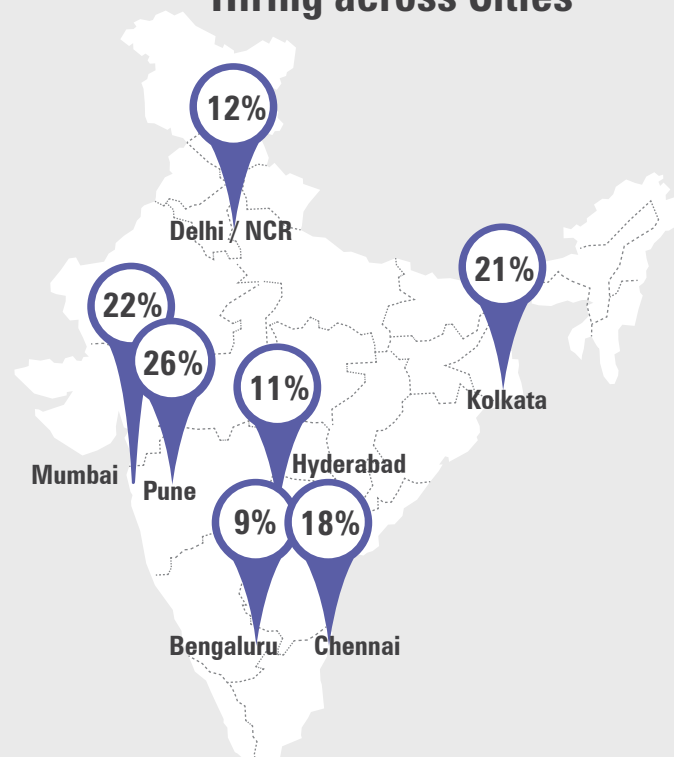
# KEY HIGHLIGHTS

## Hiring across Industry



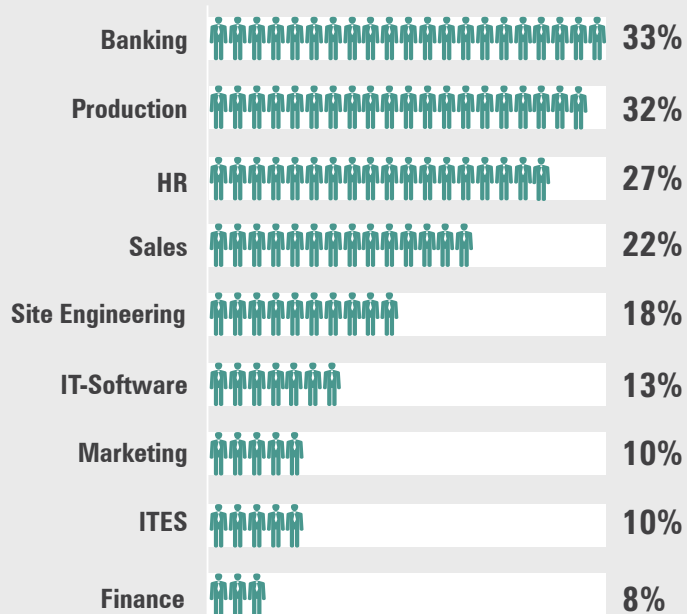
figures are percentage change in Aug-18 over average of Aug-17

## Hiring across Cities



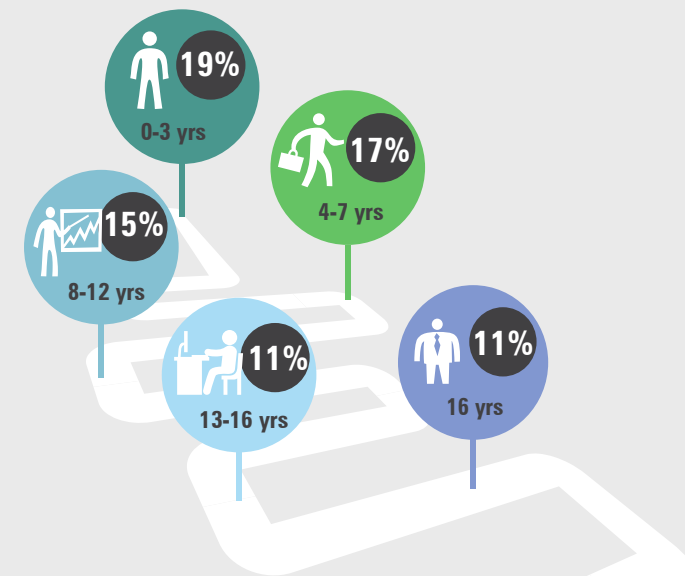
figures are percentage change in Aug-18 over average of Aug-17

## Hiring across Functional Areas



figures are percentage change in Aug-18 over average of Aug-17

## Hiring across Experience Levels



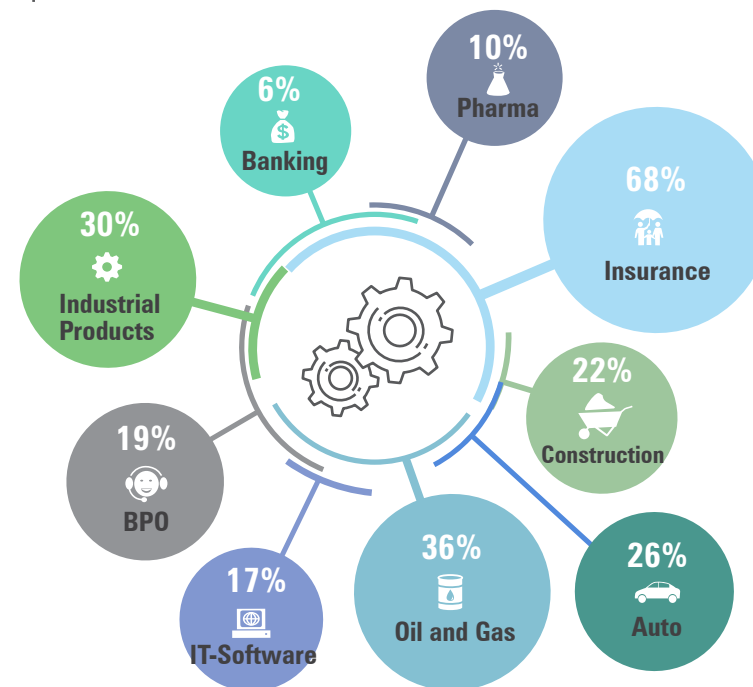
figures are percentage change in Aug-18 over average of Aug-17

# SECTORAL ANALYSIS

## Industry-wise Analysis:

- The emerging technologies have ensured an increase in demand of IT professionals in August 2018.
- IT-Software** industry saw clear signs of recovery with an year-on-year rise of 17% in hiring activity. The industries with some of the biggest increases in hiring in August were **Industrial Products/Heavy Machinery(30%)**, **Auto/Ancillary(26%)** and **FMCG(24%)**, **BPO (19%)**.

## Hiring trends across top industry



figures are percentage change in Aug-18 over average of Aug-17

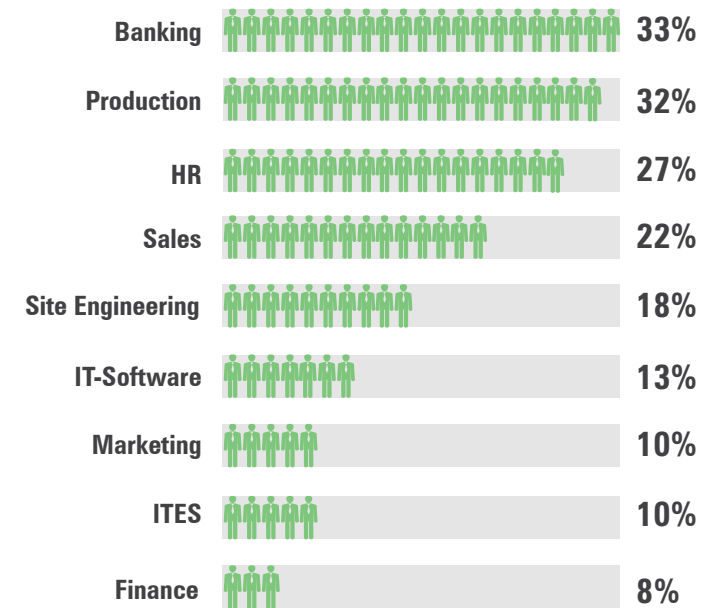
Industry*	Aug-17	Sep-17	Oct-17	Nov-17	Dec-17	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18	July-18	Aug-18
IT-Software/Software Services	2269	2409	2144	2646	2318	2254	2445	2467	2542	2399	2414	2591	↑ 2659
BPO/ITES/CRM/Transcription	1869	1869	1599	1922	1628	1715	1854	1991	2066	2017	2190	1862	↑ 2218
Construction/Engineering/Cement/Metals	745	755	684	847	725	860	834	840	880	881	833	816	↑ 912
Auto/Auto Ancillary	1208	1199	1148	1473	1196	1455	1497	1591	1509	1641	1537	1595	↑ 1526
Banking/Financial Services/Broking	2943	3100	2545	3115	2499	2894	3158	3194	3475	2847	2956	3325	↑ 3105
Oil and Gas/Power/Infrastructure/Energy	619	667	636	838	650	818	861	936	853	786	766	819	↑ 844
Telcom/ISP	559	640	704	617	491	612	514	915	767	911	845	563	↑ 672
Insurance	799	923	821	990	948	1370	1026	1000	997	931	1000	1311	↑ 1342
Industrial Products/Heavy Machinery	894	947	781	1013	1022	1108	1153	1203	1123	1172	1082	1130	↑ 1162
Pharma/Biotech/Clinical Research	1679	1802	1656	1913	1813	2035	1945	2104	2006	2321	1955	1930	↑ 1852

# FUNCTIONAL AREA ANALYSIS

## Functional Area Analysis:

- Skill-based hiring was concentrated in the fields of - HR/Administration (27%), Production/Maintenance (32%), Sales/BD (22%) and Marketing/Advertising (10%).

## Hiring trends across functional areas



figures are percentage change in Aug-18 over average of Aug-17

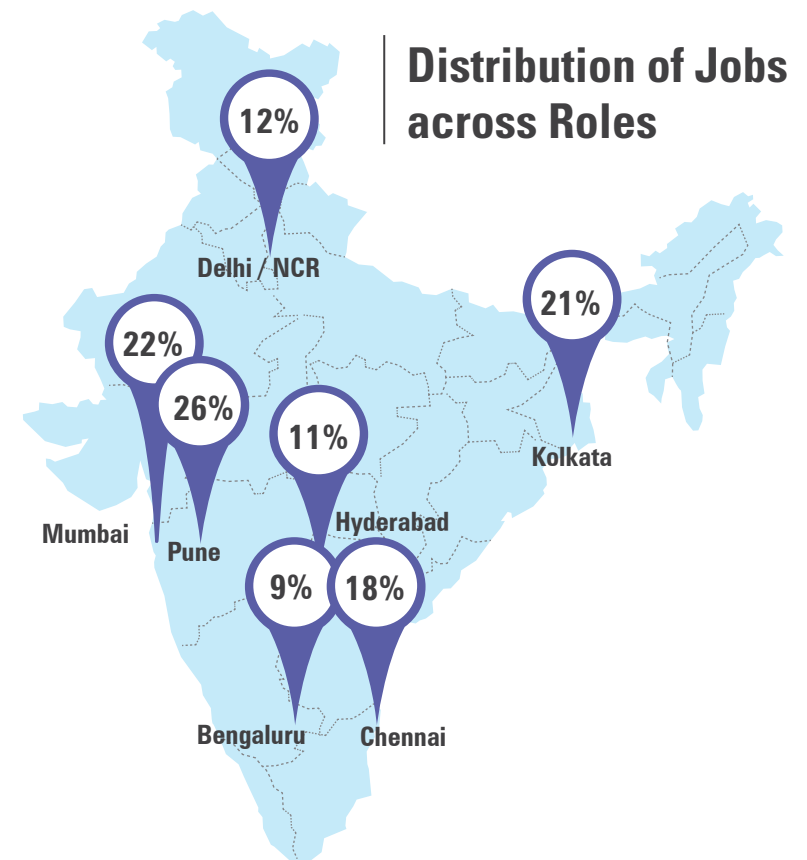
Functional Area*	Aug-17	Sep-17	Oct-17	Nov-17	Dec-17	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18	July-18	Aug-18
IT-Software	2264	2380	2107	2562	2215	2185	2447	2501	2502	2400	2388	2523	↑ 2557
Sales / BD	2097	2229	1839	2376	2130	2331	2497	2435	2488	2535	2428	2504	↑ 2556
ITES / BPO / KPO / Customer Service	2587	2558	2174	2591	2232	2309	2528	2651	2723	2691	2766	2488	↑ 2851
Production / Maintenance / Quality	1139	1256	1143	1433	1303	1471	1438	1524	1455	1463	1372	1475	↑ 1506
Accounts / Finance / Tax / CS / Audit	1470	1605	1360	1698	1353	1451	1638	1606	1710	1553	1504	1468	↑ 1583
HR / Administration / IR	1618	1710	1554	1872	1707	1791	2001	1974	1978	2033	1950	1981	↑ 2057
Site Engineering / Project Management	569	623	559	666	608	702	664	665	630	635	660	646	↑ 673
Marketing / Advertising / MR / PR	1450	1547	1385	1720	1459	1661	1683	1670	1584	1678	1604	1600	↑ 1596
Banking / Insurance	1221	1403	1229	1444	1267	1771	1426	1445	1662	1479	1394	1694	↑ 1627
Engineering Design / R&D	805	801	1172	1076	1015	923	921	1113	947	967	987	977	↑ 996

# CITY BASED HIRING SCENARIO

## City Wise Analysis

Recruitment has grown positively across the metro cities. Some of the emerging trends in the cities are as follows -

- **Delhi/NCR:** Hiring activity grew by 12%. Construction/Engineering, Education, Banking/Insurance, HR/Administration and IT-Software are the domains that saw the maximum traction in terms of hiring in August 2018
- **Chennai:** Witnessed a rise in recruitment of 18%. Hiring was focused on industries such as Auto/Ancillary, BPO and Banking/Insurance.
- **Mumbai:** Hiring activity for the city increased by 22%.The industries that saw increase in hiring were Accounting, Banking/Insurance, BPO and IT-Software.
- **Bangalore:** Hiring in Bangalore went up by 9% in July 2018. The industries that saw the maximum growth in hiring were IT-Software and Accounting.



figures are percentage change in Aug-18 over average of Aug-17

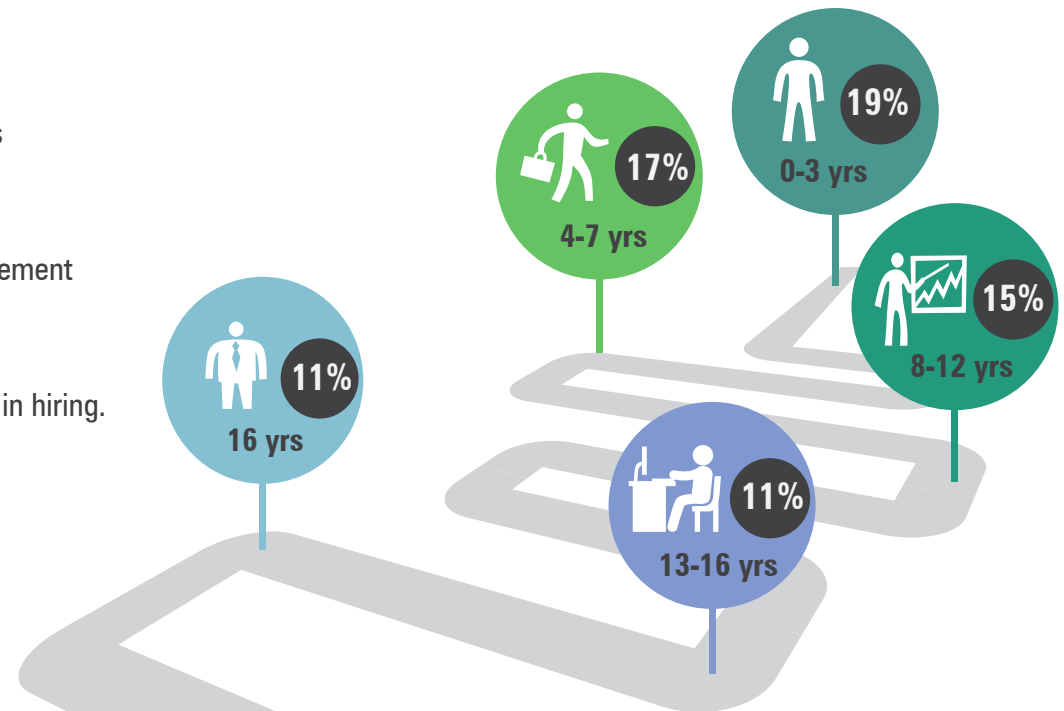
City*	Aug-17	Sep-17	Oct-17	Nov-17	Dec-17	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18	July-18	Aug-18
Delhi / NCR	2037	2070	1742	2187	1893	2129	2199	2254	2,337	2,316	2,272	2265	↑ 2272
Mumbai	1516	1713	1513	1826	1524	1677	1819	1808	1,841	1,826	1,707	1719	↑ 1850
Bengaluru / Bangalore	2068	2145	1976	2201	2107	1997	2250	2247	2,271	2,125	2,166	2223	↑ 2261
Chennai	1544	1601	1446	1647	1465	1474	1685	1753	1,736	1,738	1,710	1812	↑ 1818
Hyderabad / Secunderabad	2088	2141	1989	2384	2021	2120	2330	2377	2,261	2,360	2,305	2252	↑ 2315
Pune	2042	2137	1875	2374	2069	2206	2487	2583	2,591	2,487	2,297	2487	↑ 2583
Kolkata	1879	1863	1825	2246	2044	2045	2226	2147	2,220	2,499	2,398	2348	↑ 2,275

# WORK EXPERIENCE SCENARIO

## Experience Levels

### Experience Wise Analysis

- The demand for young talent remained high as job creation for freshers (0-3 years) saw an increase of 19%.
- Talent acquisition for the experience band of 4-7 years and mid-management roles of 8-12 years grew by 17% and 15% respectively.
- Leadership roles with experience of 16+ years witnessed an 11% rise in hiring.



figures are percentage change in Aug-18 over average of Aug-17



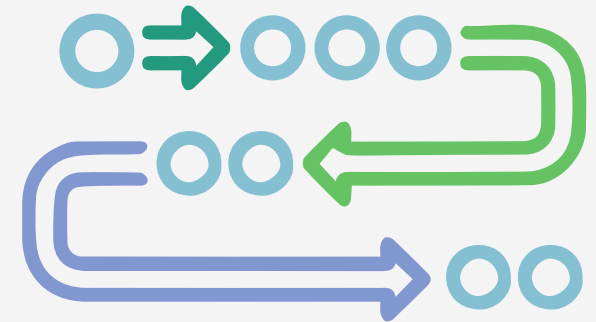
# METHODOLOGY

**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 site enjoys a traffic share of 72% as per Similarweb. Naukri.com is a recruitment platform that provides hiring-related services to corporates/ recruiters, placement agencies and to job seekers in India and overseas. It offers multiple products like Resume Database Access, listings and Response Management Tools. With more than 4,75,000 jobs live at any point and over 57 million CVs, Naukri.com serviced over 76,000 corporate clients in 2017-2018. The company operates 56 offices in 42 cities in India and overseas offices in Dubai, Riyadh, Abu Dhabi and Bahrain.

The index has been calculated based on job listings added to the site month on month. July 2008 has been taken as the base month with a score of 1,000 and the subsequent monthly index is compared with data for July 2008. Data has been sourced from Naukri.com and it reflects of job listings and therefore hiring trends on the site. Jobs have been categorized by location, functional area, industry, experience bucket. The index has been analyzed across Cities/ Functional Area / Industry verticals. The report (produced monthly) will show hiring trends across industry sectors, geography and functional areas. More than 76,500 national and international clients use Naukri.com, leading to high reliability of data.

## 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*	Aug-17	Sep-17	Oct-17	Nov-17	Dec-17	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18	July-18	Aug-18	
IT-Software/Software Services	2269	2409	2144	2646	2318	2254	2445	2467	2542	2399	2414	2591	2659	↑
BPO/ITES/CRM/Transcription	1869	1869	1599	1922	1628	1715	1854	1991	2066	2017	2190	1862	2218	↑
Construction/Engineering/Cement/Metals	745	755	684	847	725	860	834	840	880	881	833	816	912	↑
Auto/Auto Ancillary	1208	1199	1148	1473	1196	1455	1497	1591	1509	1641	1537	1595	1526	↑
Banking/Financial Services/Broking	2943	3100	2545	3115	2499	2894	3158	3194	3475	2847	2956	3325	3105	↑
Oil and Gas/Power/Infrastructure/Energy	619	667	636	838	650	818	861	936	853	786	766	819	844	↑
Telcom/ISP	559	640	704	617	491	612	514	915	767	911	845	563	672	↑
Insurance	799	923	821	990	948	1370	1026	1000	997	931	1000	1311	1342	↑
Industrial Products/Heavy Machinery	894	947	781	1013	1022	1108	1153	1203	1123	1172	1082	1130	1162	↑
Pharma/Biotech/Clinical Research	1679	1802	1656	1913	1813	2035	1945	2104	2006	2321	1955	1930	1852	↑
Hotels/Restaurants/Airlines/Travel	2177	2256	2243	2670	2173	2513	2702	2506	2712	2650	2356	2252	2307	↑
FMCG/Foods/Beverage	1524	1622	1434	1713	1642	1796	1923	1933	1962	1901	1792	1862	1890	↑
Chemicals/PetroChemical/Plastic/Rubber	1062	1050	1014	1317	1149	1335	1156	1240	1185	1148	1076	1150	1129	↑
Education/Teaching/Training	2951	3073	2600	3488	3049	3424	3738	3850	4157	3817	3523	3615	3570	↑
IT-Hardware & Networking	998	1310	869	1172	886	846	981	1099	986	1199	1117	1329	1048	↑
Retailing	1437	1385	1251	1558	1346	1490	1676	1509	1603	1737	1550	1666	1727	↑
Media/Dotcom/Entertainment	1131	1107	936	1182	979	950	1059	1040	1149	1101	1083	1150	1114	↓
Medical/Healthcare/Hospital	4433	4499	4116	4806	4371	4774	4860	5005	4846	4746	4648	4686	5220	↑
Real Estate/Property	2046	2094	1903	2102	1969	2305	2545	2394	2140	2225	2418	2597	2483	↑
Recruitment/Employment Firm	3415	3248	2308	3730	3425	3132	4504	4135	4035	3980	3479	3420	3415	↓
Consumer Durables	1057	1132	977	1205	1216	1140	1327	1130	1382	1265	1174	1018	1179	↑
Accounting/Taxation/Finance	2489	2715	2271	2705	2732	2370	3076	2432	2891	2679	2433	2613	2989	↓
Advertising/PR/MR/Events	2213	2537	2240	2562	2361	2397	2466	2709	2973	3052	2659	2862	3001	↑
Textiles/Garments/Accessories	2018	1950	1638	2307	1938	2116	2051	2525	2414	2377	2142	2162	2097	↑
Semiconductors/Electronics	1541	1546	3332	2294	2032	1239	1337	1847	1617	1810	1373	1537	2206	↑
Courier/Transportation/Freight	1770	1740	1592	1991	1741	1785	2033	1866	1947	1923	1976	1910	2103	↑
Architecture/Interior Designing	1477	1304	1231	1710	1339	1818	1862	1912	1993	2053	1830	1541	1782	↑
Export/Import	1025	1210	836	1332	1097	1229	977	1114	1125	1260	1210	1189	1297	↑
Printing/Packaging	1520	1346	1229	1578	1188	1575	1531	1661	1382	1616	1240	1415	1341	↓

↑ Upward movement of the index as compared to the previous month

↓ Dip in the index

# ANNEXURE FUNCTIONAL AREA

Functional*	Aug-17	Sep-17	Oct-17	Nov-17	Dec-17	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18	July-18	Aug-18	
IT-Software	2264	2380	2107	2562	2215	2185	2447	2501	2502	2400	2388	2523	2557	↑
Sales / BD	2097	2229	1839	2376	2130	2331	2497	2435	2488	2535	2428	2504	2556	↑
ITES / BPO / KPO / Customer Service	2587	2558	2174	2591	2232	2309	2528	2651	2723	2691	2766	2488	2851	↑
Production / Maintenance / Quality	1139	1256	1143	1433	1303	1471	1438	1524	1455	1463	1372	1475	1506	↑
Accounts / Finance / Tax / CS / Audit	1470	1605	1360	1698	1353	1451	1638	1606	1710	1553	1504	1468	1583	↓
HR / Administration / IR	1618	1710	1554	1872	1707	1791	2001	1974	1978	2033	1950	1981	2057	↑
Site Engineering / Project Management	569	623	559	666	608	702	664	665	630	635	660	646	673	↑
Marketing / Advertising / MR / PR	1450	1547	1385	1720	1459	1661	1683	1670	1584	1678	1604	1600	1596	↑
Banking / Insurance	1221	1403	1229	1444	1267	1771	1426	1445	1662	1479	1394	1694	1627	↑
Engineering Design / R&D	805	801	1172	1076	1015	923	921	1113	947	967	987	977	996	↑
Purchase / Logistics / Supply Chain	986	979	898	1120	1000	1044	1129	1194	1223	1250	1180	1149	1235	↑
Secretary / Front Office / Data Entry	893	901	826	1078	927	1059	1034	1129	1039	1005	963	979	1047	↑
IT- Hardware / Telecom / Technical Staff	1172	1197	1074	1219	1156	1101	1206	1501	1355	1428	1475	1417	1362	↑
Teaching / Education	3069	3121	2585	3546	3135	3608	3794	4045	4350	3854	3647	3578	3375	↑
Pharma / Biotech / Healthcare / Medical	4591	4538	4334	5059	4683	5117	5171	5349	5171	5058	4839	4916	5585	↑
Hotels / Restaurants	2551	2743	2406	2978	2538	2699	2884	2587	2958	2538	2300	2467	2521	↓
Top Management	983	948	799	777	752	690	889	791	868	873	1028	900	908	↓
Architecture / Interior Design	1027	925	823	1186	931	1131	1154	1260	1228	1452	1243	1143	1131	↑
Export / Import / Merchandising	1239	1146	1034	1365	1058	1230	1078	1297	1396	1385	1174	1336	1345	↑
Corporate Planning / Consulting	1563	1952	1784	1706	1569	1382	1965	1735	1681	1536	1587	1581	1608	↑
Legal	1664	1810	1579	2115	1632	1698	2047	2015	1752	2025	1846	1940	1953	↑
Web / Graphic Design / Visualiser	3174	3393	2970	3698	2948	3252	3670	3921	3185	3318	3010	3315	3212	↑
Content / Journalism	2892	3121	2348	2976	2317	2631	3214	3222	2835	2830	2835	3098	2783	↓
Ticketing / Travel / Airlines	3955	4141	4060	4560	3828	4760	5037	5619	4903	5171	4457	4265	3802	↓
Fashion / Garments / Merchandising	1737	1452	1370	2048	1580	1522	1452	1836	1476	1685	1416	1597	1761	↑
Guards / Security Services	1235	1265	908	1392	1061	1408	1514	1133	1275	1816	1223	1255	1490	↑
TV / Films / Production	1649	1316	1094	1502	1518	1730	1410	1306	1366	1388	1063	1355	1502	↓
Packaging	1179	938	943	1518	907	1106	1366	1542	1331	1905	1255	1306	1433	↑

↑ Upward movement of the index as compared to the previous month

↓ Dip in the index

# ANNEXURE CITIES

Cities*	Aug-17	Sep-17	Oct-17	Nov-17	Dec-17	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18	July-18	Aug-18
Delhi / NCR	2037	2070	1742	2187	1893	2129	2199	2254	2,337	2,316	2,272	2,265	2272 ↑
Mumbai	1516	1713	1513	1826	1524	1677	1819	1808	1,841	1,826	1,707	1,719	1850 ↑
Bengaluru / Bangalore	2068	2145	1976	2201	2107	1997	2250	2247	2,271	2,125	2,166	2,223	2261 ↑
Chennai	1544	1601	1446	1647	1465	1474	1685	1753	1,736	1,738	1,710	1,812	1818 ↑
Hyderabad / Secunderabad	2088	2141	1989	2384	2021	2120	2330	2377	2,261	2,360	2,305	2,252	2315 ↑
Pune	2042	2137	1875	2374	2069	2206	2487	2583	2,591	2,487	2,297	2,487	2583 ↑
Kolkata	1879	1863	1825	2246	2044	2045	2226	2147	2,220	2,499	2,398	2,348	2275 ↑
Ahmedabad	2501	2878	2301	2886	2686	2986	2980	2798	2,844	3,266	2,893	3,008	2916 ↑
Chandigarh	1536	1657	1274	1727	1454	1571	1707	1749	1,714	1,880	1,889	2,088	1911 ↑
Ernakulam / Kochi / Cochin	2405	2394	2582	3263	2972	3153	3272	3542	3,046	3,309	3,141	3,244	2561 ↑
Vadodara / Baroda	1883	2450	1956	2508	2767	3012	2642	2715	2,514	2,545	2,972	2,585	2534 ↑
Coimbatore	1955	2066	1873	2391	2461	2148	2122	2045	2,209	2,201	2,181	2,162	2250 ↑
Jaipur	3094	3237	2737	3453	2930	3284	3435	3721	3,638	3,503	3,572	3,718	3692 ↑

↑ Upward movement of the index as compared to the previous month

↓ Dip in the index