



A REPORT ON HIRING ACTIVITY IN INDIA

BY: LOCATION, CITY, INDUSTRY AND EXPERIENCE

June 2019

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INDEX FOR JUNE 2019

The Naukri JobSpeak Index for June 2019 at (2,172), marked a 6% rise in hiring activity as compared to June 2018 (2,047).

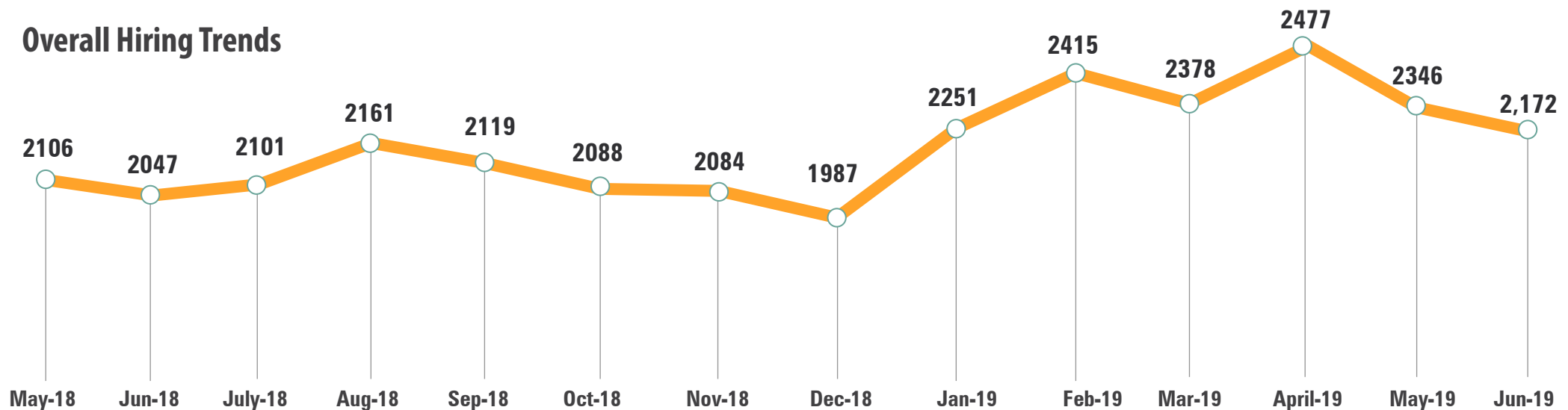
The Naukri JobSpeak Index for June 2019 at (2,172), marked a 6% rise in hiring activity as compared to June 2018 (2,047).

Hiring activity in the IT-Software industry clocked in a growth of 26%, making it one of the fastest growing industries. Professionals in functional areas like HR/Administration and Sales/ BD were at demand since the hiring for them marked a rise of 15% and 7% respectively. Hiring in Bangalore and Hyderabad recorded growth of 10% and 8% respectively.

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

“The JobSpeak index has been in growth mode for the last six months. Cities in the South and Pune continue to grow well even in June owing to IT. The Banking sector continues to dip in June. The Hiring Outlook survey is underway as we speak, looking forward to the forecast.”

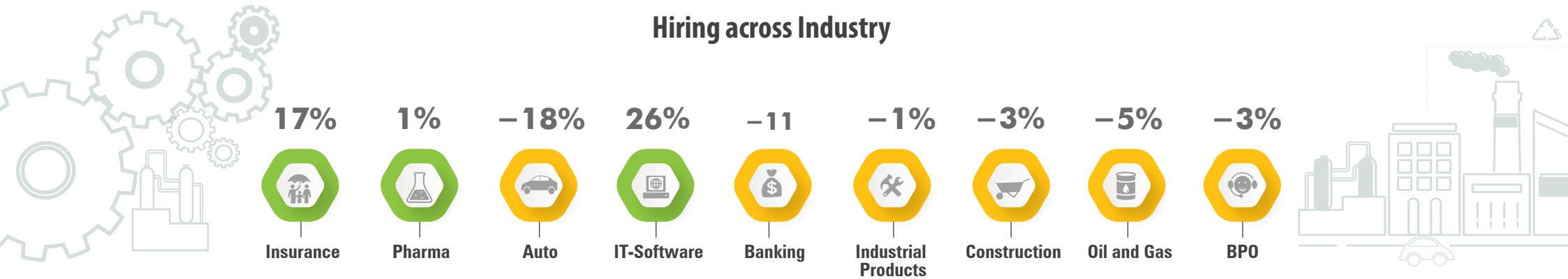
Overall Hiring Trends



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

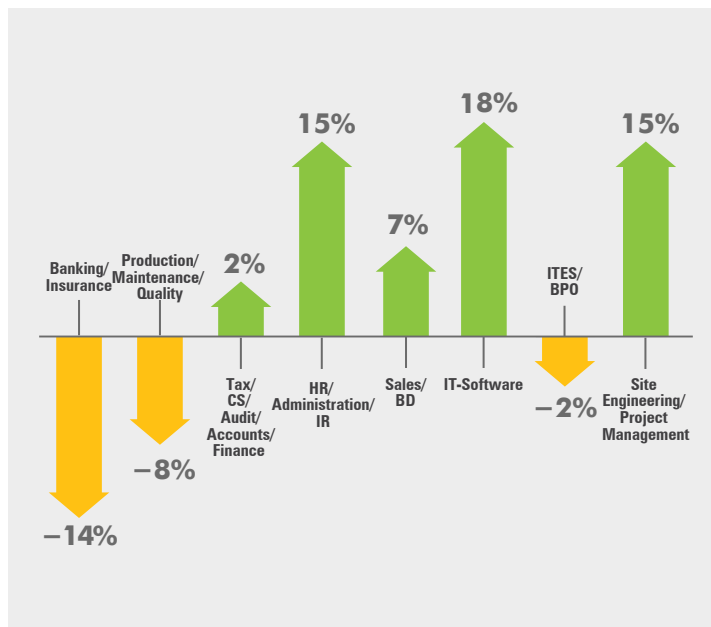
KEY HIGHLIGHTS

Hiring across Industry



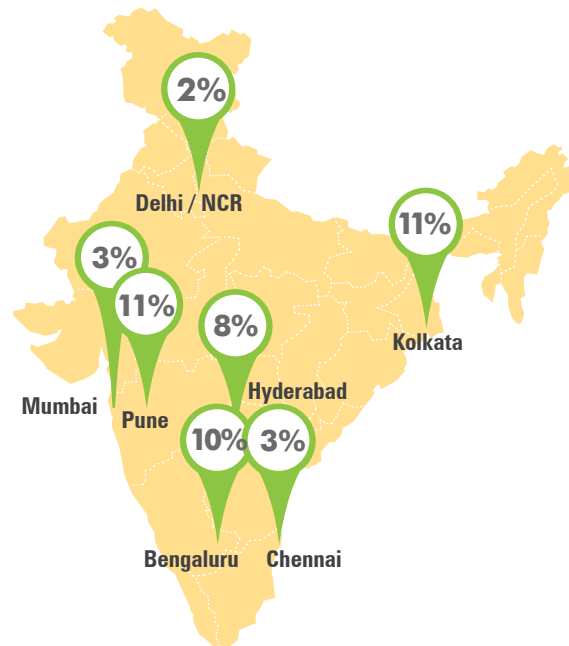
figures are percentage change in June-19 over average of June-18

Hiring across Functional Areas



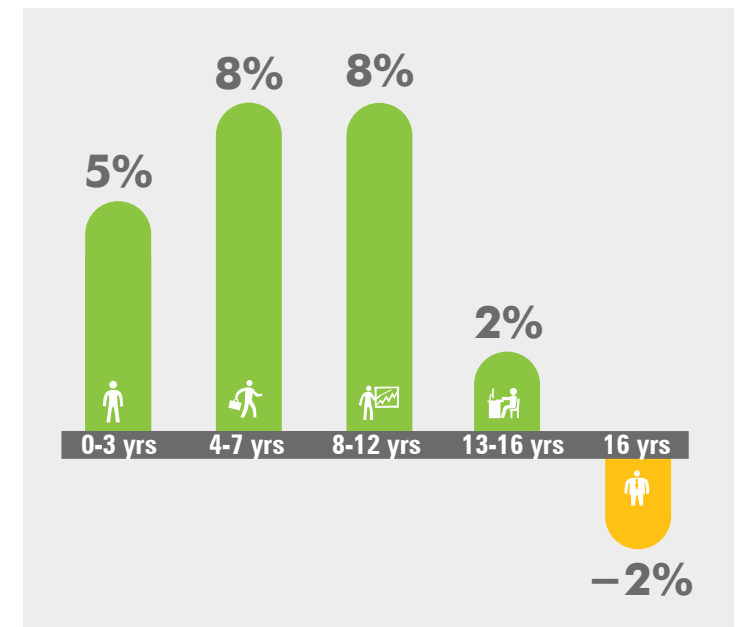
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Hiring across Cities



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

Hiring across Experience Levels



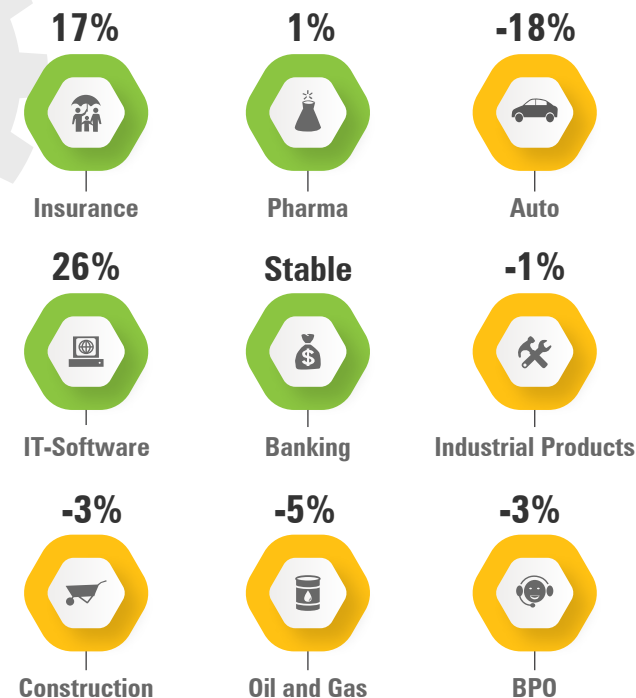
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SECTORAL ANALYSIS

Hiring trends across top industry

Industry-wise Analysis:

- Industries that showed a healthy upward trend in the recruitment activity were - Advertising/PR (14%) and FMCG (8%).
- Media/Dotcom industry saw a growth of 11%, and the Insurance industry also saw a growth of 17%.
- Auto & Ancillary and Banking & Accounts witnessed a dip of 18% and 11% in hiring respectively.



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

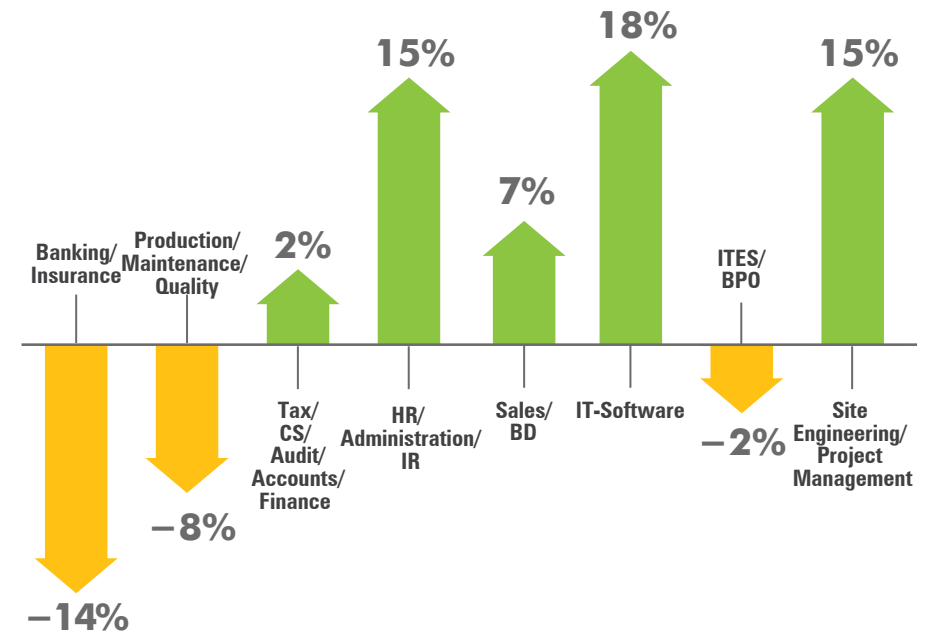
Industry*	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18	Jul-18	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19
IT-Software/Software Services	2254	2445	2467	2542	2399	2414	2591	2659	2639	2824	2855	2646	3068	3,367	3,401	3,530	3,178	3,048
BPO/ITES/CRM/Transcription	1715	1854	1991	2066	2017	2190	1862	2218	1995	2048	1939	1672	1936	2,073	2,172	2,294	2,237	2,131
Construction/Engineering/Cement/Metals	860	834	840	880	881	833	816	912	846	830	944	859	798	965	948	1,023	889	809
Auto/Auto Ancillary	1455	1497	1591	1509	1641	1537	1595	1526	1663	1395	1415	1486	1709	1,587	1,464	1,500	1,372	1,255
Banking/Financial Services/Broking	2894	3158	3194	3475	2847	2956	3325	3105	2821	2613	2390	2353	2954	2,767	2,703	2,968	2,845	2,621
Oil and Gas/Power/Infrastructure/Energy	818	861	936	853	786	766	819	844	726	775	695	724	787	812	759	880	755	725
Telcom/ISP	612	514	915	767	911	845	563	672	523	488	538	542	524	557	603	616	737	554
Insurance	1370	1026	1000	997	931	1000	1311	1342	1183	970	1110	1006	1299	1,692	1,055	1,091	1,047	1,170
Industrial Products/Heavy Machinery	1108	1153	1203	1123	1172	1082	1130	1162	1078	1044	913	1004	978	1,106	1,038	1,126	1,163	1,070
Pharma/Biotech/Clinical Research	2035	1945	2104	2006	2321	1955	1930	1852	1812	1702	1674	1620	1950	2,040	1,953	2,233	2,174	1,977

FUNCTIONAL AREA ANALYSIS

Functional Area Analysis:

- Demand for functional areas among IT Professionals saw a rise of 18%.
- The demand for HR/ Administration professionals grew by 15% and that for Sales / BD profile marked a rise of 7% in June 2019 vs June 2018.
- Hiring for professionals in Banking and BPO area recorded a dip of 14% and 2% respectively.

Hiring trends across functional areas



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

Functional Area*	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18	Jul-18	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19
IT-Software	2185	2447	2501	2502	2400	2388	2523	2557	2554	2699	2713	2511	2948	3153	3239	3335	2925	2819
Sales / BD	2331	2497	2435	2488	2535	2428	2504	2556	2483	2227	2275	2238	2569	2775	2560	2720	2798	2590
ITES/ BPO/ KPO/ Customer Service/ Operations	2309	2528	2651	2723	2691	2766	2488	2851	2618	2704	2486	2177	2611	2799	2876	2865	2841	2703
Production / Maintenance / Quality	1471	1438	1524	1455	1463	1372	1475	1506	1509	1348	1291	1397	1379	1410	1392	1483	1348	1256
Accounts / Finance / Tax / CS / Audit	1451	1638	1606	1710	1553	1504	1468	1583	1441	1453	1439	1310	1453	1552	1522	1764	1772	1527
HR / Administration / IR	1791	2001	1974	1978	2033	1950	1981	2057	2084	2030	2061	2006	2329	2411	2239	2527	2630	2235
Site Engineering / Project Management	702	664	665	630	635	660	646	673	666	731	719	682	648	740	675	793	608	559
Marketing / Advertising / MR / PR	1661	1683	1670	1584	1678	1604	1600	1596	1717	1536	1468	1480	1702	1880	1875	1769	1665	1501
Banking / Insurance	1771	1426	1445	1662	1479	1394	1694	1627	1454	1310	1217	1267	1485	1493	1444	1294	1174	1202
Engineering Design / R&D	923	921	1113	947	967	987	977	996	943	899	930	926	1001	1089	983	1125	1041	939

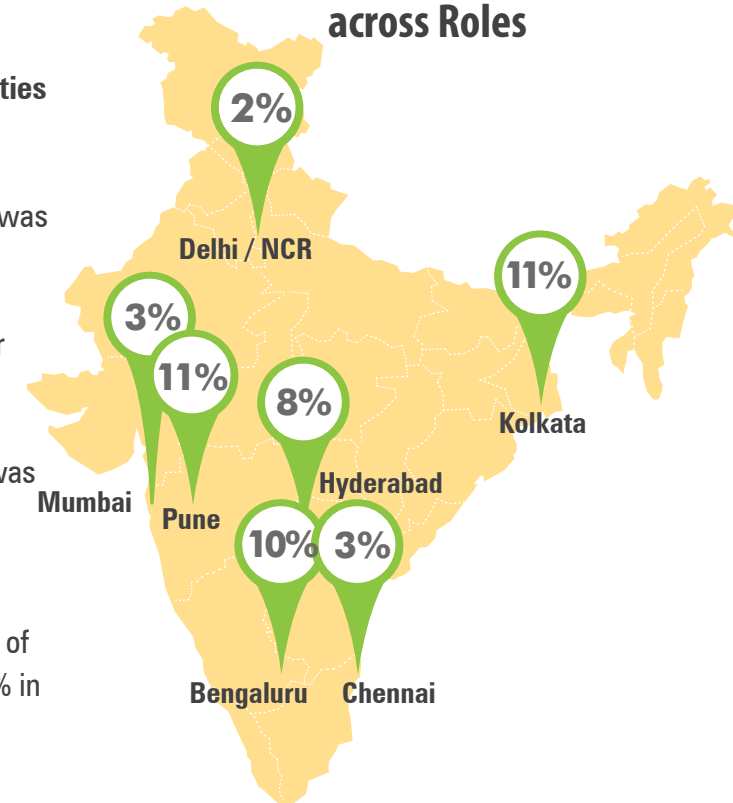
CITY BASED HIRING SCENARIO

City Wise Analysis

Demand for talent grew across all metropolitan cities. Some of the emerging trends observed in the cities were as follows -

- **Chennai:** Overall hiring in Chennai grew by 3%. The industry that dominated the hiring space for the city was BPO with 30% year on year growth while Auto and Banking saw a dip of 23% and 8% respectively.
- **Hyderabad:** Hiring in Hyderabad increased by 8%. FMCG industry saw a growth of 37%. Hiring for Leadership positions with an experience level of 8-12 years grew by 16%.
- **Pune:** The city witnessed an 11% rise in recruitment activity. The rise in hiring for BPO and IT-Software was 22% and 20% respectively, while hiring in the Auto industry witnessed a dip of 14%. Hiring for entry-level professionals with experience of 4-7 years saw a rise of 16%.
- **Bangalore:** Overall hiring activity in Bangalore grew by 10%. The IT-software industry recorded a growth of 30% in Hiring. Demand for mid-senior level executives with an experience of 8-12 years saw a rise of 18% in hiring.

Distribution of Jobs across Roles



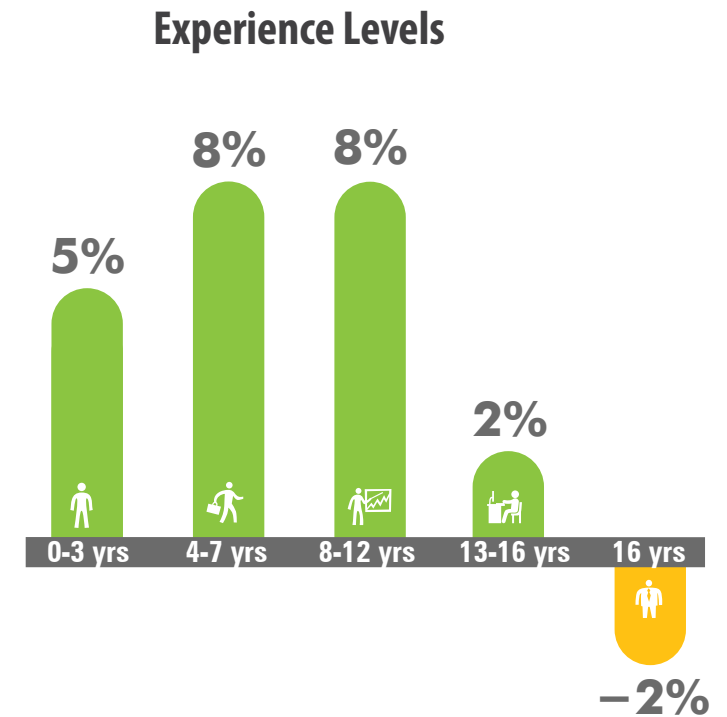
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Functional Area*	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18	Jul-18	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19
Delhi / NCR	2129	2199	2254	2,337	2,316	2,272	2,265	2,272	2,264	2,215	2,135	2,076	2,298	2,427	2,440	2,651	2,498	2,313
Mumbai	1677	1819	1808	1,841	1,826	1,707	1,719	1,850	1,742	1,808	1,723	1,656	1,850	2,286	1,879	2,037	1,942	1,755
Bengaluru / Bangalore	1997	2250	2247	2,271	2,125	2,166	2,223	2,261	2,190	2,357	2,358	2,122	2,538	2,679	2,662	2,788	2,545	2,383
Chennai	1474	1685	1753	1,736	1,738	1,710	1,812	1,818	1,822	1,809	1,811	1,602	1,824	2,183	1,978	1,957	1,885	1,763
Hyderabad / Secunderabad	2120	2330	2377	2,261	2,360	2,305	2,252	2,315	2,249	2,236	2,420	2,019	2,497	2,656	2,693	2,684	2,805	2,499
Pune	2206	2487	2583	2,591	2,487	2,297	2,487	2,583	2,519	2,671	2,489	2,379	2,701	3,121	2,934	2,874	2,741	2,547
Kolkata	2045	2226	2147	2,220	2,499	2,398	2,348	2,275	2,307	2,311	2,387	2,322	2,521	3,071	2,682	2,718	2,713	2,654

WORK EXPERIENCE SCENARIO

Experience Wise Analysis

- Demand for entry-level job seekers with experience of 0-3 years grew by 5%, while mid-level executives with an experience ranging from 4-7 years grew by 8%
- Recruitment activity for mid-management roles with 8-12 years of experience grew by 8%
- Senior management roles with 13-16 years saw a rise of 2% while leadership roles with 16+ years of experience saw a dip of -2%



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METHODOLOGY

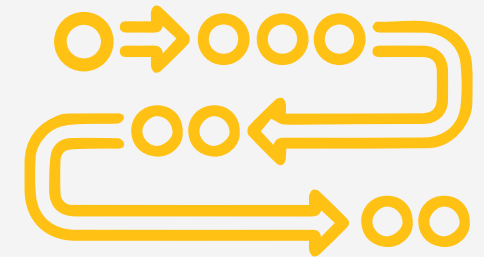
The Naukri JobSpeak is a monthly Index which calculates and records hiring activity based on the job listings on Naukri.com website month on month. The objective of Naukri JobSpeak is to measure the hiring activities in various industries, cities, functional areas and experience levels. The data is compiled 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 analysed 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.

About Naukri.com

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 job seekers in India and overseas. It offers multiple products like Resume Database Access, listings and Response Management Tools. With more than 5,25,000 jobs live at any point and over 60 million CVs, Naukri.com serviced over 76,000 corporate clients in 2018-2019. The company operates 56 offices in 42 cities in India and overseas offices in Dubai, Riyadh, Abu Dhabi and Bahrain.

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*	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18	Jul-18	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19
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Insurance	1370	1026	1000	997	931	1000	1311	1342	1183	970	1110	1006	1299	1,692	1,055	1,091	1,047	1,170
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Pharma/Biotech/Clinical Research	2035	1945	2104	2006	2321	1955	1930	1852	1812	1702	1674	1620	1950	2,040	1,953	2,233	2,174	1,977
Hotels/Restaurants/Airlines/Travel	2513	2702	2506	2712	2650	2356	2252	2307	2374	2230	2268	2132	2300	2,547	2,359	2,441	2,244	2,080
FMCG/Foods/Beverage	1796	1923	1933	1962	1901	1792	1862	1890	1790	1817	1802	1775	1949	2,048	2,024	2,171	1,980	1,940
Chemicals/PetroChemical/Plastic/Rubber	1335	1156	1240	1185	1148	1076	1150	1129	1255	1087	1153	1098	1297	1,349	1,176	1,487	1,348	1,274
Education/Teaching/Training	3424	3738	3850	4157	3817	3523	3615	3570	3577	3291	3335	3556	3778	4,099	4,110	4,002	4,223	3,748
IT-Hardware & Networking	846	981	1099	986	1199	1117	1329	1048	1121	1030	1035	1026	1239	1,199	1,133	1,408	1,337	1,090
Retailing	1490	1676	1509	1603	1737	1550	1666	1727	1767	1633	1553	1514	1795	1,882	2,270	1,754	2,290	1,681
Media/Dotcom/Entertainment	950	1059	1040	1149	1101	1083	1150	1114	1150	1061	1050	1086	1167	1,193	1,167	1,252	1,278	1,204
Medical/Healthcare/Hospital	4774	4860	5005	4846	4746	4648	4686	5220	5093	5008	6442	4968	4994	5,440	5,057	5,505	5,094	4,772
Real Estate/Property	2305	2545	2394	2140	2225	2418	2597	2483	2582	2411	2168	2114	2231	2,529	2,340	2,502	2,811	2,507
Recruitment/Employment Firm	3132	4504	4135	4035	3980	3479	3420	3415	3842	3635	3385	4248	3841	4,296	4,533	3,711	3,727	3,105
Consumer Durables	1140	1327	1130	1382	1265	1174	1018	1179	1127	977	974	1058	1148	1,277	1,209	1,260	1,249	1,108
Accounting/Taxation/Finance	2370	3076	2432	2891	2679	2433	2613	2989	2587	2684	2705	2732	2508	2,981	3,093	3,587	3,468	3,179
Advertising/PR/MR/Events	2397	2466	2709	2973	3052	2659	2862	3001	3048	2976	2697	2740	2956	3,742	3,460	3,422	3,291	3,020
Textiles/Garments/Accessories	2116	2051	2525	2414	2377	2142	2162	2097	2328	2056	1956	2088	2276	2,320	2,219	2,383	2,399	1,987
Semiconductors/Electronics	1239	1337	1847	1617	1810	1373	1537	2206	1343	1761	1489	1214	1318	1,267	1,596	1,501	1,555	1,524
Courier/Transportation/Freight	1785	2033	1866	1947	1923	1976	1910	2103	1924	1743	1897	1815	1963	2,101	1,900	2,530	2,218	2,064
Architecture/Interior Designing	1818	1862	1912	1993	2053	1830	1541	1782	2016	1500	1733	1843	1923	2,062	1,776	2,147	1,890	1,801
Export/Import	1229	977	1114	1125	1260	1210	1189	1297	1222	1100	1210	1274	1317	1,424	1,189	1,394	1,512	1,317
Printing/Packaging	1575	1531	1661	1382	1616	1240	1415	1341	1584	1421	1330	1204	1520	1,485	1,338	1,422	1,437	1,465

ANNEXURE SECTORAL DATA

Functional Area*	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18	Jul-18	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19
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Sales / BD	2331	2497	2435	2488	2535	2428	2504	2556	2483	2227	2275	2238	2569	2775	2560	2720	2798	2590
ITES / BPO / KPO / Customer Service / Operations	2309	2528	2651	2723	2691	2766	2488	2851	2618	2704	2486	2177	2611	2799	2876	2865	2841	2703
Production / Maintenance / Quality	1471	1438	1524	1455	1463	1372	1475	1506	1509	1348	1291	1397	1379	1410	1392	1483	1348	1256
Accounts / Finance / Tax / CS / Audit	1451	1638	1606	1710	1553	1504	1468	1583	1441	1453	1439	1310	1453	1552	1522	1764	1772	1527
HR / Administration / IR	1791	2001	1974	1978	2033	1950	1981	2057	2084	2030	2061	2006	2329	2411	2239	2527	2630	2235
Site Engineering / Project Management	702	664	665	630	635	660	646	673	666	731	719	682	648	740	675	793	608	559
Marketing / Advertising / MR / PR	1661	1683	1670	1584	1678	1604	1600	1596	1717	1536	1468	1480	1702	1880	1875	1769	1665	1501
Banking / Insurance	1771	1426	1445	1662	1479	1394	1694	1627	1454	1310	1217	1267	1485	1493	1444	1294	1174	1202
Engineering Design / R&D	923	921	1113	947	967	987	977	996	943	899	930	926	1001	1089	983	1125	1041	939
Purchase / Logistics / Supply Chain	1044	1129	1194	1223	1250	1180	1149	1235	1207	1193	1166	1169	1205	1297	1195	1354	1205	1134
Secretary / Front Office / Data Entry	1059	1034	1129	1039	1005	963	979	1047	1004	982	1159	1077	1082	1284	1422	1218	1145	977
IT- Hardware / Telecom / Technical Staff / Support	1101	1206	1501	1355	1428	1475	1417	1362	1407	1312	1287	1384	1425	1497	1574	1623	1749	1410
Teaching / Education	3608	3794	4045	4350	3854	3647	3578	3375	3202	2957	3221	3345	3827	4566	4316	3848	4164	3755
Pharma / Biotech / Healthcare / Medical / R&D	5117	5171	5349	5171	5058	4839	4916	5585	5142	5090	5724	5070	5039	5415	5211	5711	5070	4703
Hotels / Restaurants	2699	2884	2587	2958	2538	2300	2467	2521	3248	2688	2767	2589	2630	3198	2889	2776	2783	2587
Top Management	690	889	791	868	873	1028	900	908	900	851	882	896	979	1082	1139	1030	896	809
Architecture / Interior Design	1131	1154	1260	1228	1452	1243	1143	1131	1287	1491	1486	1402	1395	1313	1265	1560	1371	1203
Export / Import / Merchandising	1230	1078	1297	1396	1385	1174	1336	1345	1293	1161	1140	1324	1388	1513	1490	1309	1545	1371
Corporate Planning / Consulting	1382	1965	1735	1681	1536	1587	1581	1608	1718	1753	1821	2068	1926	1861	1923	1924	1765	1434
Legal	1698	2047	2015	1752	2025	1846	1940	1953	1995	1884	1875	1711	2191	2131	2091	2407	1899	1959
Web / Graphic Design / Visualiser	3252	3670	3921	3185	3318	3010	3315	3212	3549	3196	3270	3124	3792	4216	4043	3977	3714	3228
Content / Journalism	2631	3214	3222	2835	2830	2835	3098	2783	2888	2791	2575	2476	2938	3189	3078	3298	3312	2783
Ticketing / Travel / Airlines	4760	5037	5619	4903	5171	4457	4265	3802	3553	3349	3439	3486	4523	3504	3365	4462	3312	2672
Fashion / Garments / Merchandising	1522	1452	1836	1476	1685	1416	1597	1761	1723	1504	1639	1732	1732	1743	2122	1916	1627	1277
Guards / Security Services	1408	1514	1133	1275	1816	1223	1255	1490	2087	1020	991	1296	2112	1367	1908	2287	1530	1297
TV / Films / Production	1730	1410	1306	1366	1388	1063	1355	1502	1502	1322	1366	1322	1926	2060	1992	1990	1747	1552
Packaging	1106	1366	1542	1331	1905	1255	1306	1433	1293	1088	1574	1560	1469	1525	2013	1986	1995	1462

ANNEXURE CITIES

Functional Area*	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18	Jul-18	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19
Delhi / NCR	2129	2199	2254	2,337	2,316	2,272	2,265	2,272	2,264	2,215	2,135	2,076	2,298	2,427	2,440	2,651	2,498	2,313
Mumbai	1677	1819	1808	1,841	1,826	1,707	1,719	1,850	1,742	1,808	1,723	1,656	1,850	2,286	1,879	2,037	1,942	1,755
Bengaluru / Bangalore	1997	2250	2247	2,271	2,125	2,166	2,223	2,261	2,190	2,357	2,358	2,122	2,538	2,679	2,662	2,788	2,545	2,383
Chennai	1474	1685	1753	1,736	1,738	1,710	1,812	1,818	1,822	1,809	1,811	1,602	1,824	2,183	1,978	1,957	1,885	1,763
Hyderabad / Secunderabad	2120	2330	2377	2,261	2,360	2,305	2,252	2,315	2,249	2,236	2,420	2,019	2,497	2,656	2,693	2,684	2,805	2,499
Pune	2206	2487	2583	2,591	2,487	2,297	2,487	2,583	2,519	2,671	2,489	2,379	2,701	3,121	2,934	2,874	2,741	2,547
Kolkata	2045	2226	2147	2,220	2,499	2,398	2,348	2,275	2,307	2,311	2,387	2,322	2,521	3,071	2,682	2,718	2,713	2,654
Ahmedabad	2986	2980	2798	2,844	3,266	2,893	3,008	2,916	2,929	2,771	2,765	2,892	3,382	4,132	3,714	3,565	3,554	3,480
Chandigarh	1571	1707	1749	1,714	1,880	1,889	2,088	1,911	2,190	1,925	1,688	1,781	1,846	2,114	1,967	1,940	2,060	1,852
Ernakulam / Kochi / Cochin	3153	3272	3542	3,046	3,309	3,141	3,244	2,561	3,319	3,253	3,386	3,253	3,650	3,846	3,524	3,442	3,393	3,372
Vadodara / Baroda	3012	2642	2715	2,514	2,545	2,972	2,585	2,534	2,381	2,427	2,273	2,858	2,826	3,605	2,961	3,304	3,067	2,921
Coimbatore	2148	2122	2045	2,209	2,201	2,181	2,162	2,250	2,123	2,193	2,372	2,185	2,444	3,007	2,619	2,550	3,219	2,793
Jaipur	3284	3435	3721	3,638	3,503	3,572	3,718	3,692	4,275	3,681	3,068	3,752	3,876	4,526	4,398	3,877	4,200	3,384