

A REPORT ON HIRING ACTIVITY IN INDIA

By: City, Industry,
Functional Area
and Experience



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INDEX FOR JULY 2020

The Naukri JobSpeak Index for July' 20, at 1263, marks an improvement of 5% in hiring activity as compared to June 2020, at 1208. However, when we look at Y-O-Y developments, the hiring activity is still down by 47% in July' 20 when compared to July' 19.

Industries such as Hotel/Restaurant/Airlines/Travel (-80%), Retail (-71%), Real Estate (-60%) and Oil & Gas/Power (-58%) continue to struggle in the month of July'20 versus last year same time.

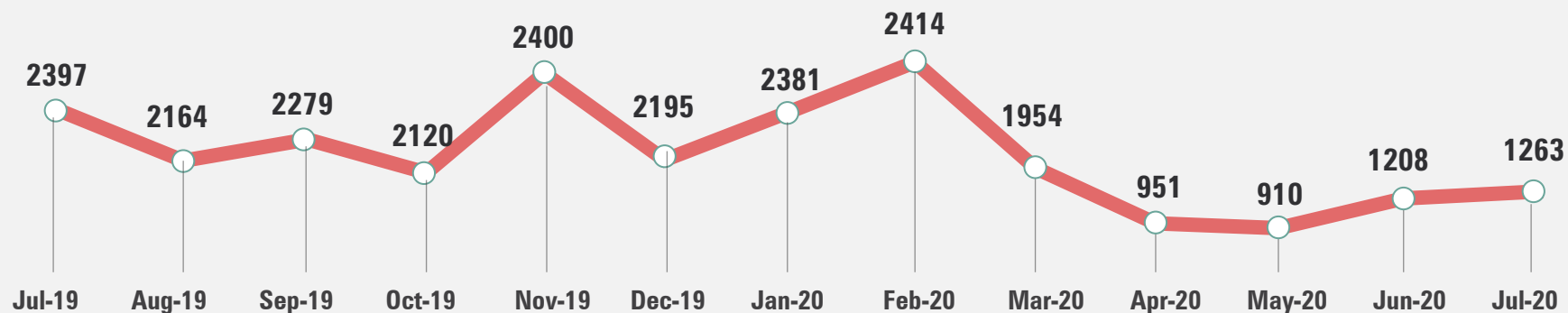
The job market across cities registered a double-digit dip in hiring with metro cities seeing the sharpest decline of over 50% Y-O-Y.

Recruitment across the board declined at varied experience levels with the entry-level experience bands (0 to 3 yrs exp) witnessing the sharpest decline of 51%.

Referring to the report, Pawan Goyal, Chief Business Officer, Naukri.com said,

"July'20 marks marginal recovery in month-on-month hiring activities. Industries such as Recruitment /Employment, Media/Entertainment and Construction/Engineering bounce back with positive signs in hiring M-O-M as lockdown restrictions are eased further. While the Y-O-Y hiring is still impacted leading to a decline of 47% in July' 20, it is interesting to see emerging cities leading the way in job market recovery versus metros which are declining by more than 50%."

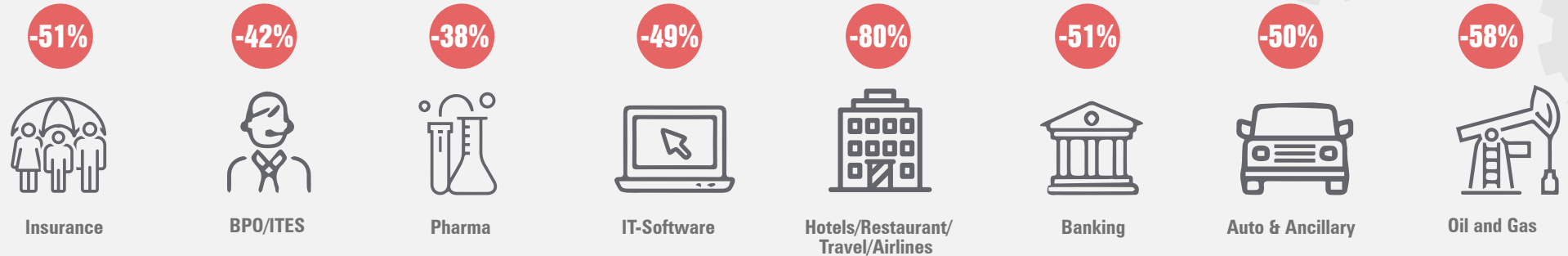
Overall Hiring Trends



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

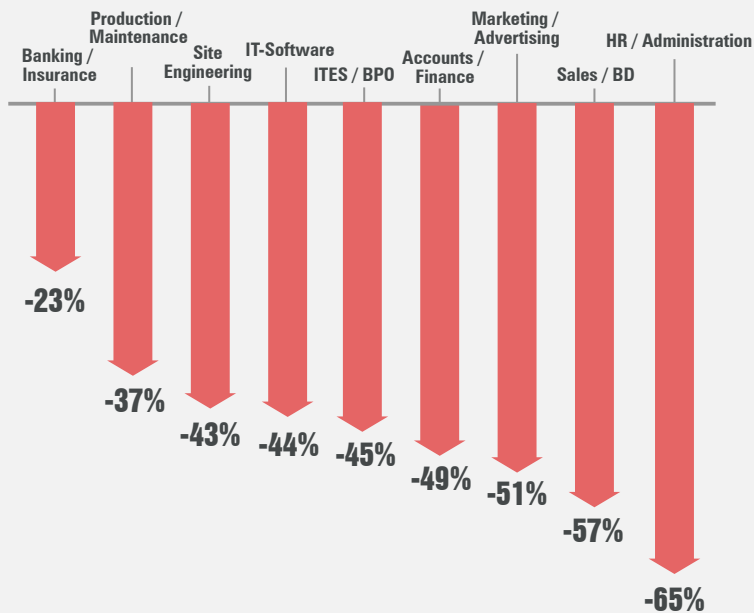
KEY HIGHLIGHTS

Hiring across Industry



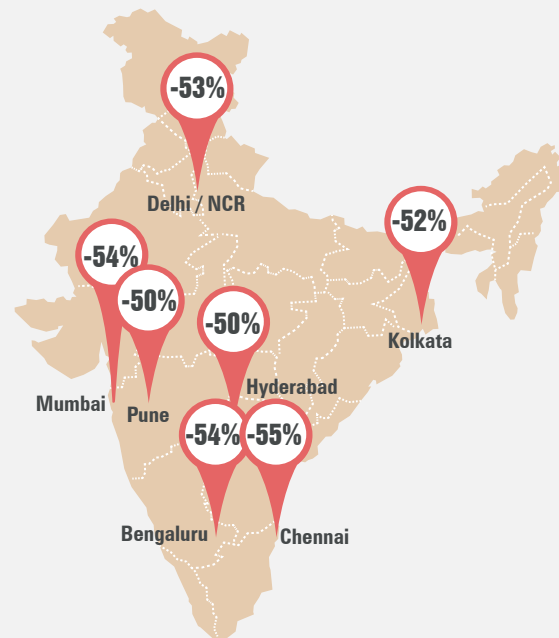
Figures are percentage change in July-20 over average of July-19

Hiring across Functional Areas



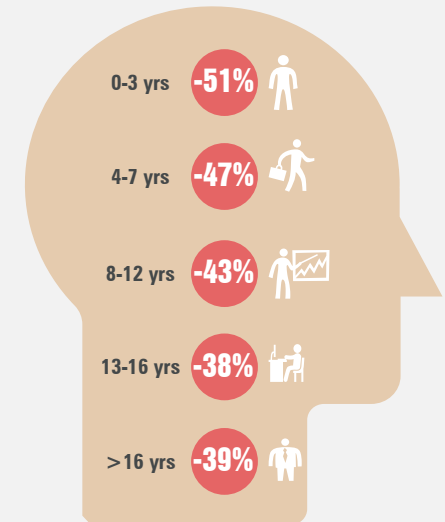
Figures are percentage change in June-20 over average of June-19

Hiring across Cities



Figures are percentage change in July-20 over average of July-19

Hiring across Experience Levels



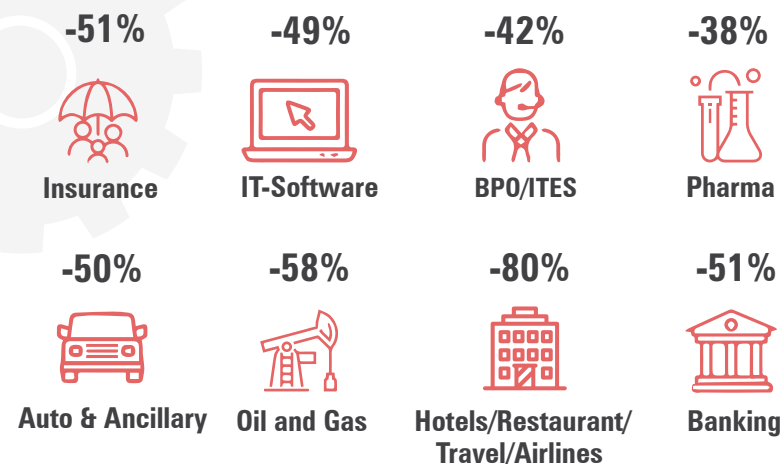
Figures are percentage change in July-20 over average of July-19

SECTORAL ANALYSIS

Hiring trends across key Industries

Industry-wise Analysis:

- Industries such as Hotel/Restaurant/Airlines/Travel (-80%), Retail (-71%), Real Estate (-60%) and Oil & Gas/Power (-58%) continue to struggle in the month of July'20 versus last year same time.
- However, key sectors like BPO/ITES (-42%), FMCG (-39%), Pharma/Biotech (-38%), IT-Hardware (-30%) and Medical/Healthcare (-20%) are least impacted in hiring Y-O-Y.



Figures are percentage change in July-20 over average of July-19

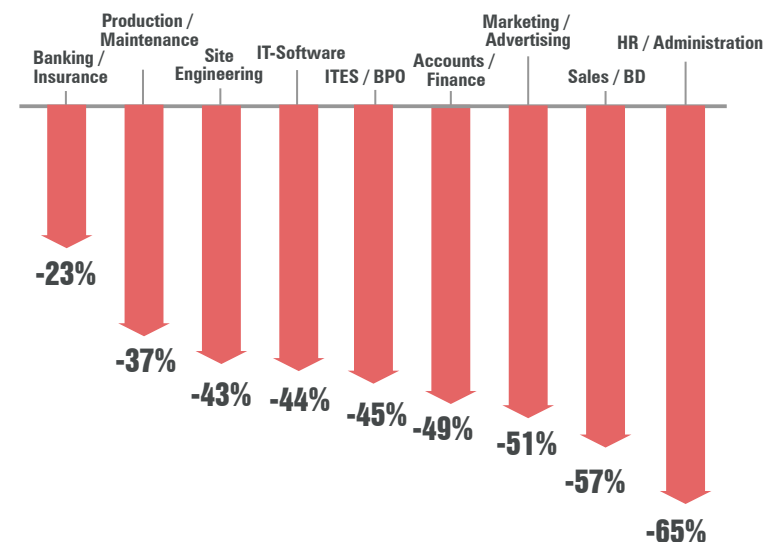
Industry*	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Fab-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20
IT-Software/Software Services	3,405	3,027	3,497	3,300	3,578	3,133	3,353	3,525	3089	1803	1472	1755	1749
BPO/ITES/CRM/Transcription	2,286	2,068	2,375	2,062	2,421	2,120	2,279	2,259	2140	929	839	1244	1315
Construction/Engineering/Cement/Metals	850	782	913	727	973	862	952	906	633	216	282	374	475
Auto/Auto Ancillary	1,316	1,285	1,335	1,057	1,285	1,151	1,276	1,330	915	265	327	580	661
Banking/Financial Services/Broking	2,811	2,388	2,686	2,358	2,848	2,701	3,062	2,946	2465	993	858	1192	1378
Oil and Gas/Power/Infrastructure/Energy	825	768	740	643	774	712	820	830	543	334	249	300	347
Telcom/ISP	612	556	602	569	581	586	611	558	451	277	300	285	322
Insurance	1,340	1,105	1,083	930	1,215	1,147	1,552	1,306	936	633	476	637	659
Industrial Products/Heavy Machinery	1,120	1,094	1,017	983	1,240	1,127	1,133	1,099	772	272	351	546	695
Pharma/Biotech/Clinical Research	2,138	1,804	1,870	1,591	1,827	1,905	1,845	1,875	1448	1026	1125	1426	1316
Hotels/Restaurants/Airlines/Travel	2,081	2,100	2,145	1,926	2,218	2,060	2,185	2,087	1047	221	207	430	407
FMCG/Foods/Beverage	1,976	1,792	1,973	1,691	2,035	1,832	2,001	2,118	1446	654	700	1103	1209
Chemicals/PetroChemical/Plastic/Rubber	1,253	1,353	1,258	956	1,200	1,116	1,252	1,366	964	574	487	815	939
Education/Teaching/Training	4,231	3,496	3,792	3,489	4,562	3,945	4,630	4,608	3797	1785	1582	2711	2118
IT-Hardware & Networking	1,190	1,108	1,078	1,021	1,334	1,125	1,179	1,231	1052	557	558	764	835
Retailing	1,853	1,786	1,866	1,669	1,833	1,556	1,643	1,797	1135	399	308	545	532
Media/Dotcom/Entertainment	1,386	1,137	1,188	927	1,201	1,027	1,109	1,050	698	299	438	420	572
Medical/Healthcare/Hospital	5,793	5,342	6,314	4,862	6,136	5,186	5,448	5,938	4706	2133	4060	4499	4612
Real Estate/Property	2,548	2,369	2,148	2,042	2,651	2,194	2,452	2,501	1640	420	594	947	1021

FUNCTIONAL AREA ANALYSIS

Functional Area Analysis:

- New jobs for professionals in the Ticketing/Travel/Airlines, Hotel/Restaurant and HR/Admin sectors witnessed a dip of 78%, 79% and 65% respectively.
- Functional roles in Sales/Business Development (-57%), and Accounts/Finance (-49%) also witnessed a Y-O-Y decline.
- However, hiring for roles in IT-Hardware (-20%), Banking/Insurance (-23%) and Pharma/Healthcare (-9%) sectors was less impacted Y-O-Y.

Hiring trends across key Functional Areas



Figures are percentage change in July-20 over average of July-19

Functional Area*	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20
IT-Software	3163	2735	3236	2989	3267	2803	3025	3145	2733	1642	1388	1674	1763
Sales / BD	2786	2550	2571	2274	2743	2556	2820	2890	2044	851	863	1147	1189
ITES / BPO / KPO / Customer Service	3021	2741	3028	2837	3263	2852	3051	3051	2907	1325	1153	1679	1673
Production / Maintenance / Quality	1329	1252	1449	1132	1400	1276	1372	1409	1090	359	486	785	831
Accounts / Finance / Tax / CS / Audit	1631	1503	1585	1466	1772	1515	1658	1742	1361	561	568	806	835
HR / Administration / IR	2188	1945	2043	1911	2186	2018	2158	2206	1596	558	570	747	756
Site Engineering / Project Management	643	634	633	556	722	633	713	649	457	186	206	291	364
Marketing / Advertising / MR / PR	1759	1652	1629	1486	1859	1697	1822	1656	1265	553	658	822	858
Banking / Insurance	1341	1139	1441	1175	1320	1278	1488	1258	1111	524	526	648	1027
Engineering Design / R&D	1071	988	930	768	1004	832	973	960	701	398	381	507	606
Hotels / Restaurants	2496	2445	2518	2457	2759	2531	2541	2528	1407	300	272	697	534
Pharma / Biotech / Healthcare / Medical	5667	5208	6411	5074	6288	5412	5644	6137	4866	2442	3636	4953	5183
Ticketing / Travel / Airlines	3239	3481	4288	3491	4141	4234	5024	4588	1759	207	279	517	721
IT- Hardware / Telecom / Technical Staff	1513	1446	1468	1311	1751	1609	1491	1541	1340	677	665	906	1216

CITY BASED HIRING SCENARIO

City Wise Analysis

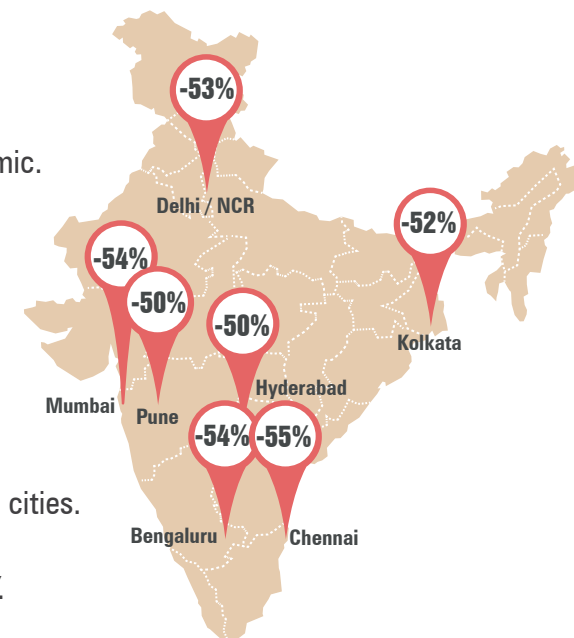
Metro Cities:

- The Y-O-Y recruitment activity in metro cities such as Chennai (-55%), Mumbai (-54%), Bangalore (-54%), Delhi/NCR (-53%), Kolkata (-52%) and Hyderabad (-50%) continues to register a substantial decline amid the pandemic.
- Hospitality and Accounting/Finance sectors have been most impacted across metropolitans while Pharma and IT-Hardware sectors are among the least impacted.
- Entry-level jobs (0-3 years) have seen the sharpest decline of about 58% across metros.

Emerging Cities:

- The Y-O-Y recruitment activity in emerging cities did get affected but on a lower scale when compared to the metro cities.
- The hiring activity across emerging cities declined by an average of 39% as compared to 58% for metro cities Y-O-Y.
- The pink city, Jaipur (-25%) is least impacted followed by Chandigarh (-28%), Cochin (-33%) and Vadodara (-38%).

Hiring trends across key Cities



Figures are percentage change in July-20 over average of July-19

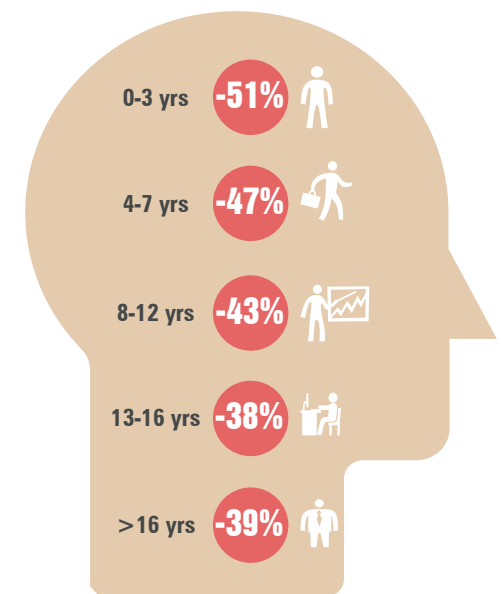
City*	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20
Delhi / NCR	2486	2218	2368	2032	2567	2313	2360	2278	1818	804	820	1068	1170
Mumbai	1825	1710	1796	1685	1973	1740	1928	1936	1621	807	640	781	846
Bengaluru / Bangalore	2673	2284	2533	2376	2563	2191	2455	2513	2256	1202	1060	1278	1228
Chennai	1989	1770	1860	1815	2008	1691	1748	1918	1494	742	698	854	892
Hyderabad / Secunderabad	2786	2449	2811	2733	2832	2561	2659	2785	2215	1156	1048	1382	1396
Pune	2860	2653	2649	2664	3109	2707	2895	3074	2589	1307	1026	1467	1417
Kolkata	2955	2787	2650	2491	3246	2799	2676	2849	2269	1075	856	1491	1431
Ahmedabad	3599	3349	3485	3147	3937	3493	3467	3545	2809	1311	1304	1700	1783
Chandigarh	2102	1931	2048	1638	2073	1740	2140	2112	1570	784	881	1329	1512
Ernakulam / Kochi / Cochin	3860	3864	4235	3736	4617	4160	4466	4809	2934	1325	1768	2591	2589
Vadodara / Baroda	2921	2296	2982	2285	3577	3603	2684	3014	2494	1051	1091	1348	1824
Coimbatore	3506	3379	3007	3040	3498	3144	3219	3137	2614	1025	1403	1640	1740
Jaipur	4154	3897	3630	3441	4017	3429	3823	3840	3091	1633	1553	2231	3124

WORK EXPERIENCE SCENARIO

Hiring trends across Experience bands

Experience Wise Analysis

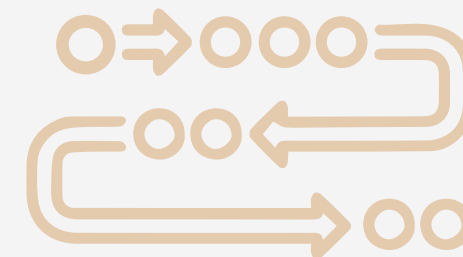
- Hiring across experience levels remained impacted in July' 20 as compared to July' 19.
- The hiring for entry-level executives (0-3 yrs. exp.) and senior-level executives (4-7 yrs. exp.) saw a dip of 51% and 47% respectively.
- The middle management roles (8-12 yrs. exp.) roles declined by 43%, senior management roles (13-16 yrs. exp.) declined by 38% and leadership roles (16+ yrs. exp.) declined by 39%.



Figures are percentage change in July-20 over average of July-19

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. 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 job seekers in India and overseas. It offers multiple products like Resume Database Access, Job Listings and Response Management Tools. With more than 5,25,000 jobs live at any given point and over 65 million CVs, Naukri.com has serviced over 76,000 corporate clients in 2018-2019. The company operates through 56 offices in 42 cities across India with overseas offices in Dubai, Riyadh, Abu Dhabi and Bahrain.



The Naukri Job Speak is a monthly index which calculates and records hiring activity based on newly added job listings on Naukri.com every month. The objective of Naukri JobSpeak is to measure hiring activity across various industries, cities, functional areas and experience levels. August 2008 has been considered as the base with an index value of 1,000 and the subsequent monthly indices are compared to data from August 2008. The jobs analysed for the monthly index are qualified on the basis of white-collar jobs belonging to the organized corporate sector with focus on service industries. Over 76,000 clients use Naukri.com, ensuring that the data is highly reliable. The report however does not cover gig employment, hyperlocal hiring or campus placement.

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*	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20
IT-Software/Software Services	3405	3027	3497	3300	3578	3133	3353	3525	3089	1803	1472	1755	1749
BPO/ITES/CRM/Transcription	2286	2068	2375	2062	2421	2120	2279	2259	2140	929	839	1244	1315
Construction/Engineering/Cement/Metals	850	782	913	727	973	862	952	906	633	216	282	374	475
Auto/Auto Ancillary	1316	1285	1335	1057	1285	1151	1276	1330	915	265	327	580	661
Banking/Financial Services/Broking	2811	2388	2686	2358	2848	2701	3062	2946	2465	993	858	1192	1378
Oil and Gas/Power/Infrastructure/Energy	825	768	740	643	774	712	820	830	543	334	249	300	347
Telcom/ISP	612	556	602	569	581	586	611	558	451	277	300	285	322
Insurance	1340	1105	1083	930	1215	1147	1552	1306	936	633	476	637	659
Industrial Products/Heavy Machinery	1120	1094	1017	983	1240	1127	1133	1099	772	272	351	546	695
Pharma/Biotech/Clinical Research	2138	1804	1870	1591	1827	1905	1845	1875	1448	1026	1125	1426	1316
Hotels/Restaurants/Airlines/Travel	2081	2100	2145	1926	2218	2060	2185	2087	1047	221	207	430	407
FMCG/Foods/Beverage	1976	1792	1973	1691	2035	1832	2001	2118	1446	654	700	1103	1209
Chemicals/PetroChemical/Plastic/Rubber	1253	1353	1258	956	1200	1116	1252	1366	964	574	487	815	939
Education/Teaching/Training	4231	3496	3792	3489	4562	3945	4630	4608	3797	1785	1582	2711	2118
IT-Hardware & Networking	1190	1108	1078	1021	1334	1125	1179	1231	1052	557	558	764	835
Retailing	1853	1786	1866	1669	1833	1556	1643	1797	1135	399	308	545	532
Media/Dotcom/Entertainment	1386	1137	1188	927	1201	1027	1109	1050	698	299	438	420	572
Medical/Healthcare/Hospital	5793	5342	6314	4862	6136	5186	5448	5938	4706	2133	4060	4499	4612
Real Estate/Property	2548	2369	2148	2042	2651	2194	2452	2501	1640	420	594	947	1021
Recruitment/Employment Firm	3907	2857	3444	2903	3487	3135	3758	3638	2856	904	833	1303	1782
Consumer Durables	1328	1113	1168	917	1314	1250	1241	1111	928	288	352	595	671
Accounting/Taxation/Finance	4242	3763	3811	3375	3989	3348	3434	3398	2792	1082	1092	1668	1834
Advertising/PR/MR/Events	3178	3292	3322	2903	4072	3813	3662	3416	2552	880	1036	1366	1481
Textiles/Garments/Accessories	2255	2101	1911	1752	2285	1999	1910	1986	1264	359	583	967	1093
Semiconductors/Electronics	2141	1,539	1659	1618	1670	1410	1553	1483	1061	650	855	865	1012
Courier/Transportation/Freight	2235	2059	1728	1768	1967	1721	1953	1913	1493	565	647	1036	1395
Architecture/Interior Designing	2153	1787	1901	1464	2259	1801	2133	1724	1076	309	606	818	750
Export/Import	1486	1355	1358	1148	1551	1280	1283	1411	1274	385	410	663	1183
Printing/Packaging	1440	1405	1459	1107	1763	1245	1530	1786	1271	367	538	781	925

ANNEXURE FUNCTIONAL AREA

Functional*	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20
IT-Software	3163	2735	3236	2989	3267	2803	3025	3145	2733	1642	1388	1674	1763
Sales / BD	2786	2550	2571	2274	2743	2556	2820	2890	2044	851	863	1147	1189
ITES / BPO / KPO / Customer Service	3021	2741	3028	2837	3263	2852	3051	3051	2907	1325	1153	1679	1673
Production / Maintenance / Quality	1329	1252	1449	1132	1400	1276	1372	1409	1090	359	486	785	831
Accounts / Finance / Tax / CS / Audit	1631	1503	1585	1466	1772	1515	1658	1742	1361	561	568	806	835
HR / Administration / IR	2188	1945	2043	1911	2186	2018	2158	2206	1596	558	570	747	756
Site Engineering / Project Management	643	634	633	556	722	633	713	649	457	186	206	291	364
Marketing / Advertising / MR / PR	1759	1652	1629	1486	1859	1697	1822	1656	1265	553	658	822	858
Banking / Insurance	1341	1139	1441	1175	1320	1278	1488	1258	1111	524	526	648	1027
Engineering Design / R&D	1071	988	930	768	1004	832	973	960	701	398	381	507	606
Purchase / Logistics / Supply Chain	1263	1094	1139	1033	1295	1152	1196	1127	920	407	475	695	809
Secretary / Front Office / Data Entry	1379	1851	1070	966	1408	1155	1062	1137	813	169	263	435	505
IT- Hardware / Telecom / Technical Staff	1513	1446	1468	1311	1751	1609	1491	1541	1340	677	665	906	1216
Teaching / Education	3980	3490	3798	3094	4340	3720	4589	4270	3924	1686	1402	2093	1802
Pharma / Biotech / Healthcare / Medical	5667	5208	6411	5074	6288	5412	5644	6137	4866	2442	3636	4953	5183
Hotels / Restaurants	2496	2445	2518	2457	2759	2531	2541	2528	1407	300	272	697	534
Top Management	894	696	869	672	902	822	828	681	628	512	476	596	536
Architecture / Interior Design	1210	1073	1144	895	1352	1239	1618	1191	864	452	531	638	687
Export / Import / Merchandising	1306	1128	1143	1079	1296	1155	1258	1205	986	316	414	762	895
Corporate Planning / Consulting	2104	1551	1571	1548	1684	1445	1460	1438	1097	619	623	840	783
Legal	2037	1805	1839	1767	1833	1865	1840	2007	1438	652	644	918	917
Web / Graphic Design / Visualiser	3861	3595	3815	3378	4275	3513	3795	3960	2857	1226	1749	2066	2373
Content / Journalism	3541	2826	3301	2744	3418	3207	3358	3423	2763	1237	1481	1936	1726
Ticketing / Travel / Airlines	3239	3481	4288	3491	4141	4234	5024	4588	1759	207	279	517	721
Fashion / Garments / Merchandising	1592	1469	1464	1119	1585	1288	1399	1465	764	199	152	410	402
Guards / Security Services	1683	1734	1328	1357	2066	1765	1796	1461	1051	316	531	1065	857
TV / Films / Production	2547	1812	1670	1126	1569	1926	2302	1536	1126	674	816	1097	1567
Packaging	1578	1542	1444	1451	1593	1306	1651	1649	1215	1462	889	1068	1161

ANNEXURE CITIES

Cities*	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20
Delhi / NCR	2486	2218	2368	2032	2567	2313	2360	2278	1818	804	820	1068	1170
Mumbai	1825	1710	1796	1685	1973	1740	1928	1936	1621	807	640	781	846
Bengaluru / Bangalore	2673	2284	2533	2376	2563	2191	2455	2513	2256	1202	1060	1278	1228
Chennai	1989	1770	1860	1815	2008	1691	1748	1918	1494	742	698	854	892
Hyderabad / Secunderabad	2786	2449	2811	2733	2832	2561	2659	2785	2215	1156	1048	1382	1396
Pune	2860	2653	2649	2664	3109	2707	2895	3074	2589	1307	1026	1467	1417
Kolkata	2955	2787	2650	2491	3246	2799	2676	2849	2269	1075	856	1491	1431
Ahmedabad	3599	3349	3485	3147	3937	3493	3467	3545	2809	1311	1304	1700	1783
Chandigarh	2102	1931	2048	1638	2073	1740	2140	2112	1570	784	881	1329	1512
Ernakulam / Kochi / Cochin	3860	3864	4235	3736	4617	4160	4466	4809	2934	1325	1768	2591	2589
Vadodara / Baroda	2921	2296	2982	2285	3577	3603	2684	3014	2494	1051	1091	1348	1824
Coimbatore	3506	3379	3007	3040	3498	3144	3219	3137	2614	1025	1403	1640	1740
Jaipur	4154	3897	3630	3441	4017	3429	3823	3840	3091	1633	1553	2231	3124