

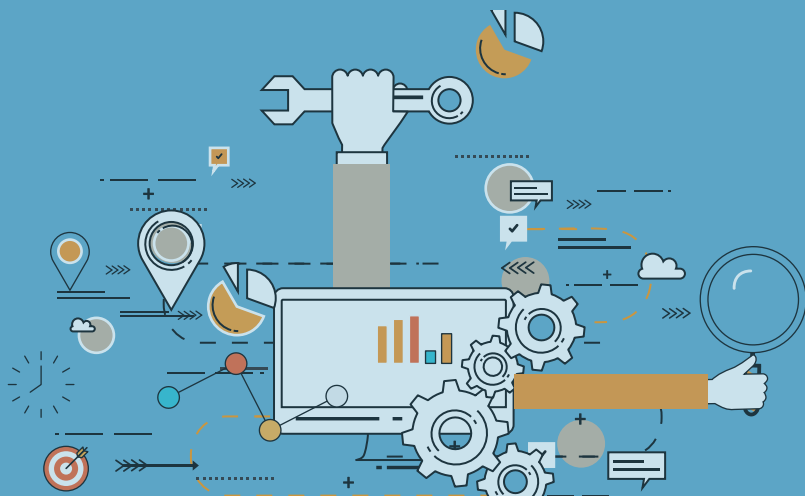


A REPORT ON HIRING ACTIVITY IN INDIA

BY: LOCATION, CITY,
INDUSTRY
AND EXPERIENCE

TABLE OF CONTENTS

Overview	3
Key Highlights	4
Sectoral Analysis	5
Functional Area Analysis	6
City Analysis	7
Work Experience Analysis	8
Methodology	9
Annexure	10-12



INDEX FOR OCTOBER 2018

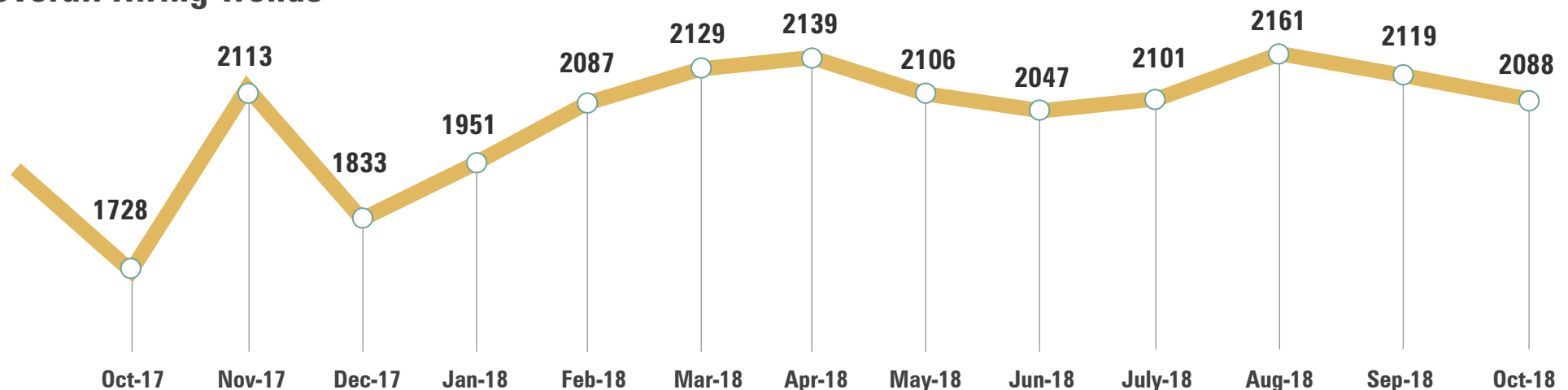
The Naukri JobSpeak Index for October 2018, at (2,088), marked a 21% rise in hiring activity from October 2017 (1,728)

The IT industry has been on a hiring spree in October 2018. The industry clocked in double digit growth in hiring, making it one of the fastest growing industries. Recruitment activity across Human Resource witnessed a positive growth of 28%. An increase in demand of 24% was observed for entry level candidates with experience between of 0-3 years. Hiring activity in the metropolitan cities saw positive growth with both Chennai and Delhi clocking in a rise of 23%.

Commenting on the report, **V. Suresh, Chief Sales Officer, Naukri.com** said,

"The Jobs Speak index continues to sustain the momentum gained and surge ahead with an impressive 21% growth in October. Good to see the healthy growth across cities and sectors. Looks like good times ahead for the jobseekers."

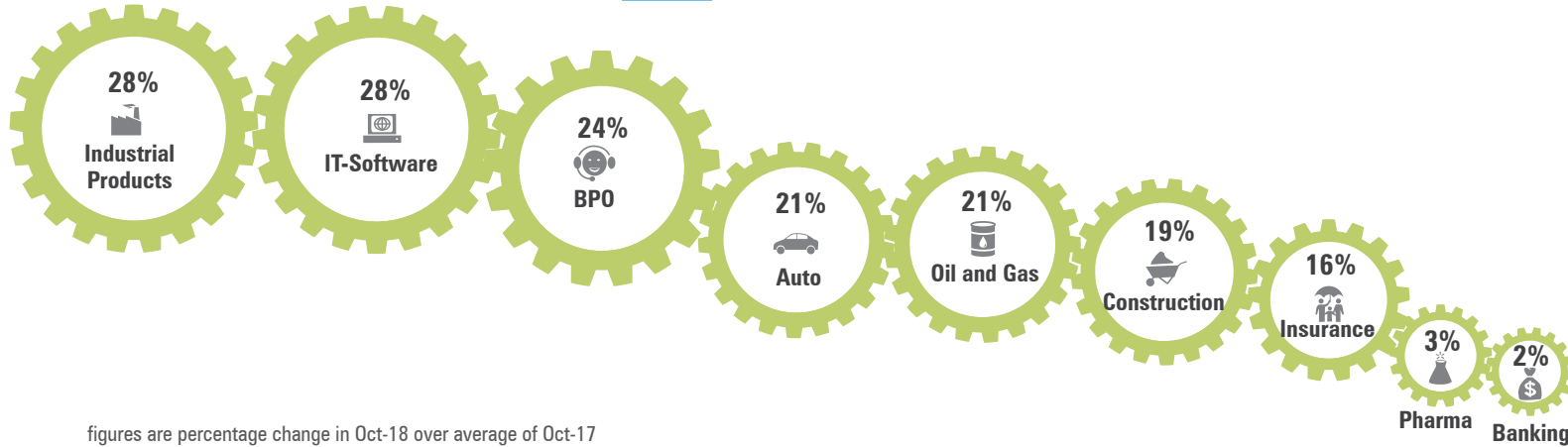
Overall Hiring Trends



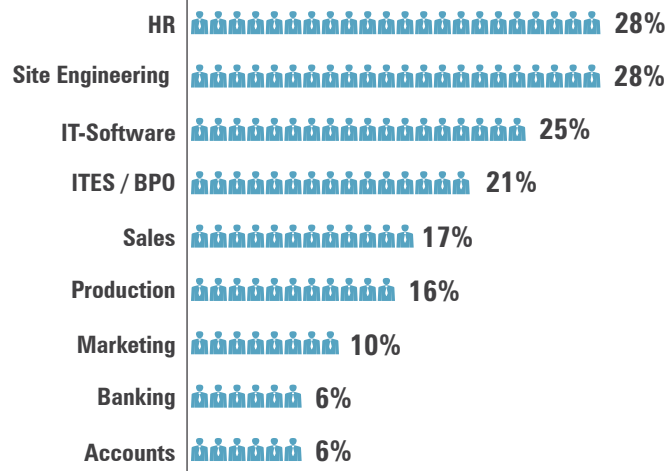
2008 was scaled to 1000. Index for subsequent months is relative to Jul 08.

KEY HIGHLIGHTS

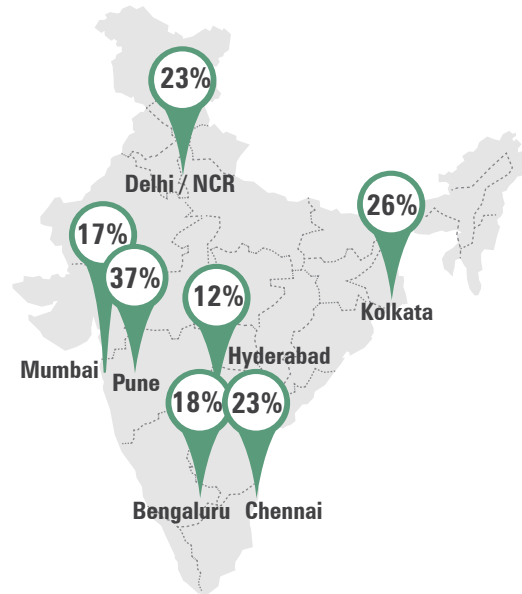
Hiring across Industry



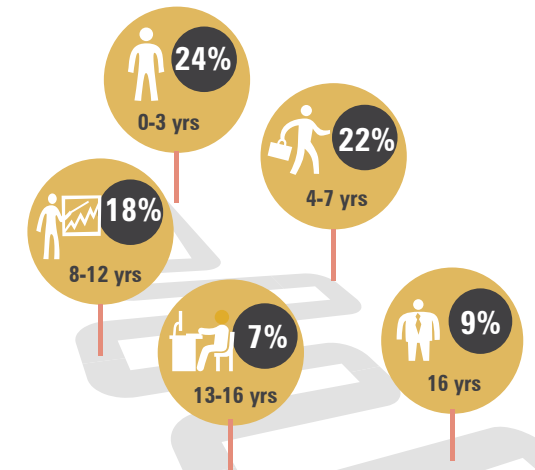
Hiring across Functional Areas



Hiring across Cities

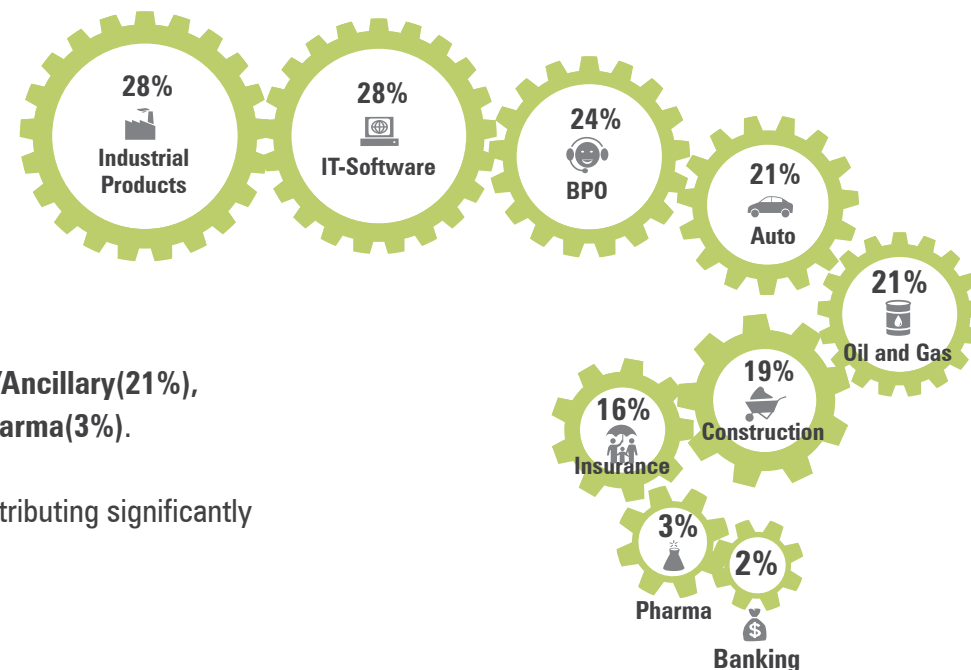


Hiring across Experience Levels



SECTORAL ANALYSIS

Hiring trends across top industry



Industry-wise Analysis:

- Industrial products saw a year-on-year rise of 28%. The demand for roles in the FMCG industry shot up by 24%.
- Other industries which experienced an increase in hiring activity in October are **Auto/Ancillary(21%), Construction/Engineering(19%), BPO(24%), Oil and Gas (21%), Banking (2%), Pharma(3%)**.
- While Bangalore saw a 20% rise in tech related jobs, Hyderabad and Chennai are contributing significantly to the rise of total jobs in IT Industry.

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

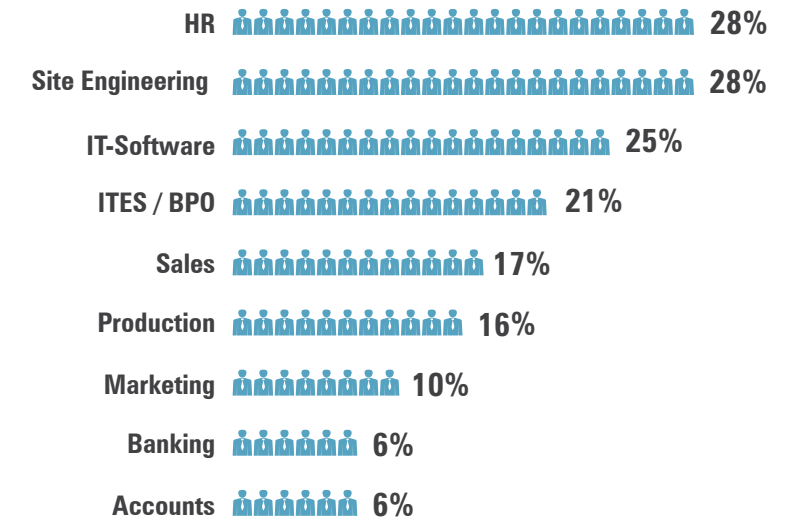
Industry*	Oct-17	Nov-17	Dec-17	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18	July-18	Aug-18	Sep-18	Oct-18
IT-Software/Software Services	2144	2646	2318	2254	2445	2467	2542	2399	2414	2591	2659	2639	↑ 2824
BPO/ITES/CRM/Transcription	1599	1922	1628	1715	1854	1991	2066	2017	2190	1862	2218	1995	↑ 2048
Construction/Engineering/Cement/Metals	684	847	725	860	834	840	880	881	833	816	912	846	↑ 830
Auto/Auto Ancillary	1148	1473	1196	1455	1497	1591	1509	1641	1537	1595	1526	1663	↑ 1395
Banking/Financial Services/Broking	2545	3115	2499	2894	3158	3194	3475	2847	2956	3325	3105	2821	↑ 2613
Oil and Gas/Power/Infrastructure/Energy	636	838	650	818	861	936	853	786	766	819	844	726	↑ 775
Telcom/ISP	704	617	491	612	514	915	767	911	845	563	672	523	↓ 488
Insurance	821	990	948	1370	1026	1000	997	931	1000	1311	1342	1183	↑ 970
Industrial Products/Heavy Machinery	781	1013	1022	1108	1153	1203	1123	1172	1082	1130	1162	1078	↑ 1044
Pharma/Biotech/Clinical Research	1656	1913	1813	2035	1945	2104	2006	2321	1955	1930	1852	1812	↑ 1702

FUNCTIONAL AREA ANALYSIS

Functional Area Analysis:

- Recruitment activity for HR/Administration witnessed a growth of 28%.
- Hiring for Site Engineering saw a rise of 28% while recruitment activity for Sales/BD saw a growth of 17%.
- Jobs requiring Production /Maintenance as a prime skill grew by 16% in October 2018.
- Recruitment for Marketing/Advertising skill-based job roles increased by 10%.

Hiring trends across functional areas



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

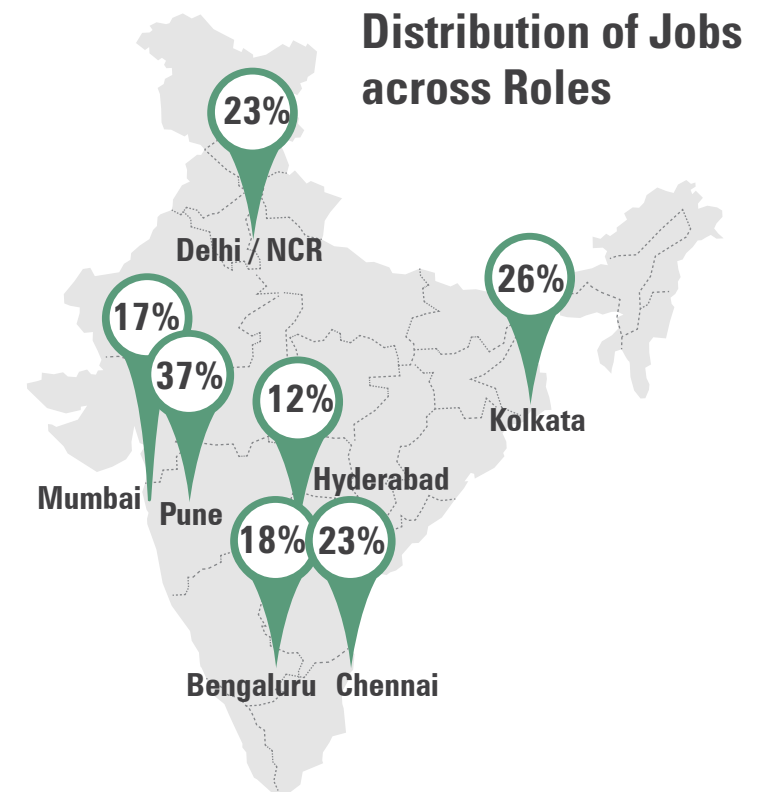
Functional Area*	Oct-17	Nov-17	Dec-17	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18	July-18	Aug-18	Sep-18	Oct-18
IT-Software	2107	2562	2215	2185	2447	2501	2502	2400	2388	2523	2557	2554	↑ 2699
Sales / BD	1839	2376	2130	2331	2497	2435	2488	2535	2428	2504	2556	2483	↑ 2227
ITES / BPO / KPO / Customer Service	2174	2591	2232	2309	2528	2651	2723	2691	2766	2488	2851	2618	↑ 2704
Production / Maintenance / Quality	1143	1433	1303	1471	1438	1524	1455	1463	1372	1475	1506	1509	↑ 1348
Accounts / Finance / Tax / CS / Audit	1360	1698	1353	1451	1638	1606	1710	1553	1504	1468	1583	1441	↑ 1453
HR / Administration / IR	1554	1872	1707	1791	2001	1974	1978	2033	1950	1981	2057	2084	↑ 2030
Site Engineering / Project Management	559	666	608	702	664	665	630	635	660	646	673	666	↑ 731
Marketing / Advertising / MR / PR	1385	1720	1459	1661	1683	1670	1584	1678	1604	1600	1596	1717	↑ 1536
Banking / Insurance	1229	1444	1267	1771	1426	1445	1662	1479	1394	1694	1627	1454	↑ 1310
Engineering Design / R&D	1172	1076	1015	923	921	1113	947	967	987	977	996	943	↓ 899

CITY BASED HIRING SCENARIO

City Wise Analysis

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

- **Delhi/NCR:** Hiring activity grew by 23%. The key industries that witnessed growth were BFSI (22%) and BPO (24%). Skill sets preferred by recruiters in this city were Banking (22%) and IT Hardware (26%). There was a rise of 22% in hiring for the experience band of 4-7 years.
- **Chennai:** Chennai: Witnessed a rise in recruitment by 23%. Demand for skills such as IT-Software (22%) and ITES (11%) was maximum among recruiters.
- **Mumbai:** Hiring activity for the city increased by 17%. Increase in hiring activity was witnessed across industries such as Auto(28%) and FMCG(28%). Hiring for management roles with experience band of 4-7 years saw a growth of 16% in October 2018.
- **Bangalore:** Hiring in Bangalore went up by 18% in July 2018. IT-Software industry (20%) indicated increased recruitment activity in October 2018. Hiring for freshers with experience of 0-3 years witnessed a rise of 15%.



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

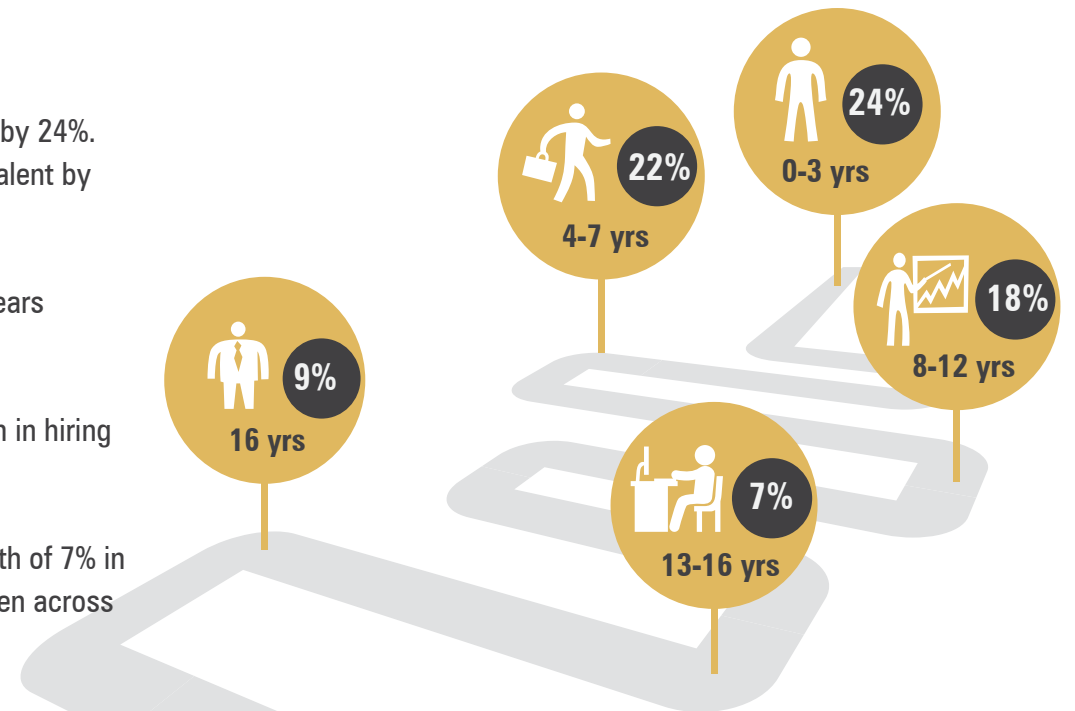
City*	Oct-17	Nov-17	Dec-17	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18	July-18	Aug-18	Sep-18	Oct-18
Delhi / NCR	1742	2187	1893	2129	2199	2254	2,337	2,316	2,272	2265	2272	2264	↑ 2215
Mumbai	1513	1826	1524	1677	1819	1808	1,841	1,826	1,707	1719	1850	1742	↑ 1808
Bengaluru / Bangalore	1976	2201	2107	1997	2250	2247	2,271	2,125	2,166	2223	2261	2190	↑ 2357
Chennai	1446	1647	1465	1474	1685	1753	1,736	1,738	1,710	1812	1818	1822	↑ 1809
Hyderabad / Secunderabad	1989	2384	2021	2120	2330	2377	2,261	2,360	2,305	2252	2315	2249	↑ 2236
Pune	1875	2374	2069	2206	2487	2583	2,591	2,487	2,297	2487	2583	2519	↑ 2671
Kolkata	1825	2246	2044	2045	2226	2147	2,220	2,499	2,398	2348	2275	2307	↑ 2311

WORK EXPERIENCE SCENARIO

Experience Levels

Experience Wise Analysis

- The demand for fresh graduates with an experience of 0-3 years grew by 24%. Chennai and Delhi witnessed a year-on-year rise in demand of young talent by 22% and 18% respectively.
- Recruitment activity for trained professionals with experience of 4-7 years witnessed a rise of 22%.
- Mid management roles with an experience of 8-12 years saw a growth in hiring activity of 18% year-on-year.
- Senior management roles with an experience 13-16 years saw a growth of 7% in hiring activity. Increased demand for senior management roles was seen across cities such as Chennai (19%) and Pune (15%) in October 2018.



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

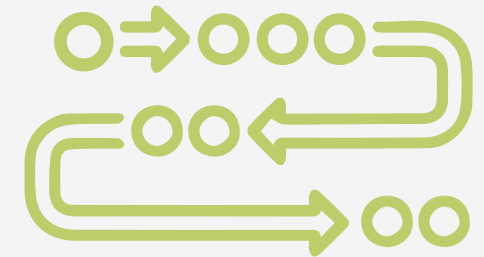
METHODOLOGY

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*	Oct-17	Nov-17	Dec-17	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18	July-18	Aug-18	Sep-18	Oct-18	
IT-Software/Software Services	2144	2646	2318	2254	2445	2467	2542	2399	2414	2591	2659	2639	2824	↑
BPO/ITES/CRM/Transcription	1599	1922	1628	1715	1854	1991	2066	2017	2190	1862	2218	1995	2048	↑
Construction/Engineering/Cement/Metals	684	847	725	860	834	840	880	881	833	816	912	846	830	↑
Auto/Auto Ancillary	1148	1473	1196	1455	1497	1591	1509	1641	1537	1595	1526	1663	1395	↑
Banking/Financial Services/Broking	2545	3115	2499	2894	3158	3194	3475	2847	2956	3325	3105	2821	2613	↑
Oil and Gas/Power/Infrastructure/Energy	636	838	650	818	861	936	853	786	766	819	844	726	775	↑
Telcom/ISP	704	617	491	612	514	915	767	911	845	563	672	523	488	↓
Insurance	821	990	948	1370	1026	1000	997	931	1000	1311	1342	1183	970	↑
Industrial Products/Heavy Machinery	781	1013	1022	1108	1153	1203	1123	1172	1082	1130	1162	1078	1044	↑
Pharma/Biotech/Clinical Research	1656	1913	1813	2035	1945	2104	2006	2321	1955	1930	1852	1812	1702	↑
Hotels/Restaurants/Airlines/Travel	2243	2670	2173	2513	2702	2506	2712	2650	2356	2252	2307	2374	2230	↓
FMCG/Foods/Beverage	1434	1713	1642	1796	1923	1933	1962	1901	1792	1862	1890	1790	1817	↑
Chemicals/PetroChemical/Plastic/Rubber	1014	1317	1149	1335	1156	1240	1185	1148	1076	1150	1129	1255	1087	↑
Education/Teaching/Training	2600	3488	3049	3424	3738	3850	4157	3817	3523	3615	3570	3577	3291	↑
IT-Hardware & Networking	869	1172	886	846	981	1099	986	1199	1117	1329	1048	1121	1030	↑
Retailing	1251	1558	1346	1490	1676	1509	1603	1737	1550	1666	1727	1767	1633	↑
Media/Dotcom/Entertainment	936	1182	979	950	1059	1040	1149	1101	1083	1150	1114	1150	1061	↑
Medical/Healthcare/Hospital	4116	4806	4371	4774	4860	5005	4846	4746	4648	4686	5220	5093	5008	↑
Real Estate/Property	1903	2102	1969	2305	2545	2394	2140	2225	2418	2597	2483	2582	2411	↑
Recruitment/Employment Firm	2308	3730	3425	3132	4504	4135	4035	3980	3479	3420	3415	3842	3635	↑
Consumer Durables	977	1205	1216	1140	1327	1130	1382	1265	1174	1018	1179	1127	977	↓
Accounting/Taxation/Finance	2271	2705	2732	2370	3076	2432	2891	2679	2433	2613	2989	2587	2684	↑
Advertising/PR/MR/Events	2240	2562	2361	2397	2466	2709	2973	3052	2659	2862	3001	3048	2976	↑
Textiles/Garments/Accessories	1638	2307	1938	2116	2051	2525	2414	2377	2142	2162	2097	2328	2056	↑
Semiconductors/Electronics	3332	2294	2032	1239	1337	1847	1617	1810	1373	1537	2206	1343	1761	↓
Courier/Transportation/Freight	1592	1991	1741	1785	2033	1866	1947	1923	1976	1910	2103	1924	1743	↑
Architecture/Interior Designing	1231	1710	1339	1818	1862	1912	1993	2053	1830	1541	1782	2016	1500	↑
Export/Import	836	1332	1097	1229	977	1114	1125	1260	1210	1189	1297	1222	1100	↑
Printing/Packaging	1229	1578	1188	1575	1531	1661	1382	1616	1240	1415	1341	1584	1421	↑

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

↓ Dip in the index

ANNEXURE FUNCTIONAL AREA

Functional*	Oct-17	Nov-17	Dec-17	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18	July-18	Aug-18	Sep-18	Oct-18	
IT-Software	2107	2562	2215	2185	2447	2501	2502	2400	2388	2523	2557	2554	2699	↑
Sales / BD	1839	2376	2130	2331	2497	2435	2488	2535	2428	2504	2556	2483	2227	↑
ITES / BPO / KPO / Customer Service	2174	2591	2232	2309	2528	2651	2723	2691	2766	2488	2851	2618	2704	↑
Production / Maintenance / Quality	1143	1433	1303	1471	1438	1524	1455	1463	1372	1475	1506	1509	1348	↑
Accounts / Finance / Tax / CS / Audit	1360	1698	1353	1451	1638	1606	1710	1553	1504	1468	1583	1441	1453	↑
HR / Administration / IR	1554	1872	1707	1791	2001	1974	1978	2033	1950	1981	2057	2084	2030	↑
Site Engineering / Project Management	559	666	608	702	664	665	630	635	660	646	673	666	731	↑
Marketing / Advertising / MR / PR	1385	1720	1459	1661	1683	1670	1584	1678	1604	1600	1596	1717	1536	↑
Banking / Insurance	1229	1444	1267	1771	1426	1445	1662	1479	1394	1694	1627	1454	1310	↑
Engineering Design / R&D	1172	1076	1015	923	921	1113	947	967	987	977	996	943	899	↓
Purchase / Logistics / Supply Chain	898	1120	1000	1044	1129	1194	1223	1250	1180	1149	1235	1207	1193	↑
Secretary / Front Office / Data Entry	826	1078	927	1059	1034	1129	1039	1005	963	979	1047	1004	982	↑
IT- Hardware / Telecom / Technical Staff	1074	1219	1156	1101	1206	1501	1355	1428	1475	1417	1362	1407	1312	↑
Teaching / Education	2585	3546	3135	3608	3794	4045	4350	3854	3647	3578	3375	3202	2957	↑
Pharma / Biotech / Healthcare / Medical	4334	5059	4683	5117	5171	5349	5171	5058	4839	4916	5585	5142	5090	↑
Hotels / Restaurants	2406	2978	2538	2699	2884	2587	2958	2538	2300	2467	2521	3248	2688	↑
Top Management	799	777	752	690	889	791	868	873	1028	900	908	900	851	↑
Architecture / Interior Design	823	1186	931	1131	1154	1260	1228	1452	1243	1143	1131	1287	1491	↑
Export / Import / Merchandising	1034	1365	1058	1230	1078	1297	1396	1385	1174	1336	1345	1293	1161	↑
Corporate Planning / Consulting	1784	1706	1569	1382	1965	1735	1681	1536	1587	1581	1608	1718	1753	↓
Legal	1579	2115	1632	1698	2047	2015	1752	2025	1846	1940	1953	1995	1884	↑
Web / Graphic Design / Visualiser	2970	3698	2948	3252	3670	3921	3185	3318	3010	3315	3212	3549	3196	↑
Content / Journalism	2348	2976	2317	2631	3214	3222	2835	2830	2835	3098	2783	2888	2791	↑
Ticketing / Travel / Airlines	4060	4560	3828	4760	5037	5619	4903	5171	4457	4265	3802	3553	3349	↓
Fashion / Garments / Merchandising	1370	2048	1580	1522	1452	1836	1476	1685	1416	1597	1761	1723	1504	↑
Guards / Security Services	908	1392	1061	1408	1514	1133	1275	1816	1223	1255	1490	2087	1020	↑
TV / Films / Production	1094	1502	1518	1730	1410	1306	1366	1388	1063	1355	1502	1502	1322	↑
Packaging	943	1518	907	1106	1366	1542	1331	1905	1255	1306	1433	1293	1088	↑

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

↓ Dip in the index

ANNEXURE CITIES

Cities*	Oct-17	Nov-17	Dec-17	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18	July-18	Aug-18	Sep-18	Oct-18
Delhi / NCR	1742	2187	1893	2129	2199	2254	2,337	2,316	2,272	2,265	2272	2264	2215 ↑
Mumbai	1513	1826	1524	1677	1819	1808	1,841	1,826	1,707	1,719	1850	1742	1808 ↑
Bengaluru / Bangalore	1976	2201	2107	1997	2250	2247	2,271	2,125	2,166	2,223	2261	2190	2357 ↑
Chennai	1446	1647	1465	1474	1685	1753	1,736	1,738	1,710	1,812	1818	1822	1809 ↑
Hyderabad / Secunderabad	1989	2384	2021	2120	2330	2377	2,261	2,360	2,305	2,252	2315	2249	2236 ↑
Pune	1875	2374	2069	2206	2487	2583	2,591	2,487	2,297	2,487	2583	2519	2671 ↑
Kolkata	1825	2246	2044	2045	2226	2147	2,220	2,499	2,398	2,348	2275	2307	2311 ↑
Ahmedabad	2301	2886	2686	2986	2980	2798	2,844	3,266	2,893	3,008	2916	2929	2771 ↑
Chandigarh	1274	1727	1454	1571	1707	1749	1,714	1,880	1,889	2,088	1911	2190	1925 ↑
Ernakulam / Kochi / Cochin	2582	3263	2972	3153	3272	3542	3,046	3,309	3,141	3,244	2561	3319	3253 ↑
Vadodara / Baroda	1956	2508	2767	3012	2642	2715	2,514	2,545	2,972	2,585	2534	2381	2427 ↑
Coimbatore	1873	2391	2461	2148	2122	2045	2,209	2,201	2,181	2,162	2250	2123	2193 ↑
Jaipur	2737	3453	2930	3284	3435	3721	3,638	3,503	3,572	3,718	3692	4275	3681 ↑

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

↓ Dip in the index