

# A REPORT ON HIRING ACTIVITY IN INDIA

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



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# INDEX FOR SEPTEMBER 2019

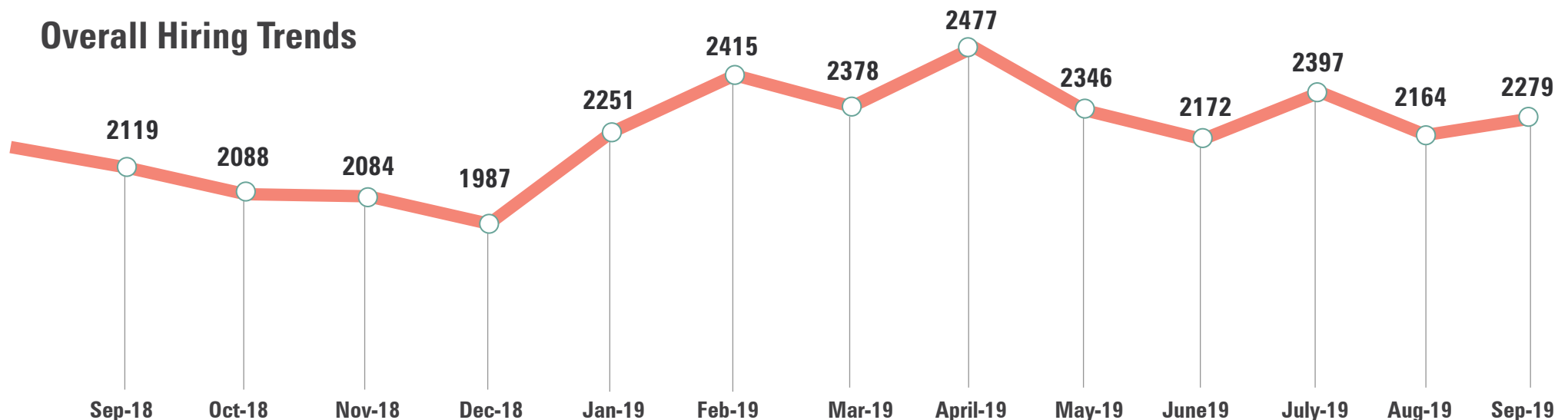
**The Naukri JobSpeak Index for September '19 (2,279) witnessed a rise of 8% compared to September '18 (2,119).**

Hiring activity in IT-Software and BPO industries continued to grow by +33% and +19%, respectively during the month of September '19. However, hiring in industries like Banking (-5%) and Auto (-20%) continued to witness a dip. Demand for professionals across functional areas like ITES and Sales grew by 16% and 4% respectively while amongst experience bands, hiring for mid-management roles (8-12 yrs. exp.) witnessed the highest YoY growth (+10%). Amongst cities, Hyderabad and Bangalore led the way with robust growth rates 25% and 16% respectively.

Commenting on the report, **Pawan Goyal, Chief Business Officer, Naukri.com**

*"After a flat August '19, hiring has made a comeback in September '19 on the back of strong growth in IT sector. The slowdown still continues to reflect in Auto and BFSI industries. Having said that, all other key industries have posted positive YoY growth rates during September '19."*

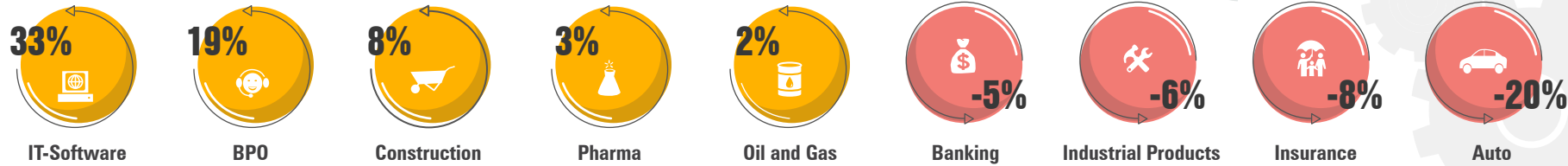
## Overall Hiring Trends



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

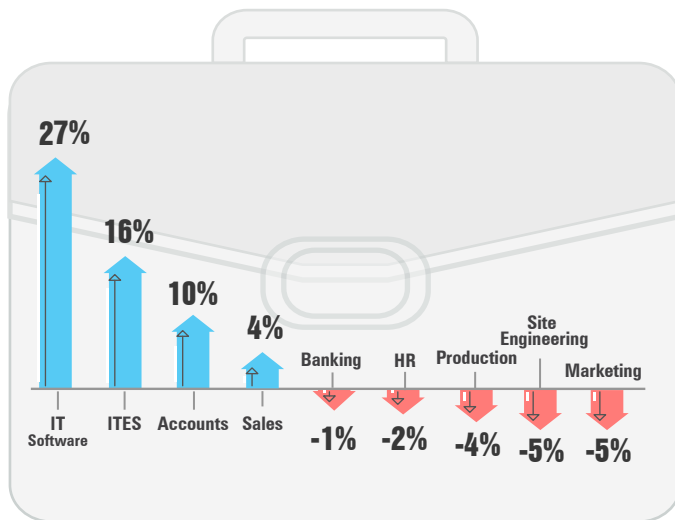
# KEY HIGHLIGHTS

## Hiring across Industry



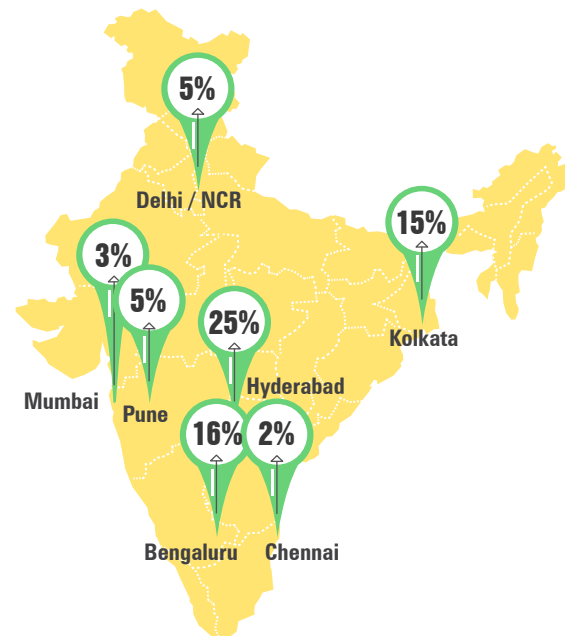
figures are percentage change in Sep-19 over average of Sep-18

## Hiring across Functional Areas



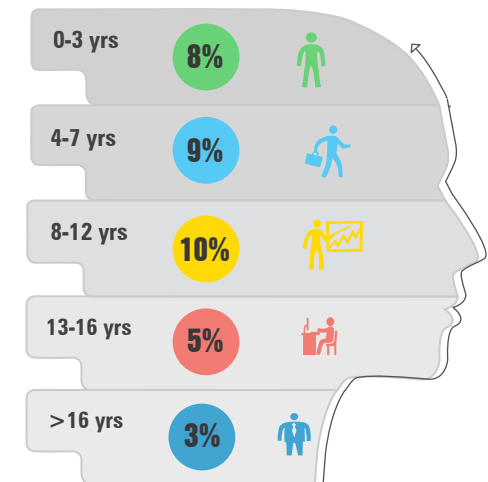
figures are percentage change in Sep-19 over average of Sep-18

## Hiring across Cities



figures are percentage change in Sep-19 over average of Sep-18

## Hiring across Experience Levels



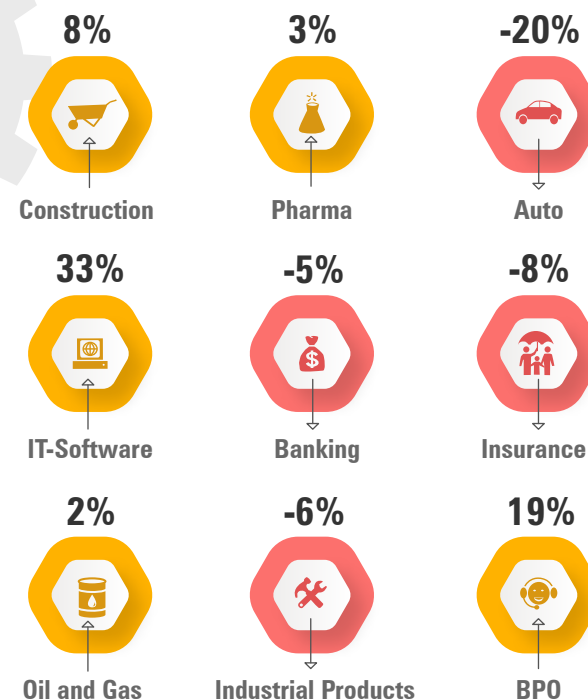
figures are percentage change in Sep-19 over average of Sep-18

# SECTORAL ANALYSIS

## Hiring trends across top industry

### Industry-wise Analysis:

- Industries that showed a healthy upward trend in terms of recruitment activity were - IT- Software (+33%), BPO (+19%), FMCG (+10%) and Construction (+8%)
- Industries that experienced a dip in hiring were Auto (-20%) and Banking (5-%)
- Industries like Pharma, Telecom and Advertising saw a rise of +3%, +15% and +9% respectively.



figures are percentage change in Sep-19 over average of Sep-18

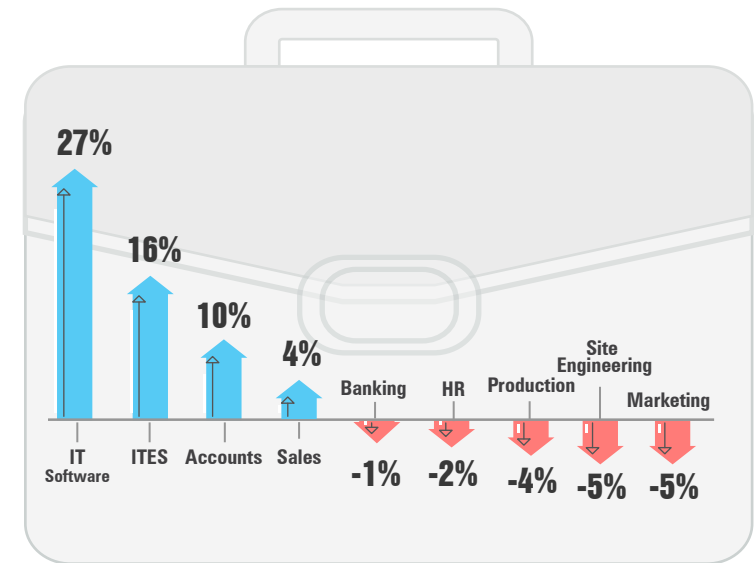
Industry*	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19
IT-Software/Software Services	2639	2824	2855	2646	3068	3367	3401	3530	3178	3048	3405	3027	3497
BPO/ITES/CRM/Transcription	1995	2048	1939	1672	1936	2073	2172	2294	2237	2,31	2286	2068	2375
Construction/Engineering/Cement/Metals	846	830	944	859	798	965	948	1023	889	809	850	782	913
Auto/Auto Ancillary	1663	1395	1415	1486	1709	1587	1464	1500	1372	1255	1316	1285	1335
Banking/Financial Services/Broking	2821	2613	2390	2353	2954	2767	2703	2968	2845	2621	2811	2388	2686
Oil and Gas/Power/Infrastructure/Energy	726	775	695	724	787	812	759	880	755	725	825	768	740
Telcom/ISP	523	488	538	542	524	557	603	616	737	554	612	556	602
Insurance	1183	970	1110	1006	1299	1692	1055	1091	1047	1170	1340	1105	1083
Industrial Products/Heavy Machinery	1078	1044	913	1004	978	1106	1038	1126	1163	1070	1120	1094	1017
Pharma/Biotech/Clinical Research	1812	1702	1674	1620	1950	2040	1953	2233	2174	1977	2138	1804	1870

# FUNCTIONAL AREA ANALYSIS

## Hiring trends across functional areas

### Functional Area Analysis:

- Demand for roles across the IT- Software functional area saw a rise of 27%.
- The demand for Sales and BPO grew by +4% and +16% respectively whereas demand for IT- Hardware and Accounting profiles marked a rise of +4% and +10% respectively in September '19
- Hiring for professionals in the HR/ Administration domain recorded a dip of -2%.



figures are percentage change in Sep-19 over average of Sep-18

Functional Area*	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19
IT-Software	2554	2699	2713	2511	2948	3153	3239	3335	2925	2819	3163	2735	3236
Sales / BD	2483	2227	2275	2238	2569	2775	2560	2720	2798	2590	2786	2550	2571
ITES / BPO / KPO / Customer Service	2618	2704	2486	2177	2611	2799	2876	2865	2841	2703	3021	2741	3028
Production / Maintenance / Quality	1509	1348	1291	1397	1379	1410	1392	1483	1348	1256	1329	1252	1449
Accounts / Finance / Tax / CS / Audit	1441	1453	1439	1310	1453	1552	1522	1764	1772	1527	1631	1503	1585
HR / Administration / IR	2084	2030	2061	2006	2329	2411	2239	2527	2630	2235	2188	1945	2043
Site Engineering / Project Management	666	731	719	682	648	740	675	793	608	559	643	634	633
Marketing / Advertising / MR / PR	1717	1536	1468	1480	1702	1880	1875	1769	1665	1501	1759	1652	1629
Banking / Insurance	1454	1310	1217	1267	1485	1493	1444	1294	1174	1202	1341	1139	1441
Engineering Design / R&D	943	899	930	926	1001	1089	983	1125	1041	939	1071	988	930

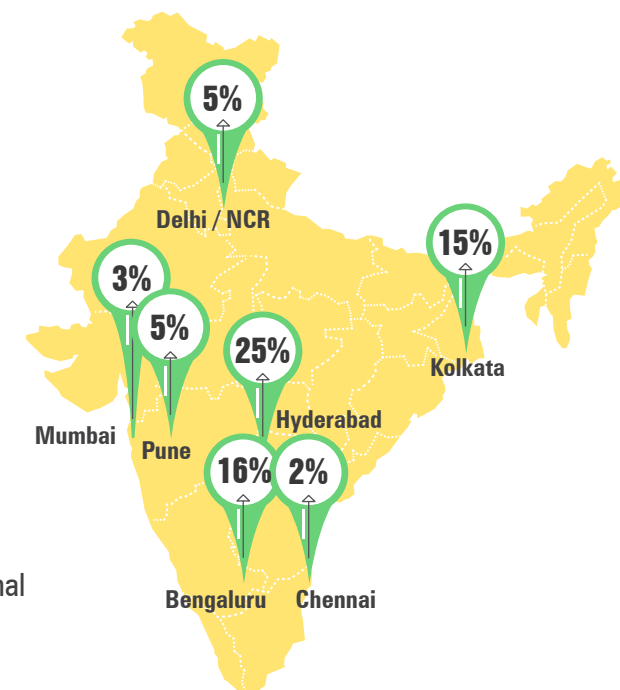
# CITY BASED HIRING SCENARIO

## City Wise Analysis

All major cities witnessed positive growth in hiring activity during the month of September '19. This was led by increased hiring activity in cities like Hyderabad and Bangalore.

- Delhi/NCR:** Hiring activity in the capital city witnessed a rise of +5%. BPO, Pharma and IT - Software grew by 14% and 36% and 18% while Auto and IT – Hardware saw a dip of -45% and -10% respectively. Hiring for mid - management roles grew by +8% while hiring for entry level roles saw a dip of - 1%.
- Bangalore:** Overall hiring activity in Bangalore grew by +16%. This was largely fuelled by robust growth in IT - Software (+50%), IT - Hardware (+31%) and Accounting (+125%). There was positive YoY growth across all experience bands with hiring for mid –level executives (+25%) and mid – management roles (+24%) leading the way.
- Mumbai:** Recruitment in Mumbai showed an increase of +3% during September '19. Hiring for IT-Software and BPO industries increased by +34% and +18% while Banking (-16%) continued to dip. Hiring for roles in functional areas like ITES and Pharma saw an increase of +14% and +13% respectively. While hiring for entry level executives (+4%) and mid – level executives (+4%) witnessed an increase, mid – management (-3%), senior management (-13%) and leadership (-21%) hiring saw a YoY dip in growth rates.

## Distribution of Jobs across Roles



figures are percentage change in Sep-19 over average of Sep-18

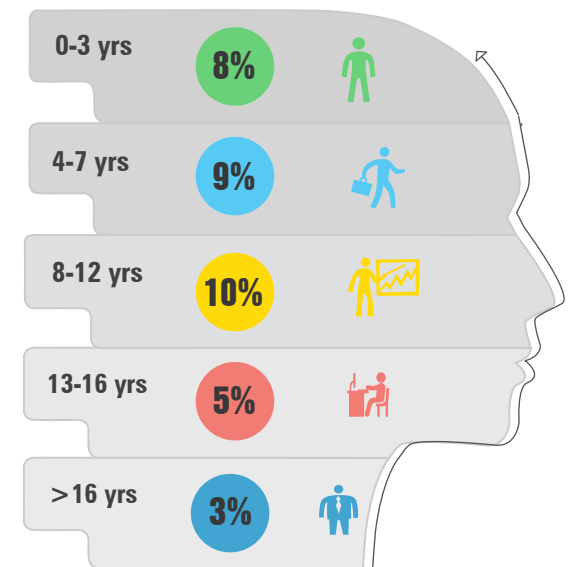
City*	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19
Delhi / NCR	2264	2215	2135	2076	2298	2427	2440	2651	2498	2313	2486	2218	2368
Mumbai	1742	1808	1723	1656	1850	2286	1879	2037	1942	1755	1825	1710	1796
Bengaluru / Bangalore	2190	2357	2358	2122	2538	2679	2662	2788	2545	2383	2673	2284	2533
Chennai	1822	1809	1811	1602	1824	2183	1978	1957	1885	1763	1989	1770	1860
Hyderabad / Secunderabad	2249	2236	2420	2019	2497	2656	2693	2684	2805	2499	2786	2449	2811
Pune	2519	2671	2489	2379	2701	3121	2934	2874	2741	2547	2860	2653	2649
Kolkata	2307	2311	2387	2322	2521	3071	2682	2718	2713	2654	2955	2787	2650

# WORK EXPERIENCE SCENARIO

## Experience Wise Analysis

- Demand for entry-level job seekers (0 – 3 yrs. exp.) grew by +8%.
- Hiring for mid-level executives (4-7 yrs. exp.) grew by +9%.
- Mid- management roles (8-12 yrs. exp.) saw a rise of +12%.
- Hiring for senior management roles (13-16 yrs. exp.) and leadership roles (16+ yrs. exp.) grew by +5% and +3% respectively.

## Experience Levels



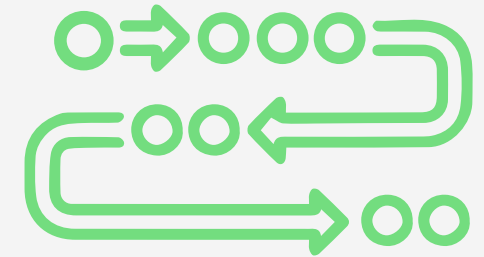
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# METHODOLOGY

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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. The site enjoys a traffic share of over 70% as per similar web. Naukri.com is a recruitment platform that provides hiring-related services to corporates/recruiters, placement agencies and job seekers in India and overseas. It offers multiple products like Resume Database Access, Job Listings and Response Management Tools. With more than 5,25,000 jobs live at any given point and over 65 million CVs, Naukri.com has serviced over 76,000 corporate clients in 2018-2019. The company operates through 56 offices in 42 cities across India with overseas offices in Dubai, Riyadh, Abu Dhabi and Bahrain.



The Naukri Job Speak is a monthly index which calculates and records hiring activity based on newly added job listings on Naukri.com every month. The objective of Naukri JobSpeak is to measure hiring activity across various industries, cities, functional areas and experience levels. August 2008 has been considered as the base with an index value of 1,000 and the subsequent monthly indices are compared to data from August 2008. The jobs analysed for the monthly index are qualified on the basis of white-collar jobs belonging to the organized corporate sector with focus on service industries. Over 76,000 clients use Naukri.com, ensuring that the data is highly reliable. The report however does not cover gig employment, hyperlocal hiring or campus placement.

## Banking

## 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-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19
IT-Software/Software Services	2639	2824	2855	2646	3068	3367	3401	3530	3178	3048	3405	3027	3497
BPO/ITES/CRM/Transcription	1995	2048	1939	1672	1936	2073	2172	2294	2237	2131	2286	2068	2375
Construction/Engineering/Cement/Metals	846	830	944	859	798	965	948	1023	889	809	850	782	913
Auto/Auto Ancillary	1663	1395	1415	1486	1709	1587	1464	1500	1372	1255	1316	1285	1335
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Oil and Gas/Power/Infrastructure/Energy	726	775	695	724	787	812	759	880	755	725	825	768	740
Telcom/ISP	523	488	538	542	524	557	603	616	737	554	612	556	602
Insurance	1183	970	1110	1006	1299	1692	1055	1091	1047	1170	1340	1105	1083
Industrial Products/Heavy Machinery	1078	1044	913	1004	978	1106	1038	1126	1163	1070	1120	1094	1017
Pharma/Biotech/Clinical Research	1812	1702	1674	1620	1950	2040	1953	2233	2174	1977	2138	1804	1870
Hotels/Restaurants/Airlines/Travel	2374	2230	2268	2132	2300	2547	2359	2441	2244	2080	2081	2100	2145
FMCG/Foods/Beverage	1790	1817	1802	1775	1949	2048	2024	2171	1980	1940	1976	1792	1973
Chemicals/PetroChemical/Plastic/Rubber	1255	1087	1153	1098	1297	1349	1176	1487	1348	1274	1253	1353	1258
Education/Teaching/Training	3577	3291	3335	3556	3778	4099	4110	4002	4223	3748	4231	3496	3792
IT-Hardware & Networking	1121	1030	1035	1026	1239	1199	1133	1408	1337	1090	1190	1108	1078
Retailing	1767	1633	1553	1514	1795	1882	2270	1754	2290	1681	1853	1786	1866
Media/Dotcom/Entertainment	1150	1061	1050	1086	1167	1193	1167	1252	1278	1204	1386	1137	1188
Medical/Healthcare/Hospital	5093	5008	6442	4968	4994	5440	5057	5505	5094	4772	5793	5342	6314
Real Estate/Property	2582	2411	2168	2114	2231	2529	2340	2502	2811	2507	2548	2369	2148
Recruitment/Employment Firm	3842	3635	3385	4248	3841	4296	4533	3711	3727	3105	3907	2857	3444
Consumer Durables	1127	977	974	1058	1148	1277	1209	1260	1249	1108	1328	1113	1168
Accounting/Taxation/Finance	2587	2684	2705	2732	2508	2981	3093	3587	3468	3179	4242	3763	3811
Advertising/PR/MR/Events	3048	2976	2697	2740	2956	3742	3460	3422	3291	3020	3178	3292	3322
Textiles/Garments/Accessories	2328	2056	1956	2088	2276	2320	2219	2383	2399	1987	2255	2101	1911
Semiconductors/Electronics	1343	1761	1489	1214	1318	1267	1596	1501	1555	1524	2141	1,539	1659
Courier/Transportation/Freight	1924	1743	1897	1815	1963	2101	1900	2530	2218	2064	2235	2059	1728
Architecture/Interior Designing	2016	1500	1733	1843	1923	2062	1776	2147	1890	1801	2153	1787	1901
Export/Import	1222	1100	1210	1274	1317	1424	1189	1394	1512	1317	1486	1355	1358
Printing/Packaging	1584	1421	1330	1204	1520	1485	1338	1422	1437	1465	1440	1405	1459

# ANNEXURE FUNCTIONAL AREA

Functional*	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19
IT-Software	2554	2699	2713	2511	2948	3153	3239	3335	2925	2819	3163	2735	3236
Sales / BD	2483	2227	2275	2238	2569	2775	2560	2720	2798	2590	2786	2550	2571
ITES / BPO / KPO / Customer Service	2618	2704	2486	2177	2611	2799	2876	2865	2841	2703	3021	2741	3028
Production / Maintenance / Quality	1509	1348	1291	1397	1379	1410	1392	1483	1348	1256	1329	1252	1449
Accounts / Finance / Tax / CS / Audit	1441	1453	1439	1310	1453	1552	1522	1764	1772	1527	1631	1503	1585
HR / Administration / IR	2084	2030	2061	2006	2329	2411	2239	2527	2630	2235	2188	1945	2043
Site Engineering / Project Management	666	731	719	682	648	740	675	793	608	559	643	634	633
Marketing / Advertising / MR / PR	1717	1536	1468	1480	1702	1880	1875	1769	1665	1501	1759	1652	1629
Banking / Insurance	1454	1310	1217	1267	1485	1493	1444	1294	1174	1202	1341	1139	1441
Engineering Design / R&D	943	899	930	926	1001	1089	983	1125	1041	939	1071	988	930
Purchase / Logistics / Supply Chain	1207	1193	1166	1169	1205	1297	1195	1354	1205	1134	1263	1094	1139
Secretary / Front Office / Data Entry	1004	982	1159	1077	1082	1284	1422	1218	1145	977	1379	1851	1070
IT- Hardware / Telecom / Technical Staff	1407	1312	1287	1384	1425	1497	1574	1623	1749	1410	1513	1446	1468
Teaching / Education	3202	2957	3221	3345	3827	4566	4316	3848	4164	3755	3980	3490	3798
Pharma / Biotech / Healthcare / Medical	5142	5090	5724	5070	5039	5415	5211	5711	5070	4703	5667	5208	6411
Hotels / Restaurants	3248	2688	2767	2589	2630	3198	2889	2776	2783	2587	2496	2445	2518
Top Management	900	851	882	896	979	1082	1139	1030	896	809	894	696	869
Architecture / Interior Design	1287	1491	1486	1402	1395	1313	1265	1560	1371	1203	1210	1073	1144
Export / Import / Merchandising	1293	1161	1140	1324	1388	1513	1490	1309	1545	1371	1306	1128	1143
Corporate Planning / Consulting	1718	1753	1821	2068	1926	1861	1923	1924	1765	1434	2104	1551	1571
Legal	1995	1884	1875	1711	2191	2131	2091	2407	1899	1959	2037	1805	1839
Web / Graphic Design / Visualiser	3549	3196	3270	3124	3792	4216	4043	3977	3714	3228	3861	3595	3815
Content / Journalism	2888	2791	2575	2476	2938	3189	3078	3298	3312	2783	3541	2826	3301
Ticketing / Travel / Airlines	3553	3349	3439	3486	4523	3504	3365	4462	3312	2672	3239	3481	4288
Fashion / Garments / Merchandising	1723	1504	1639	1732	1732	1743	2122	1916	1627	1277	1592	1469	1464
Guards / Security Services	2087	1020	991	1296	2112	1367	1908	2287	1530	1297	1683	1734	1328
TV / Films / Production	1502	1322	1366	1322	1926	2060	1992	1990	1747	1552	2547	1812	1670
Packaging	1293	1088	1574	1560	1469	1525	2013	1986	1995	1462	1578	1542	1444

# ANNEXURE CITIES

Cities*	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19
Delhi / NCR	2264	2215	2135	2076	2298	2427	2440	2651	2498	2313	2486	2218	2368
Mumbai	1742	1808	1723	1656	1850	2286	1879	2037	1942	1755	1825	1710	1796
Bengaluru / Bangalore	2190	2357	2358	2122	2538	2679	2662	2788	2545	2383	2673	2284	2533
Chennai	1822	1809	1811	1602	1824	2183	1978	1957	1885	1763	1989	1770	1860
Hyderabad / Secunderabad	2249	2236	2420	2019	2497	2656	2693	2684	2805	2499	2786	2449	2811
Pune	2519	2671	2489	2379	2701	3121	2934	2874	2741	2547	2860	2653	2649
Kolkata	2307	2311	2387	2322	2521	3071	2682	2718	2713	2654	2955	2787	2650
Ahmedabad	2929	2771	2765	2892	3382	4132	3714	3565	3554	3480	3599	3349	3485
Chandigarh	2190	1925	1688	1781	1846	2114	1967	1940	2060	1852	2102	1931	2048
Ernakulam / Kochi / Cochin	3319	3253	3386	3253	3650	3846	3524	3442	3393	3372	3860	3864	4235
Vadodara / Baroda	2381	2427	2273	2858	2826	3605	2961	3304	3067	2921	2921	2296	2982
Coimbatore	2123	2193	2372	2185	2444	3007	2619	2550	3,219	2793	3506	3379	3007
Jaipur	4275	3681	3068	3752	3876	4526	4398	3877	4,200	3384	4154	3897	3630