

A REPORT ON HIRING ACTIVITY IN INDIA

BY: LOCATION, CITY, INDUSTRY
AND EXPERIENCE

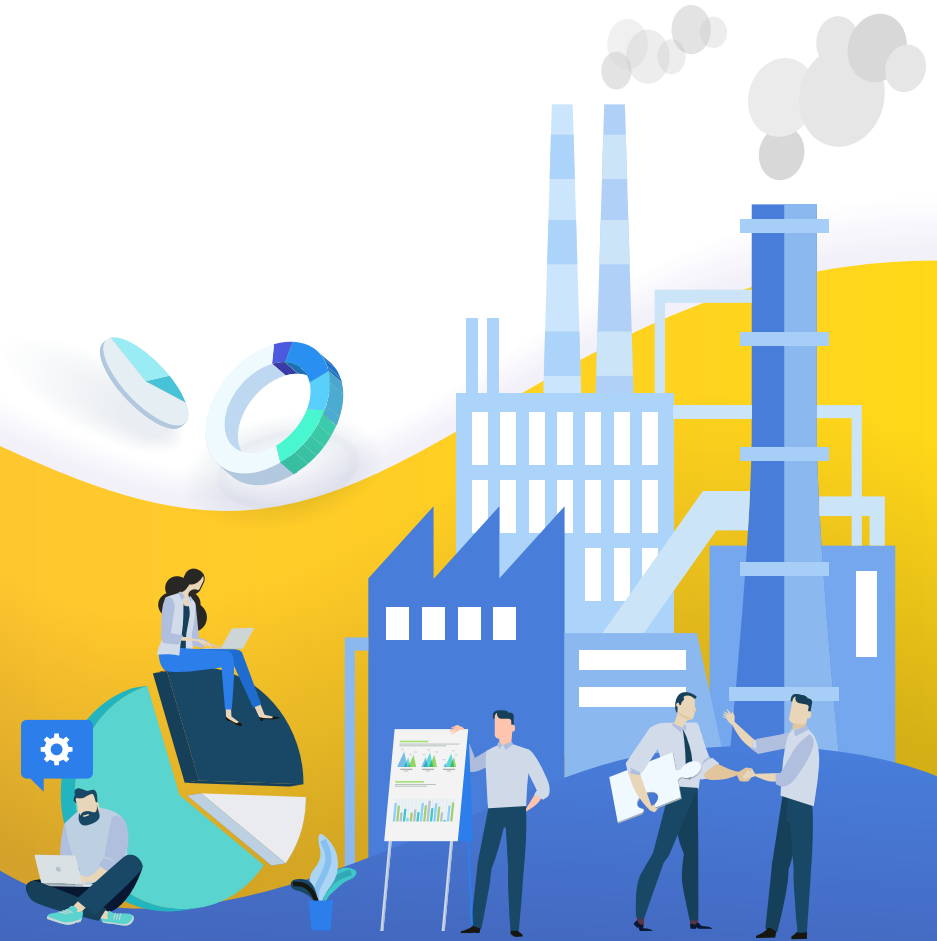


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INDEX FOR FEBRUARY 2019

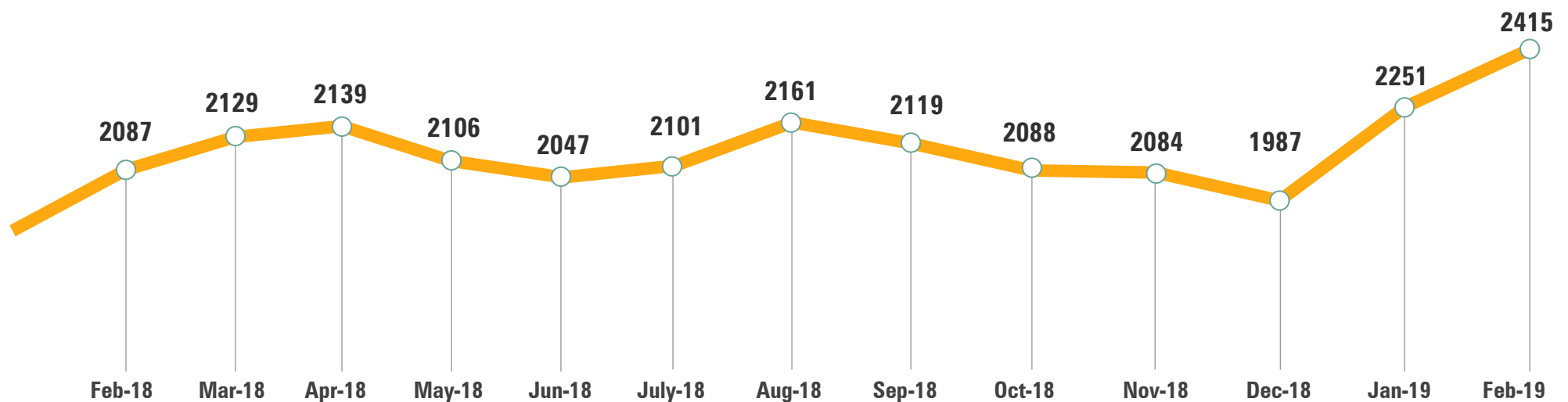
The Naukri JobSpeak Index for February 2019 at (2,415), marked a 16% increase in hiring activity from February 2018 (2,087).

The IT - Software industry was on a hiring spree in February 2019. The industry clocked in a growth of 38% in hiring, making it one of the fastest growing industries. Also, Construction & Engineering industry saw an increase in hiring with a growth rate of 16%. Hiring in HR functional area witnessed a positive growth of 20%. An 18% increase in demand was observed for mid-level candidates with experience between of 4-7 years. Hiring activity in the metropolitan cities saw positive growth with Chennai and Mumbai clocking in a rise of 30% and 26% respectively.

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

"The JobSpeak index continues to sustain the momentum gained and has shown a 16% YOY growth in Feb preceded by a 15% growth in Jan. Naukri's latest Hiring outlook survey with over 3300 recruiters across the country had anticipated increased hiring, wherein 84% recruiters surveyed said that new jobs would be created. It is good to see this growth led by core sectors viz. IT, Construction, Engineering & FMCG."

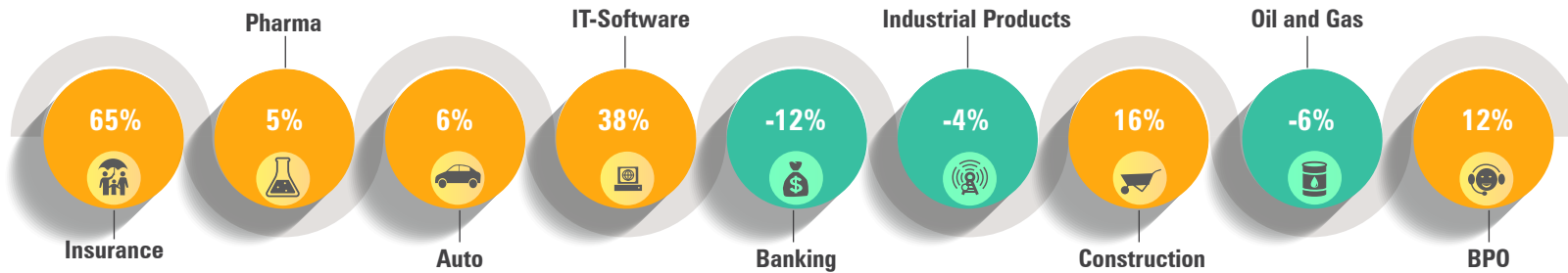
Overall Hiring Trends



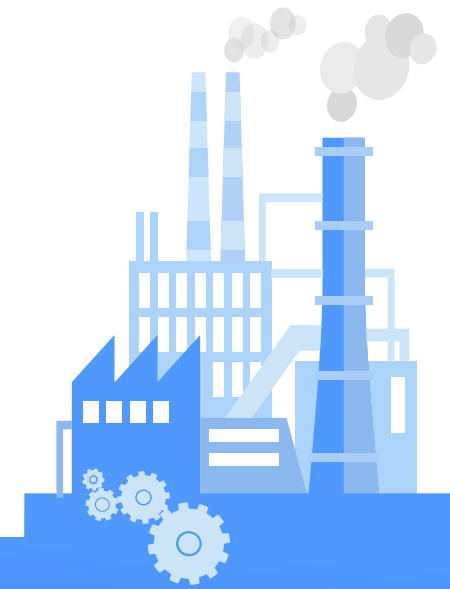
2008 was scaled to 1000. Index for subsequent months is relative to Jul 08.

KEY HIGHLIGHTS

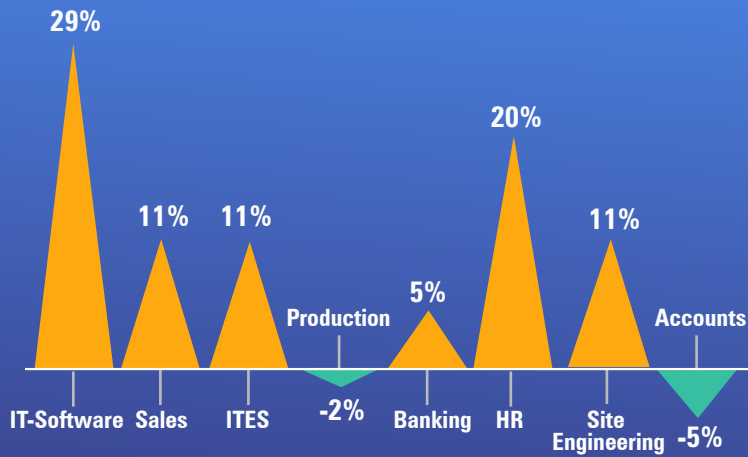
Hiring across Industry



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

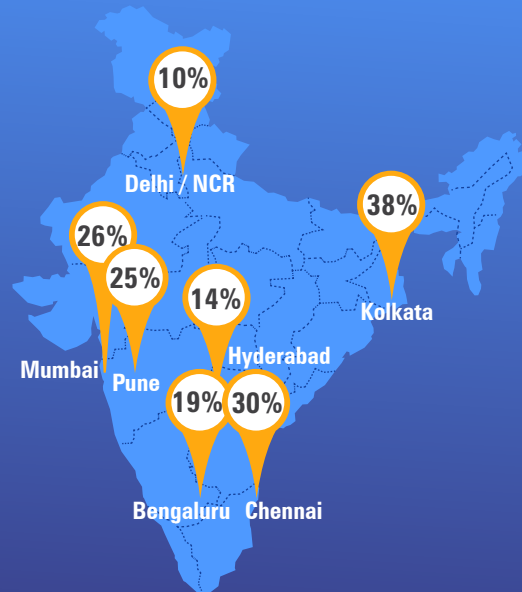


Hiring across Functional Areas



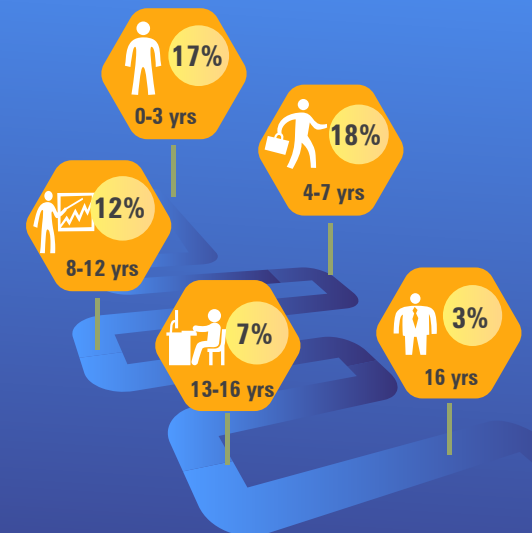
figures are percentage change in Feb-19 over average of Feb-18

Hiring across Cities



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

Hiring across Experience Levels



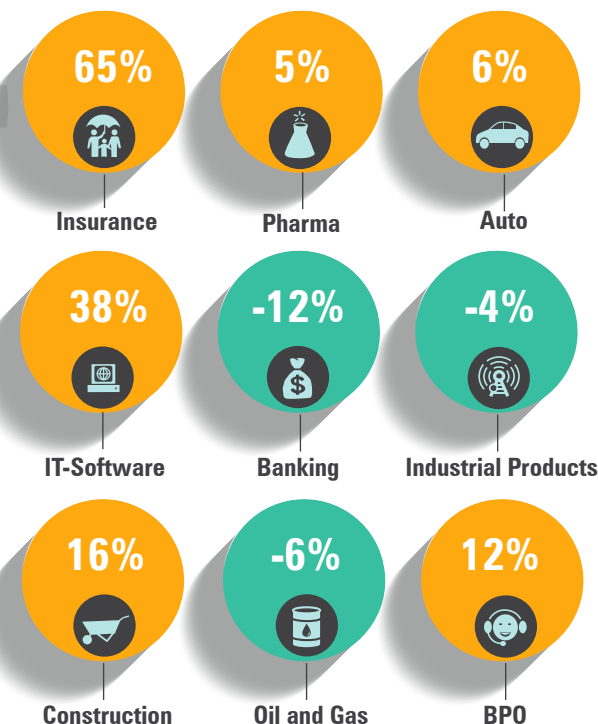
figures are percentage change in Feb-19 over average of Feb-18

SECTORAL ANALYSIS

Hiring trends across top industry

Industry-wise Analysis:

- IT-Software industry observed a significant rise of 38% in hiring activity in February 2019. The demand for roles in IT - Hardware also grew up by 22%.
- Construction & Engineering industry followed the growth in hiring activities by 16%.
- Other industries that witnessed an increase in hiring activity were BPO/ITES (12%), FMCG (7%), Auto (6%) and Pharma (5%).
- Industries that saw a dip in hiring activities were Banking & Insurance (12%), Oil & Gas (6%) and Industrial Products (4%).
- Continuous adoption of new age skills and reskilling of employees is reflected in the fast paced year-on-year growth in this industry. The demand for IT jobs grew by 20% and 18% in Hyderabad and Chennai respectively.



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

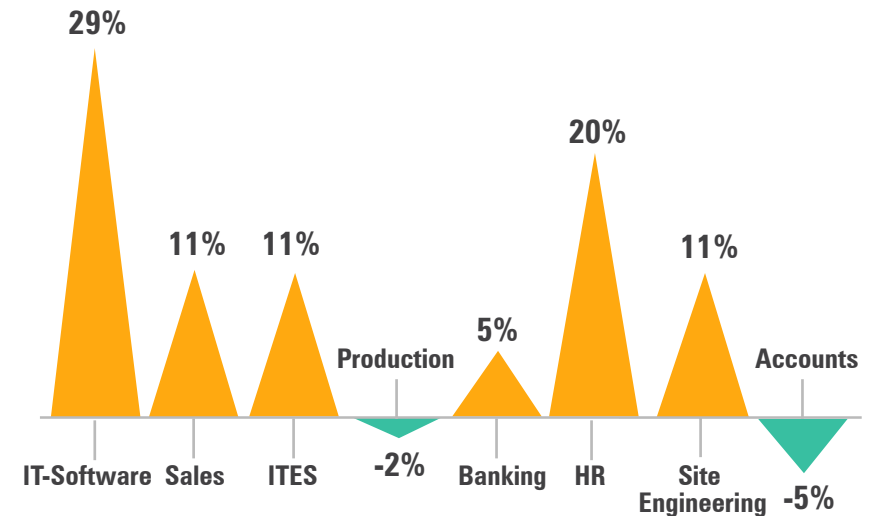
Industry*	Feb-18	Mar-18	Apr-18	May-18	Jun-18	July-18	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19
IT-Software/Software Services	2445	2467	2542	2399	2414	2591	2659	2639	2824	2855	2646	3068	3367
BPO/ITES/CRM/Transcription	1854	1991	2066	2017	2190	1862	2218	1995	2048	1939	1672	1936	2073
Construction/Engineering/Cement/Metals	834	840	880	881	833	816	912	846	830	944	859	798	965
Auto/Auto Ancillary	1497	1591	1509	1641	1537	1595	1526	1663	1395	1415	1486	1709	1587
Banking/Financial Services/Broking	3158	3194	3475	2847	2956	3325	3105	2821	2613	2390	2353	2954	2767
Oil and Gas/Power/Infrastructure/Energy	861	936	853	786	766	819	844	726	775	695	724	787	812
Telcom/ISP	514	915	767	911	845	563	672	523	488	538	542	524	557
Insurance	1026	1000	997	931	1000	1311	1342	1183	970	1110	1006	1299	1692
Industrial Products/Heavy Machinery	1153	1203	1123	1172	1082	1130	1162	1078	1044	913	1004	978	1106
Pharma/Biotech/Clinical Research	1945	2104	2006	2321	1955	1930	1852	1812	1702	1674	1620	1950	2040

FUNCTIONAL AREA ANALYSIS

Functional Area Analysis:

- A demand in jobs for Functional Areas in IT Software and IT Hardware saw a rise by 29% and 24% respectively.
- Recruitment activity for soft skills such as HR/Administration witnessed a growth of 20% in February 2019.
- Jobs requiring Marketing and Advertising as a prime skill grew by 12%. Recruitment for Sales & BD job roles increased by 11%. Also, a rise of 5% in Banking jobs was observed.
- Functional areas such as Production & Maintenance and Account & Finance saw a dip by 2% and 5% respectively.

Hiring trends across functional areas



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

Functional Area*	Feb-18	Mar-18	Apr-18	May-18	Jun-18	July-18	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19
IT-Software	2447	2501	2502	2400	2388	2523	2557	2554	2699	2713	2511	2948	3153
Sales / BD	2497	2435	2488	2535	2428	2504	2556	2483	2227	2275	2238	2569	2775
ITES / BPO / KPO / Customer Service	2528	2651	2723	2691	2766	2488	2851	2618	2704	2486	2177	2611	2799
Production / Maintenance / Quality	1438	1524	1455	1463	1372	1475	1506	1509	1348	1291	1397	1379	1410
Accounts / Finance / Tax / CS / Audit	1638	1606	1710	1553	1504	1468	1583	1441	1453	1439	1310	1453	1552
HR / Administration / IR	2001	1974	1978	2033	1950	1981	2057	2084	2030	2061	2006	2329	2411
Site Engineering / Project Management	664	665	630	635	660	646	673	666	731	719	682	648	740
Marketing / Advertising / MR / PR	1683	1670	1584	1678	1604	1600	1596	1717	1536	1468	1480	1702	1880
Banking / Insurance	1426	1445	1662	1479	1394	1694	1627	1454	1310	1217	1267	1485	1493
Engineering Design / R&D	921	1113	947	967	987	977	996	943	899	930	926	1001	1089

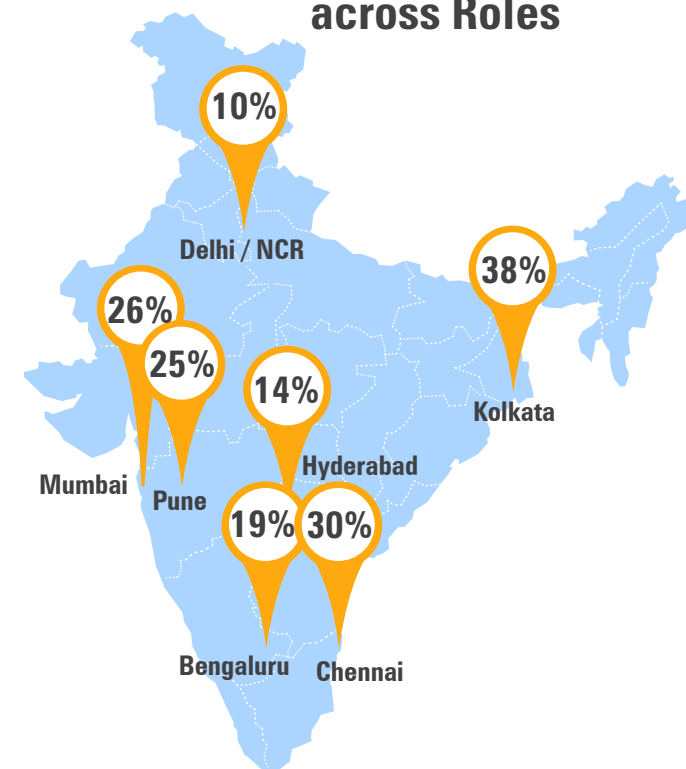
CITY BASED HIRING SCENARIO

City Wise Analysis

Demand for talent grew across metropolitan cities. Some of the emerging trends observed in the cities are elaborated below -

- Delhi/NCR:** Hiring activity for the city increased by 10%. The key industries that witnessed growth were IT-Hardware (22%) and Hotel (5%) whereas the BFSI sector saw a dip of 4%. Skill sets preferred by recruiters in this city was IT - Software (26%). There was a rise of 17% in hiring for the experience band of 4-7 years
- Chennai:** Recruitment activity grew in Chennai by 30% in February 2019 as compared to February 2018. Industries which registered an increase in job creation were Auto/Auto Ancillary (26%), and BPO (13%) while FMCG saw a dip of (14%). Demand for skills such as IT-Software (38%) and ITES (8%) were maximum among recruiters. A 25% rise in hiring activity was seen for the experience band of 4 to 7 years
- Mumbai:** Overall hiring activity for the capital city grew by 26%. The industries which dominated the hiring space for the city were FMCG (28%) and IT - Software (32%) Auto (80%), IT - Software (32%). The Accounting functional area saw a dip in hiring activity (-12%). Hiring for management roles with experience band of 4-7 years saw a growth of 15% in February 2019

Distribution of Jobs across Roles



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

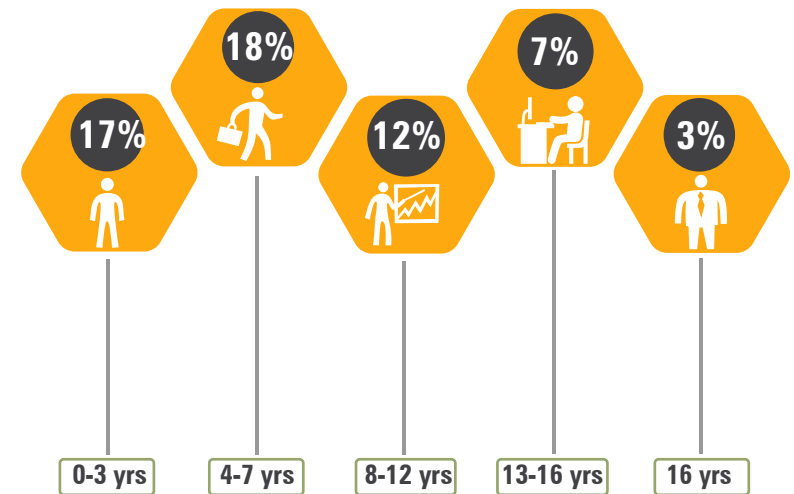
City*	Feb-18	Mar-18	Apr-18	May-18	Jun-18	July-18	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19
Delhi / NCR	2199	2254	2,337	2,316	2,272	2265	2272	2264	2215	2135	2076	2298	2427
Mumbai	1819	1808	1,841	1,826	1,707	1719	1850	1742	1808	1723	1656	1850	2286
Bengaluru / Bangalore	2250	2247	2,271	2,125	2,166	2223	2261	2190	2357	2358	2122	2538	2679
Chennai	1685	1753	1,736	1,738	1,710	1812	1818	1822	1809	1811	1602	1824	2183
Hyderabad / Secunderabad	2330	2377	2,261	2,360	2,305	2252	2315	2249	2236	2420	2019	2497	2656
Pune	2487	2583	2,591	2,487	2,297	2487	2583	2519	2671	2489	2379	2701	3121
Kolkata	2226	2147	2,220	2,499	2,398	2348	2275	2307	2311	2387	2322	2521	3071

WORK EXPERIENCE SCENARIO

Experience Wise Analysis

- Hiring for a talent of 4-7 years of experience grew by 18% whereas recruitment for entry-level jobs which falls in the experience band of 0-3 years witnessed a rise of 17% in February 2019
- Recruitment activity for mid-management roles of 8-12 years of experience grew by 12%, while senior management roles of 13-16 years of experience recorded a 7% rise in hiring
- Leadership roles with experience band of 16+ years remained largely flat with a slight increase of 3% in recruitment activity

Experience Levels



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

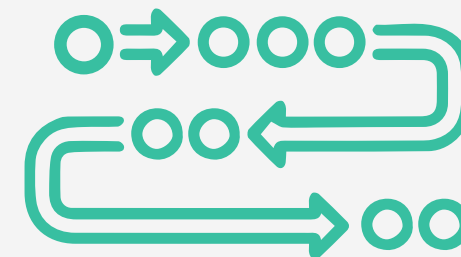
METHODOLOGY

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 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 and the data is compiled of companies which are registered on the platform and reflects gross hiring (includes replacement hiring). July 2008 is taken to be the base with a score 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 a main focus on service industries. The report shows hiring trends across industry sectors, geography, experience level and functional areas. More than 76,000 national and international clients use Naukri.com, leading to 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*	Feb-18	Mar-18	Apr-18	May-18	Jun-18	July-18	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19
IT-Software/Software Services	2445	2467	2542	2399	2414	2591	2659	2639	2824	2855	2646	3068	3367
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Pharma/Biotech/Clinical Research	1945	2104	2006	2321	1955	1930	1852	1812	1702	1674	1620	1950	2040
Hotels/Restaurants/Airlines/Travel	2702	2506	2712	2650	2356	2252	2307	2374	2230	2268	2132	2300	2547
FMCG/Foods/Beverage	1923	1933	1962	1901	1792	1862	1890	1790	1817	1802	1775	1949	2048
Chemicals/PetroChemical/Plastic/Rubber	1156	1240	1185	1148	1076	1150	1129	1255	1087	1153	1098	1297	1349
Education/Teaching/Training	3738	3850	4157	3817	3523	3615	3570	3577	3291	3335	3556	3778	4099
IT-Hardware & Networking	981	1099	986	1199	1117	1329	1048	1121	1030	1035	1026	1239	1199
Retailing	1676	1509	1603	1737	1550	1666	1727	1767	1633	1553	1514	1795	1882
Media/Dotcom/Entertainment	1059	1040	1149	1101	1083	1150	1114	1150	1061	1050	1086	1167	1193
Medical/Healthcare/Hospital	4860	5005	4846	4746	4648	4686	5220	5093	5008	6442	4968	4994	5440
Real Estate/Property	2545	2394	2140	2225	2418	2597	2483	2582	2411	2168	2114	2231	2529
Recruitment/Employment Firm	4504	4135	4035	3980	3479	3420	3415	3842	3635	3385	4248	3841	4296
Consumer Durables	1327	1130	1382	1265	1174	1018	1179	1127	977	974	1058	1148	1277
Accounting/Taxation/Finance	3076	2432	2891	2679	2433	2613	2989	2587	2684	2705	2732	2508	2981
Advertising/PR/MR/Events	2466	2709	2973	3052	2659	2862	3001	3048	2976	2697	2740	2956	3742
Textiles/Garments/Accessories	2051	2525	2414	2377	2142	2162	2097	2328	2056	1956	2088	2276	2320
Semiconductors/Electronics	1337	1847	1617	1810	1373	1537	2206	1343	1761	1489	1214	1318	1267
Courier/Transportation/Freight	2033	1866	1947	1923	1976	1910	2103	1924	1743	1897	1815	1963	2101
Architecture/Interior Designing	1862	1912	1993	2053	1830	1541	1782	2016	1500	1733	1843	1923	2062
Export/Import	977	1114	1125	1260	1210	1189	1297	1222	1100	1210	1274	1317	1424
Printing/Packaging	1531	1661	1382	1616	1240	1415	1341	1584	1421	1330	1204	1520	1485

ANNEXURE FUNCTIONAL AREA

Functional*	Feb-18	Mar-18	Apr-18	May-18	Jun-18	July-18	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19
IT-Software	2447	2501	2502	2400	2388	2523	2557	2554	2699	2713	2511	2948	3153
Sales / BD	2497	2435	2488	2535	2428	2504	2556	2483	2227	2275	2238	2569	2775
ITES / BPO / KPO / Customer Service	2528	2651	2723	2691	2766	2488	2851	2618	2704	2486	2177	2611	2799
Production / Maintenance / Quality	1438	1524	1455	1463	1372	1475	1506	1509	1348	1291	1397	1379	1410
Accounts / Finance / Tax / CS / Audit	1638	1606	1710	1553	1504	1468	1583	1441	1453	1439	1310	1453	1552
HR / Administration / IR	2001	1974	1978	2033	1950	1981	2057	2084	2030	2061	2006	2329	2411
Site Engineering / Project Management	664	665	630	635	660	646	673	666	731	719	682	648	740
Marketing / Advertising / MR / PR	1683	1670	1584	1678	1604	1600	1596	1717	1536	1468	1480	1702	1880
Banking / Insurance	1426	1445	1662	1479	1394	1694	1627	1454	1310	1217	1267	1485	1493
Engineering Design / R&D	921	1113	947	967	987	977	996	943	899	930	926	1001	1089
Purchase / Logistics / Supply Chain	1129	1194	1223	1250	1180	1149	1235	1207	1193	1166	1169	1205	1297
Secretary / Front Office / Data Entry	1034	1129	1039	1005	963	979	1047	1004	982	1159	1077	1082	1284
IT- Hardware / Telecom / Technical Staff	1206	1501	1355	1428	1475	1417	1362	1407	1312	1287	1384	1425	1497
Teaching / Education	3794	4045	4350	3854	3647	3578	3375	3202	2957	3221	3345	3827	4566
Pharma / Biotech / Healthcare / Medical	5171	5349	5171	5058	4839	4916	5585	5142	5090	5724	5070	5039	5415
Hotels / Restaurants	2884	2587	2958	2538	2300	2467	2521	3248	2688	2767	2589	2630	3198
Top Management	889	791	868	873	1028	900	908	900	851	882	896	979	1082
Architecture / Interior Design	1154	1260	1228	1452	1243	1143	1131	1287	1491	1486	1402	1395	1313
Export / Import / Merchandising	1078	1297	1396	1385	1174	1336	1345	1293	1161	1140	1324	1388	1513
Corporate Planning / Consulting	1965	1735	1681	1536	1587	1581	1608	1718	1753	1821	2068	1926	1861
Legal	2047	2015	1752	2025	1846	1940	1953	1995	1884	1875	1711	2191	2131
Web / Graphic Design / Visualiser	3670	3921	3185	3318	3010	3315	3212	3549	3196	3270	3124	3792	4216
Content / Journalism	3214	3222	2835	2830	2835	3098	2783	2888	2791	2575	2476	2938	3189
Ticketing / Travel / Airlines	5037	5619	4903	5171	4457	4265	3802	3553	3349	3439	3486	4523	3504
Fashion / Garments / Merchandising	1452	1836	1476	1685	1416	1597	1761	1723	1504	1639	1732	1732	1743
Guards / Security Services	1514	1133	1275	1816	1223	1255	1490	2087	1020	991	1296	2112	1367
TV / Films / Production	1410	1306	1366	1388	1063	1355	1502	1502	1322	1366	1322	1926	2060
Packaging	1366	1542	1331	1905	1255	1306	1433	1293	1088	1574	1560	1469	1525

ANNEXURE CITIES

Cities*	Feb-18	Mar-18	Apr-18	May-18	Jun-18	July-18	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19
Delhi / NCR	2199	2254	2,337	2,316	2,272	2,265	2272	2264	2215	2135	2076	2298	2427
Mumbai	1819	1808	1,841	1,826	1,707	1,719	1850	1742	1808	1723	1656	1850	2286
Bengaluru / Bangalore	2250	2247	2,271	2,125	2,166	2,223	2261	2190	2357	2358	2122	2538	2679
Chennai	1685	1753	1,736	1,738	1,710	1,812	1818	1822	1809	1811	1602	1824	2183
Hyderabad / Secunderabad	2330	2377	2,261	2,360	2,305	2,252	2315	2249	2236	2420	2019	2497	2656
Pune	2487	2583	2,591	2,487	2,297	2,487	2583	2519	2671	2489	2379	2701	3121
Kolkata	2226	2147	2,220	2,499	2,398	2,348	2275	2307	2311	2387	2322	2521	3071
Ahmedabad	2980	2798	2,844	3,266	2,893	3,008	2916	2929	2771	2765	2892	3382	4132
Chandigarh	1707	1749	1,714	1,880	1,889	2,088	1911	2190	1925	1688	1781	1846	2114
Ernakulam / Kochi / Cochin	3272	3542	3,046	3,309	3,141	3,244	2561	3319	3253	3386	3253	3650	3846
Vadodara / Baroda	2642	2715	2,514	2,545	2,972	2,585	2534	2381	2427	2273	2858	2826	3605
Coimbatore	2122	2045	2,209	2,201	2,181	2,162	2250	2123	2193	2372	2185	2444	3007
Jaipur	3435	3721	3,638	3,503	3,572	3,718	3692	4275	3681	3068	3752	3876	4526