



A NAUKRI.COM
MAY 2018
REPORT

A REPORT ON HIRING ACTIVITY IN INDIA

by: Location, Industry and Experience

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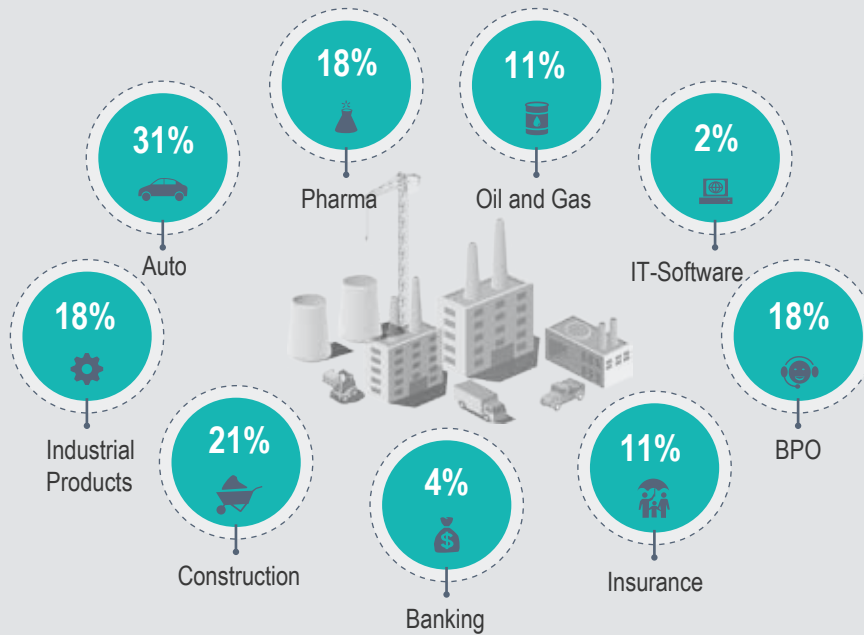
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Naukri JobSpeak Report:

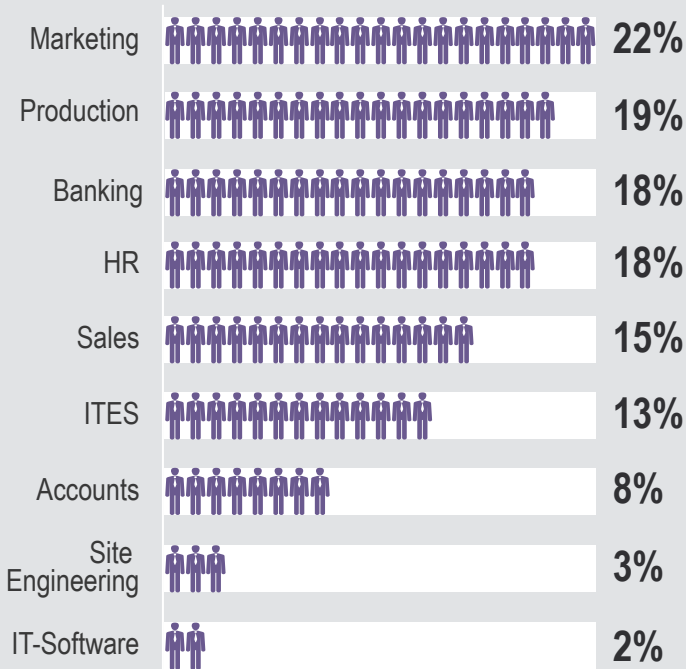
Hiring Activity sees 11% rise in May 2018 as compared to May 2017

Hiring trends across top industry



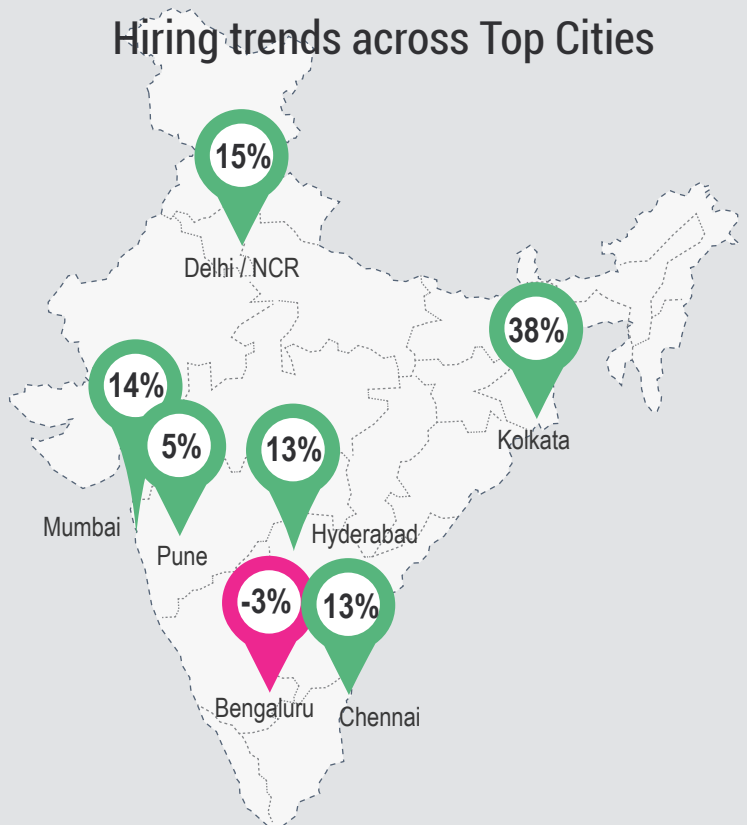
figures are percentage change in May-18 over average of May-17

Hiring trends across functional areas



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

Hiring trends across Top Cities



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

OVERALL JOB INDEX

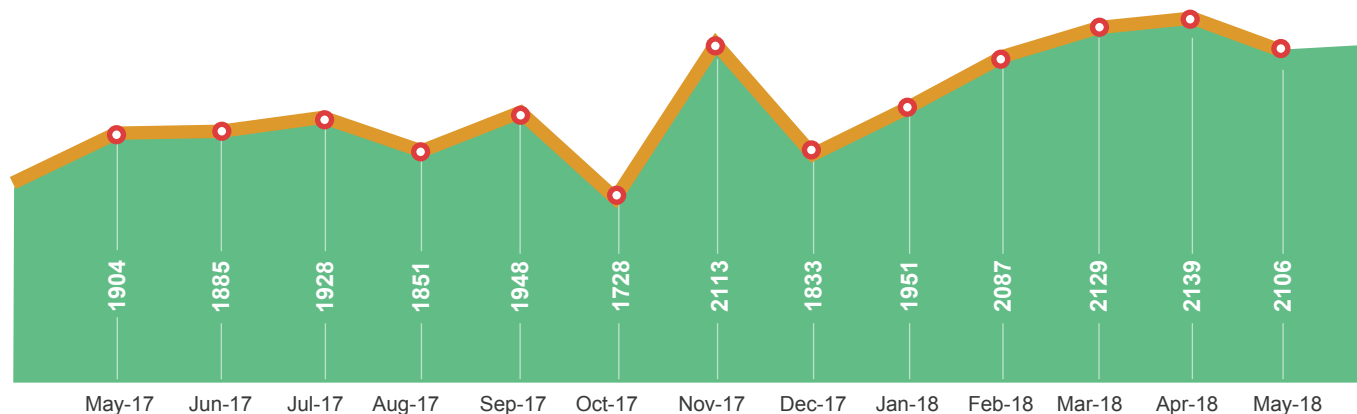
New Delhi, 12th June, 2018: The Naukri Job-Speak Index for May 2018 at 2,106, marked an 11% increase in hiring activity from May 2017 (1,904). The Auto, Construction and Engineering sectors led with a steady pace of hiring in May 2018. The Telecom and FMCG industries regained hiring momentum, showing significant increases in hiring activity.

This positive hiring sentiment was seen across key cities, with double digit growth in hiring registered for Delhi/NCR (15%) and Mumbai (14%). Non-Metro cities also saw significant growth in job opportunities.

Commenting on the report, V. Suresh, Chief Sales Officer, Naukri.com said, *“The JobSpeak index continues to sustain the momentum gained and has shown a 11% YOY growth in May followed by an impressive 21% growth in April. Good to see this growth led by core sectors viz. Auto, Auto Ancillary, Construction, Engineering & FMCG. The overall rise in talent demand is a clear indicator of an increase in employment opportunities and thereby broadening India's hiring outlook.”*

Overall Hiring Trends

Index	May-17	Jun-17	Jul-17	Aug-17	Sep-17	Oct-17	Nov-17	Dec-17	Jan-18	Feb-18	Mar-18	Apr-18	May-18
	1904	1885	1928	1851	1948	1728	2113	1833	1951	2087	2129	2139	2106

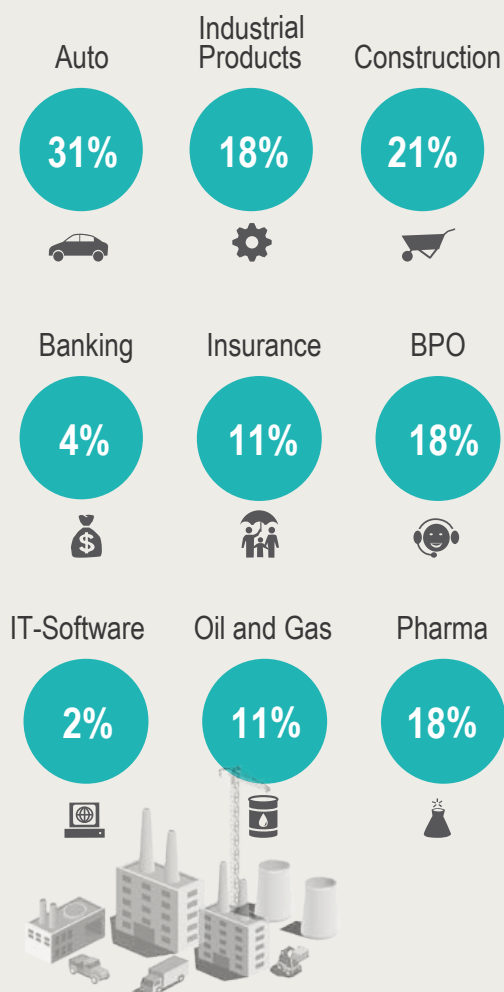


Total no. of new jobs posted in July 2008 was scaled to 1000. Index for subsequent months is relative to Jul 08.

SECTORAL ANALYSIS

Hiring trends across top industry

Industry-wise Analysis:



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

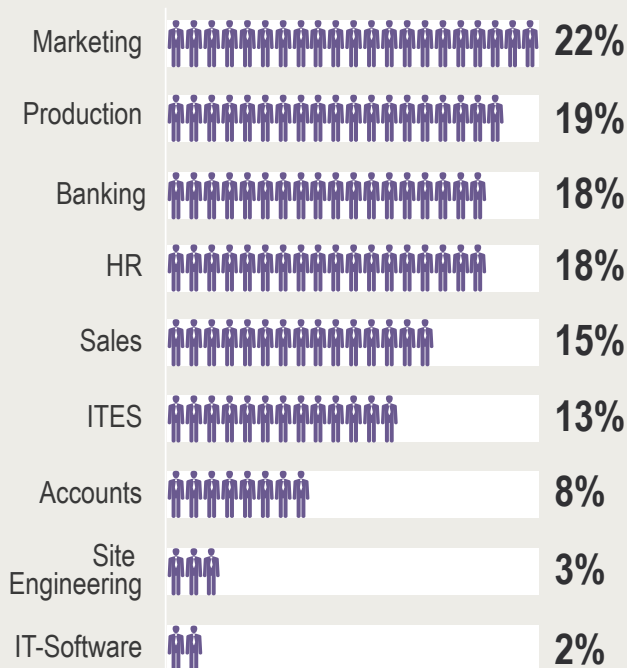
- The Auto/ancillary sector has been hiring at a steady pace. Hiring in this sector grew 31% year-on-year in May 2018
- Recruitment activity for Construction and Engineering experienced a sharp rise of 21% in May 2018 when compared to May 2017
- Mergers and acquisitions in Telecom sector created a cautious hiring scenario in the earlier months of 2018. However, hiring in the Telecom industry went up by 25% in May 2018 vs May 2017
- After consecutive years of slow growth, FMCG has gained momentum with steady growth in hiring, showing an increase of 21% in May 2018 when compared with May 2017
- Hiring in sectors such as Industrial Products & Heavy Machinery, Pharma and BPO also witnessed increase in hiring by 18% each in May 2018 when compared with May 2017
- Hiring in the Oil & Gas industry saw a year-on-year growth of 11% in May 2018
- The IT/ Software industry witnessed a growth of 2% in May 2018 vs May 2017

Industry	Jul 08	May-17	Jun-17	Jul-17	Aug-17	Sep-17	Oct-17	Nov-17	Dec-17	Jan-18	Feb-18	Mar-18	Apr-18	May17
IT- Software	↑1000	↑2357	↓2363	↑2543	↓2269	↓2409	↑2144	↑2646	↑2318	↓2254	↓2445	↓2467	↑2542	↑2399
BPO and ITes	↑1000	↓1702	↓1842	↓1753	↑1869	↓1869	↑1599	↑1922	↑1628	↑1715	↓1854	↑1991	↑2066	↑2017
Construction and Engineering	↑1000	↑728	↑694	↑681	↑745	↑755	↑684	↑847	↑725	↑860	↑834	↑840	↑880	↑881
Auto and Auto Ancillary	↑1000	↑1256	↑1220	↑1218	↑1208	↑1199	↑1148	↑1473	↑1196	↑1455	↑1497	↑1591	↑1509	↑1641
Banking and Financial Services	↑1000	↑2741	↑2637	↑2755	↑2943	↑3100	↑2545	↑3115	↑2499	↑2894	↑3158	↑3194	↑3475	↑2847
Oil and Gas	↑1000	↓711	↑730	↑739	↓619	↓667	↑636	↑838	↑650	↑818	↑861	↑936	↑853	↑786
Telecom	↑1000	↑730	↓685	↓660	↓559	↓640	↓704	↓617	↓491	↓612	↓514	↑915	↑767	↑911
Insurance	↑1000	↑837	↓832	↑975	↓799	↓923	↑821	↑990	↑948	↑1370	↑1026	↑1000	↑997	↑931
Capital Goods	↑1000	↑995	↑885	↑917	↑894	↑947	↑781	↑1013	↑1022	↑1108	↑1153	↑1203	↑1123	↑1172
Pharma & Biotech	↑1000	↑1966	↓1911	↓1871	↓1679	↓1802	↓1656	↓1913	↑1813	↑2035	↓1945	↑2104	↑2006	↑2321

No. of new jobs posted in July '08 for each industry was scaled to 1000; all months have been compared with previous column

FUNCTIONAL AREA ANALYSIS

Hiring trends across functional areas



Functional Area Analysis:

The changing job landscape in India and an influx of technology has given rise to the demand for skilled workers/ professionals across industries

- **Marketing/ Advertising professionals** - With Artificial Intelligence (AI) enhancing the scope of targeted marketing, there has been an increase in opportunities and demand for marketing professionals. This skill-based job saw a growth of 22%.
- **HR & Administration professionals** - Analytical, result-oriented, experienced leaders conducting high volume hiring are in demand. This skill-based job saw an 18% increase in hiring.
- **Sales professionals** - Increase in hiring in sales-revenue driven industries such as the FMCG and Auto industries has led to sales professionals being highly coveted, with an increase of 15% in hiring.

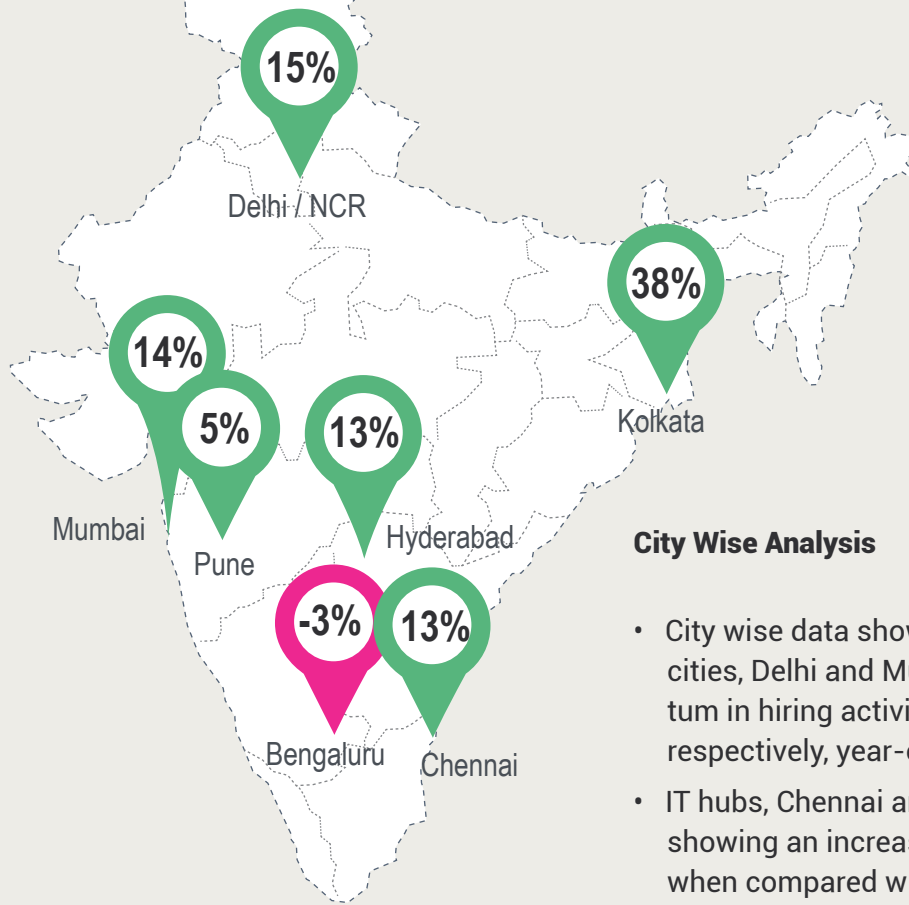
figures are percentage change in May-18 over average of May-17

Functional Area	Jul 08	May-17	Jun-17	Jul-17	Aug-17	Sep-17	Oct-17	Nov-17	Dec-17	Jan-18	Feb-18	Mar-18	Apr-18	May-18
IT-Software	↑1000	↑ 2349	↓ 2333	↑ 2506	↓ 2264	↓ 2380	↑ 2107	↑ 2562	↑ 2215	↓ 2185	↓ 2447	↓ 2501	↑ 2502	↑ 2400
Sales & Business Development	↑1000	↑ 2204	↓ 2126	↑ 2231	↑ 2097	↓ 2229	↑ 1839	↑ 2376	↑ 2130	↑ 2331	↑ 2497	↑ 2435	↑ 2488	↑ 2535
ITES and BPO	↑1000	↑ 2377	↓ 2489	↓ 2388	↑ 2587	↓ 2558	↑ 2174	↑ 2591	↑ 2232	↑ 2309	↓ 2528	↑ 2651	↑ 2723	↑ 2691
Production and Maintenance	↑1000	↑ 1225	↓ 1175	↓ 1173	↓ 1139	↑ 1256	↑ 1143	↑ 1433	↑ 1303	↑ 1471	↑ 1438	↑ 1524	↑ 1455	↑ 1463
Accounts and Finance	↑1000	↑ 1436	↓ 1451	↑ 1494	↑ 1470	↑ 1605	↑ 1360	↑ 1698	↑ 1353	↑ 1451	↑ 1638	↑ 1606	↑ 1710	↑ 1553
HR & Administration	↑1000	↑ 1718	↓ 1593	↓ 1613	↑ 1618	↑ 1710	↑ 1554	↑ 1872	↑ 1707	↑ 1791	↑ 2001	↑ 1974	↑ 1978	↑ 2033
Project Management	↑1000	↑ 619	↑ 585	↑ 584	↑ 569	↑ 623	↑ 559	↑ 666	↑ 608	↑ 702	↑ 664	↑ 665	↑ 630	↑ 635
Marketing and Advertising	↑1000	↓ 1373	↓ 1478	↑ 1540	↑ 1450	↑ 1547	↑ 1385	↑ 1720	↑ 1459	↑ 1661	↑ 1683	↑ 1670	↑ 1584	↑ 1678
Banking and Insurance	↑1000	↑ 1255	↑ 1282	↑ 1345	↑ 1221	↓ 1403	↑ 1229	↑ 1444	↑ 1267	↑ 1771	↑ 1426	↓ 1445	↑ 1662	↑ 1479
Engineering Design	↑1000	↑ 981	↑ 898	↑ 808	↑ 805	↑ 801	↑ 1172	↑ 1076	↑ 1015	↑ 923	↑ 921	↑ 1113	↑ 947	↓ 967

No. of new jobs posted in July '08 for each F-Area was scaled to 1000; all months have been compared with previous column

CITY BASED HIRING SCENARIO

Job Trends Across Top Cities



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

City Wise Analysis

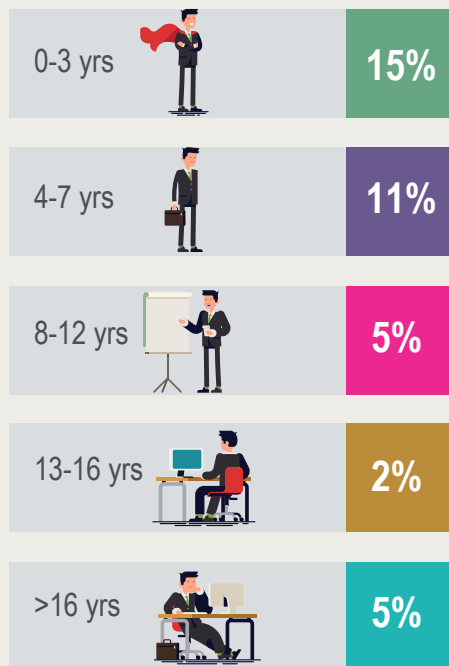
- City wise data showed that among all monitored cities, Delhi and Mumbai had the greatest momentum in hiring activity with a rise of 15% and 14% respectively, year-on-year
- IT hubs, Chennai and Hyderabad followed, both showing an increase of 13% in hiring in May 2018 when compared with May 2017
- Hiring in Bangalore witnessed a dip of 3% in May 2018 when compared with May 2017
- Kolkata, operating on a low base, registered a 38% increase in hiring activity in May 2018 when compared to May 2017

City*	Jul 08	May-17	Jun-17	Jul-17	Aug-17	Sep-17	Oct-17	Nov-17	Dec-17	Jan-18	Feb-18	Mar-18	Apr-18	May-18
Delhi-NCR	↑ 1000	↑ 2014	↓ 2103	↑ 1994	↑ 2037	↓ 2070	↑ 1742	↑ 2187	↑ 1893	↑ 2129	↑ 2199	↑ 2254	↑ 2337	↑ 2316
Mumbai	↑ 1000	↑ 1595	↓ 1637	↑ 1653	↑ 1516	↑ 1713	↑ 1513	↑ 1826	↓ 1524	↑ 1677	↑ 1819	↑ 1808	↑ 1841	↑ 1826
Bangalore	↑ 1000	↑ 2202	↓ 2125	↑ 2229	↓ 2068	↑ 2145	↑ 1976	↑ 2201	↑ 2107	↓ 1997	↑ 2250	↓ 2247	↑ 2271	↓ 2125
Chennai	↑ 1000	↑ 1534	↓ 1573	↓ 1603	↑ 1544	↑ 1601	↑ 1446	↑ 1647	↑ 1465	↓ 1474	↑ 1685	↑ 1753	↑ 1736	↑ 1738
Hyderabad	↑ 1000	↑ 2096	↓ 2099	↑ 2112	↑ 2088	↑ 2141	↑ 1989	↑ 2384	↑ 2021	↑ 2120	↓ 2330	↓ 2377	↑ 2261	↑ 2360
Pune	↑ 1000	↑ 2366	↓ 2256	↑ 2397	↓ 2042	↑ 2137	↑ 1875	↑ 2374	↑ 2069	↓ 2206	↑ 2487	↓ 2583	↑ 2591	↑ 2487
Kolkata	↑ 1000	↑ 1815	↑ 1858	↑ 2002	↑ 1879	↑ 1863	↑ 1825	↑ 2246	↑ 2044	↑ 2045	↑ 2226	↑ 2147	↑ 2220	↑ 2499

No. of new jobs posted in July '08 for each city was scaled to 1000; all months have been compared with previous column

WORK-EX BASED SCENARIO

Experience Buckets



- The Naukri JobSpeak Index for May 2018 showed a steady rise of job creation year-on-year for freshers with hiring 15% higher. Companies are deploying new technologies and are willing to look for young talent who have the potential to adopt these technologies faster
- Hiring for Mid management roles (4-7 years) increased by 11% in May 2018 when compared with May 2017
- Hiring for sub senior management roles (8-12 years) and top management roles (>16 years) witnessed a growth of 5% each in May 2018 when compared to May 2017
- Hiring for senior management roles with experience band of 13-16 years rose by 2% in May 2018 according to the year-on-year analysis

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

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 72% 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 4,70,000 jobs live at any point and over 57 million CVs, Naukri.com serviced over 76,000 corporate clients in 2016-2017. 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	May-17	Jun-17	Jul-17	Aug-17	Sep-17	Oct-17	Nov-17	Dec-17	Jan-18	Feb-18	Mar-18	Apr-18	May-18
IT-Software/Software Services	2357	2363	2543	2269	2409	2144	2646	2318	2254	2445	2467	2542	2399
BPO/ITES/CRM/Transcription	1702	1842	1753	1869	1869	1599	1922	1628	1715	1854	1991	2066	2017
Construction/Engineering/Cement/Metals	728	694	681	745	755	684	847	725	860	834	840	880	881
Auto/Auto Ancillary	1256	1220	1218	1208	1199	1148	1473	1196	1455	1497	1591	1509	1641
Banking/Financial Services/Broking	2741	2637	2755	2943	3100	2545	3115	2499	2894	3158	3194	3475	2847
Oil and Gas/Power/Infrastructure/Energy	711	730	739	619	667	636	838	650	818	861	936	853	786
Telcom/ISP	730	685	660	559	640	704	617	491	612	514	915	767	911
Insurance	837	832	975	799	923	821	990	948	1370	1026	1000	997	931
Industrial Products/Heavy Machinery	995	885	917	894	947	781	1013	1022	1108	1153	1203	1123	1172
Pharma/Biotech/Clinical Research	1966	1911	1871	1679	1802	1656	1913	1813	2035	1945	2104	2006	2321
Hotels/Restaurants/Airlines/Travel	2247	2044	2085	2177	2256	2243	2670	2173	2513	2702	2506	2712	2650
FMCG/Foods/Beverage	1576	1645	1576	1524	1622	1434	1713	1642	1796	1923	1933	1962	1901
Chemicals/PetroChemical/Plastic/Rubber	1256	1133	1075	1062	1050	1014	1317	1149	1335	1156	1240	1185	1148
Education/Teaching/Training	2759	2992	2983	2951	3073	2600	3488	3049	3424	3738	3850	4157	3817
IT-Hardware & Networking	1072	1052	1070	998	1310	869	1172	886	846	981	1099	986	1199
Retailing	1363	1333	1426	1437	1385	1251	1558	1346	1490	1676	1509	1603	1737
Media/Dotcom/Entertainment	1150	1145	1128	1131	1107	936	1182	979	950	1059	1040	1149	1101
Medical/Healthcare/Hospital	4606	4594	4147	4433	4499	4116	4806	4371	4774	4860	5005	4846	4746
Real Estate/Property	2033	2024	2024	2046	2094	1903	2102	1969	2305	2545	2394	2140	2225
Recruitment/Employment Firm	4291	3631	3645	3415	3248	2308	3730	3425	3132	4504	4135	4035	3980
Consumer Durables	1273	1102	1015	1057	1132	977	1205	1216	1140	1327	1130	1382	1265
Accounting/Taxation/Finance	2720	2525	2696	2489	2715	2271	2705	2732	2370	3076	2432	2891	2679
Advertising/PR/MR/Events	2108	2248	2512	2213	2537	2240	2562	2361	2397	2466	2709	2973	3052
Textiles/Garments/Accessories	2339	2318	1999	2018	1950	1638	2307	1938	2116	2051	2525	2414	2377
Semiconductors/Electronics	1388	1457	1318	1541	1546	3332	2294	2032	1239	1337	1847	1617	1810
Courier/Transportation/Freight	1562	1639	1599	1770	1740	1592	1991	1741	1785	2033	1866	1947	1923
Architecture/Interior Designing	1530	1358	1466	1477	1304	1231	1710	1339	1818	1862	1912	1993	2053
Export/Import	1186	1116	968	1025	1210	836	1332	1097	1229	977	1114	1125	1260
Printing/Packaging	1325	1426	1357	1520	1346	1229	1578	1188	1575	1531	1661	1382	1616
Shipping/Marine	794	610	801	716	767	605	928	679	809	777	775	859	805
Agriculture/Dairy	1730	1311	1348	1203	1547	1460	1629	1465	1432	1885	1810	1730	1978
Office Equipment/Automation	787	721	846	846	808	742	935	712	1034	1084	955	971	935
Fresher/Trainee	1529	1442	1803	1373	1334	1514	1879	1506	1388	1742	2196	1986	2033
NGO/Social Services	1817	1819	2938	2513	2999	2080	2897	2002	2434	2750	2520	2860	2612
Gems & Jewellery	2474	2635	2587	3202	3477	2587	4048	3077	3277	3545	3265	3491	3441
Paper	640	869	640	490	610	553	662	377	590	792	666	752	666
Legal	2315	2714	2894	2330	2576	2434	3910	3235	2790	3418	3384	2576	3443
Tyres	1128	813	697	1039	721	594	767	920	994	788	1217	736	861
Fertilizers/Pesticides	1529	1978	1588	2107	1809	2345	1886	1469	1781	2646	2003	2055	2716
Security/Law Enforcement	2630	1968	2521	2285	2418	2449	2681	2195	2848	3414	2412	2456	3628
Defence/Government	1399	1446	1189	1096	1663	1073	1614	1213	1656	1600	1586	1469	1912

*No. of new jobs posted in July '08 for each city was scaled to 1000; all months have been compared with July '08

 Upward movement of the index as compared to the previous month


 Dip in the index

ANNEXURE FUNCTIONAL AREA

Functional Area*	May-17	Jun-17	Jul-17	Aug-17	Sep-17	Oct-17	Nov-17	Dec-17	Jan-18	Feb-18	Mar-18	Apr-18	May-18
IT-Software	2349	2333	2506	2264	2380	2107	2562	2215	2185	2447	2501	2502	2400
Sales / BD	2204	2126	2231	2097	2229	1839	2376	2130	2331	2497	2435	2488	2535
ITES / BPO / KPO / Customer Service / C	2377	2489	2388	2587	2558	2174	2591	2232	2309	2528	2651	2723	2691
Production / Maintenance / Quality	1225	1175	1173	1139	1256	1143	1433	1303	1471	1438	1524	1455	1463
Accounts / Finance / Tax / CS / Audit	1436	1451	1494	1470	1605	1360	1698	1353	1451	1638	1606	1710	1553
HR / Administration / IR	1718	1593	1613	1618	1710	1554	1872	1707	1791	2001	1974	1978	2033
Site Engineering / Project Management	619	585	584	569	623	559	666	608	702	664	665	630	635
Marketing / Advertising / MR / PR	1373	1478	1540	1450	1547	1385	1720	1459	1661	1683	1670	1584	1678
Banking / Insurance	1255	1282	1345	1221	1403	1229	1444	1267	1771	1426	1445	1662	1479
Engineering Design / R&D	981	898	808	805	801	1172	1076	1015	923	921	1113	947	967
Purchase / Logistics / Supply Chain	1029	975	1032	986	979	898	1120	1000	1044	1129	1194	1223	1250
Secretary / Front Office / Data Entry	925	926	889	893	901	826	1078	927	1059	1034	1129	1039	1005
IT- Hardware / Telecom / Technical Staff /	1286	1275	1234	1172	1197	1074	1219	1156	1101	1206	1501	1355	1428
Teaching / Education	2868	3301	3090	3069	3121	2585	3546	3135	3608	3794	4045	4350	3854
Pharma / Biotech / Healthcare / Medical /	5090	4814	4394	4591	4538	4334	5059	4683	5117	5171	5349	5171	5058
Hotels / Restaurants	2924	2624	2373	2551	2743	2406	2978	2538	2699	2884	2587	2958	2538
Top Management	830	733	723	983	948	799	777	752	690	889	791	868	873
Architecture / Interior Design	1176	1062	1063	1027	925	823	1186	931	1131	1154	1260	1228	1452
Export / Import / Merchandising	1403	1225	1122	1239	1146	1034	1365	1058	1230	1078	1297	1396	1385
Corporate Planning / Consulting	1729	1752	1560	1563	1952	1784	1706	1569	1382	1965	1735	1681	1536
Legal	1720	1735	1811	1664	1810	1579	2115	1632	1698	2047	2015	1752	2025
Web / Graphic Design / Visualiser	3212	3260	3331	3174	3393	2970	3698	2948	3252	3670	3921	3185	3318
Content / Journalism	2561	2538	2865	2892	3121	2348	2976	2317	2631	3214	3222	2835	2830
Ticketing / Travel / Airlines	3323	3042	3275	3955	4141	4060	4560	3828	4760	5037	5619	4903	5171
Fashion / Garments / Merchandising	2145	1783	1545	1737	1452	1370	2048	1580	1522	1452	1836	1476	1685
Guards / Security Services	969	949	1265	1235	1265	908	1392	1061	1408	1514	1133	1275	1816
TV / Films / Production	1355	1265	1192	1649	1316	1094	1502	1518	1730	1410	1306	1366	1388
Packaging	1360	1143	1179	1179	938	943	1518	907	1106	1366	1542	1331	1905

*No. of new jobs posted in July '08 for each city was scaled to 1000; all months have been compared with July '08

 Upward movement of the index as compared to the previous month


 Dip in the index

ANNEXURE CITIES

City	May-17	Jun-17	Jul-17	Aug-17	Sep-17	Oct-17	Nov-17	Dec-17	Jan-18	Feb-18	Mar-18	Apr-18	May-18
Delhi / NCR	2014	2103	1994	2037	2070	1742	2187	1893	2129	2199	2254	2,337	2,316
Mumbai	1595	1637	1653	1516	1713	1513	1826	1524	1677	1819	1808	1,841	1,826
Bengaluru / Bangalore	2202	2125	2229	2068	2145	1976	2201	2107	1997	2250	2247	2,271	2,125
Chennai	1534	1573	1603	1544	1601	1446	1647	1465	1474	1685	1753	1,736	1,738
Hyderabad / Secunderabad	2096	2099	2112	2088	2141	1989	2384	2021	2120	2330	2377	2,261	2,360
Pune	2366	2256	2397	2042	2137	1875	2374	2069	2206	2487	2583	2,591	2,487
Kolkata	1815	1858	2002	1879	1863	1825	2246	2044	2045	2226	2147	2,220	2,499
Ahmedabad	2422	2421	2444	2501	2878	2301	2886	2686	2986	2980	2798	2,844	3,266
Chandigarh	1672	1483	1489	1536	1657	1274	1727	1454	1571	1707	1749	1,714	1,880
Ernakulam / Kochi / Cochin	2619	2515	3013	2405	2394	2582	3263	2972	3153	3272	3542	3,046	3,309
Vadodara / Baroda	2036	1827	2050	1883	2450	1956	2508	2767	3012	2642	2715	2,514	2,545
Coimbatore	2076	1857	2033	1955	2066	1873	2391	2461	2148	2122	2045	2,209	2,201
Jaipur	3086	3434	3016	3094	3237	2737	3453	2930	3284	3435	3721	3,638	3,503

*No. of new jobs posted in July '08 for each city was scaled to 1000; all months have been compared with July '08

 Upward movement of the index as compared to the previous month

 Dip in the index