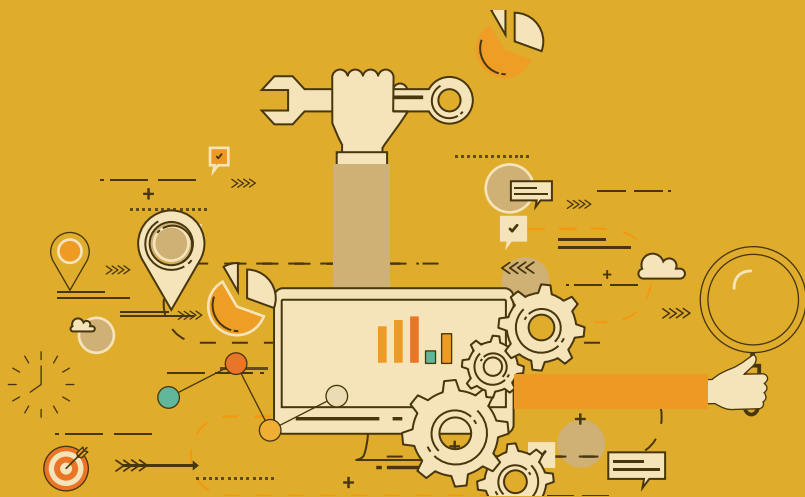


# A REPORT ON HIRING ACTIVITY IN INDIA

BY: LOCATION, CITY,  
INDUSTRY  
AND EXPERIENCE

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# INDEX FOR SEPTEMBER 2018

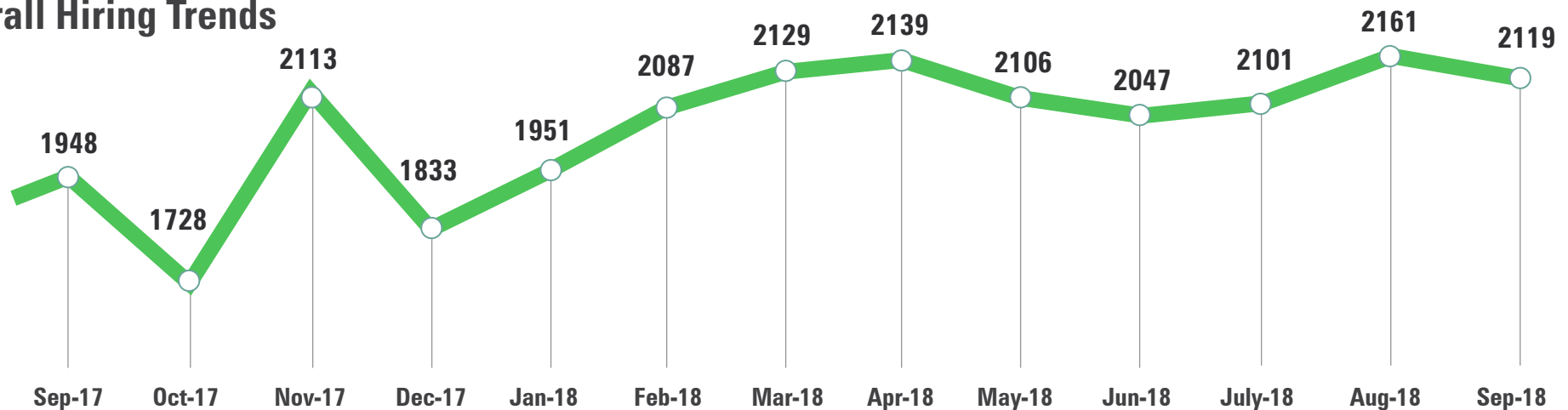
**The Naukri JobSpeak Index for September 2018, at (2,119), marked a 9% rise in hiring activity from September 2017 (1,948).**

The Auto/Ancillary industry recorded a notable rise of 39% in September 2018. Recruitment activity in the HR/Administration domain increased by 22%. Hiring for leadership roles with experience of more than 16 years rose by 16%. Positive hiring sentiment prevailed across metropolitan cities; Kolkata and Chennai clocked in a rise of 24% and 14% respectively.

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

*"Post an impressive 17% growth in August, the Job speak Index has grown by 9% in September. Good to see the index surging ahead across all the cities. Apart from Non-IT sectors viz. Auto, Auto Ancillary, Real estate, Construction & Insurance even the IT sector has been showing slow and steady growth over the past few months. With festive season around the corner, we can expect the index to move further north in the coming months."*

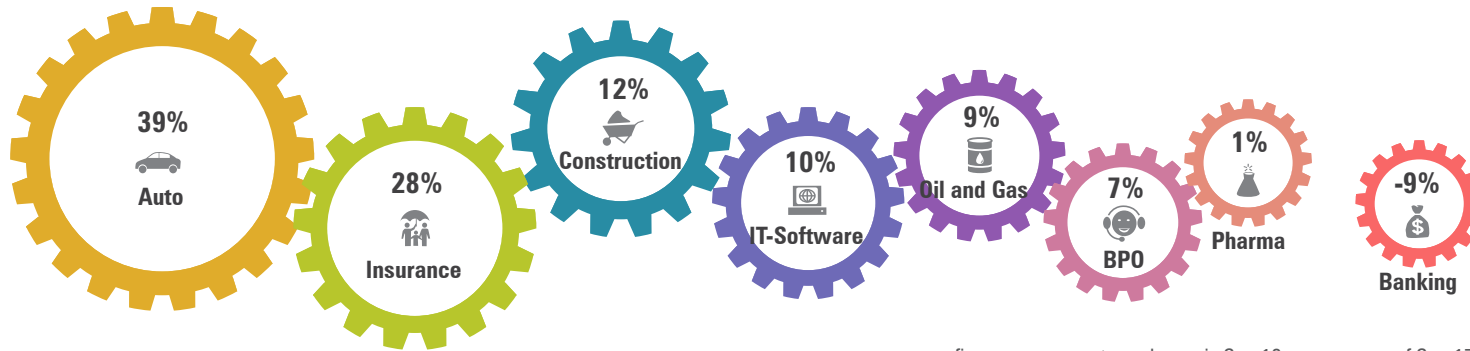
## Overall Hiring Trends



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

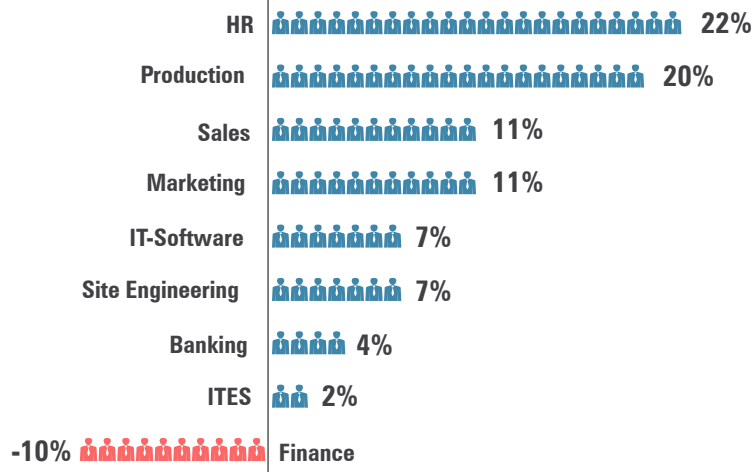
# KEY HIGHLIGHTS

## Hiring across Industry



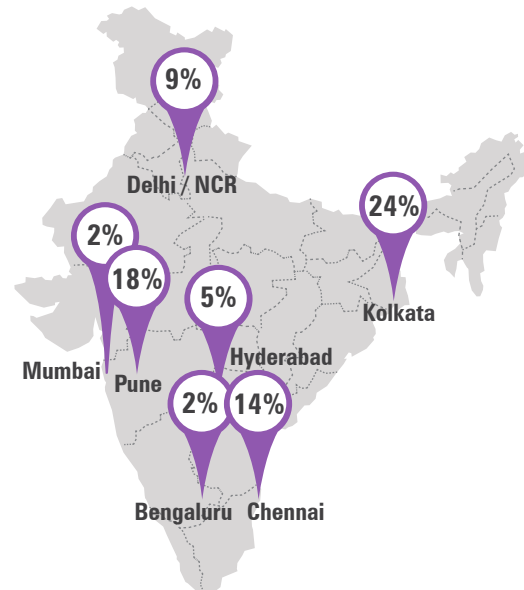
figures are percentage change in Sep-18 over average of Sep-17

## Hiring across Functional Areas



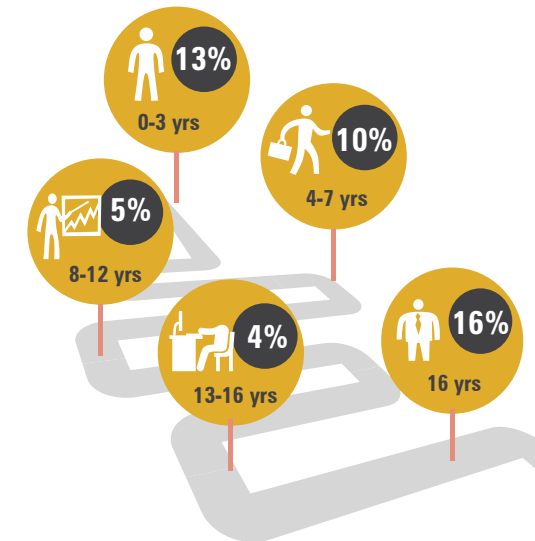
figures are percentage change in Sep-18 over average of Sep-17

## Hiring across Cities



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

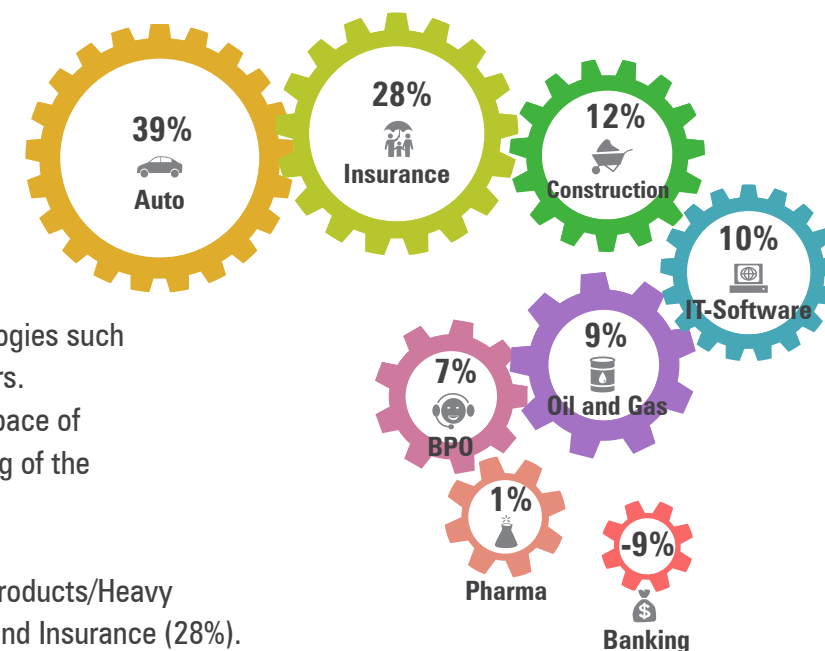
## Hiring across Experience Levels



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

# SECTORAL ANALYSIS

## Hiring trends across top industry



### Industry-wise Analysis:

- The Indian Auto industry has been actively hiring for FY 2018-2019. The industry saw a year-on-year increase of 39% in hiring.
- The IT industry in the past six months witnessed the emergence and demand for new technologies such as cloud computing, artificial intelligence, deep learning, robotics, augmented reality and others. This industry trend resulted in the creation of new job opportunities and thus accelerated the pace of hiring with a rise of 10% in September 2018 vs September 2017. Also, re-skilling and upskilling of the workforce pushed hiring activity further north.
- Other industries which experienced an increase in hiring activity in September are Industrial Products/Heavy Machinery (14%), Construction/Engineering (12%), FMCG (10%), Oil and Gas (9%), BPO (7%) and Insurance (28%).

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

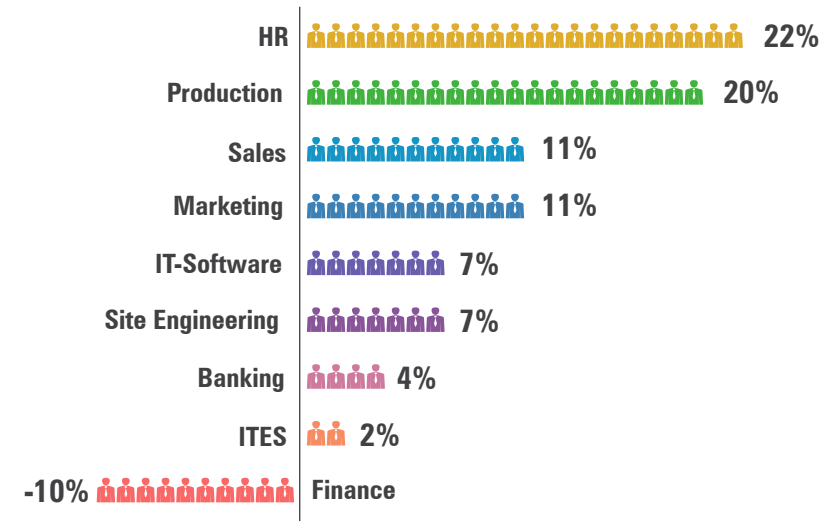
Industry*	Sep-17	Oct-17	Nov-17	Dec-17	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18	July-18	Aug-18	Sep-18
IT-Software/Software Services	2409	2144	2646	2318	2254	2445	2467	2542	2399	2414	2591	2659	↑ 2639
BPO/ITES/CRM/Transcription	1869	1599	1922	1628	1715	1854	1991	2066	2017	2190	1862	2218	↑ 1995
Construction/Engineering/Cement/Metals	755	684	847	725	860	834	840	880	881	833	816	912	↑ 846
Auto/Auto Ancillary	1199	1148	1473	1196	1455	1497	1591	1509	1641	1537	1595	1526	↑ 1663
Banking/Financial Services/Broking	3100	2545	3115	2499	2894	3158	3194	3475	2847	2956	3325	3105	↓ 2821
Oil and Gas/Power/Infrastructure/Energy	667	636	838	650	818	861	936	853	786	766	819	844	↑ 726
Telcom/ISP	640	704	617	491	612	514	915	767	911	845	563	672	↓ 523
Insurance	923	821	990	948	1370	1026	1000	997	931	1000	1311	1342	↑ 1183
Industrial Products/Heavy Machinery	947	781	1013	1022	1108	1153	1203	1123	1172	1082	1130	1162	↑ 1078
Pharma/Biotech/Clinical Research	1802	1656	1913	1813	2035	1945	2104	2006	2321	1955	1930	1852	↑ 1812

# FUNCTIONAL AREA ANALYSIS

## Functional Area Analysis:

- Skill-based hiring was focused in the fields of - HR/Administration (22%), Production/Maintenance (20%), Sales/BD and Marketing/Advertising (11%) each.

## Hiring trends across functional areas



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

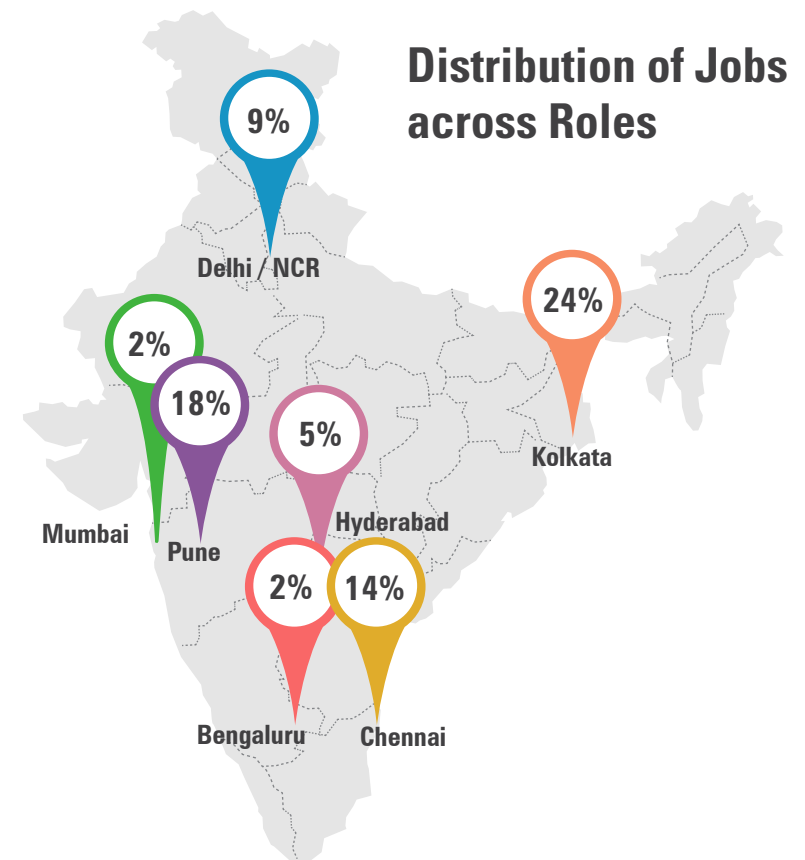
Functional Area*	Sep-17	Oct-17	Nov-17	Dec-17	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18	July-18	Aug-18	Sep-18
IT-Software	2380	2107	2562	2215	2185	2447	2501	2502	2400	2388	2523	2557	↑ 2554
Sales / BD	2229	1839	2376	2130	2331	2497	2435	2488	2535	2428	2504	2556	↑ 2483
ITES / BPO / KPO / Customer Service	2558	2174	2591	2232	2309	2528	2651	2723	2691	2766	2488	2851	↑ 2618
Production / Maintenance / Quality	1256	1143	1433	1303	1471	1438	1524	1455	1463	1372	1475	1506	↑ 1509
Accounts / Finance / Tax / CS / Audit	1605	1360	1698	1353	1451	1638	1606	1710	1553	1504	1468	1583	↓ 1441
HR / Administration / IR	1710	1554	1872	1707	1791	2001	1974	1978	2033	1950	1981	2057	↑ 2084
Site Engineering / Project Management	623	559	666	608	702	664	665	630	635	660	646	673	↑ 666
Marketing / Advertising / MR / PR	1547	1385	1720	1459	1661	1683	1670	1584	1678	1604	1600	1596	↑ 1717
Banking / Insurance	1403	1229	1444	1267	1771	1426	1445	1662	1479	1394	1694	1627	↑ 1454
Engineering Design / R&D	801	1172	1076	1015	923	921	1113	947	967	987	977	996	↑ 943

# 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 9%. The key industries that witnessed growth were Auto and FMCG
- **Chennai:** Witnessed a rise in recruitment by 14%. The industries which saw a rise in recruitment activity in this city were Auto, Banking and BPO
- **Mumbai:** Hiring activity for the city increased by 2%. Recruitment activity for the BPO industry saw the maximum growth in this city
- **Hyderabad:** Recruitment activity grew by 5% in September 2018. Hiring was focused in industries such as BPO & IT-Software
- **Bangalore:** Hiring in Bangalore went up by 2% in July 2018. The industries that saw the maximum growth in hiring were Auto and IT-Software



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

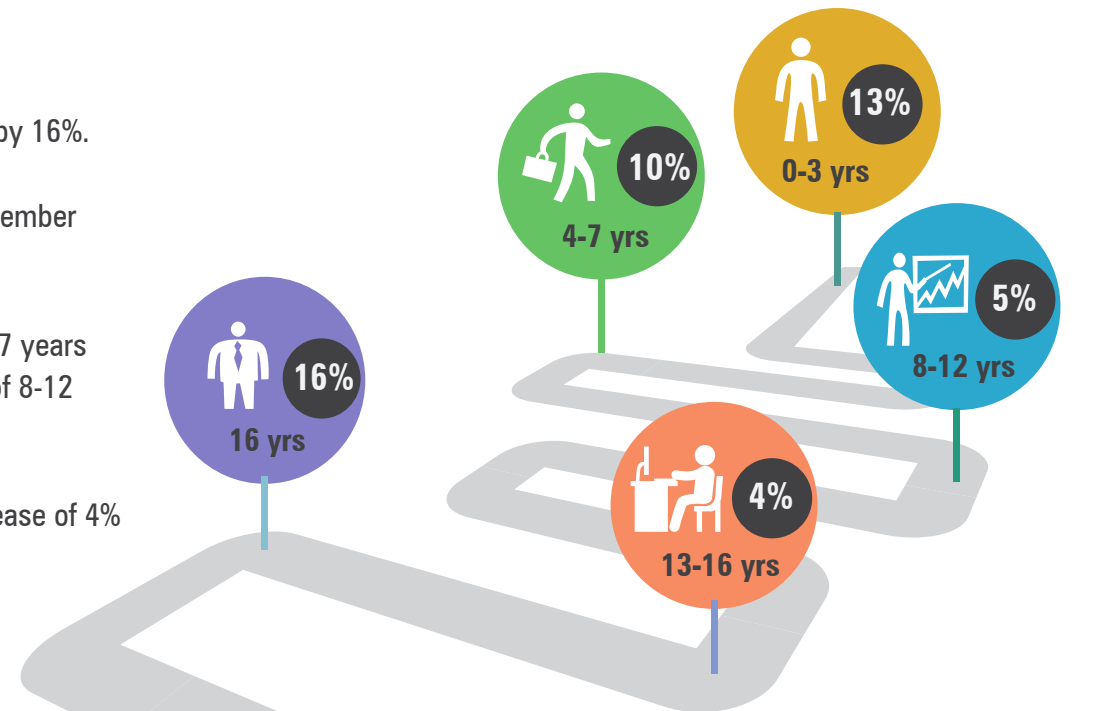
City*	Sep-17	Oct-17	Nov-17	Dec-17	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18	July-18	Aug-18	Sep-18
Delhi / NCR	2070	1742	2187	1893	2129	2199	2254	2,337	2,316	2,272	2265	2272	↑ 2264
Mumbai	1713	1513	1826	1524	1677	1819	1808	1,841	1,826	1,707	1719	1850	↑ 1742
Bengaluru / Bangalore	2145	1976	2201	2107	1997	2250	2247	2,271	2,125	2,166	2223	2261	↑ 2190
Chennai	1601	1446	1647	1465	1474	1685	1753	1,736	1,738	1,710	1812	1818	↑ 1822
Hyderabad / Secunderabad	2141	1989	2384	2021	2120	2330	2377	2,261	2,360	2,305	2252	2315	↑ 2249
Pune	2137	1875	2374	2069	2206	2487	2583	2,591	2,487	2,297	2487	2583	↑ 2519
Kolkata	1863	1825	2246	2044	2045	2226	2147	2,220	2,499	2,398	2348	2275	↑ 2307

# WORK EXPERIENCE SCENARIO

## Experience Wise Analysis

- Hiring activity for leadership roles with experience of 16+ years grew by 16%.
- The demand for freshers increased by 13% in September 2018 vs September 2017.
- Demand for hiring trained professionals in the experience bracket of 4-7 years grew by 10% while hiring for mid management roles with experience of 8-12 years grew by 5%.
- Senior management roles with experience of 13-16 years saw an increase of 4% in hiring activity.

## Experience Levels



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



# METHODOLOGY

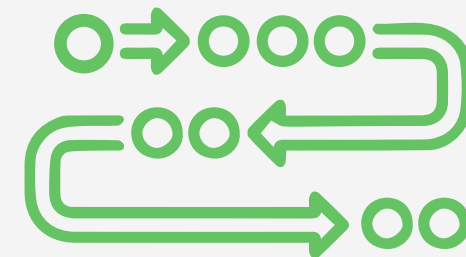
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**Naukri.com**, India's No. 1 job site and the flagship brand of Info Edge introduced the concept of e-recruitment in India. Since its inception in 1997, Naukri.com has seen continuous growth while outperforming its competitors in every sphere. Info 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*	Sep-17	Oct-17	Nov-17	Dec-17	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18	July-18	Aug-18	Sep-18	
IT-Software/Software Services	2409	2144	2646	2318	2254	2445	2467	2542	2399	2414	2591	2659	2639	↑
BPO/ITES/CRM/Transcription	1869	1599	1922	1628	1715	1854	1991	2066	2017	2190	1862	2218	1995	↑
Construction/Engineering/Cement/Metals	755	684	847	725	860	834	840	880	881	833	816	912	846	↑
Auto/Auto Ancillary	1199	1148	1473	1196	1455	1497	1591	1509	1641	1537	1595	1526	1663	↑
Banking/Financial Services/Broking	3100	2545	3115	2499	2894	3158	3194	3475	2847	2956	3325	3105	2821	↓
Oil and Gas/Power/Infrastructure/Energy	667	636	838	650	818	861	936	853	786	766	819	844	726	↑
Telcom/ISP	640	704	617	491	612	514	915	767	911	845	563	672	523	↓
Insurance	923	821	990	948	1370	1026	1000	997	931	1000	1311	1342	1183	↑
Industrial Products/Heavy Machinery	947	781	1013	1022	1108	1153	1203	1123	1172	1082	1130	1162	1078	↑
Pharma/Biotech/Clinical Research	1802	1656	1913	1813	2035	1945	2104	2006	2321	1955	1930	1852	1812	↑
Hotels/Restaurants/Airlines/Travel	2256	2243	2670	2173	2513	2702	2506	2712	2650	2356	2252	2307	2374	↑
FMCG/Foods/Beverage	1622	1434	1713	1642	1796	1923	1933	1962	1901	1792	1862	1890	1790	↑
Chemicals/PetroChemical/Plastic/Rubber	1050	1014	1317	1149	1335	1156	1240	1185	1148	1076	1150	1129	1255	↑
Education/Teaching/Training	3073	2600	3488	3049	3424	3738	3850	4157	3817	3523	3615	3570	3577	↑
IT-Hardware & Networking	1310	869	1172	886	846	981	1099	986	1199	1117	1329	1048	1121	↓
Retailing	1385	1251	1558	1346	1490	1676	1509	1603	1737	1550	1666	1727	1767	↑
Media/Dotcom/Entertainment	1107	936	1182	979	950	1059	1040	1149	1101	1083	1150	1114	1150	↑
Medical/Healthcare/Hospital	4499	4116	4806	4371	4774	4860	5005	4846	4746	4648	4686	5220	5093	↑
Real Estate/Property	2094	1903	2102	1969	2305	2545	2394	2140	2225	2418	2597	2483	2582	↑
Recruitment/Employment Firm	3248	2308	3730	3425	3132	4504	4135	4035	3980	3479	3420	3415	3842	↑
Consumer Durables	1132	977	1205	1216	1140	1327	1130	1382	1265	1174	1018	1179	1127	↓
Accounting/Taxation/Finance	2715	2271	2705	2732	2370	3076	2432	2891	2679	2433	2613	2989	2587	↓
Advertising/PR/MR/Events	2537	2240	2562	2361	2397	2466	2709	2973	3052	2659	2862	3001	3048	↑
Textiles/Garments/Accessories	1950	1638	2307	1938	2116	2051	2525	2414	2377	2142	2162	2097	2328	↑
Semiconductors/Electronics	1546	3332	2294	2032	1239	1337	1847	1617	1810	1373	1537	2206	1343	↑
Courier/Transportation/Freight	1740	1592	1991	1741	1785	2033	1866	1947	1923	1976	1910	2103	1924	↑
Architecture/Interior Designing	1304	1231	1710	1339	1818	1862	1912	1993	2053	1830	1541	1782	2016	↑
Export/Import	1210	836	1332	1097	1229	977	1114	1125	1260	1210	1189	1297	1222	↑
Printing/Packaging	1346	1229	1578	1188	1575	1531	1661	1382	1616	1240	1415	1341	1584	↑

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

↓ Dip in the index

# ANNEXURE FUNCTIONAL AREA

Functional*	Sep-17	Oct-17	Nov-17	Dec-17	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18	July-18	Aug-18	Sep-18	
IT-Software	2380	2107	2562	2215	2185	2447	2501	2502	2400	2388	2523	2557	2554	↑
Sales / BD	2229	1839	2376	2130	2331	2497	2435	2488	2535	2428	2504	2556	2483	↑
ITES / BPO / KPO / Customer Service	2558	2174	2591	2232	2309	2528	2651	2723	2691	2766	2488	2851	2618	↑
Production / Maintenance / Quality	1256	1143	1433	1303	1471	1438	1524	1455	1463	1372	1475	1506	1509	↑
Accounts / Finance / Tax / CS / Audit	1605	1360	1698	1353	1451	1638	1606	1710	1553	1504	1468	1583	1441	↓
HR / Administration / IR	1710	1554	1872	1707	1791	2001	1974	1978	2033	1950	1981	2057	2084	↑
Site Engineering / Project Management	623	559	666	608	702	664	665	630	635	660	646	673	666	↑
Marketing / Advertising / MR / PR	1547	1385	1720	1459	1661	1683	1670	1584	1678	1604	1600	1596	1717	↑
Banking / Insurance	1403	1229	1444	1267	1771	1426	1445	1662	1479	1394	1694	1627	1454	↑
Engineering Design / R&D	801	1172	1076	1015	923	921	1113	947	967	987	977	996	943	↑
Purchase / Logistics / Supply Chain	979	898	1120	1000	1044	1129	1194	1223	1250	1180	1149	1235	1207	↑
Secretary / Front Office / Data Entry	901	826	1078	927	1059	1034	1129	1039	1005	963	979	1047	1004	↑
IT- Hardware / Telecom / Technical Staff	1197	1074	1219	1156	1101	1206	1501	1355	1428	1475	1417	1362	1407	↑
Teaching / Education	3121	2585	3546	3135	3608	3794	4045	4350	3854	3647	3578	3375	3202	↑
Pharma / Biotech / Healthcare / Medical	4538	4334	5059	4683	5117	5171	5349	5171	5058	4839	4916	5585	5142	↑
Hotels / Restaurants	2743	2406	2978	2538	2699	2884	2587	2958	2538	2300	2467	2521	3248	↑
Top Management	948	799	777	752	690	889	791	868	873	1028	900	908	900	↓
Architecture / Interior Design	925	823	1186	931	1131	1154	1260	1228	1452	1243	1143	1131	1287	↑
Export / Import / Merchandising	1146	1034	1365	1058	1230	1078	1297	1396	1385	1174	1336	1345	1293	↑
Corporate Planning / Consulting	1952	1784	1706	1569	1382	1965	1735	1681	1536	1587	1581	1608	1718	↓
Legal	1810	1579	2115	1632	1698	2047	2015	1752	2025	1846	1940	1953	1995	↑
Web / Graphic Design / Visualiser	3393	2970	3698	2948	3252	3670	3921	3185	3318	3010	3315	3212	3549	↑
Content / Journalism	3121	2348	2976	2317	2631	3214	3222	2835	2830	2835	3098	2783	2888	↓
Ticketing / Travel / Airlines	4141	4060	4560	3828	4760	5037	5619	4903	5171	4457	4265	3802	3553	↓
Fashion / Garments / Merchandising	1452	1370	2048	1580	1522	1452	1836	1476	1685	1416	1597	1761	1723	↑
Guards / Security Services	1265	908	1392	1061	1408	1514	1133	1275	1816	1223	1255	1490	2087	↑
TV / Films / Production	1316	1094	1502	1518	1730	1410	1306	1366	1388	1063	1355	1502	1502	↑
Packaging	938	943	1518	907	1106	1366	1542	1331	1905	1255	1306	1433	1293	↑

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

↓ Dip in the index

# ANNEXURE CITIES

Cities*	Sep-17	Oct-17	Nov-17	Dec-17	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18	July-18	Aug-18	Sep-18	
Delhi / NCR	2070	1742	2187	1893	2129	2199	2254	2,337	2,316	2,272	2,265	2272	2264	↑
Mumbai	1713	1513	1826	1524	1677	1819	1808	1,841	1,826	1,707	1,719	1850	1742	↑
Bengaluru / Bangalore	2145	1976	2201	2107	1997	2250	2247	2,271	2,125	2,166	2,223	2261	2190	↑
Chennai	1601	1446	1647	1465	1474	1685	1753	1,736	1,738	1,710	1,812	1818	1822	↑
Hyderabad / Secunderabad	2141	1989	2384	2021	2120	2330	2377	2,261	2,360	2,305	2,252	2315	2249	↑
Pune	2137	1875	2374	2069	2206	2487	2583	2,591	2,487	2,297	2,487	2583	2519	↑
Kolkata	1863	1825	2246	2044	2045	2226	2147	2,220	2,499	2,398	2,348	2275	2307	↑
Ahmedabad	2878	2301	2886	2686	2986	2980	2798	2,844	3,266	2,893	3,008	2916	2929	↑
Chandigarh	1657	1274	1727	1454	1571	1707	1749	1,714	1,880	1,889	2,088	1911	2190	↑
Ernakulam / Kochi / Cochin	2394	2582	3263	2972	3153	3272	3542	3,046	3,309	3,141	3,244	2561	3319	↑
Vadodara / Baroda	2450	1956	2508	2767	3012	2642	2715	2,514	2,545	2,972	2,585	2534	2381	↓
Coimbatore	2066	1873	2391	2461	2148	2122	2045	2,209	2,201	2,181	2,162	2250	2123	↑
Jaipur	3237	2737	3453	2930	3284	3435	3721	3,638	3,503	3,572	3,718	3692	4275	↑

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

↓ Dip in the index