

# A REPORT ON **HIRING** **ACTIVITY** IN INDIA

BY: LOCATION, CITY, INDUSTRY AND  
EXPERIENCE

August 2019



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# INDEX FOR AUGUST 2019

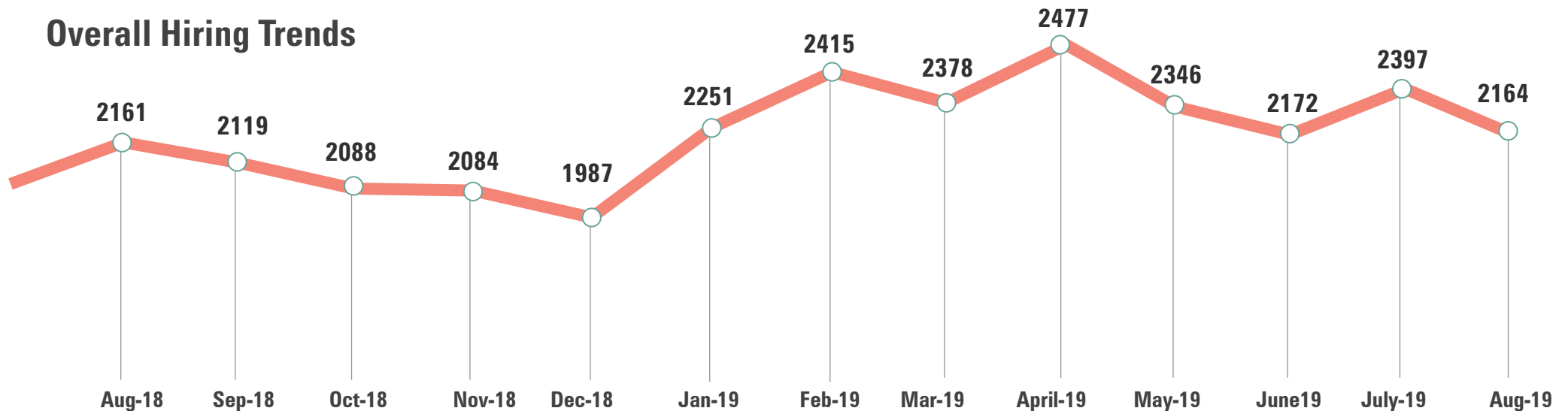
The Naukri JobSpeak Index for August 2019 at (2,164), saw no movement in hiring activity as compared to August 2018 (2,161).

According to the JobSpeak report, overall hiring activity for the month of August 2019 remained flat YoY. This was primarily led by a decline in growth rates across sectors such as BFSI, Auto, and Construction. Despite a flat trend in hiring activity, crucial industries like IT- Software and Accounting continued to observe a growth of 14% and 26% respectively. Hiring activity remained largely unchanged for entry-level jobs while there was an increase in demand for mid - level executives which saw a 2% growth. Metro cities like Delhi and Mumbai witnessed a decline in hiring, whereas cities like Hyderabad and Pune witnessed a growth in recruitment activity during August 2019.

Commenting on the report, **Pawan Goyal, Chief Business Officer, Naukri.com**

*“The economic slowdown in some sectors has impacted the overall hiring activity for the month of August 2019. However, the growth in sectors like IT – Software ensured that there was no decline in overall hiring activity. Hopefully, the upcoming months will see a revival of hiring in crucial sectors.”*

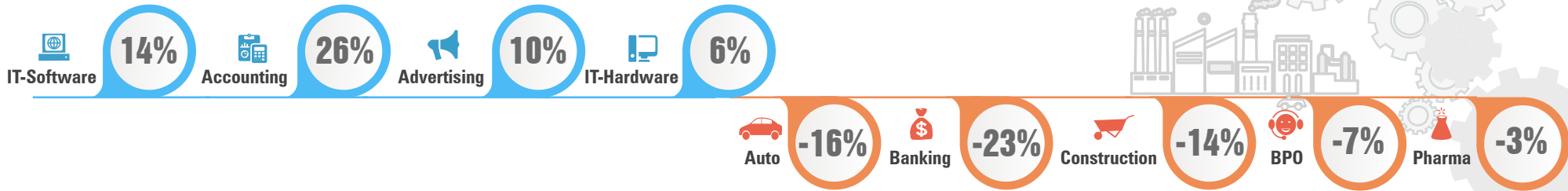
## Overall Hiring Trends



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

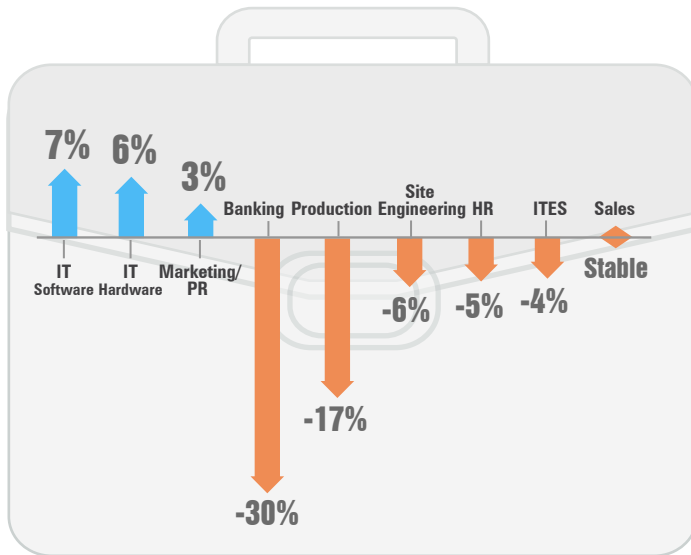
# KEY HIGHLIGHTS

## Hiring across Industry



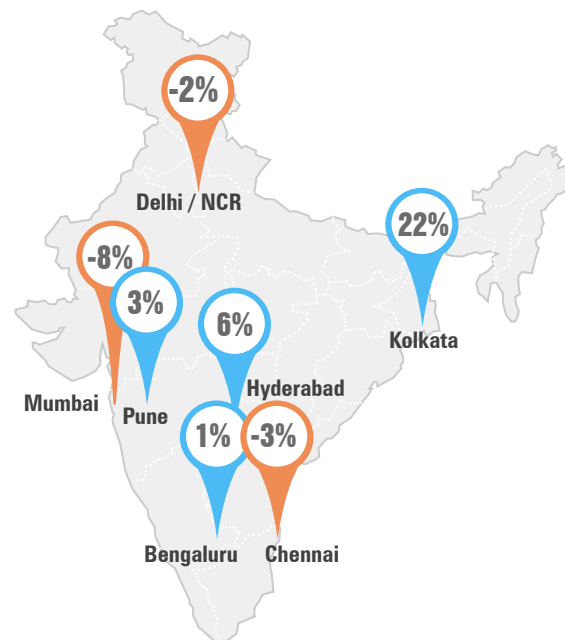
figures are percentage change in Aug-19 over average of Aug-18

## Hiring across Functional Areas



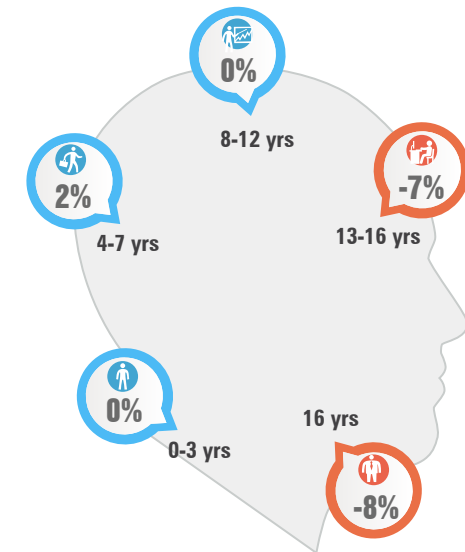
figures are percentage change in Aug-19 over average of Aug-18

## Hiring across Cities



figures are percentage change in Aug-19 over average of Aug-18

## Hiring across Experience Levels



figures are percentage change in Aug-19 over average of Aug-18

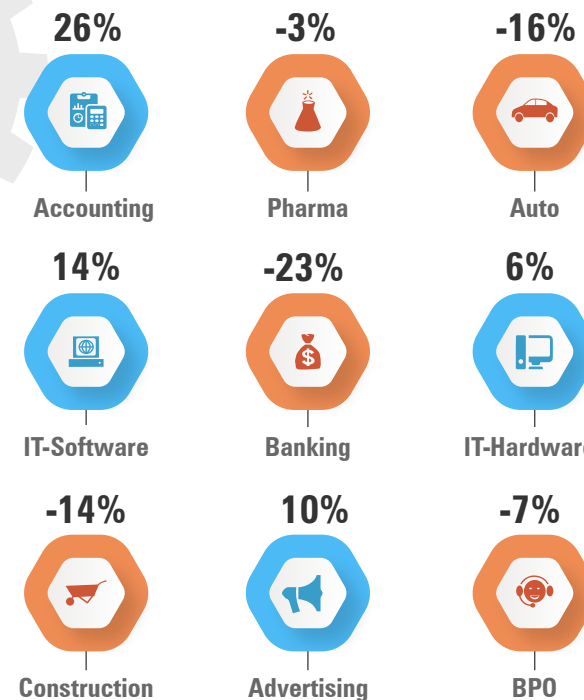


# SECTORAL ANALYSIS

## Hiring trends across top industry

### Industry-wise Analysis:

- Major industries that observed a downtrend in hiring during August 2019 were BFSI (-23%), Auto (-16%) and Construction (-14%).
- However, the demand for professionals from the IT- Software industry grew by 14%.
- Other industries that supported the overall hiring activity were IT- Hardware (6%), Accounting (26%), and Advertising (10%).



figures are percentage change in Aug-19 over average of Aug-18

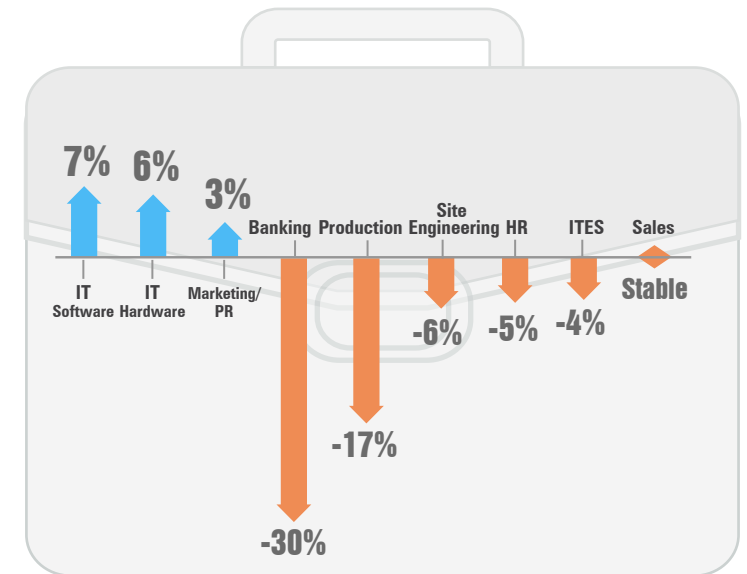
Industry*	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19
IT-Software/Software Services	2659	2639	2824	2855	2646	3068	3367	3401	3530	3178	3048	3405	3027
BPO/ITES/CRM/Transcription	2218	1995	2048	1939	1672	1936	2073	2172	2294	2237	2,31	2286	2068
Construction/Engineering/Cement/Metals	912	846	830	944	859	798	965	948	1023	889	809	850	782
Auto/Auto Ancillary	1526	1663	1395	1415	1486	1709	1587	1464	1500	1372	1255	1316	1285
Banking/Financial Services/Broking	3105	2821	2613	2390	2353	2954	2767	2703	2968	2845	2621	2811	2388
Oil and Gas/Power/Infrastructure/Energy	844	726	775	695	724	787	812	759	880	755	725	825	768
Telcom/ISP	672	523	488	538	542	524	557	603	616	737	554	612	556
Insurance	1342	1183	970	1110	1006	1299	1692	1055	1091	1047	1170	1340	1105
Industrial Products/Heavy Machinery	1162	1078	1044	913	1004	978	1106	1038	1126	1163	1070	1120	1094
Pharma/Biotech/Clinical Research	1852	1812	1702	1674	1620	1950	2040	1953	2233	2174	1977	2138	1804

# FUNCTIONAL AREA ANALYSIS

## Hiring trends across functional areas

### Functional Area Analysis:

- Recruitment activity in IT- Software, Marketing & PR and IT - Hardware grew by 7%, 3% and 6% respectively.
- However, areas like ITES and HR witnessed a decline in hiring, with a dip of 4% and 5% respectively.
- Functional areas like Sales/BD remained unchanged year on year.



figures are percentage change in Aug-19 over average of Aug-18

Functional Area*	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19
IT-Software	2557	2554	2699	2713	2511	2948	3153	3239	3335	2925	2819	3163	2735
Sales / BD	2556	2483	2227	2275	2238	2569	2775	2560	2720	2798	2590	2786	2550
ITES / BPO / KPO / Customer Service	2851	2618	2704	2486	2177	2611	2799	2876	2865	2841	2703	3021	2741
Production / Maintenance / Quality	1506	1509	1348	1291	1397	1379	1410	1392	1483	1348	1256	1329	1252
Accounts / Finance / Tax / CS / Audit	1583	1441	1453	1439	1310	1453	1552	1522	1764	1772	1527	1631	1503
HR / Administration / IR	2057	2084	2030	2061	2006	2329	2411	2239	2527	2630	2235	2188	1945
Site Engineering / Project Management	673	666	731	719	682	648	740	675	793	608	559	643	634
Marketing / Advertising / MR / PR	1596	1717	1536	1468	1480	1702	1880	1875	1769	1665	1501	1759	1652
Banking / Insurance	1627	1454	1310	1217	1267	1485	1493	1444	1294	1174	1202	1341	1139
Engineering Design / R&D	996	943	899	930	926	1001	1089	983	1125	1041	939	1071	988

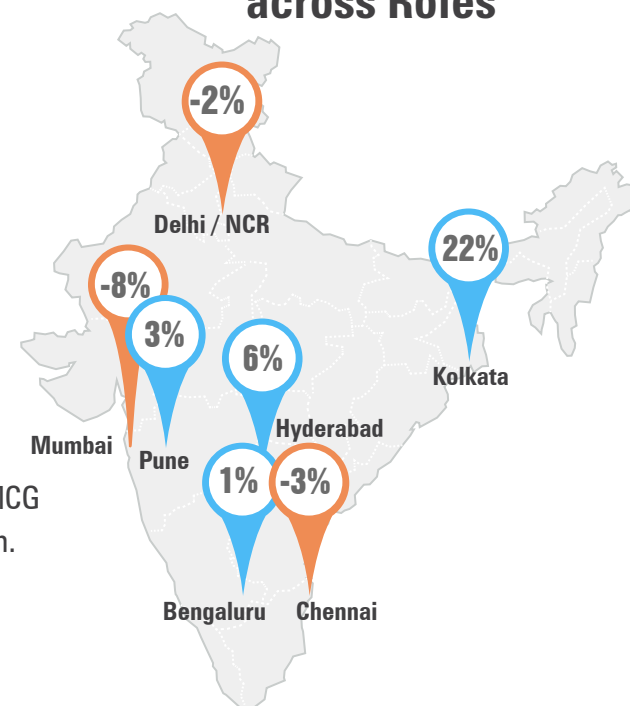
# CITY BASED HIRING SCENARIO

## City Wise Analysis

Some of the emerging trends observed in key cities were as follows -

- **Delhi/NCR:** Hiring activity in the capital city witnessed a drop of 2%. Hiring in BFSI and FMCG saw a dip of (-24%) and (-4%) respectively while Accounting, Pharma and IT- Software industries grew by 31%, 37% and 15% respectively.
- **Bangalore:** Overall hiring activity in Bangalore grew by 1%. This was primarily fuelled by the 16% YoY growth of the IT-software industry. Demand for mid-level executives saw an increase of 10%.
- **Mumbai:** Recruitment in Mumbai showed a dip of 8% during August 2019. Industries like IT - Hardware and FMCG dipped by -6% and -20% respectively, whereas Accounting registered an increase in hiring with 28% YoY growth.
- **Hyderabad:** Hyderabad was one of the cities to record a positive trend in the hiring space with an increase of 6% YoY. This positive growth has been led by the IT-Software and IT- Hardware industry that saw a growth of 13% and 65% respectively.

## Distribution of Jobs across Roles



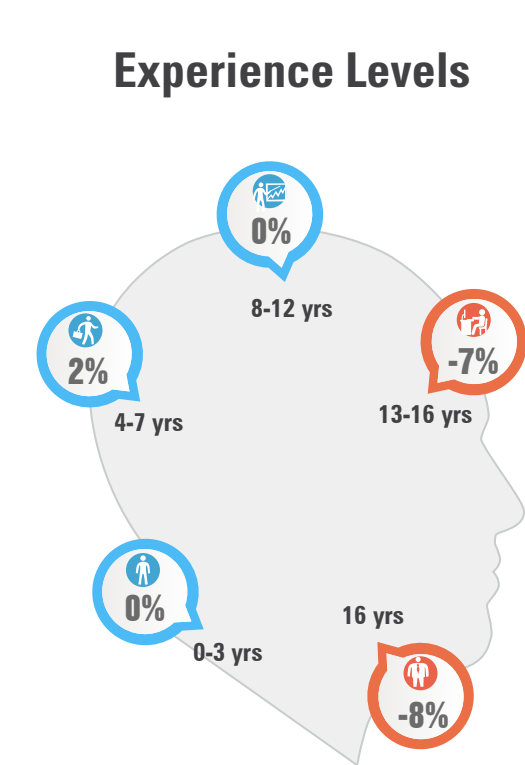
figures are percentage change in Aug-19 over average of Aug-18

City*	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19
Delhi / NCR	2272	2264	2215	2135	2076	2298	2427	2440	2651	2498	2313	2486	2218
Mumbai	1850	1742	1808	1723	1656	1850	2286	1879	2037	1942	1755	1825	1710
Bengaluru / Bangalore	2261	2190	2357	2358	2122	2538	2679	2662	2788	2545	2383	2673	2284
Chennai	1818	1822	1809	1811	1602	1824	2183	1978	1957	1885	1763	1989	1770
Hyderabad / Secunderabad	2315	2249	2236	2420	2019	2497	2656	2693	2684	2805	2499	2786	2449
Pune	2583	2519	2671	2489	2379	2701	3121	2934	2874	2741	2547	2860	2653
Kolkata	2275	2307	2311	2387	2322	2521	3071	2682	2718	2713	2654	2955	2787

# WORK EXPERIENCE SCENARIO

## Experience Wise Analysis

- Hiring for Mid-level Executive roles (4-7 yrs.) saw a rise of 2% whereas hiring for Senior Management roles (13-16 yrs.) and leadership roles (16+ yrs.) saw a dip of 7% and 8% respectively.
- However, hiring activity for both entry-level and mid-level executive jobs remained unchanged during August 2019.



figures are percentage change in Aug-19 over average of Aug-18



# METHODOLOGY

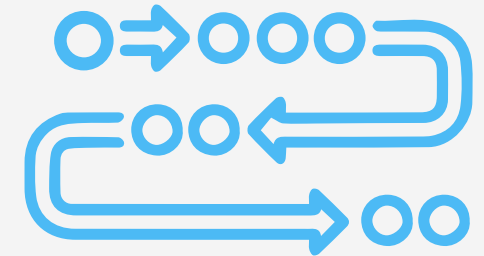
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**Naukri.com**, India's No. 1 job site and the flagship brand of Info Edge introduced the concept of e-recruitment in India. Since its inception in 1997, Naukri.com has seen continuous growth while outperforming its competitors in every sphere. Info Edge was the first internet Company to be listed in India. The site enjoys a traffic share of over 70% as per similar web. 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 60 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 Naukri JobSpeak is a monthly Index which 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 on the basis of white collar, urban, belonging to organized corporate sector jobs with the main 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 of time, the Naukri JobSpeak was impacted by the increase in the Naukri traffic share, internet penetration, Naukri pricing strategy and job listing drives.

## 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-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19
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Telcom/ISP	672	523	488	538	542	524	557	603	616	737	554	612	556
Insurance	1342	1183	970	1110	1006	1299	1692	1055	1091	1047	1170	1340	1105
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Pharma/Biotech/Clinical Research	1852	1812	1702	1674	1620	1950	2040	1953	2233	2174	1977	2138	1804
Hotels/Restaurants/Airlines/Travel	2307	2374	2230	2268	2132	2300	2547	2359	2441	2244	2080	2081	2100
FMCG/Foods/Beverage	1890	1790	1817	1802	1775	1949	2048	2024	2171	1980	1940	1976	1792
Chemicals/PetroChemical/Plastic/Rubber	1129	1255	1087	1153	1098	1297	1349	1176	1487	1348	1274	1253	1353
Education/Teaching/Training	3570	3577	3291	3335	3556	3778	4099	4110	4002	4223	3748	4231	3496
IT-Hardware & Networking	1048	1121	1030	1035	1026	1239	1199	1133	1408	1337	1090	1190	1108
Retailing	1727	1767	1633	1553	1514	1795	1882	2270	1754	2290	1681	1853	1786
Media/Dotcom/Entertainment	1114	1150	1061	1050	1086	1167	1193	1167	1252	1278	1204	1386	1137
Medical/Healthcare/Hospital	5220	5093	5008	6442	4968	4994	5440	5057	5505	5094	4772	5793	5342
Real Estate/Property	2483	2582	2411	2168	2114	2231	2529	2340	2502	2811	2507	2548	2369
Recruitment/Employment Firm	3415	3842	3635	3385	4248	3841	4296	4533	3711	3727	3105	3907	2857
Consumer Durables	1179	1127	977	974	1058	1148	1277	1209	1260	1249	1108	1328	1113
Accounting/Taxation/Finance	2989	2587	2684	2705	2732	2508	2981	3093	3587	3468	3179	4242	3763
Advertising/PR/MR/Events	3001	3048	2976	2697	2740	2956	3742	3460	3422	3291	3020	3178	3292
Textiles/Garments/Accessories	2097	2328	2056	1956	2088	2276	2320	2219	2383	2399	1987	2255	2101
Semiconductors/Electronics	2206	1343	1761	1489	1214	1318	1267	1596	1501	1555	1524	2141	1,539
Courier/Transportation/Freight	2103	1924	1743	1897	1815	1963	2101	1900	2530	2218	2064	2235	2059
Architecture/Interior Designing	1782	2016	1500	1733	1843	1923	2062	1776	2147	1890	1801	2153	1787
Export/Import	1297	1222	1100	1210	1274	1317	1424	1189	1394	1512	1317	1486	1355
Printing/Packaging	1341	1584	1421	1330	1204	1520	1485	1338	1422	1437	1465	1440	1405

# ANNEXURE FUNCTIONAL AREA

Functional*	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19
IT-Software	2557	2554	2699	2713	2511	2948	3153	3239	3335	2925	2819	3163	2735
Sales / BD	2556	2483	2227	2275	2238	2569	2775	2560	2720	2798	2590	2786	2550
ITES / BPO / KPO / Customer Service	2851	2618	2704	2486	2177	2611	2799	2876	2865	2841	2703	3021	2741
Production / Maintenance / Quality	1506	1509	1348	1291	1397	1379	1410	1392	1483	1348	1256	1329	1252
Accounts / Finance / Tax / CS / Audit	1583	1441	1453	1439	1310	1453	1552	1522	1764	1772	1527	1631	1503
HR / Administration / IR	2057	2084	2030	2061	2006	2329	2411	2239	2527	2630	2235	2188	1945
Site Engineering / Project Management	673	666	731	719	682	648	740	675	793	608	559	643	634
Marketing / Advertising / MR / PR	1596	1717	1536	1468	1480	1702	1880	1875	1769	1665	1501	1759	1652
Banking / Insurance	1627	1454	1310	1217	1267	1485	1493	1444	1294	1174	1202	1341	1139
Engineering Design / R&D	996	943	899	930	926	1001	1089	983	1125	1041	939	1071	988
Purchase / Logistics / Supply Chain	1235	1207	1193	1166	1169	1205	1297	1195	1354	1205	1134	1263	1094
Secretary / Front Office / Data Entry	1047	1004	982	1159	1077	1082	1284	1422	1218	1145	977	1379	1851
IT- Hardware / Telecom / Technical Staff	1362	1407	1312	1287	1384	1425	1497	1574	1623	1749	1410	1513	1446
Teaching / Education	3375	3202	2957	3221	3345	3827	4566	4316	3848	4164	3755	3980	3490
Pharma / Biotech / Healthcare / Medical	5585	5142	5090	5724	5070	5039	5415	5211	5711	5070	4703	5667	5208
Hotels / Restaurants	2521	3248	2688	2767	2589	2630	3198	2889	2776	2783	2587	2496	2445
Top Management	908	900	851	882	896	979	1082	1139	1030	896	809	894	696
Architecture / Interior Design	1131	1287	1491	1486	1402	1395	1313	1265	1560	1371	1203	1210	1073
Export / Import / Merchandising	1345	1293	1161	1140	1324	1388	1513	1490	1309	1545	1371	1306	1128
Corporate Planning / Consulting	1608	1718	1753	1821	2068	1926	1861	1923	1924	1765	1434	2104	1551
Legal	1953	1995	1884	1875	1711	2191	2131	2091	2407	1899	1959	2037	1805
Web / Graphic Design / Visualiser	3212	3549	3196	3270	3124	3792	4216	4043	3977	3714	3228	3861	3595
Content / Journalism	2783	2888	2791	2575	2476	2938	3189	3078	3298	3312	2783	3541	2826
Ticketing / Travel / Airlines	3802	3553	3349	3439	3486	4523	3504	3365	4462	3312	2672	3239	3481
Fashion / Garments / Merchandising	1761	1723	1504	1639	1732	1732	1743	2122	1916	1627	1277	1592	1469
Guards / Security Services	1490	2087	1020	991	1296	2112	1367	1908	2287	1530	1297	1683	1734
TV / Films / Production	1502	1502	1322	1366	1322	1926	2060	1992	1990	1747	1552	2547	1812
Packaging	1433	1293	1088	1574	1560	1469	1525	2013	1986	1995	1462	1578	1542

# ANNEXURE CITIES

Cities*	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19
Delhi / NCR	2272	2264	2215	2135	2076	2298	2427	2440	2651	2498	2313	2486	2218
Mumbai	1850	1742	1808	1723	1656	1850	2286	1879	2037	1942	1755	1825	1710
Bengaluru / Bangalore	2261	2190	2357	2358	2122	2538	2679	2662	2788	2545	2383	2673	2284
Chennai	1818	1822	1809	1811	1602	1824	2183	1978	1957	1885	1763	1989	1770
Hyderabad / Secunderabad	2315	2249	2236	2420	2019	2497	2656	2693	2684	2805	2499	2786	2449
Pune	2583	2519	2671	2489	2379	2701	3121	2934	2874	2741	2547	2860	2653
Kolkata	2275	2307	2311	2387	2322	2521	3071	2682	2718	2713	2654	2955	2787
Ahmedabad	2916	2929	2771	2765	2892	3382	4132	3714	3565	3554	3480	3599	3349
Chandigarh	1911	2190	1925	1688	1781	1846	2114	1967	1940	2060	1852	2102	1931
Ernakulam / Kochi / Cochin	2561	3319	3253	3386	3253	3650	3846	3524	3442	3393	3372	3860	3864
Vadodara / Baroda	2534	2381	2427	2273	2858	2826	3605	2961	3304	3067	2921	2921	2296
Coimbatore	2250	2123	2193	2372	2185	2444	3007	2619	2550	3,219	2793	3506	3379
Jaipur	3692	4275	3681	3068	3752	3876	4526	4398	3877	4,200	3384	4154	3897