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# INDEX FOR MARCH 2019

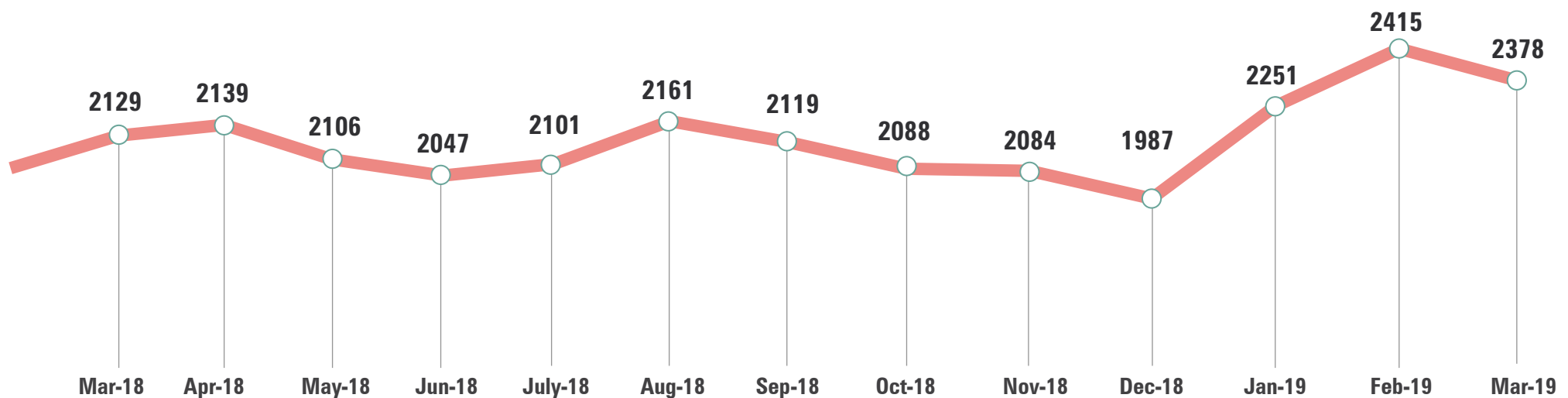
The Naukri JobSpeak Index for March 2019, at (2,378), marked a 12% rise in hiring activity from March 2018 (2,129).

The IT- industry has shown a continuous growth in the recruitment landscape over the past six months. Continuing with the trend, the industry in March 2019 recorded a notable rise of 38% growth. Recruitment for functional areas like HR and Marketing observed a growth of 13% & 12% respectively. Bangalore & Chennai saw positive growth in hiring and clocked in an 18% and 13% respectively.

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

*"The JobSpeak index continues with its positive growth in hiring with a 12% rise when compared to the same period last year. Our latest Hiring outlook survey showed 89% recruiters from the IT industry stating that new jobs and replacement hiring will play a strong role in hiring. Hopefully the momentum will be sustained in the coming months."*

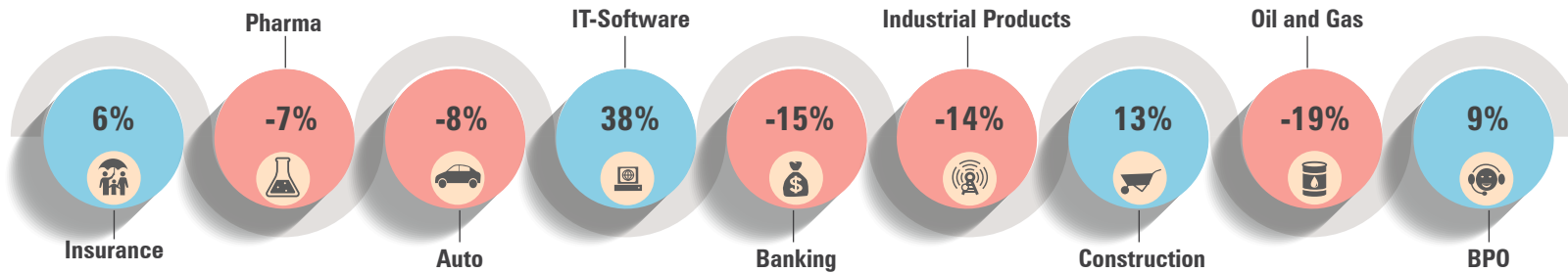
## Overall Hiring Trends



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

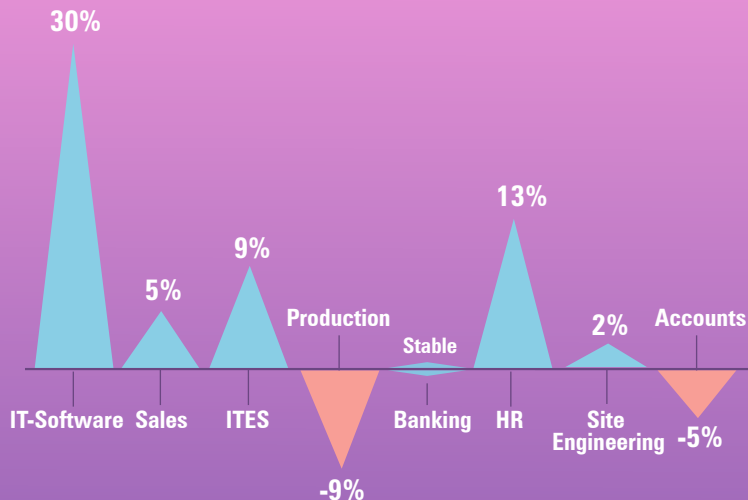
# KEY HIGHLIGHTS

## Hiring across Industry



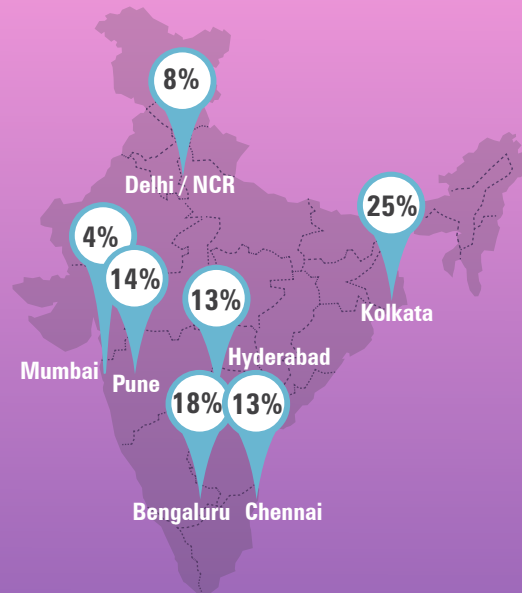
figures are percentage change in Mar-19 over average of Mar-18

## Hiring across Functional Areas



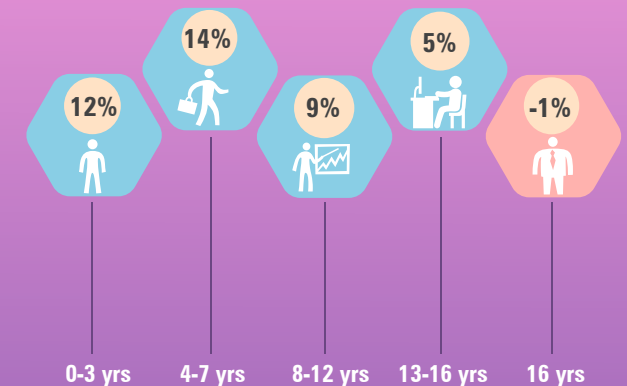
figures are percentage change in Mar-19 over average of Mar-18

## Hiring across Cities



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

## Hiring across Experience Levels



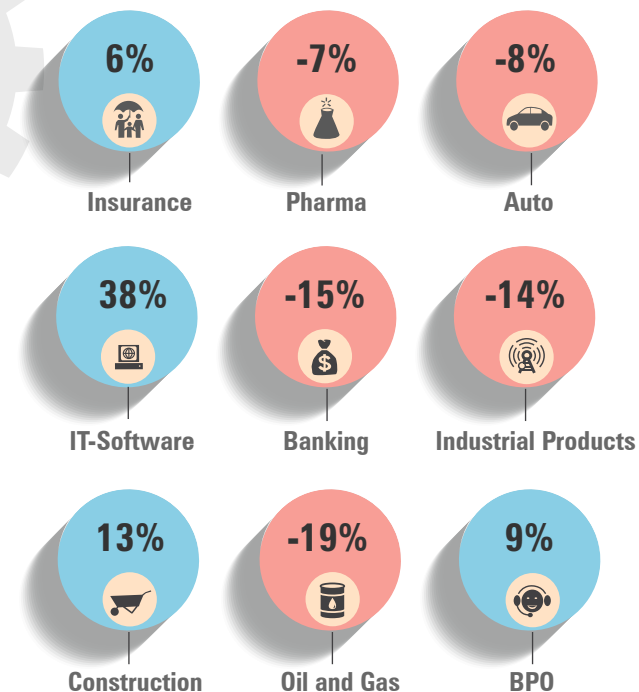
figures are percentage change in Mar-19 over average of Mar-18

# SECTORAL ANALYSIS

## Hiring trends across top industry

### Industry-wise Analysis:

- The industries in March 2019 which saw movement in growth in recruitment activity were - **Construction/Engineering (13%), BPO/ITES (9%), Insurance (6%), FMCG (5%), Education (7%) and IT – Hardware (3%)**
- On the other hand, industries such as **Auto Ancillary and Banking & Financial services** saw a dip of **8%** and **15%** in their hiring activities respectively



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

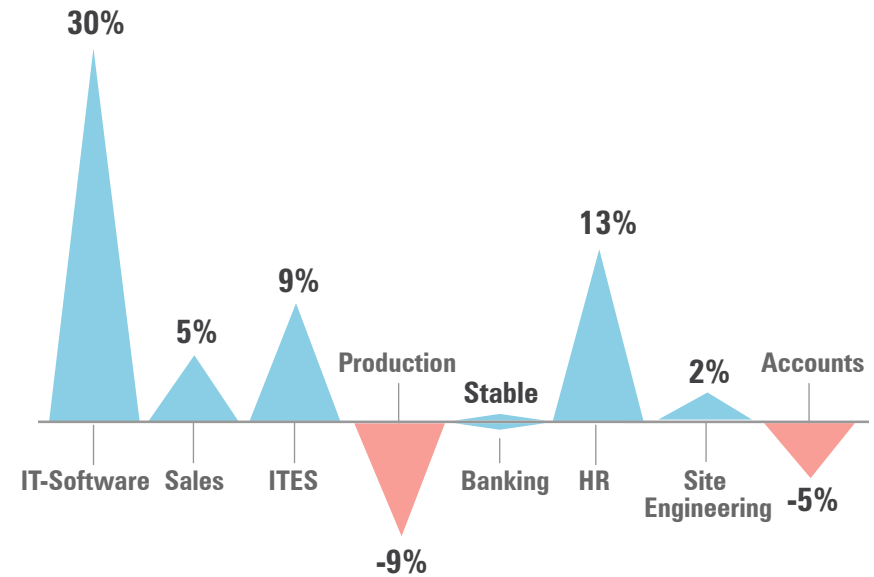
Industry*	Mar-18	Apr-18	May-18	Jun-18	July-18	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19
IT-Software/Software Services	2467	2542	2399	2414	2591	2659	2639	2824	2855	2646	3068	3367	3401
BPO/ITES/CRM/Transcription	1991	2066	2017	2190	1862	2218	1995	2048	1939	1672	1936	2073	2172
Construction/Engineering/Cement/Metals	840	880	881	833	816	912	846	830	944	859	798	965	948
Auto/Auto Ancillary	1591	1509	1641	1537	1595	1526	1663	1395	1415	1486	1709	1587	1464
Banking/Financial Services/Broking	3194	3475	2847	2956	3325	3105	2821	2613	2390	2353	2954	2767	2703
Oil and Gas/Power/Infrastructure/Energy	936	853	786	766	819	844	726	775	695	724	787	812	759
Telcom/ISP	915	767	911	845	563	672	523	488	538	542	524	557	603
Insurance	1000	997	931	1000	1311	1342	1183	970	1110	1006	1299	1692	1055
Industrial Products/Heavy Machinery	1203	1123	1172	1082	1130	1162	1078	1044	913	1004	978	1106	1038
Pharma/Biotech/Clinical Research	2104	2006	2321	1955	1930	1852	1812	1702	1674	1620	1950	2040	1953

# FUNCTIONAL AREA ANALYSIS

## Hiring trends across functional areas

### Functional Area Analysis:

- Recruitment activity for IT - Software continued to grow, clocking in 30% rise year-on-year
- Other functional areas of Sales & BD, ITES/BPO and IT – Hardware, and Site Engineering recorded a rise of 5%, 9%, 5% and 2% respectively for March 2019 viz-a-viz March 2018



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

Functional Area*	Mar-18	Apr-18	May-18	Jun-18	July-18	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19
IT-Software	2501	2502	2400	2388	2523	2557	2554	2699	2713	2511	2948	3153	3239
Sales / BD	2435	2488	2535	2428	2504	2556	2483	2227	2275	2238	2569	2775	2560
ITES / BPO / KPO / Customer Service	2651	2723	2691	2766	2488	2851	2618	2704	2486	2177	2611	2799	2876
Production / Maintenance / Quality	1524	1455	1463	1372	1475	1506	1509	1348	1291	1397	1379	1410	1392
Accounts / Finance / Tax / CS / Audit	1606	1710	1553	1504	1468	1583	1441	1453	1439	1310	1453	1552	1522
HR / Administration / IR	1974	1978	2033	1950	1981	2057	2084	2030	2061	2006	2329	2411	2239
Site Engineering / Project Management	665	630	635	660	646	673	666	731	719	682	648	740	675
Marketing / Advertising / MR / PR	1670	1584	1678	1604	1600	1596	1717	1536	1468	1480	1702	1880	1875
Banking / Insurance	1445	1662	1479	1394	1694	1627	1454	1310	1217	1267	1485	1493	1444
Engineering Design / R&D	1113	947	967	987	977	996	943	899	930	926	1001	1089	983

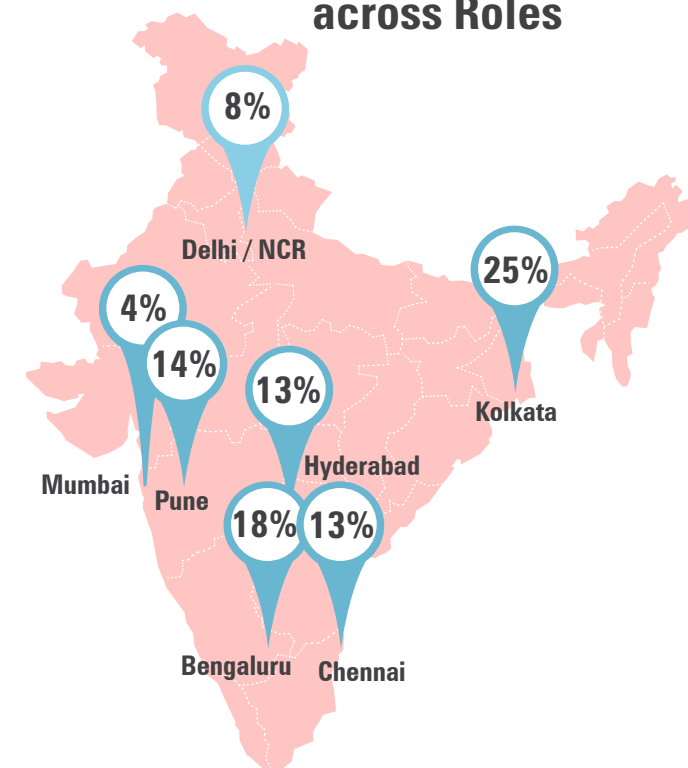
# CITY BASED HIRING SCENARIO

## 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 capital city increased by 8%. IT-Software industry recorded a growth of 28%. Recruitments across the functional area of IT - Software grew by 25%. There was a rise of 20% in hiring for the experience band of 4-7 years
- **Chennai:** Overall hiring activity in Chennai grew by 13%. The industry that dominated the hiring space for the city was IT - Software by 45% while BFSI saw a dip of 12%. Functional area of ITES continued to remain positive with a growth of 24%. Hiring for management roles with experience band of 4-7 years saw a growth of 25% in March 2019
- **Mumbai:** Recruitment activity in Mumbai increased by 4% in March 2019 as compared to March 2018. Functional areas that registered an increase in job hiring were IT- Hardware (54%), and Hotels (22%). Recruitment in IT-Software industry was risen by 43%. A rise of 11% in hiring activity was seen for the leadership roles having an experience band of 16+ years

## Distribution of Jobs across Roles



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

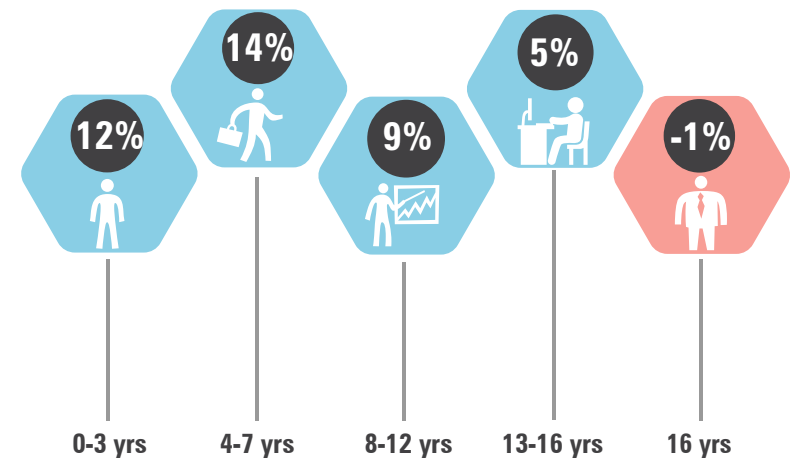
City*	Mar-18	Apr-18	May-18	Jun-18	July-18	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19
Delhi / NCR	2254	2,337	2,316	2,272	2265	2272	2264	2215	2135	2076	2298	2427	2440
Mumbai	1808	1,841	1,826	1,707	1719	1850	1742	1808	1723	1656	1850	2286	1879
Bengaluru / Bangalore	2247	2,271	2,125	2,166	2223	2261	2190	2357	2358	2122	2538	2679	2662
Chennai	1753	1,736	1,738	1,710	1812	1818	1822	1809	1811	1602	1824	2183	1978
Hyderabad / Secunderabad	2377	2,261	2,360	2,305	2252	2315	2249	2236	2420	2019	2497	2656	2693
Pune	2583	2,591	2,487	2,297	2487	2583	2519	2671	2489	2379	2701	3121	2934
Kolkata	2147	2,220	2,499	2,398	2348	2275	2307	2311	2387	2322	2521	3071	2682

# WORK EXPERIENCE SCENARIO

## Experience Wise Analysis

- Demand for mid-level executives, between the experience band of 4-7 years grew by 14% whereas recruitment for entry-level jobs, with an experience band of 0-3 years, witnessed a rise of 12%
- Recruitment activity for mid-management roles of 8-12 years of experience grew by 9%, while senior management roles of 13-16 years of experience recorded a 5% rise in hiring
- Moreover, hiring for leadership roles with experience band of 16+ years remained flat

## Experience Levels



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



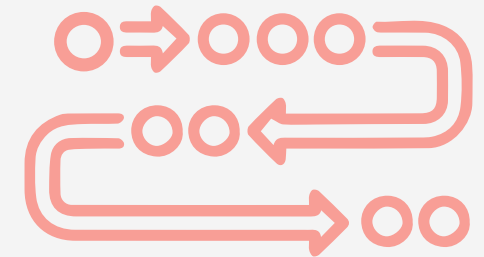
# METHODOLOGY

**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*	Mar-18	Apr-18	May-18	Jun-18	July-18	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19
IT-Software/Software Services	2467	2542	2399	2414	2591	2659	2639	2824	2855	2646	3068	3367	3401
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Industrial Products/Heavy Machinery	1203	1123	1172	1082	1130	1162	1078	1044	913	1004	978	1106	1038
Pharma/Biotech/Clinical Research	2104	2006	2321	1955	1930	1852	1812	1702	1674	1620	1950	2040	1953
Hotels/Restaurants/Airlines/Travel	2506	2712	2650	2356	2252	2307	2374	2230	2268	2132	2300	2547	2359
FMCG/Foods/Beverage	1933	1962	1901	1792	1862	1890	1790	1817	1802	1775	1949	2048	2024
Chemicals/PetroChemical/Plastic/Rubber	1240	1185	1148	1076	1150	1129	1255	1087	1153	1098	1297	1349	1176
Education/Teaching/Training	3850	4157	3817	3523	3615	3570	3577	3291	3335	3556	3778	4099	4110
IT-Hardware & Networking	1099	986	1199	1117	1329	1048	1121	1030	1035	1026	1239	1199	1133
Retailing	1509	1603	1737	1550	1666	1727	1767	1633	1553	1514	1795	1882	2270
Media/Dotcom/Entertainment	1040	1149	1101	1083	1150	1114	1150	1061	1050	1086	1167	1193	1167
Medical/Healthcare/Hospital	5005	4846	4746	4648	4686	5220	5093	5008	6442	4968	4994	5440	5057
Real Estate/Property	2394	2140	2225	2418	2597	2483	2582	2411	2168	2114	2231	2529	2340
Recruitment/Employment Firm	4135	4035	3980	3479	3420	3415	3842	3635	3385	4248	3841	4296	4533
Consumer Durables	1130	1382	1265	1174	1018	1179	1127	977	974	1058	1148	1277	1209
Accounting/Taxation/Finance	2432	2891	2679	2433	2613	2989	2587	2684	2705	2732	2508	2981	3093
Advertising/PR/MR/Events	2709	2973	3052	2659	2862	3001	3048	2976	2697	2740	2956	3742	3460
Textiles/Garments/Accessories	2525	2414	2377	2142	2162	2097	2328	2056	1956	2088	2276	2320	2219
Semiconductors/Electronics	1847	1617	1810	1373	1537	2206	1343	1761	1489	1214	1318	1267	1596
Courier/Transportation/Freight	1866	1947	1923	1976	1910	2103	1924	1743	1897	1815	1963	2101	1900
Architecture/Interior Designing	1912	1993	2053	1830	1541	1782	2016	1500	1733	1843	1923	2062	1776
Export/Import	1114	1125	1260	1210	1189	1297	1222	1100	1210	1274	1317	1424	1189
Printing/Packaging	1661	1382	1616	1240	1415	1341	1584	1421	1330	1204	1520	1485	1338

# ANNEXURE FUNCTIONAL AREA

Functional*	Mar-18	Apr-18	May-18	Jun-18	July-18	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19
IT-Software	2501	2502	2400	2388	2523	2557	2554	2699	2713	2511	2948	3153	3239
Sales / BD	2435	2488	2535	2428	2504	2556	2483	2227	2275	2238	2569	2775	2560
ITES / BPO / KPO / Customer Service	2651	2723	2691	2766	2488	2851	2618	2704	2486	2177	2611	2799	2876
Production / Maintenance / Quality	1524	1455	1463	1372	1475	1506	1509	1348	1291	1397	1379	1410	1392
Accounts / Finance / Tax / CS / Audit	1606	1710	1553	1504	1468	1583	1441	1453	1439	1310	1453	1552	1522
HR / Administration / IR	1974	1978	2033	1950	1981	2057	2084	2030	2061	2006	2329	2411	2239
Site Engineering / Project Management	665	630	635	660	646	673	666	731	719	682	648	740	675
Marketing / Advertising / MR / PR	1670	1584	1678	1604	1600	1596	1717	1536	1468	1480	1702	1880	1875
Banking / Insurance	1445	1662	1479	1394	1694	1627	1454	1310	1217	1267	1485	1493	1444
Engineering Design / R&D	1113	947	967	987	977	996	943	899	930	926	1001	1089	983
Purchase / Logistics / Supply Chain	1194	1223	1250	1180	1149	1235	1207	1193	1166	1169	1205	1297	1195
Secretary / Front Office / Data Entry	1129	1039	1005	963	979	1047	1004	982	1159	1077	1082	1284	1422
IT- Hardware / Telecom / Technical Staff	1501	1355	1428	1475	1417	1362	1407	1312	1287	1384	1425	1497	1574
Teaching / Education	4045	4350	3854	3647	3578	3375	3202	2957	3221	3345	3827	4566	4316
Pharma / Biotech / Healthcare / Medical	5349	5171	5058	4839	4916	5585	5142	5090	5724	5070	5039	5415	5211
Hotels / Restaurants	2587	2958	2538	2300	2467	2521	3248	2688	2767	2589	2630	3198	2889
Top Management	791	868	873	1028	900	908	900	851	882	896	979	1082	1139
Architecture / Interior Design	1260	1228	1452	1243	1143	1131	1287	1491	1486	1402	1395	1313	1265
Export / Import / Merchandising	1297	1396	1385	1174	1336	1345	1293	1161	1140	1324	1388	1513	1490
Corporate Planning / Consulting	1735	1681	1536	1587	1581	1608	1718	1753	1821	2068	1926	1861	1923
Legal	2015	1752	2025	1846	1940	1953	1995	1884	1875	1711	2191	2131	2091
Web / Graphic Design / Visualiser	3921	3185	3318	3010	3315	3212	3549	3196	3270	3124	3792	4216	4043
Content / Journalism	3222	2835	2830	2835	3098	2783	2888	2791	2575	2476	2938	3189	3078
Ticketing / Travel / Airlines	5619	4903	5171	4457	4265	3802	3553	3349	3439	3486	4523	3504	3365
Fashion / Garments / Merchandising	1836	1476	1685	1416	1597	1761	1723	1504	1639	1732	1732	1743	2122
Guards / Security Services	1133	1275	1816	1223	1255	1490	2087	1020	991	1296	2112	1367	1908
TV / Films / Production	1306	1366	1388	1063	1355	1502	1502	1322	1366	1322	1926	2060	1992
Packaging	1542	1331	1905	1255	1306	1433	1293	1088	1574	1560	1469	1525	2013

# ANNEXURE CITIES

Cities*	Mar-18	Apr-18	May-18	Jun-18	July-18	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19
Delhi / NCR	2254	2,337	2,316	2,272	2,265	2272	2264	2215	2135	2076	2298	2427	2440
Mumbai	1808	1,841	1,826	1,707	1,719	1850	1742	1808	1723	1656	1850	2286	1879
Bengaluru / Bangalore	2247	2,271	2,125	2,166	2,223	2261	2190	2357	2358	2122	2538	2679	2662
Chennai	1753	1,736	1,738	1,710	1,812	1818	1822	1809	1811	1602	1824	2183	1978
Hyderabad / Secunderabad	2377	2,261	2,360	2,305	2,252	2315	2249	2236	2420	2019	2497	2656	2693
Pune	2583	2,591	2,487	2,297	2,487	2583	2519	2671	2489	2379	2701	3121	2934
Kolkata	2147	2,220	2,499	2,398	2,348	2275	2307	2311	2387	2322	2521	3071	2682
Ahmedabad	2798	2,844	3,266	2,893	3,008	2916	2929	2771	2765	2892	3382	4132	3714
Chandigarh	1749	1,714	1,880	1,889	2,088	1911	2190	1925	1688	1781	1846	2114	1967
Ernakulam / Kochi / Cochin	3542	3,046	3,309	3,141	3,244	2561	3319	3253	3386	3253	3650	3846	3524
Vadodara / Baroda	2715	2,514	2,545	2,972	2,585	2534	2381	2427	2273	2858	2826	3605	2961
Coimbatore	2045	2,209	2,201	2,181	2,162	2250	2123	2193	2372	2185	2444	3007	2619
Jaipur	3721	3,638	3,503	3,572	3,718	3692	4275	3681	3068	3752	3876	4526	4398