



**A REPORT ON
HIRING ACTIVITY
IN INDIA**

**BY: CITY, INDUSTRY, FUNCTIONAL AREA
AND EXPERIENCE**

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INDEX FOR SEPTEMBER 2020

The Naukri JobSpeak Index for September'20, at 1755, marks an improvement of 24% in hiring activity as compared to August'20, at 1413. However, at a Y-O-Y level, the overall hiring is still down by 23% in September'20.

Hotel/Restaurant/Airlines/Travel (-71%), Retail (-50%), Oil & Gas/Power (-45%), Accounting/Taxation/Finance (-34%) and IT-Software (-32%) sectors witnessed a steep decline in hiring activity in September'20 Y-O-Y.

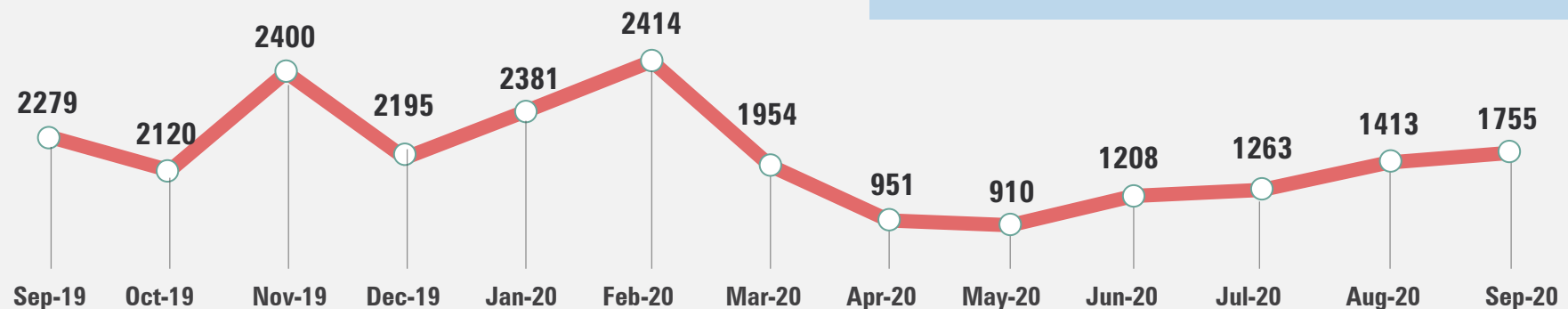
Mumbai (-35%), Delhi NCR (-33%), and Bengaluru (-33%) led the decline in hiring in metros.

Recruitment across the board declined at varied experience levels with the entry-level experience bands (0 to 3 yrs exp) witnessing the sharpest decline of 29%.

Referring to the report, Pawan Goyal, Chief Business Officer, Naukri.com said,

“The last quarter has seen significant uptick in the hiring activity, growing at 14% compared to 8% decline in AMJ' 20. While the hiring is yet to touch last year levels and is down by 23% in Sept'20 versus Sept'19 but this is also a marked recovery from a 35%-60% decline that we have witnessed in the last few months. Businesses that are leveraging digital channels for dissemination & consumption of goods and services are thriving and will continue to do so as we imbibe social distancing norms in our daily lives. With increased mobility and focus on health, we are hopeful that hiring activity will further improve in sectors like Travel, Hospitality, Medical/ Healthcare, Insurance and Financial services.”

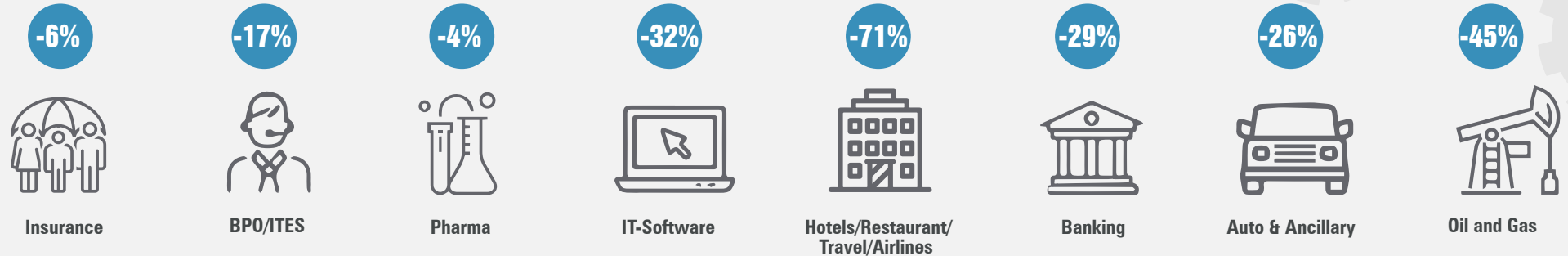
Overall Hiring Trends



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

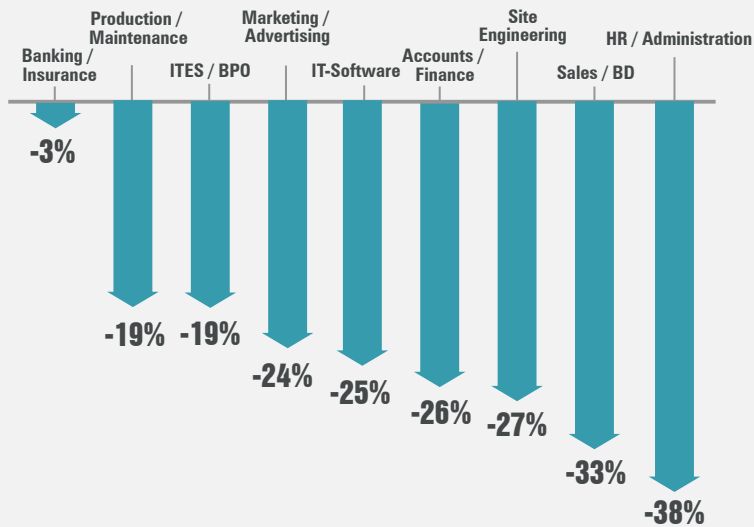
KEY HIGHLIGHTS

Hiring across Industry



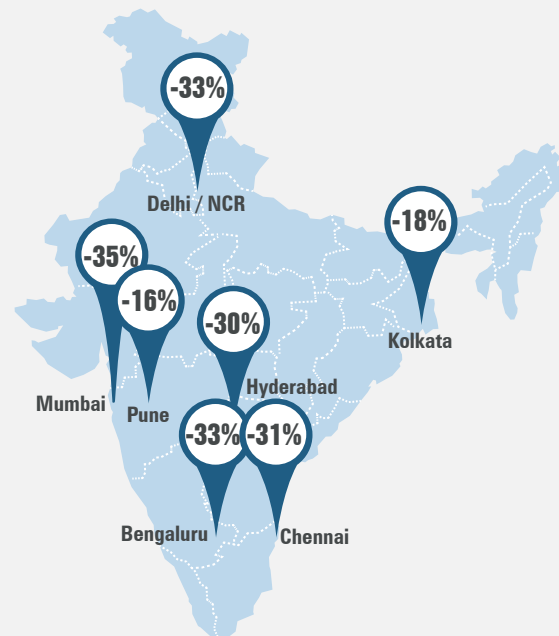
Figures are percentage change in September-20 over average of September-19

Hiring across Functional Areas



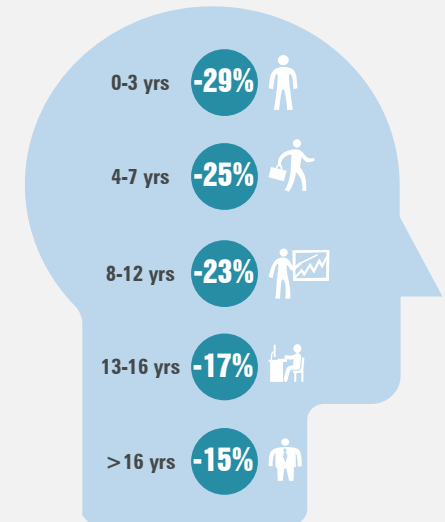
Figures are percentage change in September-20 over average of September-19

Hiring across Cities



Figures are percentage change in September-20 over average of September-19

Hiring across Experience Levels



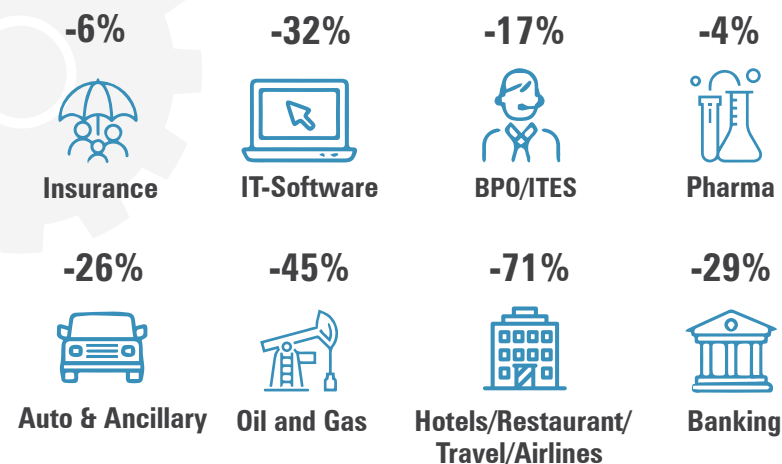
Figures are percentage change in September-20 over average of September-19

SECTORAL ANALYSIS

Industry-wise Analysis:

- IT-Hardware & Networking industry (26%), Chemicals/Petrochemicals (14%) and Industrial Products/Heavy Machinery (2%) sectors witnessed positive hiring growth due to the unlocking of the country.
- Hotel/Restaurant/Airlines/Travel (-71%), Retail (-50%), Oil & Gas/Power (-45%), (-40%) and IT-Software (-32%) sectors witnessed a steep decline in hiring activity in September'20 Y-O-Y.
- Industries such as Pharma/Biotech (-4%), Insurance (-6%), Real Estate (-9%) and FMCG (-11%) remained least impacted in hiring.

Hiring trends across key Industries



Figures are percentage change in September-20 over average of September-19

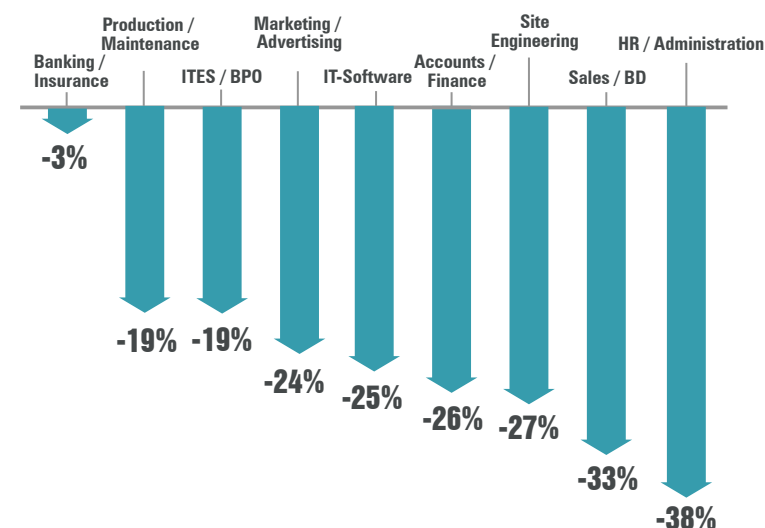
Industry*	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Fab-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20
IT-Software/Software Services	3,497	3,300	3,578	3,133	3,353	3,525	3089	1803	1472	1755	1749	1986	2375
BPO/ITES/CRM/Transcription	2,375	2,062	2,421	2,120	2,279	2,259	2140	929	839	1244	1315	1527	1971
Construction/Engineering/Cement/Metals	913	727	973	862	952	906	633	216	282	374	475	490	583
Auto/Auto Ancillary	1,335	1,057	1,285	1,151	1,276	1,330	915	265	327	580	661	771	994
Banking/Financial Services/Broking	2,686	2,358	2,848	2,701	3,062	2,946	2465	993	858	1192	1378	1437	1910
Oil and Gas/Power/Infrastructure/Energy	740	643	774	712	820	830	543	334	249	300	347	313	408
Telcom/ISP	602	569	581	586	611	558	451	277	300	285	322	507	470
Insurance	1,083	930	1,215	1,147	1,552	1,306	936	633	476	637	659	795	1017
Industrial Products/Heavy Machinery	1,017	983	1,240	1,127	1,133	1,099	772	272	351	546	695	773	1041
Pharma/Biotech/Clinical Research	1,870	1,591	1,827	1,905	1,845	1,875	1448	1026	1125	1426	1316	1243	1794
Hotels/Restaurants/Airlines/Travel	2,145	1,926	2,218	2,060	2,185	2,087	1047	221	207	430	407	417	616
FMCG/Foods/Beverage	1,973	1,691	2,035	1,832	2,001	2,118	1446	654	700	1103	1209	1227	1754
Chemicals/PetroChemical/Plastic/Rubber	1,258	956	1,200	1,116	1,252	1,366	964	574	487	815	939	937	1439
Education/Teaching/Training	3,792	3,489	4,562	3,945	4,630	4,608	3797	1785	1582	2711	2118	2312	3258
IT-Hardware & Networking	1,078	1,021	1,334	1,125	1,179	1,231	1052	557	558	764	835	829	1354
Retailing	1,866	1,669	1,833	1,556	1,643	1,797	1135	399	308	545	532	813	935
Media/Dotcom/Entertainment	1,188	927	1,201	1,027	1,109	1,050	698	299	438	420	572	589	816
Medical/Healthcare/Hospital	6,314	4,862	6,136	5,186	5,448	5,938	4706	2133	4060	4499	4612	5279	5091
Real Estate/Property	2,148	2,042	2,651	2,194	2,452	2,501	1640	420	594	947	1021	1364	1963

FUNCTIONAL AREA ANALYSIS

Hiring trends across key Functional Areas

Functional Area Analysis:

- New jobs for professionals in the Ticketing/Travel/Airlines, Hotel/Restaurant and HR/Admin sectors witnessed a dip of 72%, 74% and 38% respectively.
- The demand for professionals in IT-Hardware/Technical (26%) and Purchase/Supply Chain (2%) roles saw an uptick in September'20 Y-O-Y.
- Additionally, hiring for professionals in Banking/insurance (-3%), Production/Maintenance (-19%) and ITES/BPO (-19%) remained less impacted in September'20 versus same time last year.



Figures are percentage change in September-20 over average of September-19

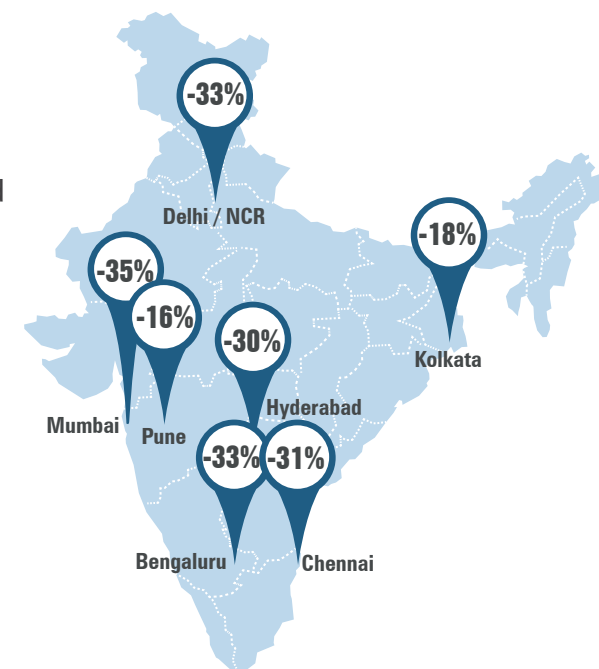
Functional Area*	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Fab-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20
IT-Software	3236	2989	3267	2803	3025	3145	2733	1642	1388	1674	1763	1969	2416
Sales / BD	2571	2274	2743	2556	2820	2890	2044	851	863	1147	1189	1280	1731
ITES / BPO / KPO / Customer Service	3028	2837	3263	2852	3051	3051	2907	1325	1153	1679	1673	1986	2452
Production / Maintenance / Quality	1449	1132	1400	1276	1372	1409	1090	359	486	785	831	909	1168
Accounts / Finance / Tax / CS / Audit	1585	1466	1772	1515	1658	1742	1361	561	568	806	835	921	1169
HR / Administration / IR	2043	1911	2186	2018	2158	2206	1596	558	570	747	756	892	1260
Site Engineering / Project Management	633	556	722	633	713	649	457	186	206	291	364	385	463
Marketing / Advertising / MR / PR	1629	1486	1859	1697	1822	1656	1265	553	658	822	858	1030	1241
Banking / Insurance	1441	1175	1320	1278	1488	1258	1111	524	526	648	1027	1111	1404
Engineering Design / R&D	930	768	1004	832	973	960	701	398	381	507	606	548	708
Hotels / Restaurants	2518	2457	2759	2531	2541	2528	1407	300	272	697	534	538	659
Pharma / Biotech / Healthcare / Medical	6411	5074	6288	5412	5644	6137	4866	2442	3636	4953	5183	5968	5648
Ticketing / Travel / Airlines	4288	3491	4141	4234	5024	4588	1759	207	279	517	721	732	1203
IT- Hardware / Telecom / Technical Staff	1468	1311	1751	1609	1491	1541	1340	677	665	906	1216	1228	1843

CITY BASED HIRING SCENARIO

Hiring trends across key Cities

City Wise Analysis

- Given the intensity of the pandemic in major cities, the hiring activity in the key cities mentioned declined more than the national average (28% vs 23%) in September'20 Y-O-Y.
- Mumbai (-35%), Delhi NCR (-33%), and Bengaluru (-33%) led the decline in hiring in metros.
- Tier-II cities such as Jaipur (13%) and Chandigarh (11%) showed robust hiring growth.



Figures are percentage change in September-20 over average of September-19

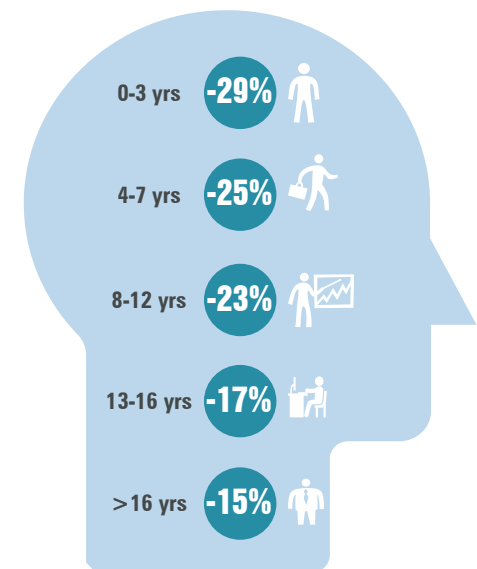
City*	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20
Delhi / NCR	2368	2032	2567	2313	2360	2278	1818	804	820	1068	1170	1338	1598
Mumbai	1796	1685	1973	1740	1928	1936	1621	807	640	781	846	951	1175
Bengaluru / Bangalore	2533	2376	2563	2191	2455	2513	2256	1202	1060	1278	1228	1501	1709
Chennai	1860	1815	2008	1691	1748	1918	1494	742	698	854	892	1037	1291
Hyderabad / Secunderabad	2811	2733	2832	2561	2659	2785	2215	1156	1048	1382	1396	1597	1976
Pune	2649	2664	3109	2707	2895	3074	2589	1307	1026	1467	1417	1770	2226
Kolkata	2650	2491	3246	2799	2676	2849	2269	1075	856	1491	1431	1817	2178
Ahmedabad	3485	3147	3937	3493	3467	3545	2809	1311	1304	1700	1783	1936	2598
Chandigarh	2048	1638	2073	1740	2140	2112	1570	784	881	1329	1512	1636	2274
Ernakulam / Kochi / Cochin	4235	3736	4617	4160	4466	4809	2934	1325	1768	2591	2589	2768	3447
Vadodara / Baroda	2982	2285	3577	3603	2684	3014	2494	1051	1091	1348	1824	1769	2271
Coimbatore	3007	3040	3498	3144	3219	3137	2614	1025	1403	1640	1740	1550	1965
Jaipur	3630	3441	4017	3429	3823	3840	3091	1633	1553	2231	3124	2999	4090

WORK EXPERIENCE SCENARIO

Hiring trends across Experience bands

Experience Wise Analysis

- Hiring across experience levels remained impacted in Sept' 20 as compared to Sept' 19.
- The hiring for entry-level executives (0-3 yrs. exp.) and senior-level executives (4-7 yrs. exp.) saw a dip of 29% and 25% respectively.
- The middle management roles (8-12 yrs. exp.) roles declined by 23%, senior management roles (13-16 yrs. exp.) declined by 17% and leadership roles (16+ yrs. exp.) declined by 15%.



Figures are percentage change in September-20 over average of September-19

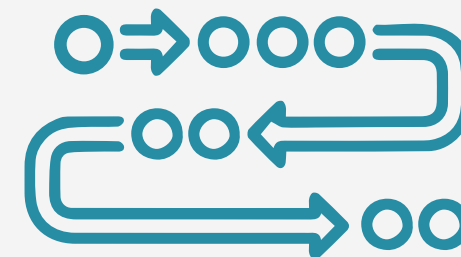
METHODOLOGY

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. 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.

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-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20
IT-Software/Software Services	3497	3300	3578	3133	3353	3525	3089	1803	1472	1755	1749	1986	2375
BPO/ITES/CRM/Transcription	2375	2062	2421	2120	2279	2259	2140	929	839	1244	1315	1527	1971
Construction/Engineering/Cement/Metals	913	727	973	862	952	906	633	216	282	374	475	490	583
Auto/Auto Ancillary	1335	1057	1285	1151	1276	1330	915	265	327	580	661	771	994
Banking/Financial Services/Broking	2686	2358	2848	2701	3062	2946	2465	993	858	1192	1378	1437	1910
Oil and Gas/Power/Infrastructure/Energy	740	643	774	712	820	830	543	334	249	300	347	313	408
Telcom/ISP	602	569	581	586	611	558	451	277	300	285	322	507	470
Insurance	1083	930	1215	1147	1552	1306	936	633	476	637	659	795	1017
Industrial Products/Heavy Machinery	1017	983	1240	1127	1133	1099	772	272	351	546	695	773	1041
Pharma/Biotech/Clinical Research	1870	1591	1827	1905	1845	1875	1448	1026	1125	1426	1316	1243	1794
Hotels/Restaurants/Airlines/Travel	2145	1926	2218	2060	2185	2087	1047	221	207	430	407	417	616
FMCG/Foods/Beverage	1973	1691	2035	1832	2001	2118	1446	654	700	1103	1209	1227	1754
Chemicals/PetroChemical/Plastic/Rubber	1258	956	1200	1116	1252	1366	964	574	487	815	939	937	1439
Education/Teaching/Training	3792	3489	4562	3945	4630	4608	3797	1785	1582	2711	2118	2312	3258
IT-Hardware & Networking	1078	1021	1334	1125	1179	1231	1052	557	558	764	835	829	1354
Retailing	1866	1669	1833	1556	1643	1797	1135	399	308	545	532	813	935
Media/Dotcom/Entertainment	1188	927	1201	1027	1109	1050	698	299	438	420	572	589	816
Medical/Healthcare/Hospital	6314	4862	6136	5186	5448	5938	4706	2133	4060	4499	4612	5279	5091
Real Estate/Property	2148	2042	2651	2194	2452	2501	1640	420	594	947	1021	1364	1963
Recruitment/Employment Firm	3444	2903	3487	3135	3758	3638	2856	904	833	1303	1782	2127	3122
Consumer Durables	1168	917	1314	1250	1241	1111	928	288	352	595	671	641	808
Accounting/Taxation/Finance	3811	3375	3989	3348	3434	3398	2792	1082	1092	1668	1834	2036	2510
Advertising/PR/MR/Events	3322	2903	4072	3813	3662	3416	2552	880	1036	1366	1481	1707	1979
Textiles/Garments/Accessories	1911	1752	2285	1999	1910	1986	1264	359	583	967	1093	1236	1336
Semiconductors/Electronics	1659	1618	1670	1410	1553	1483	1061	650	855	865	1012	1245	1128
Courier/Transportation/Freight	1728	1768	1967	1721	1953	1913	1493	565	647	1036	1395	1505	1954
Architecture/Interior Designing	1901	1464	2259	1801	2133	1724	1076	309	606	818	750	1151	1452
Export/Import	1358	1148	1551	1280	1283	1411	1274	385	410	663	1183	796	1086
Printing/Packaging	1459	1107	1763	1245	1530	1786	1271	367	538	781	925	1021	1134

ANNEXURE FUNCTIONAL AREA

Functional*	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20
IT-Software	3236	2989	3267	2803	3025	3145	2733	1642	1388	1674	1763	1969	2416
Sales / BD	2571	2274	2743	2556	2820	2890	2044	851	863	1147	1189	1280	1731
ITES / BPO / KPO / Customer Service	3028	2837	3263	2852	3051	3051	2907	1325	1153	1679	1673	1986	2452
Production / Maintenance / Quality	1449	1132	1400	1276	1372	1409	1090	359	486	785	831	909	1168
Accounts / Finance / Tax / CS / Audit	1585	1466	1772	1515	1658	1742	1361	561	568	806	835	921	1169
HR / Administration / IR	2043	1911	2186	2018	2158	2206	1596	558	570	747	756	892	1260
Site Engineering / Project Management	633	556	722	633	713	649	457	186	206	291	364	385	463
Marketing / Advertising / MR / PR	1629	1486	1859	1697	1822	1656	1265	553	658	822	858	1030	1241
Banking / Insurance	1441	1175	1320	1278	1488	1258	1111	524	526	648	1027	1111	1404
Engineering Design / R&D	930	768	1004	832	973	960	701	398	381	507	606	548	708
Purchase / Logistics / Supply Chain	1139	1033	1295	1152	1196	1127	920	407	475	695	809	937	1160
Secretary / Front Office / Data Entry	1070	966	1408	1155	1062	1137	813	169	263	435	505	536	773
IT- Hardware / Telecom / Technical Staff	1468	1311	1751	1609	1491	1541	1340	677	665	906	1216	1228	1843
Teaching / Education	3798	3094	4340	3720	4589	4270	3924	1686	1402	2093	1802	2060	2683
Pharma / Biotech / Healthcare / Medical	6411	5074	6288	5412	5644	6137	4866	2442	3636	4953	5183	5968	5648
Hotels / Restaurants	2518	2457	2759	2531	2541	2528	1407	300	272	697	534	538	659
Top Management	869	672	902	822	828	681	628	512	476	596	536	581	729
Architecture / Interior Design	1144	895	1352	1239	1618	1191	864	452	531	638	687	778	985
Export / Import / Merchandising	1143	1079	1296	1155	1258	1205	986	316	414	762	895	1209	1000
Corporate Planning / Consulting	1571	1548	1684	1445	1460	1438	1097	619	623	840	783	1010	1265
Legal	1839	1767	1833	1865	1840	2007	1438	652	644	918	917	970	1265
Web / Graphic Design / Visualiser	3815	3378	4275	3513	3795	3960	2857	1226	1749	2066	2373	3080	3241
Content / Journalism	3301	2744	3418	3207	3358	3423	2763	1237	1481	1936	1726	2188	2394
Ticketing / Travel / Airlines	4288	3491	4141	4234	5024	4588	1759	207	279	517	721	732	1203
Fashion / Garments / Merchandising	1464	1119	1585	1288	1399	1465	764	199	152	410	402	641	898
Guards / Security Services	1328	1357	2066	1765	1796	1461	1051	316	531	1065	857	949	1339
TV / Films / Production	1670	1126	1569	1926	2302	1536	1126	674	816	1097	1567	865	1148
Packaging	1444	1451	1593	1306	1651	1649	1215	1462	889	1068	1161	1106	1462

ANNEXURE CITIES

Cities*	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20
Delhi / NCR	2368	2032	2567	2313	2360	2278	1818	804	820	1068	1170	1338	1598
Mumbai	1796	1685	1973	1740	1928	1936	1621	807	640	781	846	951	1175
Bengaluru / Bangalore	2533	2376	2563	2191	2455	2513	2256	1202	1060	1278	1228	1501	1709
Chennai	1860	1815	2008	1691	1748	1918	1494	742	698	854	892	1037	1291
Hyderabad / Secunderabad	2811	2733	2832	2561	2659	2785	2215	1156	1048	1382	1396	1597	1976
Pune	2649	2664	3109	2707	2895	3074	2589	1307	1026	1467	1417	1770	2226
Kolkata	2650	2491	3246	2799	2676	2849	2269	1075	856	1491	1431	1817	2178
Ahmedabad	3485	3147	3937	3493	3467	3545	2809	1311	1304	1700	1783	1936	2598
Chandigarh	2048	1638	2073	1740	2140	2112	1570	784	881	1329	1512	1636	2274
Ernakulam / Kochi / Cochin	4235	3736	4617	4160	4466	4809	2934	1325	1768	2591	2589	2768	3447
Vadodara / Baroda	2982	2285	3577	3603	2684	3014	2494	1051	1091	1348	1824	1769	2271
Coimbatore	3007	3040	3498	3144	3219	3137	2614	1025	1403	1640	1740	1550	1965
Jaipur	3630	3441	4017	3429	3823	3840	3091	1633	1553	2231	3124	2999	4090