

# A REPORT ON HIRING ACTIVITY IN INDIA

by: Location, Industry and Experience



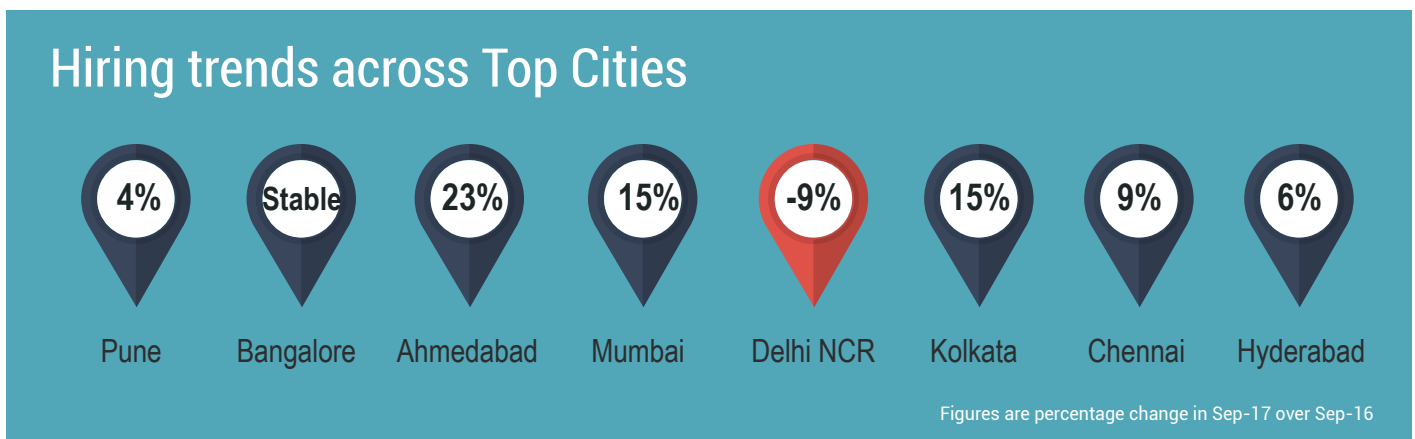
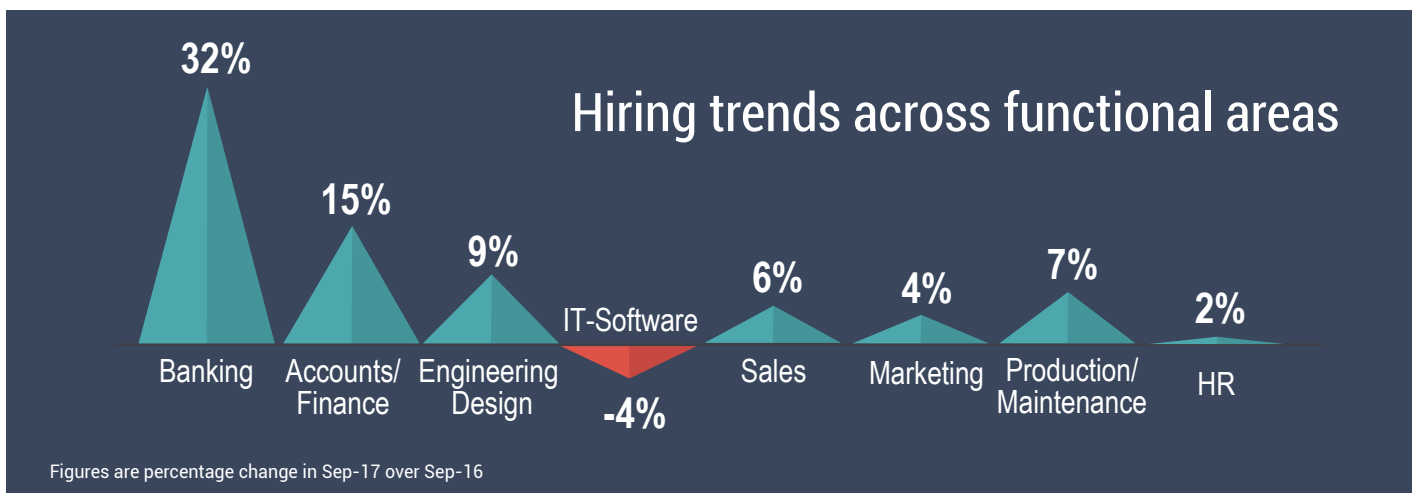
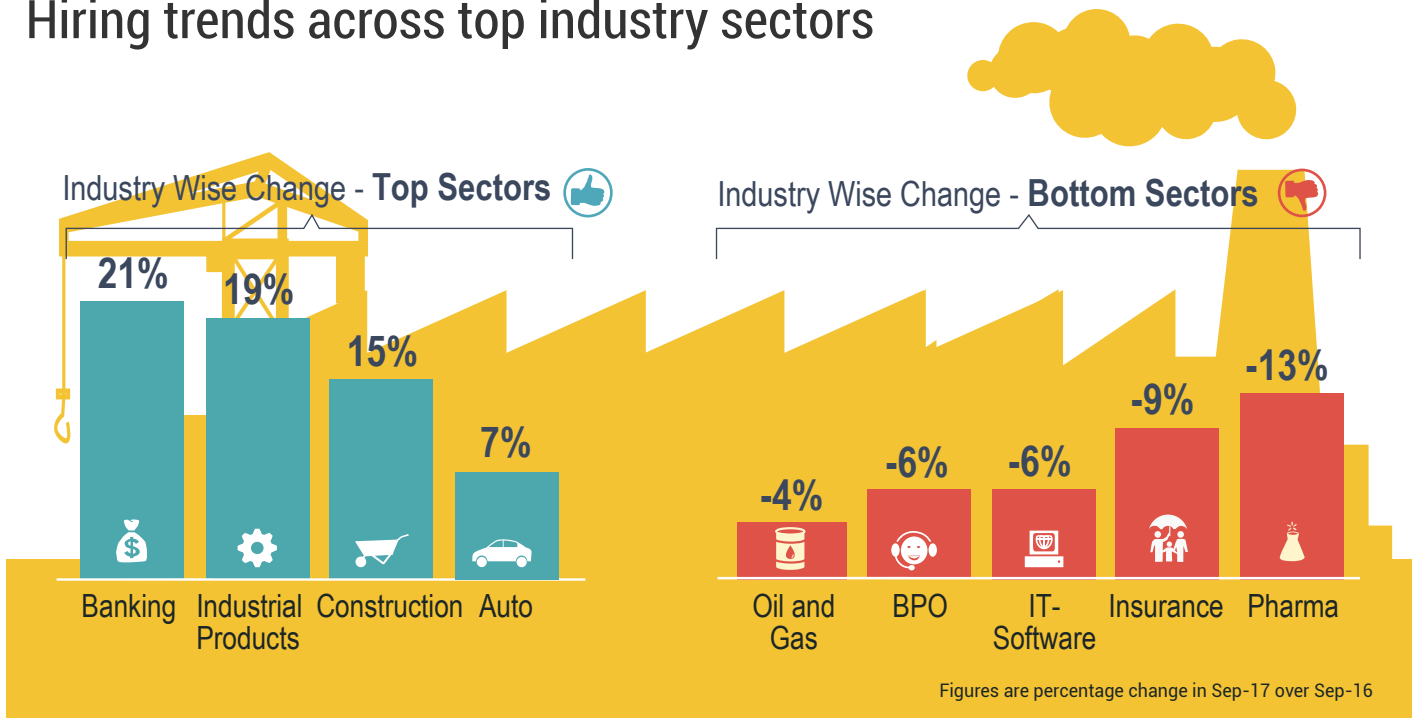
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# Naukri Job Speak Index: Overall job market registers a 3% growth in hiring during September'17 when compared to September'16

- Banking & Financial Services saw 21% growth in hiring during September 2017 over September 2016
- Construction/Engineering industry recorded a 15% growth in hiring in the same time period.

## Hiring trends across top industry sectors

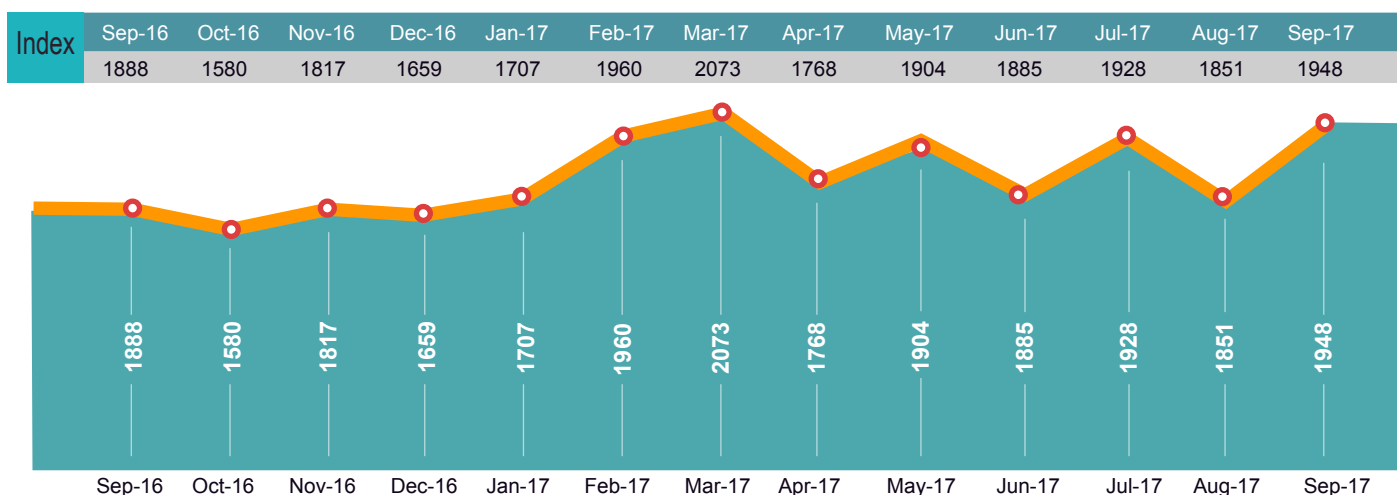


# OVERALL JOB INDEX

**New Delhi, 23 October, 2017:** The Naukri JobSpeak index for September'17 at 1,948 saw a 3% growth from September'16, indicating signs of recovery in the job market. Key industries like Heavy Machinery, Engineering and Auto saw a growth of 19%, 15% and 7% growth respectively in September'17 when compared with September'16.

**Commenting on the report, V. Suresh, Chief Sales Officer, Naukri.com** said, "As predicted earlier the job market continues to be volatile. The Jobspeak index for September has shown a 3% YOY growth primarily driven by growth in sectors like BFSI (Banking, Financial Services, Insurance), Industrial products, Auto and Engineering. In my view the uncertainty in the job market is likely to continue for few more months before it tends to move north again."

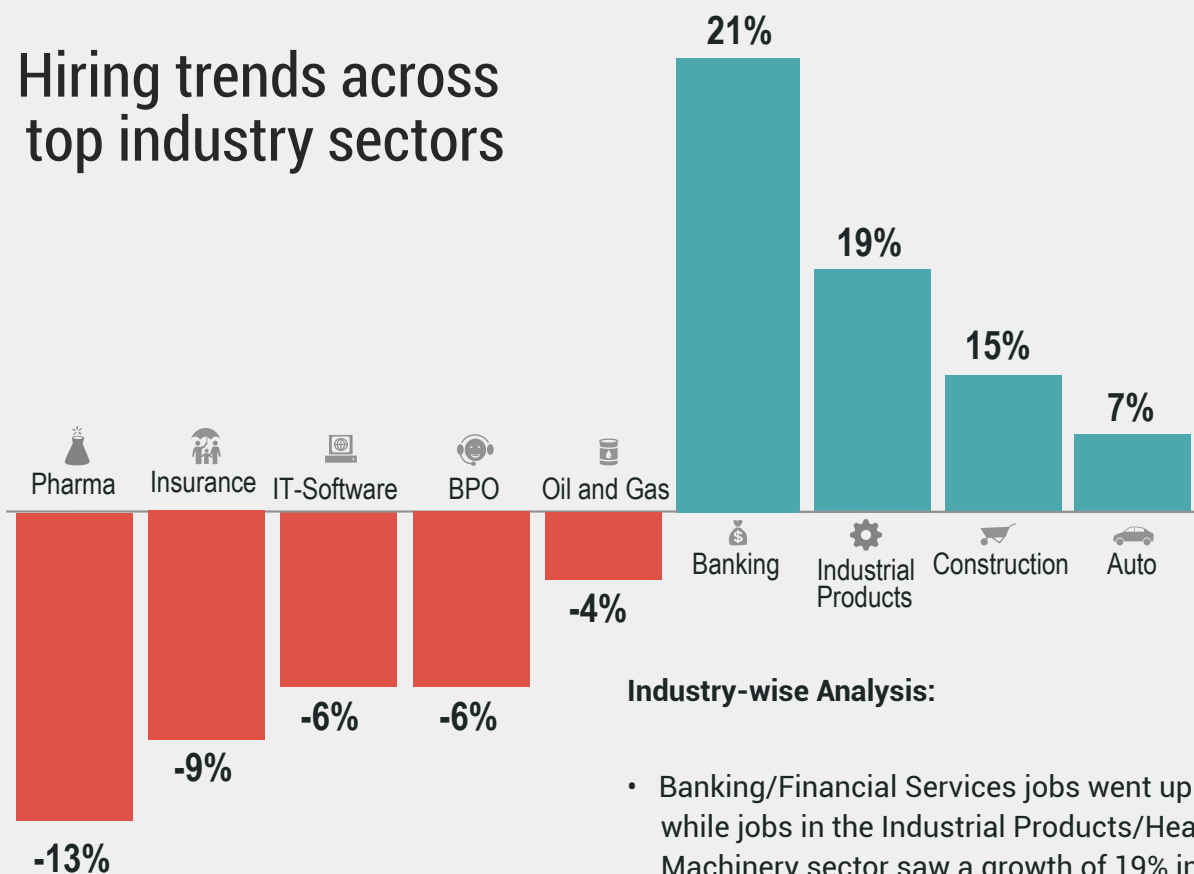
## Overall Hiring Trends



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 sectors



### Industry-wise Analysis:

- Banking/Financial Services jobs went up by 21% while jobs in the Industrial Products/Heavy Machinery sector saw a growth of 19% in September'17 over September'16
- In the same time period jobs in Auto/Auto Ancillary and Construction/Engineering sectors saw a 7% and 15% growth in hiring respectively
- Oil/Gas sector, BPO/ITES, Insurance and IT-Software sector jobs witnessed a dip of 4%, 6%, 9% and 6% respectively in September 2017 when compared to September 2016

Figures are percentage change in Sep-17 over Sep-16

Industry	Jul 08	Sep-16	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17
IT- Software	↑1000	↑2571	↓2092	↑2484	↓2265	↑2393	↓2600	↑2819	↓2123	↑2357	↓2363	↑2543	↓2269	↓2409
BPO and ITeS	↑1000	↑1987	↓1501	↑1682	↓1505	↑1572	↑1894	↑1791	↓1703	↓1702	↓1842	↓1753	↑1869	↓1869
Construction and Engineering	↑1000	↓656	↓562	↓582	↓552	↓610	↑697	↑702	↓655	↑728	↑694	↑681	↑745	↑755
Auto and Auto Ancillary	↑1000	↑1116	↓935	↑1060	↓913	↑1007	↑1249	↑1193	↓1049	↑1256	↑1220	↑1218	↑1208	↑1199
Banking and Financial Services	↑1000	↓2570	↓2202	↑2509	↓2406	↓2068	↑2717	↓3036	↑2697	↑2741	↑2637	↑2755	↑2943	↑3100
Oil and Gas	↑1000	↓693	↓574	↑765	↓627	↓571	↓682	↑928	↓727	↓711	↑730	↑739	↓619	↓667
Telecom	↑1000	↑778	↓711	↑750	↓656	↓630	↓709	↑784	↓672	↑730	↓685	↓660	↓559	↓640
Insurance	↑1000	↑1010	↓713	↑818	↓747	↑793	↑843	↑944	↓777	↑837	↓832	↑975	↓799	↓923
Capital Goods	↑1000	↓796	↓700	↑779	↓703	↑827	↑949	↑979	↓791	↑995	↑885	↑917	↑894	↑947
Pharma & Biotech	↑1000	↑2078	↓1668	↑2010	↓1788	↑1785	↓1955	↑2016	↓1788	↑1966	↓1911	↓1871	↓1679	↓1802

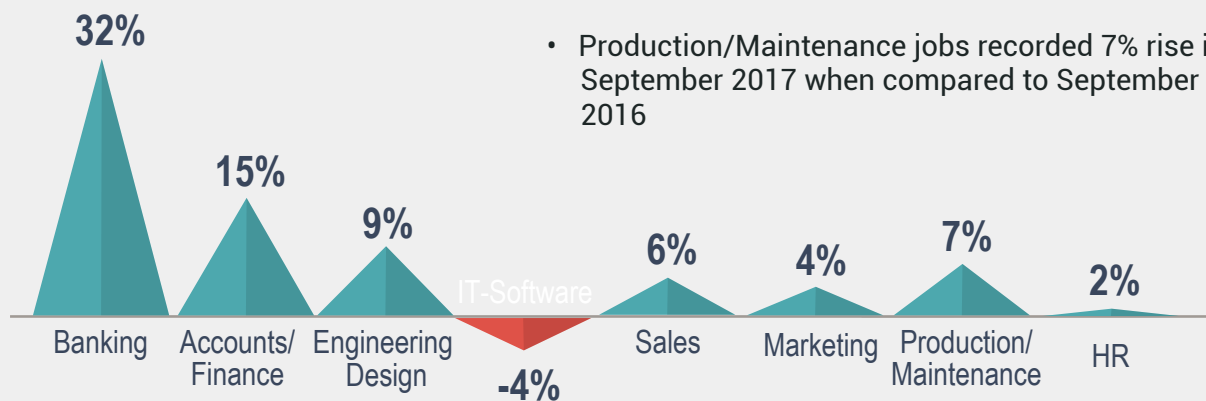
No. of new jobs posted in July '08 for each industry was scaled to 1000.

# FUNCTIONAL AREA ANALYSIS

## Hiring trends across functional areas

### Functional Area Analysis:

- While Banking/Insurance jobs rose by 32%, Accounts/Finance jobs saw a 15% growth in September 2017 over September 2016
- Marketing/Advertising and Sales/BD jobs saw a 4% and 6% growth respectively during September 2017
- IT/Software and ITES/BPO saw a 4% and 8% dip respectively during the same period
- Production/Maintenance jobs recorded 7% rise in September 2017 when compared to September 2016



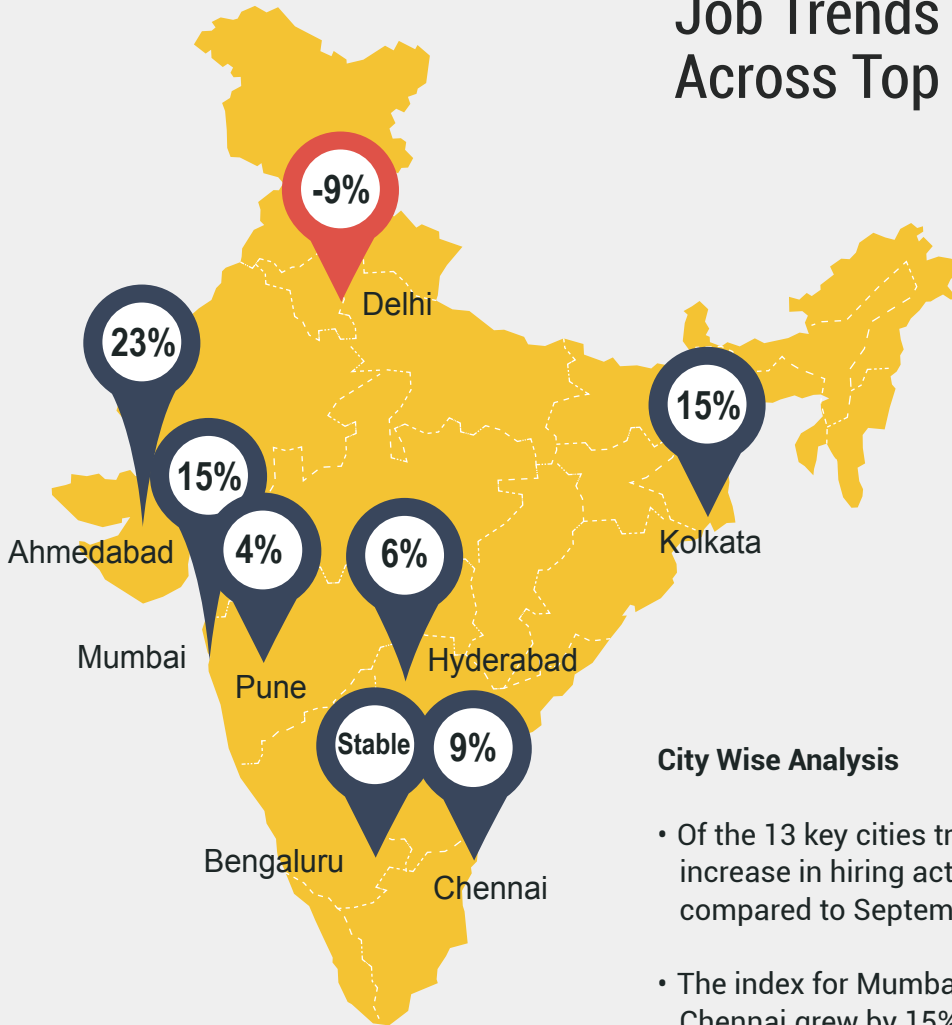
Figures are percentage change in Sep-17 over Sep-16

Functional Area	Jul 08	Sep-16	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17
IT-Software	↑1000	↑2475	↓2079	↑2446	↓2191	↓2238	↓2502	↑2842	↓2114	↑2349	↓2333	↑2506	↓2264	↓2380
Sales & Business Development	↑1000	↑2100	↓1649	↑1932	↓1779	↓1884	↑2147	↑2164	↓2060	↑2204	↓2126	↑2231	↑2097	↑2229
ITES and BPO	↑1000	↑2772	↓2088	↑2393	↓2214	↑2232	↑2680	↓2532	↓2335	↑2377	↓2489	↓2388	↑2587	↓2558
Production and Maintenance	↑1000	↑1178	↓976	↑1044	↓915	↓952	↑1188	↑1207	↓1101	↑1225	↓1175	↓1173	↓1139	↑1256
Accounts and Finance	↑1000	↑1400	↓1194	↑1340	↓1251	↓1233	↓1362	↑1541	↓1359	↑1436	↓1451	↑1494	↑1470	↑1605
HR & Administration	↑1000	↑1669	↓1545	↑1777	↓1665	↓1731	↓1824	↓1876	↓1622	↑1718	↓1593	↓1613	↑1618	↑1710
Project Management	↑1000	↑572	↓470	↑514	↓475	↓492	↓558	↓620	↓551	↑619	↑585	↑584	↑569	↑623
Marketing and Advertising	↑1000	↑1483	↓1319	↓1361	↓1353	↓1399	↑1542	↑1649	↓1411	↓1373	↓1478	↑1540	↑1450	↑1547
Banking and Insurance	↑1000	↓1061	↓961	↑1151	↓973	↑994	↑1332	↑1514	↑1224	↑1255	↑1282	↑1345	↑1221	↓1403
Engineering Design	↑1000	↑779	↓651	↑782	↓746	↓727	↑862	↓944	↓782	↑981	↑898	↑808	↑805	↑801

No. of new jobs posted in July '08 for each F-Area was scaled to 1000.

# CITY BASED HIRING SCENARIO

## Job Trends Across Top Cities



Figures are percentage change in Sep-17 over Sep-16

### City Wise Analysis

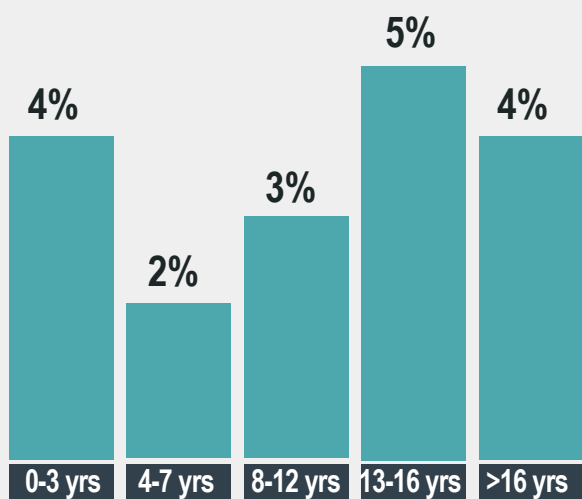
- Of the 13 key cities tracked, 12 cities recorded an increase in hiring activity in September 2017 when compared to September 2016
- The index for Mumbai, Hyderabad, Kolkata and Chennai grew by 15%, 6%, 15% and 9% respectively
- While Bengaluru remained buoyant, Delhi/NCR saw a dip of 9% in hiring activity, during the same period

City*	Jul 08	Sep-16	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17
Delhi-NCR	↑ 1000	↑ 2285	↓ 1606	↑ 1880	↓ 1772	↓ 1773	↑ 2123	↓ 2185	↓ 1880	↑ 2014	↓ 2103	↑ 1994	↑ 2037	↓ 2070
Mumbai	↑ 1000	↓ 1494	↓ 973	↑ 1585	↓ 1534	↓ 1419	↓ 1621	↓ 1743	↓ 1571	↑ 1595	↓ 1637	↑ 1653	↑ 1516	↑ 1713
Bangalore	↑ 1000	↑ 2134	↓ 1899	↑ 2279	↓ 2020	↓ 2003	↓ 2240	↓ 2349	↓ 1942	↑ 2202	↓ 2125	↑ 2229	↓ 2068	↑ 2145
Chennai	↑ 1000	↓ 1473	↓ 877	↑ 1541	↓ 1277	↑ 1480	↓ 1639	↓ 1741	↓ 1392	↑ 1534	↓ 1573	↓ 1603	↑ 1544	↑ 1601
Hyderabad	↑ 1000	↑ 2017	↓ 1867	↑ 2178	↓ 1939	↑ 1995	↑ 2347	↓ 2483	↓ 1998	↑ 2096	↓ 2099	↑ 2112	↑ 2088	↑ 2141
Pune	↑ 1000	↓ 2054	↓ 1299	↑ 2289	↓ 2063	↑ 2237	↑ 2332	↓ 2596	↓ 2110	↑ 2366	↓ 2256	↑ 2397	↓ 2042	↑ 2137
Kolkata	↑ 1000	↑ 1616	↓ 914	↑ 1483	↓ 1456	↑ 1528	↑ 1774	↑ 2046	↑ 1811	↑ 1815	↑ 1858	↑ 2002	↑ 1879	↑ 1863

No. of new jobs posted in July '08 for each city was scaled to 1000.

# WORK- EX BASED SCENARIO

## Experience Buckets



- Senior management roles with experience requirement of 13-16 years saw a 6% growth in August 17 as compared to August 16
- Jobs for entry level jobseekers having 0-3 years' experience increased by 3% while junior level roles for jobseekers with 4-7 years of experience witnessed a 1% dip in hiring

Figures are percentage change in Sep-17 over Sep-16



# 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 4,30,000 jobs live at any point and over 54 million CVs, Naukri.com serviced over 65,000 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 65,000 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*	Sep-16	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17
IT-Software/Software Services	2571	2092	2484	2265	2393	2600	2819	2123	2357	2363	2543	2269	2409
BPO/ITES/CRM/Transcription	1987	1501	1682	1505	1572	1894	1791	1703	1702	1842	1753	1869	1869
Construction/Engineering/Cement/Metals	656	562	582	552	610	697	702	655	728	694	681	745	755
Auto/Auto Ancillary	1116	935	1060	913	1007	1249	1193	1049	1256	1220	1218	1208	1199
Banking/Financial Services/Broking	2570	2202	2509	2406	2068	2717	3036	2697	2741	2637	2755	2943	3100
Oil and Gas/Power/Infrastructure/Energy	693	574	765	627	571	682	928	727	711	730	739	619	667
Telcom/ISP	778	711	750	656	630	709	784	672	730	685	660	559	640
Insurance	1010	713	818	747	793	843	944	777	837	832	975	799	923
Industrial Products/Heavy Machinery	796	700	779	703	827	949	979	791	995	885	917	894	947
Pharma/Biotech/Clinical Research	2078	1668	2010	1788	1785	1955	2016	1788	1966	1911	1871	1679	1802
Hotels/Restaurants/Airlines/Travel	1905	1546	1850	1985	1955	2130	2339	2341	2247	2044	2085	2177	2256
FMCG/Foods/Beverage	1561	1305	1520	1339	1452	1665	1710	1528	1576	1645	1576	1524	1622
Chemicals/PetroChemical/Plastic/Rubber	986	812	889	922	955	1306	1149	1184	1256	1133	1075	1062	1050
Education/Teaching/Training	2515	2425	2597	2347	2646	3197	3299	2995	2759	2992	2983	2951	3073
IT-Hardware & Networking	988	865	1052	1076	939	1362	1191	960	1072	1052	1070	998	1310
Retailing	1286	1011	1092	1051	1221	1200	1224	1288	1363	1333	1426	1437	1385
Media/Dotcom/Entertainment	1073	848	1044	1014	1002	1055	1166	1077	1150	1145	1128	1131	1107
Medical/Healthcare/Hospital	3897	3209	3328	3007	3230	3850	4253	3860	4606	4594	4147	4433	4499
Real Estate/Property	2020	1582	1988	1337	1504	1768	1820	1781	2033	2024	2024	2046	2094
Recruitment/Employment Firm	2765	3235	3964	3783	3106	3495	3863	3871	4291	3631	3645	3415	3248
Consumer Durables	1158	925	931	916	868	1081	1441	1092	1273	1102	1015	1057	1132
Accounting/Taxation/Finance	2508	2316	2980	2287	2029	2484	3446	2551	2720	2525	2696	2489	2715
Advertising/PR/MR/Events	2250	1930	1904	1645	1946	2208	2567	2273	2108	2248	2512	2213	2537
Textiles/Garments/Accessories	2130	2008	2244	2046	2266	2247	2215	2291	2339	2318	1999	2018	1950
Semiconductors/Electronics	1255	1106	1484	882	1079	1543	1573	1168	1388	1457	1318	1541	1546
Courier/Transportation/Freight	1518	1189	1604	1181	1677	1831	1596	1634	1562	1639	1599	1770	1740
Architecture/Interior Designing	1535	1126	1232	1179	1245	1688	1525	1404	1530	1358	1466	1477	1304
Export/Import	1063	968	876	891	1148	1186	1080	1199	1186	1116	968	1025	1210
Printing/Packaging	1131	1242	1025	1204	1268	1439	1348	1402	1325	1426	1357	1520	1346
Shipping/Marine	659	601	648	608	579	657	709	694	794	610	801	716	767
Agriculture/Dairy	1378	1138	1335	1259	1315	1389	1413	1345	1730	1311	1348	1203	1547
Office Equipment/Automation	746	574	639	623	772	816	831	741	787	721	846	846	808
Fresher/Trainee	1373	1069	1733	1091	1098	1388	1506	1618	1529	1442	1803	1373	1334
NGO/Social Services	2046	2044	1980	2356	2385	2420	2882	2119	1817	1819	2938	2513	2999
Gems & Jewellery	2686	2072	2037	1896	2449	2405	2411	2946	2474	2635	2587	3202	3477
Paper	623	477	402	603	565	501	628	596	640	869	640	490	610
Legal	2714	1811	2285	2345	2182	2152	2656	2607	2315	2714	2894	2330	2576
Tyres	874	608	613	549	490	855	1009	552	1128	813	697	1039	721
Fertilizers/Pesticides	1656	1573	1549	1558	1662	1873	1914	1733	1529	1978	1588	2107	1809
Security/Law Enforcement	1536	1886	1761	2031	1941	2791	2213	2661	2630	1968	2521	2285	2418
Defence/Government	1831	2029	506	1003	1469	1420	1073	891	1399	1446	1189	1096	1663

\*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*	Sep-16	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17
IT-Software	2475	2079	2446	2191	2238	2502	2842	2114	2349	2333	2506	2264	2380
Sales / BD	2100	1649	1932	1779	1884	2147	2164	2060	2204	2126	2231	2097	2229
ITES / BPO / KPO / Customer Service / Op	2772	2088	2393	2214	2232	2680	2532	2335	2377	2489	2388	2587	2558
Production / Maintenance / Quality	1178	976	1044	915	952	1188	1207	1101	1225	1175	1173	1139	1256
Accounts / Finance / Tax / CS / Audit	1400	1194	1340	1251	1233	1362	1541	1359	1436	1451	1494	1470	1605
HR / Administration / IR	1669	1545	1777	1665	1731	1824	1876	1622	1718	1593	1613	1618	1710
Site Engineering / Project Management	572	470	514	475	492	558	620	551	619	585	584	569	623
Marketing / Advertising / MR / PR	1483	1319	1361	1353	1399	1542	1649	1411	1373	1478	1540	1450	1547
Banking / Insurance	1061	961	1151	973	994	1332	1514	1224	1255	1282	1345	1221	1403
Engineering Design / R&D	779	651	782	746	727	862	944	782	981	898	808	805	801
Purchase / Logistics / Supply Chain	986	809	1044	797	834	944	1014	922	1029	975	1032	986	979
Secretary / Front Office / Data Entry	869	742	888	795	819	962	968	931	925	926	889	893	901
IT- Hardware / Telecom / Technical Staff / S	1417	1195	1371	1155	1228	1372	1322	1202	1286	1275	1234	1172	1197
Teaching / Education	2465	2344	2591	2411	2885	3566	3775	3193	2868	3301	3090	3069	3121
Pharma / Biotech / Healthcare / Medical / F	3794	3260	3480	3144	3282	4018	4069	4080	5090	4814	4394	4591	4538
Hotels / Restaurants	2360	2071	2581	2745	2559	2965	3085	2774	2924	2624	2373	2551	2743
Top Management	837	715	687	672	612	731	760	582	830	733	723	983	948
Architecture / Interior Design	1278	828	1044	816	1049	1324	1157	1025	1176	1062	1063	1027	925
Export / Import / Merchandising	1096	919	1112	1179	1242	1319	1282	1221	1403	1225	1122	1239	1146
Corporate Planning / Consulting	1409	1524	1643	1409	1406	2212	1850	1424	1729	1752	1560	1563	1952
Legal	1677	1651	1538	1739	1582	1769	2012	1628	1720	1735	1811	1664	1810
Web / Graphic Design / Visualiser	3205	2976	2929	2976	2898	3483	3698	3238	3212	3260	3331	3174	3393
Content / Journalism	2587	2192	2454	2546	2577	2814	2900	2365	2561	2538	2865	2892	3121
Ticketing / Travel / Airlines	2677	2291	2443	2428	2696	2787	3033	3934	3323	3042	3275	3955	4141
Fashion / Garments / Merchandising	1681	1440	1542	1586	1784	2085	1918	2042	2145	1783	1545	1737	1452
Guards / Security Services	1107	1122	1054	1245	1214	1209	1347	980	969	949	1265	1235	1265
TV / Films / Production	1468	1110	1332	1371	1339	1536	1632	1198	1355	1265	1192	1649	1316
Packaging	1125	1487	938	979	1034	1045	1233	1163	1360	1143	1179	1179	938

\*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	Sep-16	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17
Delhi / NCR	2285	1606	1880	1772	1773	2123	2185	1880	2014	2103	1994	2037	2070
Mumbai	1494	973	1585	1534	1419	1621	1743	1571	1595	1637	1653	1516	1713
Bengaluru / Bangalore	2134	1899	2279	2020	2003	2240	2349	1942	2202	2125	2229	2068	2145
Chennai	1473	877	1541	1277	1480	1639	1741	1392	1534	1573	1603	1544	1601
Hyderabad / Secunderabad	2017	1867	2178	1939	1995	2347	2483	1998	2096	2099	2112	2088	2141
Pune	2054	1299	2289	2063	2237	2332	2596	2110	2366	2256	2397	2042	2137
Kolkata	1616	914	1483	1456	1528	1774	2046	1811	1815	1858	2002	1879	1863
Ahmedabad	2342	1509	2144	2111	2265	2642	2754	2631	2422	2421	2444	2501	2878
Chandigarh	1440	812	1415	1281	1326	1592	1729	1781	1672	1483	1489	1536	1657
Ernakulam / Kochi / Cochin	2220	2339	2519	2310	2349	2414	3079	2493	2619	2515	3013	2405	2394
Vadodara / Baroda	1841	1661	1818	1604	1620	1735	1914	1798	2036	1827	2050	1883	2450
Coimbatore	1428	968	1704	1396	1679	1846	2270	1694	2076	1857	2033	1955	2066
Jaipur	2737	1909	2748	2690	2666	3242	3038	2797	3086	3434	3016	3094	3237

\*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