

# A REPORT ON HIRING ACTIVITY IN INDIA

**BY: LOCATION, CITY,  
INDUSTRY  
AND EXPERIENCE**



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# INDEX FOR NOVEMBER 2018

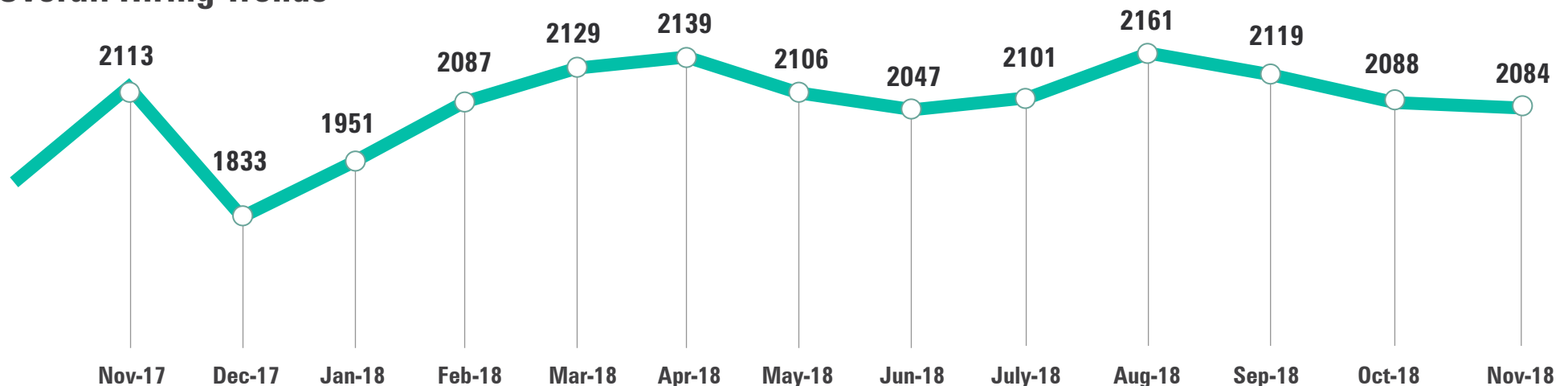
**The Naukri JobSpeak Index for November 2018, at (2,084), marked a decline of 1% in hiring activity from November 2017 (2,113) owing to Diwali.**

The **Healthcare** industry saw a remarkable rise in November 2018, in terms of hiring. The industry recorded a growth of 34% year-on-year. The HR/Administration domain witnessed a growth of 10%. Hiring activity for Chennai went up by 10%.

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

*“Despite the festivities in the month of November the Naukri Job Speak Index reflected a buoyant job market sentiment. This is in sync with the past trend of decline in hiring during festive season. The demand to hire talent across most sectors in the coming months looks optimistic and we should see December bouncing back.”*

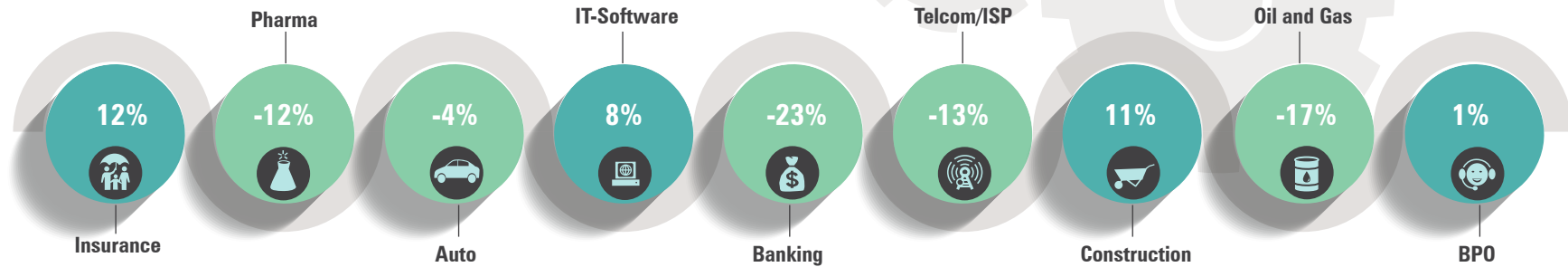
## Overall Hiring Trends



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

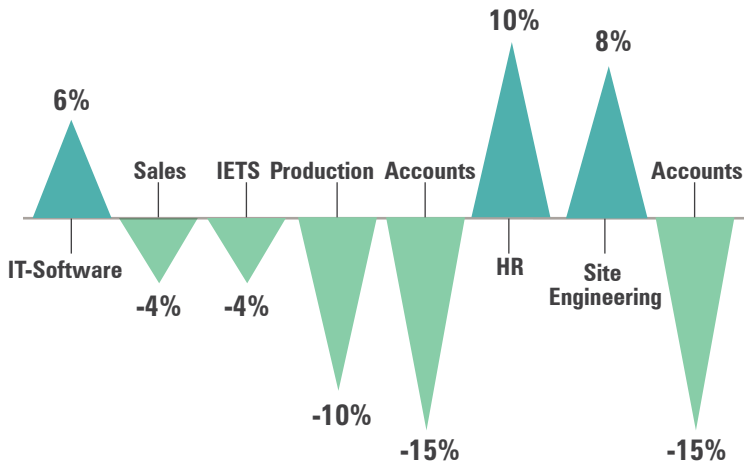
# KEY HIGHLIGHTS

## Hiring across Industry



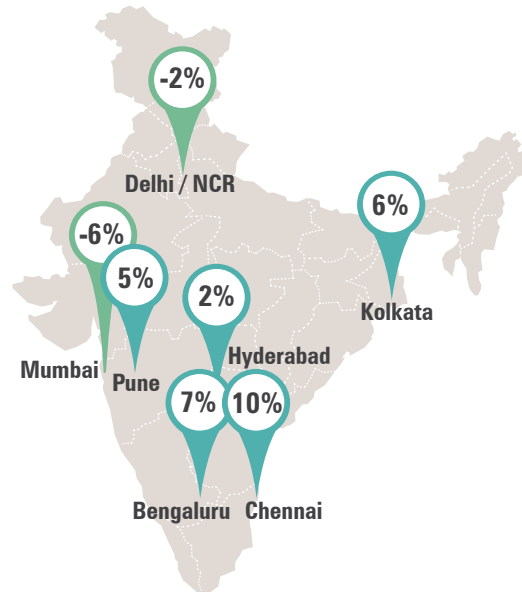
figures are percentage change in Nov-18 over average of Nov-17

## Hiring across Functional Areas



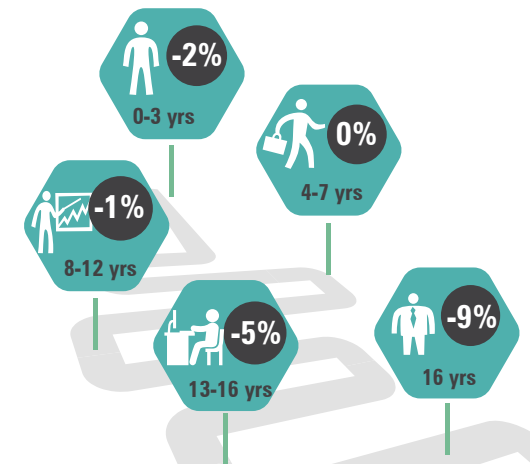
figures are percentage change in Nov-18 over average of Nov-17

## Hiring across Cities



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

## Hiring across Experience Levels



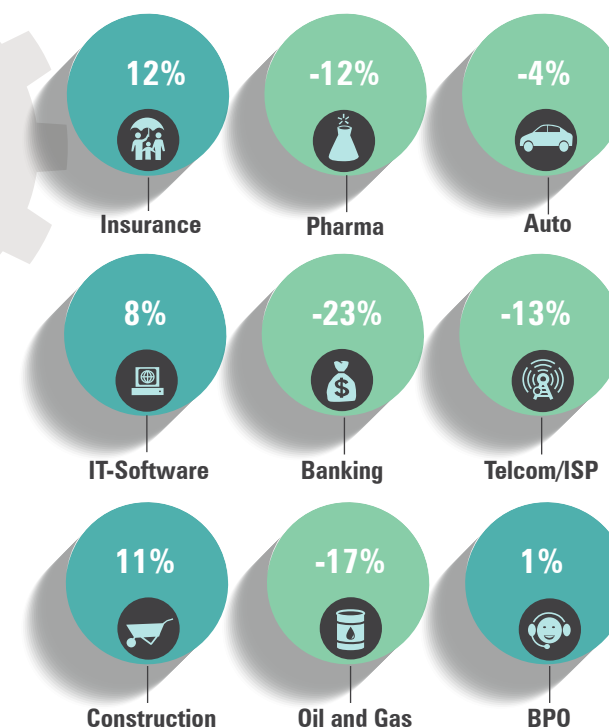
figures are percentage change in Nov-18 over average of Nov-17

# SECTORAL ANALYSIS

## Hiring trends across top industry

### Industry-wise Analysis:

- Recruitment in the **Construction/Engineering** industry saw a growth of 11%
- The **FMCG** industry was up by 5%
- Industries such as Auto and Banking/Financial Services witnessed a dip of 4% and 23% respectively in November 2018 vs November 2017 respectively
- Other industries which witnessed an increase in hiring activity in November 2018 vs November 2017 are **IT** (8%), **Insurance** (12%), **BPO** (1%), **Real/Estate** (3%)



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

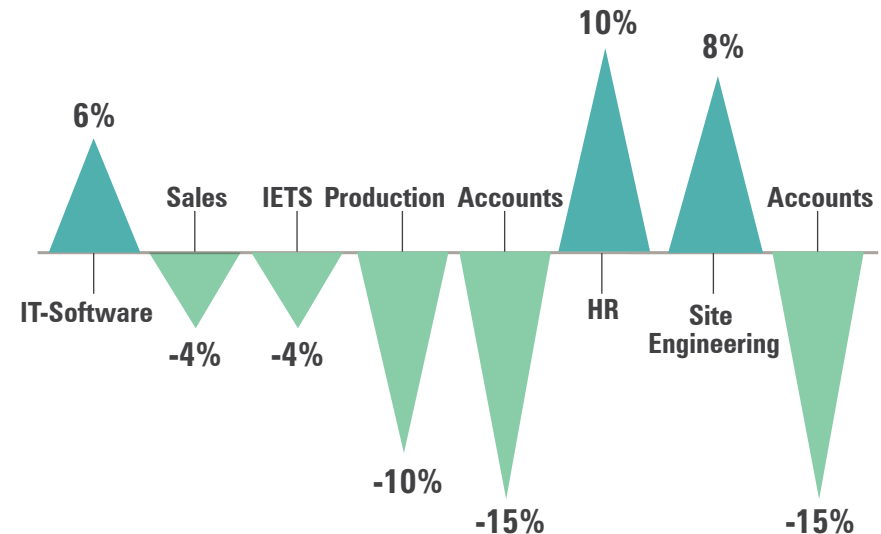
Industry*	Nov-17	Dec-17	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18	July-18	Aug-18	Sep-18	Oct-18	Nov-18
IT-Software/Software Services	2646	2318	2254	2445	2467	2542	2399	2414	2591	2659	2639	2824	↑ 2855
BPO/ITES/CRM/Transcription	1922	1628	1715	1854	1991	2066	2017	2190	1862	2218	1995	2048	↑ 1939
Construction/Engineering/Cement/Metals	847	725	860	834	840	880	881	833	816	912	846	830	↑ 944
Auto/Auto Ancillary	1473	1196	1455	1497	1591	1509	1641	1537	1595	1526	1663	1395	↓ 1415
Banking/Financial Services/Broking	3115	2499	2894	3158	3194	3475	2847	2956	3325	3105	2821	2613	↓ 2390
Oil and Gas/Power/Infrastructure/Energy	838	650	818	861	936	853	786	766	819	844	726	775	↓ 695
Telcom/ISP	617	491	612	514	915	767	911	845	563	672	523	488	↓ 538
Insurance	990	948	1370	1026	1000	997	931	1000	1311	1342	1183	970	↑ 1110
Industrial Products/Heavy Machinery	1013	1022	1108	1153	1203	1123	1172	1082	1130	1162	1078	1044	↓ 913
Pharma/Biotech/Clinical Research	1913	1813	2035	1945	2104	2006	2321	1955	1930	1852	1812	1702	↓ 1674

# FUNCTIONAL AREA ANALYSIS

## Functional Area Analysis:

- Recruitment activity for HR/Administration continued to grow, clocking in 10% rise year-on-year
- Hiring for top management saw a significant rise of 13% while recruitment activity in IT domain grew by 6% in November 2018 vs November 2017
- Recruitment activity for domains such as Marketing/Advertising and Production/Maintenance saw a dip of 15% and 10% respectively

## Hiring trends across functional areas



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

Functional Area*	Nov-17	Dec-17	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18	July-18	Aug-18	Sep-18	Oct-18	Nov-18
IT-Software	2562	2215	2185	2447	2501	2502	2400	2388	2523	2557	2554	2699	↑ 2713
Sales / BD	2376	2130	2331	2497	2435	2488	2535	2428	2504	2556	2483	2227	↓ 2275
ITES / BPO / KPO / Customer Service	2591	2232	2309	2528	2651	2723	2691	2766	2488	2851	2618	2704	↓ 2486
Production / Maintenance / Quality	1433	1303	1471	1438	1524	1455	1463	1372	1475	1506	1509	1348	↓ 1291
Accounts / Finance / Tax / CS / Audit	1698	1353	1451	1638	1606	1710	1553	1504	1468	1583	1441	1453	↓ 1439
HR / Administration / IR	1872	1707	1791	2001	1974	1978	2033	1950	1981	2057	2084	2030	↑ 2061
Site Engineering / Project Management	666	608	702	664	665	630	635	660	646	673	666	731	↑ 719
Marketing / Advertising / MR / PR	1720	1459	1661	1683	1670	1584	1678	1604	1600	1596	1717	1536	↓ 1468
Banking / Insurance	1444	1267	1771	1426	1445	1662	1479	1394	1694	1627	1454	1310	↓ 1217
Engineering Design / R&D	1076	1015	923	921	1113	947	967	987	977	996	943	899	↓ 930

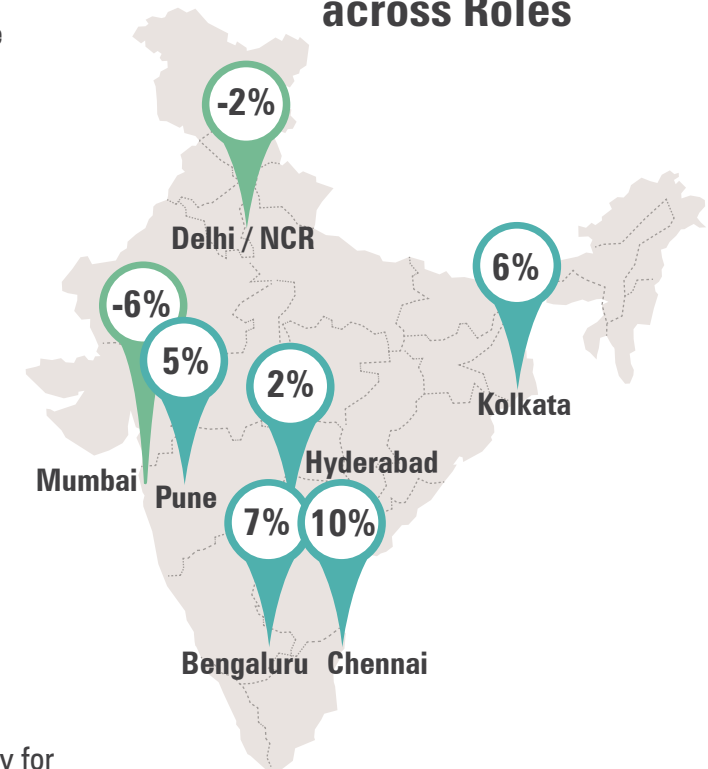
# CITY BASED HIRING SCENARIO

## City Wise Analysis

Talent demand has grown positively across the metropolitan cities. Highlighted below are some of the prominent cities which have seen much traction in terms of hiring -

- **Chennai:** An overall rise of 10% in the recruitment has been observed. The key industries that witnessed growth were Auto (22%) and BFSI (18%). Recruitment activity for the experience band of 0-3 years witnessed a rise of 8%
- **Bangalore:** Hiring activity saw an increase of 7% as compared to November 2017. Increase in hiring activity was witnessed across industries such as Auto (32%) and IT-Software (18%)
- **Delhi/NCR:** There was a dip of 2% in hiring activity in the capital city, however there was an 8% rise in the hiring activity for the FMCG industry. Recruitment activities for industries such as Auto and BFSI witnessed a decline of 21% and 18%
- **Mumbai:** Recruitment activity witnessed a dip of 6%. Hiring for Accounting & Finance industry saw a decline of 14%. Hiring for IT Software industry witnessed a dip of 1%
- **Hyderabad:** Hiring in the city went up by 2%. BPO (11%) and FMCG (31%) industry lead the hiring activity for this city. Demand for skill such as Banking and IT- Software saw a growth of 32% and 7% respectively

## Distribution of Jobs across Roles



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

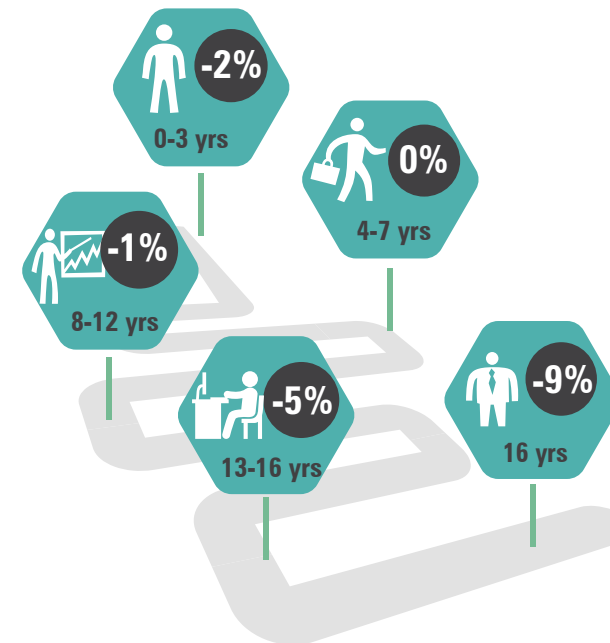
City*	Nov-17	Dec-17	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18	July-18	Aug-18	Sep-18	Oct-18	Nov-18
Delhi / NCR	2187	1893	2129	2199	2254	2,337	2,316	2,272	2265	2272	2264	2215	↓ 2135
Mumbai	1826	1524	1677	1819	1808	1,841	1,826	1,707	1719	1850	1742	1808	↓ 1723
Bengaluru / Bangalore	2201	2107	1997	2250	2247	2,271	2,125	2,166	2223	2261	2190	2357	↑ 2358
Chennai	1647	1465	1474	1685	1753	1,736	1,738	1,710	1812	1818	1822	1809	↑ 1811
Hyderabad / Secunderabad	2384	2021	2120	2330	2377	2,261	2,360	2,305	2252	2315	2249	2236	↑ 2420
Pune	2374	2069	2206	2487	2583	2,591	2,487	2,297	2487	2583	2519	2671	↑ 2489
Kolkata	2246	2044	2045	2226	2147	2,220	2,499	2,398	2348	2275	2307	2311	↑ 2387

# WORK EXPERIENCE SCENARIO

## Experience Wise Analysis

- Recruitments for mid-management levels with an experience of 4-7 years remained flat in the month of November 2018 vs November 2017
- Hiring for the experience band of 0-3 years witnessed a dip of 2%
- Senior management roles with an experience of 13-16 years saw a decline of 5% in hiring activity

## Experience Levels



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



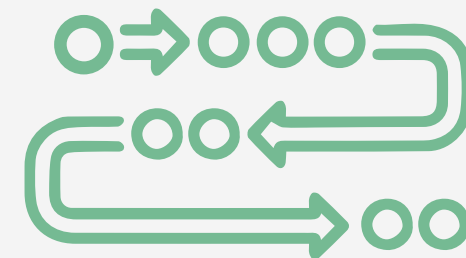
# METHODOLOGY

**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 4,75,000 jobs live at any point and over 57 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 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*	Nov-17	Dec-17	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18	July-18	Aug-18	Sep-18	Oct-18	Nov-18
IT-Software/Software Services	2646	2318	2254	2445	2467	2542	2399	2414	2591	2659	2639	2824	2855 ↑
BPO/ITES/CRM/Transcription	1922	1628	1715	1854	1991	2066	2017	2190	1862	2218	1995	2048	1939 ↑
Construction/Engineering/Cement/Metals	847	725	860	834	840	880	881	833	816	912	846	830	944 ↑
Auto/Auto Ancillary	1473	1196	1455	1497	1591	1509	1641	1537	1595	1526	1663	1395	1415 ↓
Banking/Financial Services/Broking	3115	2499	2894	3158	3194	3475	2847	2956	3325	3105	2821	2613	2390 ↓
Oil and Gas/Power/Infrastructure/Energy	838	650	818	861	936	853	786	766	819	844	726	775	695 ↓
Telcom/ISP	617	491	612	514	915	767	911	845	563	672	523	488	538 ↓
Insurance	990	948	1370	1026	1000	997	931	1000	1311	1342	1183	970	1110 ↑
Industrial Products/Heavy Machinery	1013	1022	1108	1153	1203	1123	1172	1082	1130	1162	1078	1044	913 ↑
Pharma/Biotech/Clinical Research	1913	1813	2035	1945	2104	2006	2321	1955	1930	1852	1812	1702	1674 ↑
Hotels/Restaurants/Airlines/Travel	2670	2173	2513	2702	2506	2712	2650	2356	2252	2307	2374	2230	2268 ↓
FMCG/Foods/Beverage	1713	1642	1796	1923	1933	1962	1901	1792	1862	1890	1790	1817	1802 ↑
Chemicals/PetroChemical/Plastic/Rubber	1317	1149	1335	1156	1240	1185	1148	1076	1150	1129	1255	1087	1153 ↓
Education/Teaching/Training	3488	3049	3424	3738	3850	4157	3817	3523	3615	3570	3577	3291	3335 ↓
IT-Hardware & Networking	1172	886	846	981	1099	986	1199	1117	1329	1048	1121	1030	1035 ↓
Retailing	1558	1346	1490	1676	1509	1603	1737	1550	1666	1727	1767	1633	1553 ↓
Media/Dotcom/Entertainment	1182	979	950	1059	1040	1149	1101	1083	1150	1114	1150	1061	1050 ↓
Medical/Healthcare/Hospital	4806	4371	4774	4860	5005	4846	4746	4648	4686	5220	5093	5008	6442 ↑
Real Estate/Property	2102	1969	2305	2545	2394	2140	2225	2418	2597	2483	2582	2411	2168 ↑
Recruitment/Employment Firm	3730	3425	3132	4504	4135	4035	3980	3479	3420	3415	3842	3635	3385 ↓
Consumer Durables	1205	1216	1140	1327	1130	1382	1265	1174	1018	1179	1127	977	974 ↓
Accounting/Taxation/Finance	2705	2732	2370	3076	2432	2891	2679	2433	2613	2989	2587	2684	2705 ↓
Advertising/PR/MR/Events	2562	2361	2397	2466	2709	2973	3052	2659	2862	3001	3048	2976	2697 ↑
Textiles/Garments/Accessories	2307	1938	2116	2051	2525	2414	2377	2142	2162	2097	2328	2056	1956 ↓
Semiconductors/Electronics	2294	2032	1239	1337	1847	1617	1810	1373	1537	2206	1343	1761	1489 ↓
Courier/Transportation/Freight	1991	1741	1785	2033	1866	1947	1923	1976	1910	2103	1924	1743	1897 ↓
Architecture/Interior Designing	1710	1339	1818	1862	1912	1993	2053	1830	1541	1782	2016	1500	1733 ↑
Export/Import	1332	1097	1229	977	1114	1125	1260	1210	1189	1297	1222	1100	1210 ↓
Printing/Packaging	1578	1188	1575	1531	1661	1382	1616	1240	1415	1341	1584	1421	1330 ↓

↑ Upward movement of the index as compared to the previous month

↓ Dip in the index

# ANNEXURE FUNCTIONAL AREA

Functional*	Nov-17	Dec-17	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18	July-18	Aug-18	Sep-18	Oct-18	Nov-18	
IT-Software	2562	2215	2185	2447	2501	2502	2400	2388	2523	2557	2554	2699	2713	↑
Sales / BD	2376	2130	2331	2497	2435	2488	2535	2428	2504	2556	2483	2227	2275	↓
ITES / BPO / KPO / Customer Service	2591	2232	2309	2528	2651	2723	2691	2766	2488	2851	2618	2704	2486	↓
Production / Maintenance / Quality	1433	1303	1471	1438	1524	1455	1463	1372	1475	1506	1509	1348	1291	↓
Accounts / Finance / Tax / CS / Audit	1698	1353	1451	1638	1606	1710	1553	1504	1468	1583	1441	1453	1439	↓
HR / Administration / IR	1872	1707	1791	2001	1974	1978	2033	1950	1981	2057	2084	2030	2061	↑
Site Engineering / Project Management	666	608	702	664	665	630	635	660	646	673	666	731	719	↑
Marketing / Advertising / MR / PR	1720	1459	1661	1683	1670	1584	1678	1604	1600	1596	1717	1536	1468	↓
Banking / Insurance	1444	1267	1771	1426	1445	1662	1479	1394	1694	1627	1454	1310	1217	↓
Engineering Design / R&D	1076	1015	923	921	1113	947	967	987	977	996	943	899	930	↓
Purchase / Logistics / Supply Chain	1120	1000	1044	1129	1194	1223	1250	1180	1149	1235	1207	1193	1166	↑
Secretary / Front Office / Data Entry	1078	927	1059	1034	1129	1039	1005	963	979	1047	1004	982	1159	↑
IT- Hardware / Telecom / Technical Staff	1219	1156	1101	1206	1501	1355	1428	1475	1417	1362	1407	1312	1287	↑
Teaching / Education	3546	3135	3608	3794	4045	4350	3854	3647	3578	3375	3202	2957	3221	↓
Pharma / Biotech / Healthcare / Medical	5059	4683	5117	5171	5349	5171	5058	4839	4916	5585	5142	5090	5724	↑
Hotels / Restaurants	2978	2538	2699	2884	2587	2958	2538	2300	2467	2521	3248	2688	2767	↓
Top Management	777	752	690	889	791	868	873	1028	900	908	900	851	882	↑
Architecture / Interior Design	1186	931	1131	1154	1260	1228	1452	1243	1143	1131	1287	1491	1486	↑
Export / Import / Merchandising	1365	1058	1230	1078	1297	1396	1385	1174	1336	1345	1293	1161	1140	↓
Corporate Planning / Consulting	1706	1569	1382	1965	1735	1681	1536	1587	1581	1608	1718	1753	1821	↑
Legal	2115	1632	1698	2047	2015	1752	2025	1846	1940	1953	1995	1884	1875	↓
Web / Graphic Design / Visualiser	3698	2948	3252	3670	3921	3185	3318	3010	3315	3212	3549	3196	3270	↓
Content / Journalism	2976	2317	2631	3214	3222	2835	2830	2835	3098	2783	2888	2791	2575	↓
Ticketing / Travel / Airlines	4560	3828	4760	5037	5619	4903	5171	4457	4265	3802	3553	3349	3439	↓
Fashion / Garments / Merchandising	2048	1580	1522	1452	1836	1476	1685	1416	1597	1761	1723	1504	1639	↓
Guards / Security Services	1392	1061	1408	1514	1133	1275	1816	1223	1255	1490	2087	1020	991	↓
TV / Films / Production	1502	1518	1730	1410	1306	1366	1388	1063	1355	1502	1502	1322	1366	↓
Packaging	1518	907	1106	1366	1542	1331	1905	1255	1306	1433	1293	1088	1574	↑

↑ Upward movement of the index as compared to the previous month

↓ Dip in the index

# ANNEXURE CITIES

Cities*	Nov-17	Dec-17	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18	July-18	Aug-18	Sep-18	Oct-18	Nov-18
Delhi / NCR	2187	1893	2129	2199	2254	2,337	2,316	2,272	2,265	2272	2264	2215	2135 ↓
Mumbai	1826	1524	1677	1819	1808	1,841	1,826	1,707	1,719	1850	1742	1808	1723 ↓
Bengaluru / Bangalore	2201	2107	1997	2250	2247	2,271	2,125	2,166	2,223	2261	2190	2357	2358 ↑
Chennai	1647	1465	1474	1685	1753	1,736	1,738	1,710	1,812	1818	1822	1809	1811 ↑
Hyderabad / Secunderabad	2384	2021	2120	2330	2377	2,261	2,360	2,305	2,252	2315	2249	2236	2420 ↑
Pune	2374	2069	2206	2487	2583	2,591	2,487	2,297	2,487	2583	2519	2671	2489 ↑
Kolkata	2246	2044	2045	2226	2147	2,220	2,499	2,398	2,348	2275	2307	2311	2387 ↑
Ahmedabad	2886	2686	2986	2980	2798	2,844	3,266	2,893	3,008	2916	2929	2771	2765 ↓
Chandigarh	1727	1454	1571	1707	1749	1,714	1,880	1,889	2,088	1911	2190	1925	1688 ↓
Ernakulam / Kochi / Cochin	3263	2972	3153	3272	3542	3,046	3,309	3,141	3,244	2561	3319	3253	3386 ↑
Vadodara / Baroda	2508	2767	3012	2642	2715	2,514	2,545	2,972	2,585	2534	2381	2427	2273 ↓
Coimbatore	2391	2461	2148	2122	2045	2,209	2,201	2,181	2,162	2250	2123	2193	2372 ↓
Jaipur	3453	2930	3284	3435	3721	3,638	3,503	3,572	3,718	3692	4275	3681	3068 ↓

↑ Upward movement of the index as compared to the previous month

↓ Dip in the index