

# A REPORT ON HIRING ACTIVITY IN INDIA

**BY: LOCATION, CITY,  
INDUSTRY  
AND EXPERIENCE**

**DECEMBER 2018**

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# INDEX FOR DECEMBER 2018

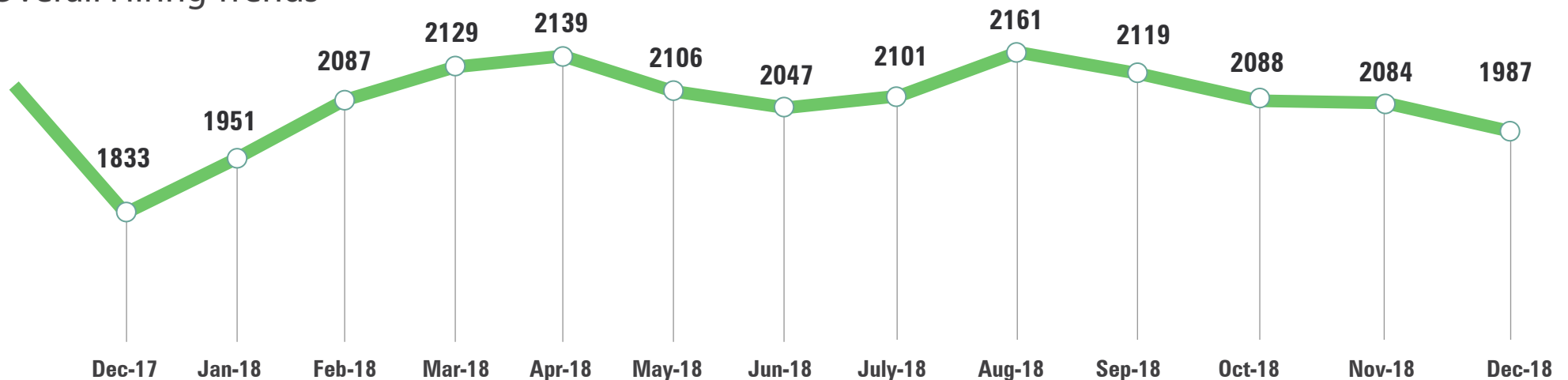
The Naukri JobSpeak Index for December 2018, at (1,987), marked a rise of 8% in hiring activity from December 2017 (1,833).

The recruitment activity in IT-Software witnessed a growth of 14% as compared to December 2017. The Auto/Ancillary industry recorded a notable rise of 24% and the HR domain grew by 17% in December 2018. The hiring sentiment across metropolitan cities was positive with Bangalore and Delhi recording a rise of 13% and 10% respectively.

Commenting on the report, **Ms. Sumeet Singh, CMO, Infoedge India Ltd.** said,

*"The year 2018 has ended with a growth in hiring across most major cities and top industries. For the past few months IT and Auto/Auto Ancillary have been leading the growth. It has been a good year for BPO, and FMCG and we hope to see the trend in hiring to continue."*

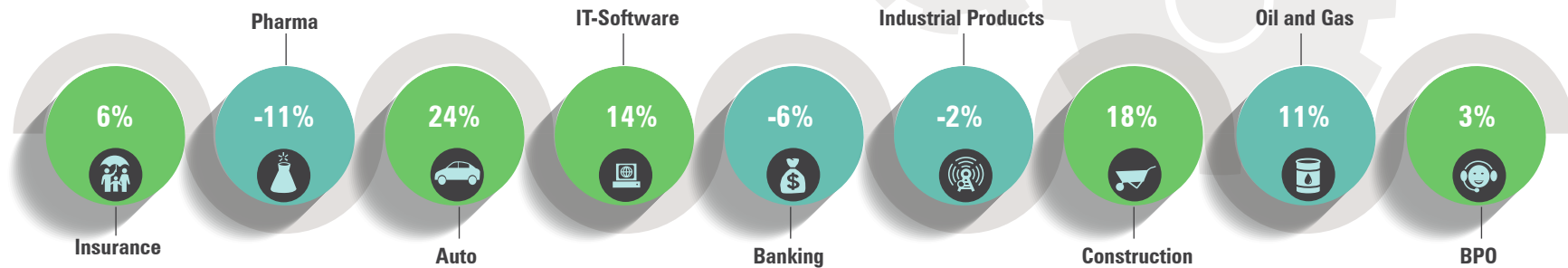
## Overall Hiring Trends



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

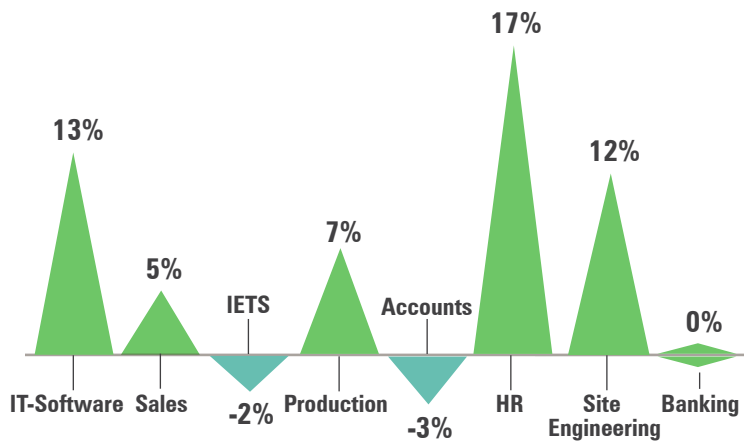
# KEY HIGHLIGHTS

## Hiring across Industry



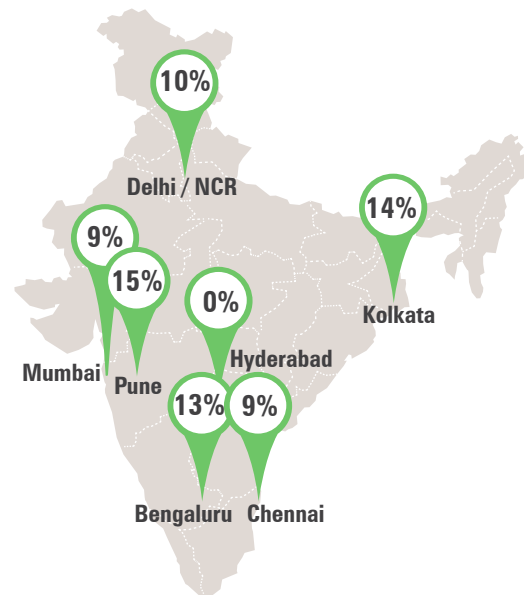
figures are percentage change in Dec-18 over average of Dec-17

## Hiring across Functional Areas



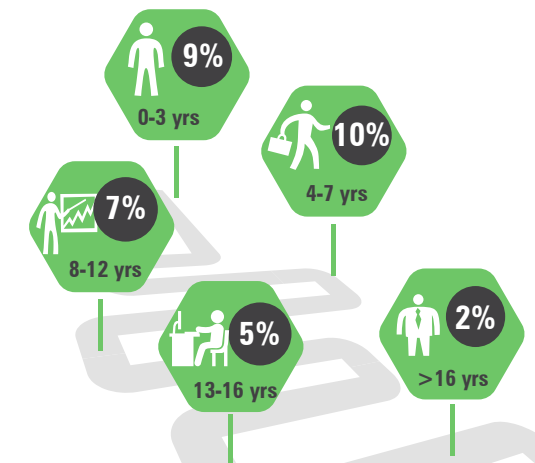
figures are percentage change in Dec-18 over average of Dec-17

## Hiring across Cities



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

## Hiring across Experience Levels



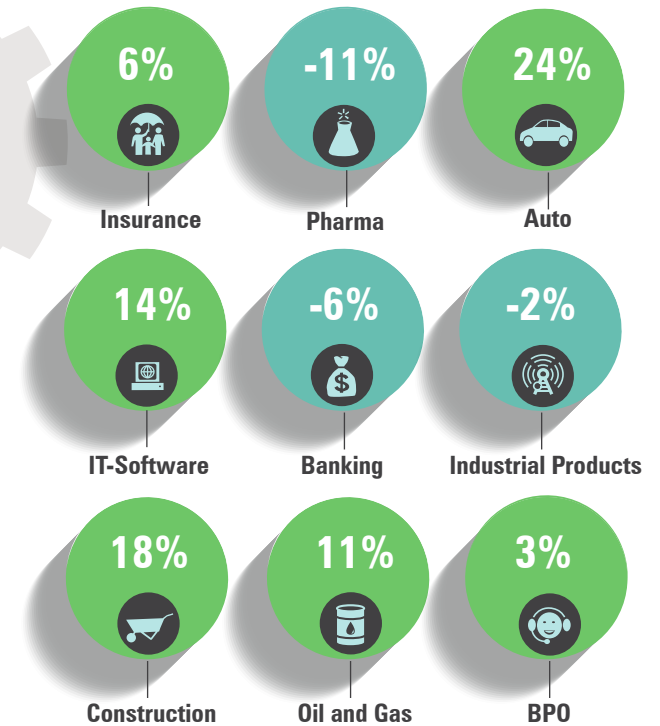
figures are percentage change in Dec-18 over average of Dec-17

# SECTORAL ANALYSIS

## Hiring trends across top industry

### Industry-wise Analysis:

- Recruitment in the IT-Software industry saw a growth of 14%
- The Construction & Engineering industry was up by 18%
- Other industries which witnessed an increase in hiring activity in December 2018 vs December 2017 are Oil & Gas (11%), Telecom (10%), BPO (3%)



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

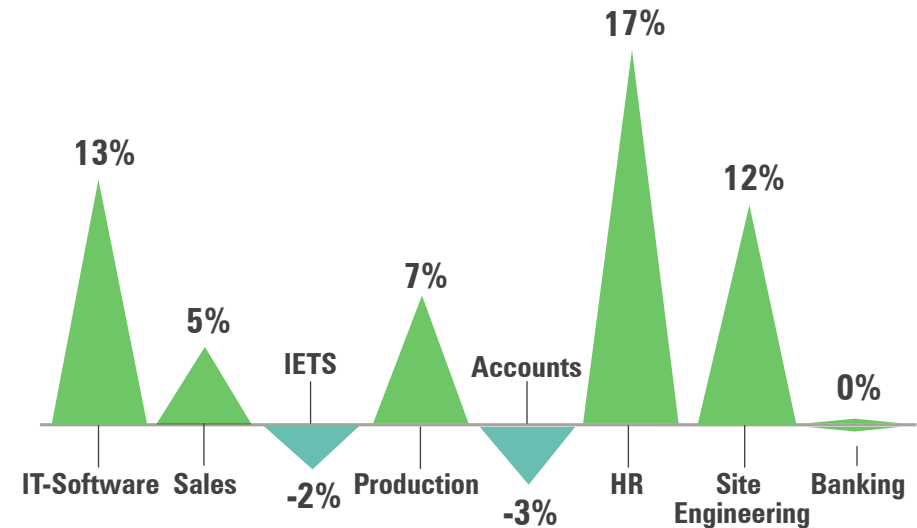
Industry*	Dec-17	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18	July-18	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18
IT-Software/Software Services	2318	2254	2445	2467	2542	2399	2414	2591	2659	2639	2824	2855	2646
BPO/ITES/CRM/Transcription	1628	1715	1854	1991	2066	2017	2190	1862	2218	1995	2048	1939	1672
Construction/Engineering/Cement/Metals	725	860	834	840	880	881	833	816	912	846	830	944	859
Auto/Auto Ancillary	1196	1455	1497	1591	1509	1641	1537	1595	1526	1663	1395	1415	1486
Banking/Financial Services/Broking	2499	2894	3158	3194	3475	2847	2956	3325	3105	2821	2613	2390	2353
Oil and Gas/Power/Infrastructure/Energy	650	818	861	936	853	786	766	819	844	726	775	695	724
Telcom/ISP	491	612	514	915	767	911	845	563	672	523	488	538	542
Insurance	948	1370	1026	1000	997	931	1000	1311	1342	1183	970	1110	1006
Industrial Products/Heavy Machinery	1022	1108	1153	1203	1123	1172	1082	1130	1162	1078	1044	913	1004
Pharma/Biotech/Clinical Research	1813	2035	1945	2104	2006	2321	1955	1930	1852	1812	1702	1674	1620

# FUNCTIONAL AREA ANALYSIS

## Functional Area Analysis:

- Recruitment activity for IT - Software continued to grow, observing a 13% rise year-on-year
- Hiring for HR/Administration saw a significant rise of 17% while recruitment activity in Sales/BD domain grew by 5% in December 2018 vs December 2017

## Hiring trends across functional areas



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

Functional Area*	Dec-17	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18	July-18	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18
IT-Software	2215	2185	2447	2501	2502	2400	2388	2523	2557	2554	2699	2713	2511
Sales / BD	2130	2331	2497	2435	2488	2535	2428	2504	2556	2483	2227	2275	2238
ITES / BPO / KPO / Customer Service	2232	2309	2528	2651	2723	2691	2766	2488	2851	2618	2704	2486	2177
Production / Maintenance / Quality	1303	1471	1438	1524	1455	1463	1372	1475	1506	1509	1348	1291	1397
Accounts / Finance / Tax / CS / Audit	1353	1451	1638	1606	1710	1553	1504	1468	1583	1441	1453	1439	1310
HR / Administration / IR	1707	1791	2001	1974	1978	2033	1950	1981	2057	2084	2030	2061	2006
Site Engineering / Project Management	608	702	664	665	630	635	660	646	673	666	731	719	682
Marketing / Advertising / MR / PR	1459	1661	1683	1670	1584	1678	1604	1600	1596	1717	1536	1468	1480
Banking / Insurance	1267	1771	1426	1445	1662	1479	1394	1694	1627	1454	1310	1217	1267
Engineering Design / R&D	1015	923	921	1113	947	967	987	977	996	943	899	930	926

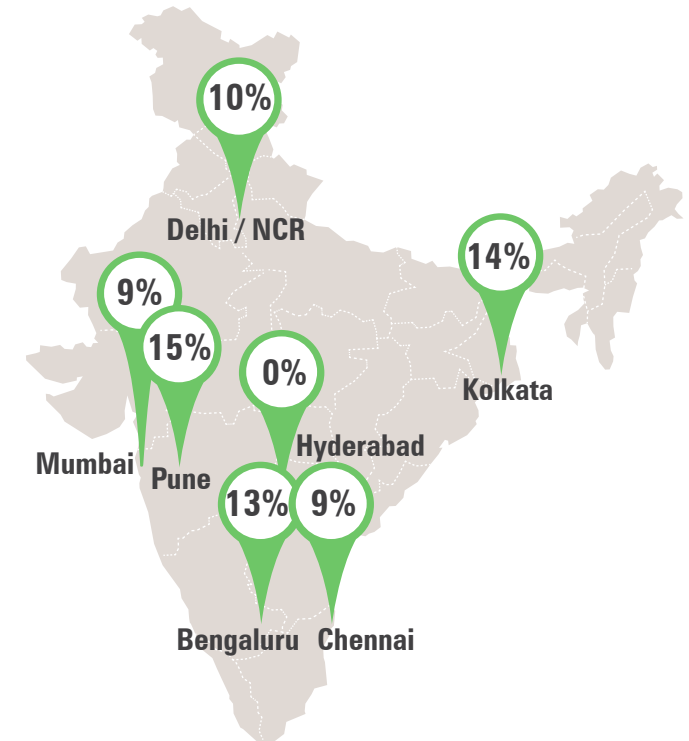
# CITY BASED HIRING SCENARIO

## City Wise Analysis

Talent demand has grown positively across the metropolitan cities. Highlighted below are some of the prominent cities which have seen much traction in terms of hiring -

- **Delhi/NCR:** The capital city saw a 10% rise in hiring in December 2018. FMCG industry dominated the hiring space for the capital with 10% growth year on year
- **Chennai:** The city witnessed a rise in recruitment activity by 9%. The Accounting industry saw a growth of 22%
- **Mumbai:** Hiring activity in Mumbai increased by 9%. Recruitment in FMCG industry saw a rise of 12%
- **Bengaluru:** Recruitment activity grew by 13% in December 2018. Hiring in industry like IT-Hardware and IT- Software grew by 18% and 22% respectively
- **Pune:** Hiring activity in Pune grew by 15%. Hiring in IT Industry saw a 20% growth.

## Distribution of Jobs across Roles



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

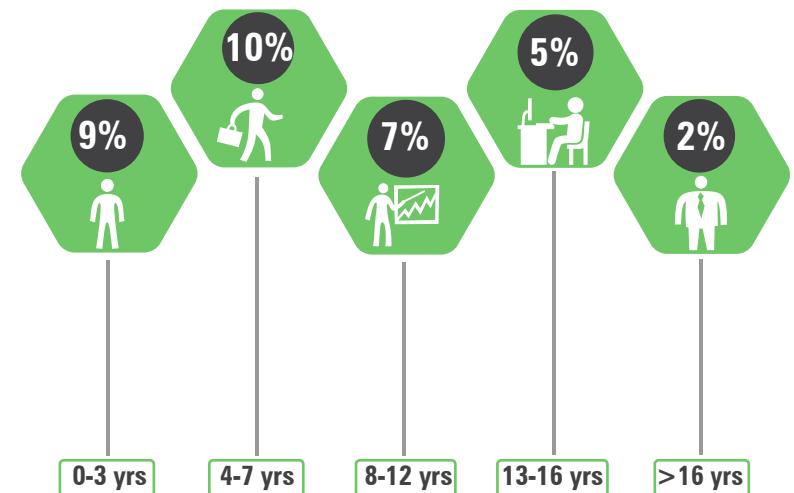
City*	Dec-17	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18	July-18	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18
Delhi / NCR	1893	2129	2199	2254	2,337	2,316	2,272	2265	2272	2264	2215	2135	2076
Mumbai	1524	1677	1819	1808	1,841	1,826	1,707	1719	1850	1742	1808	1723	1656
Bengaluru / Bangalore	2107	1997	2250	2247	2,271	2,125	2,166	2223	2261	2190	2357	2358	2122
Chennai	1465	1474	1685	1753	1,736	1,738	1,710	1812	1818	1822	1809	1811	1602
Hyderabad / Secunderabad	2021	2120	2330	2377	2,261	2,360	2,305	2252	2315	2249	2236	2420	2019
Pune	2069	2206	2487	2583	2,591	2,487	2,297	2487	2583	2519	2671	2489	2379
Kolkata	2044	2045	2226	2147	2,220	2,499	2,398	2348	2275	2307	2311	2387	2322

# WORK EXPERIENCE SCENARIO

## Experience Wise Analysis

- Recruitments for employees in the experience band of 0-3 years saw a rise of 9% in the month of December 2018 vs December 2017
- Hiring for trained talent with 4-7 years of experience grew by 10%
- Recruitment activity for middle management roles with 8-12 years of experience grew by 7%, while senior management roles with 13-16 years of experience saw a 5% rise in hiring
- Leadership roles with experience of 16+ years remained flat with 2% rise in recruitment activity

## Experience Levels



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



# METHODOLOGY

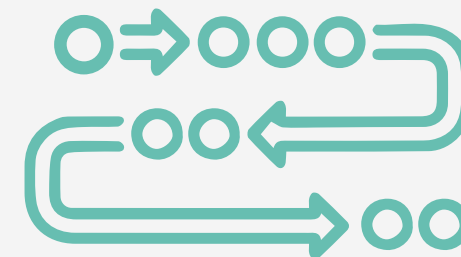
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**Naukri.com**, India's No. 1 job site and the flagship brand of Info Edge introduced the concept of e-recruitment in India. Since its inception in 1997, Naukri.com has seen continuous growth while outperforming its competitors in every sphere. Info Edge was the first internet Company to be listed in India. The site enjoys a traffic share of over 70% as per 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 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 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*	Dec-17	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18	July-18	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18
IT-Software/Software Services	2318	2254	2445	2467	2542	2399	2414	2591	2659	2639	2824	2855	2646
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Industrial Products/Heavy Machinery	1022	1108	1153	1203	1123	1172	1082	1130	1162	1078	1044	913	1004
Pharma/Biotech/Clinical Research	1813	2035	1945	2104	2006	2321	1955	1930	1852	1812	1702	1674	1620
Hotels/Restaurants/Airlines/Travel	2173	2513	2702	2506	2712	2650	2356	2252	2307	2374	2230	2268	2132
FMCG/Foods/Beverage	1642	1796	1923	1933	1962	1901	1792	1862	1890	1790	1817	1802	1775
Chemicals/PetroChemical/Plastic/Rubber	1149	1335	1156	1240	1185	1148	1076	1150	1129	1255	1087	1153	1098
Education/Teaching/Training	3049	3424	3738	3850	4157	3817	3523	3615	3570	3577	3291	3335	3556
IT-Hardware & Networking	886	846	981	1099	986	1199	1117	1329	1048	1121	1030	1035	1026
Retailing	1346	1490	1676	1509	1603	1737	1550	1666	1727	1767	1633	1553	1514
Media/Dotcom/Entertainment	979	950	1059	1040	1149	1101	1083	1150	1114	1150	1061	1050	1086
Medical/Healthcare/Hospital	4371	4774	4860	5005	4846	4746	4648	4686	5220	5093	5008	6442	4968
Real Estate/Property	1969	2305	2545	2394	2140	2225	2418	2597	2483	2582	2411	2168	2114
Recruitment/Employment Firm	3425	3132	4504	4135	4035	3980	3479	3420	3415	3842	3635	3385	4248
Consumer Durables	1216	1140	1327	1130	1382	1265	1174	1018	1179	1127	977	974	1058
Accounting/Taxation/Finance	2732	2370	3076	2432	2891	2679	2433	2613	2989	2587	2684	2705	2732
Advertising/PR/MR/Events	2361	2397	2466	2709	2973	3052	2659	2862	3001	3048	2976	2697	2740
Textiles/Garments/Accessories	1938	2116	2051	2525	2414	2377	2142	2162	2097	2328	2056	1956	2088
Semiconductors/Electronics	2032	1239	1337	1847	1617	1810	1373	1537	2206	1343	1761	1489	1214
Courier/Transportation/Freight	1741	1785	2033	1866	1947	1923	1976	1910	2103	1924	1743	1897	1815
Architecture/Interior Designing	1339	1818	1862	1912	1993	2053	1830	1541	1782	2016	1500	1733	1843
Export/Import	1097	1229	977	1114	1125	1260	1210	1189	1297	1222	1100	1210	1274
Printing/Packaging	1188	1575	1531	1661	1382	1616	1240	1415	1341	1584	1421	1330	1204

# ANNEXURE FUNCTIONAL AREA

Functional*	Dec-17	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18	July-18	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18
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Production / Maintenance / Quality	1303	1471	1438	1524	1455	1463	1372	1475	1506	1509	1348	1291	1397
Accounts / Finance / Tax / CS / Audit	1353	1451	1638	1606	1710	1553	1504	1468	1583	1441	1453	1439	1310
HR / Administration / IR	1707	1791	2001	1974	1978	2033	1950	1981	2057	2084	2030	2061	2006
Site Engineering / Project Management	608	702	664	665	630	635	660	646	673	666	731	719	682
Marketing / Advertising / MR / PR	1459	1661	1683	1670	1584	1678	1604	1600	1596	1717	1536	1468	1480
Banking / Insurance	1267	1771	1426	1445	1662	1479	1394	1694	1627	1454	1310	1217	1267
Engineering Design / R&D	1015	923	921	1113	947	967	987	977	996	943	899	930	926
Purchase / Logistics / Supply Chain	1000	1044	1129	1194	1223	1250	1180	1149	1235	1207	1193	1166	1169
Secretary / Front Office / Data Entry	927	1059	1034	1129	1039	1005	963	979	1047	1004	982	1159	1077
IT- Hardware / Telecom / Technical Staff	1156	1101	1206	1501	1355	1428	1475	1417	1362	1407	1312	1287	1384
Teaching / Education	3135	3608	3794	4045	4350	3854	3647	3578	3375	3202	2957	3221	3345
Pharma / Biotech / Healthcare / Medical	4683	5117	5171	5349	5171	5058	4839	4916	5585	5142	5090	5724	5070
Hotels / Restaurants	2538	2699	2884	2587	2958	2538	2300	2467	2521	3248	2688	2767	2589
Top Management	752	690	889	791	868	873	1028	900	908	900	851	882	896
Architecture / Interior Design	931	1131	1154	1260	1228	1452	1243	1143	1131	1287	1491	1486	1402
Export / Import / Merchandising	1058	1230	1078	1297	1396	1385	1174	1336	1345	1293	1161	1140	1324
Corporate Planning / Consulting	1569	1382	1965	1735	1681	1536	1587	1581	1608	1718	1753	1821	2068
Legal	1632	1698	2047	2015	1752	2025	1846	1940	1953	1995	1884	1875	1711
Web / Graphic Design / Visualiser	2948	3252	3670	3921	3185	3318	3010	3315	3212	3549	3196	3270	3124
Content / Journalism	2317	2631	3214	3222	2835	2830	2835	3098	2783	2888	2791	2575	2476
Ticketing / Travel / Airlines	3828	4760	5037	5619	4903	5171	4457	4265	3802	3553	3349	3439	3486
Fashion / Garments / Merchandising	1580	1522	1452	1836	1476	1685	1416	1597	1761	1723	1504	1639	1732
Guards / Security Services	1061	1408	1514	1133	1275	1816	1223	1255	1490	2087	1020	991	1296
TV / Films / Production	1518	1730	1410	1306	1366	1388	1063	1355	1502	1502	1322	1366	1322
Packaging	907	1106	1366	1542	1331	1905	1255	1306	1433	1293	1088	1574	1560

# ANNEXURE CITIES

Cities*	Dec-17	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18	July-18	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18
Delhi / NCR	1893	2129	2199	2254	2,337	2,316	2,272	2,265	2272	2264	2215	2135	2076
Mumbai	1524	1677	1819	1808	1,841	1,826	1,707	1,719	1850	1742	1808	1723	1656
Bengaluru / Bangalore	2107	1997	2250	2247	2,271	2,125	2,166	2,223	2261	2190	2357	2358	2122
Chennai	1465	1474	1685	1753	1,736	1,738	1,710	1,812	1818	1822	1809	1811	1602
Hyderabad / Secunderabad	2021	2120	2330	2377	2,261	2,360	2,305	2,252	2315	2249	2236	2420	2019
Pune	2069	2206	2487	2583	2,591	2,487	2,297	2,487	2583	2519	2671	2489	2379
Kolkata	2044	2045	2226	2147	2,220	2,499	2,398	2,348	2275	2307	2311	2387	2322
Ahmedabad	2686	2986	2980	2798	2,844	3,266	2,893	3,008	2916	2929	2771	2765	2892
Chandigarh	1454	1571	1707	1749	1,714	1,880	1,889	2,088	1911	2190	1925	1688	1781
Ernakulam / Kochi / Cochin	2972	3153	3272	3542	3,046	3,309	3,141	3,244	2561	3319	3253	3386	3253
Vadodara / Baroda	2767	3012	2642	2715	2,514	2,545	2,972	2,585	2534	2381	2427	2273	2858
Coimbatore	2461	2148	2122	2045	2,209	2,201	2,181	2,162	2250	2123	2193	2372	2185
Jaipur	2930	3284	3435	3721	3,638	3,503	3,572	3,718	3692	4275	3681	3068	3752