



Jobspeak

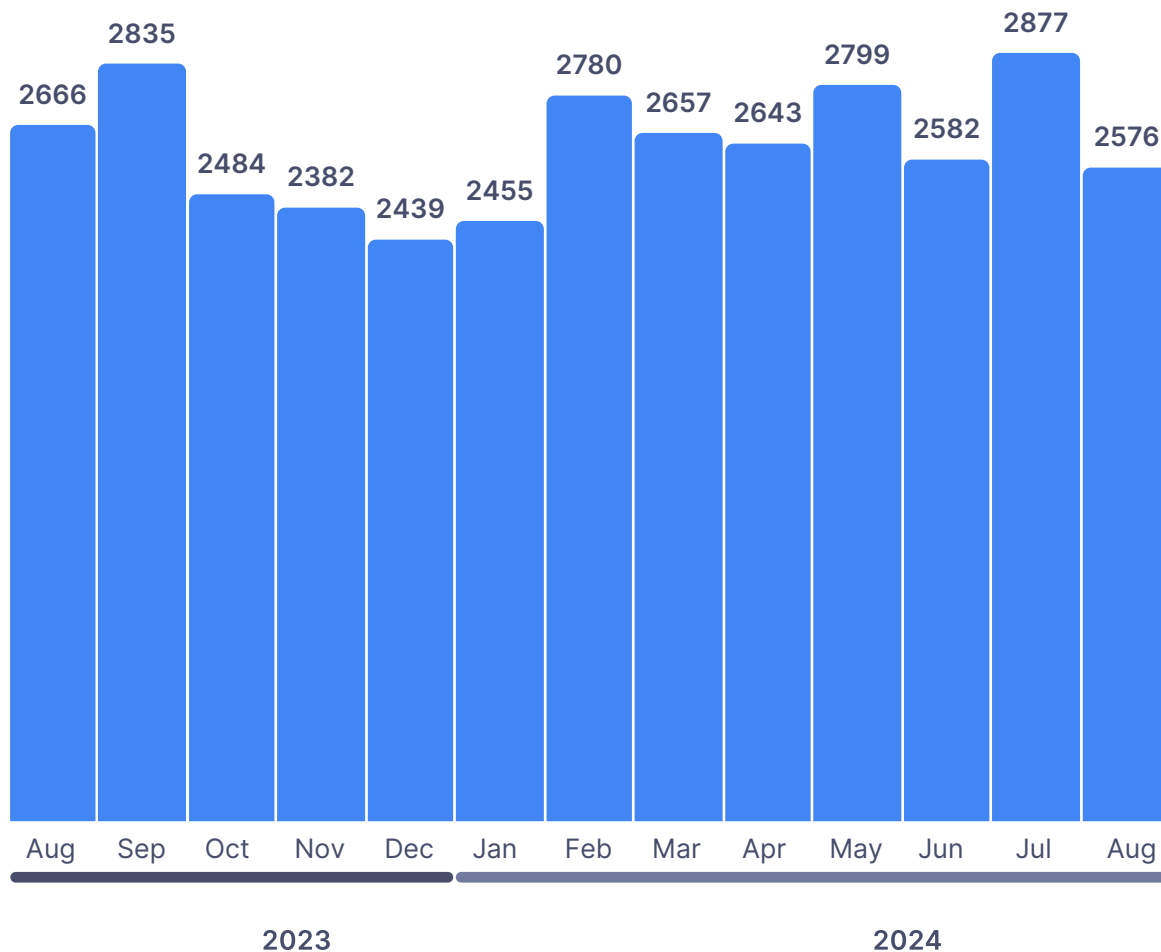
August, 2024

In-depth hiring trends by
city, industry & experience



Naukri Jobspeak: AI-ML, Pharma and FMCG Shine Despite Extended Holiday Impact in August

Overall Hiring Trends



- The Naukri JobSpeak Index, India's leading indicator of white-collar hiring activity, experienced a slight correction in August 2024 vs August 2023 witnessing a **3% decline**, ending at **2576** points.
- The job market performed steadily in the first half of the month, but a unique clustering of holidays in the latter half significantly impacted the overall index.
- Despite the overall dip, several sectors demonstrated resilience and growth. **AI-ML** led the pack with a robust **14%** year-on-year increase, followed by **FMCG (+11%)**, **Pharma/Biotech (+9%)**, **Auto (+7%)**, and **Oil & Gas/Power (+5%)**. These sectors stood out amidst an otherwise subdued job market.

“Hiring in August is a story of two halves. While the first half of the month showed typical patterns, the second-half experienced an impact due to extended holidays. Still, key sectors like AI-ML, FMCG, and Pharma continue to show robust growth, which gives us reason not to worry about the job market.”

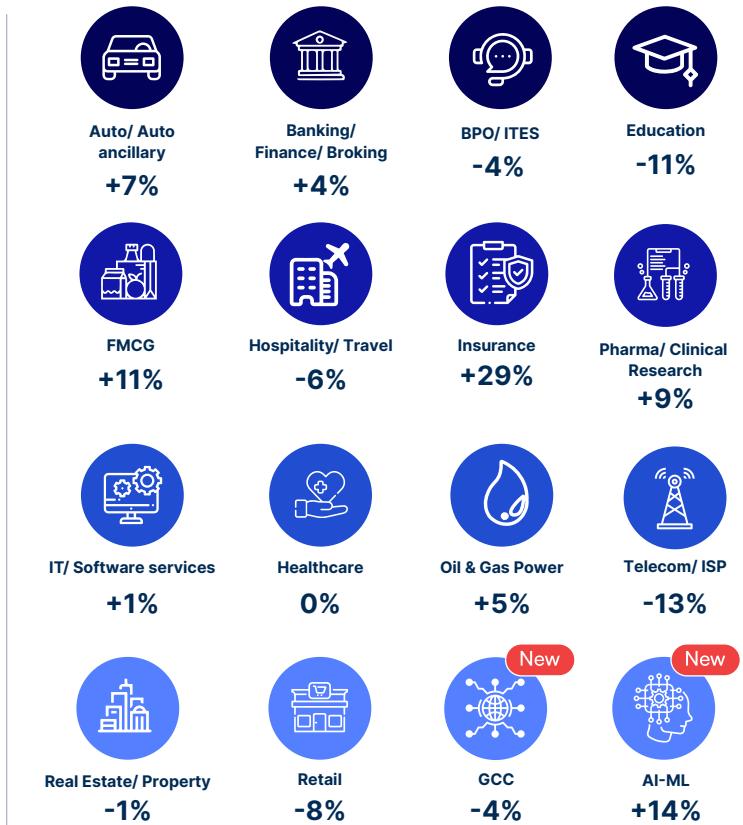


Dr. Pawan Goyal

Chief Business Officer, Naukri

HIRING TRENDS BY INDUSTRIES

- While the overall IT sector showed a modest 1% year-on-year growth, AI-ML jobs continued their impressive run with a 14% increase.
- The FMCG sector maintained its momentum with an 11% year-on-year growth, primarily driven by strong performances in Bangalore and Kolkata.
- Pharma sector grew by 9% YOY, with Baroda standing out with an impressive 44% growth.



Growth Trends: Aug'24 vs Aug'23

Industry	Aug'23	Sep'23	Oct'23	Nov'23	Dec'23	Jan'24	Feb'24	Mar'24	Apr'24	May'24	Jun'24	Jul'24	Aug'24	Y-O-Y Growth%
IT/Software Services	3278	2989	3302	3349	3210	3233	3748	3501	3456	3630	3341	3713	3310	↑ 1%
BPO/ITES	2085	1952	2179	2054	1872	1939	2157	2264	2181	2195	1961	2157	1995	↓ -4%
Oil & Gas	642	641	617	581	648	679	754	743	722	768	704	755	673	↑ 5%
Banking/Fin. Services	3533	4817	4014	3989	3876	3916	4260	3858	3890	4214	3705	4152	3678	↑ 4%
Insurance	1779	2387	2627	2386	2378	2295	2745	2514	2361	2450	2106	2519	2299	↑ 29%
Pharma/Biotech	2094	2332	2072	2048	2161	2145	2409	2286	2290	2471	2314	2560	2283	↑ 9%
FMCG	1769	1683	1838	1782	1942	1925	2088	2016	2133	2196	2011	2136	1968	↑ 11%
Education	4773	4772	4274	4145	4614	4730	4991	5146	4644	4842	4550	4750	4250	↓ -11%
Retailing	1541	1642	1535	1474	1597	1506	1605	1637	1625	1736	1608	1694	1420	↓ -8%
Healthcare	5758	6456	5957	5686	5985	6150	6229	6269	6095	6507	5759	6371	5784	— 0%
Auto	1173	1270	1188	1114	1195	1158	1323	1232	1294	1324	1274	1356	1258	↑ 7%
Hospitality/Travel	1736	2025	1675	1581	1639	1620	1662	1801	1877	1872	1642	1695	1632	↓ -6%
AI-ML	1280	1191	1141	1220	1183	1252	1516	1399	1327	1572	1424	1680	1454	↑ 14%
GCC	1064	953	912	909	863	955	1116	1038	1055	1119	1027	1143	1024	↓ -4%
Real Estate	3667	4521	3430	3257	3633	3744	3932	3873	3798	4070	3720	4200	3617	↓ -1%
Telecom/ISP	547	499	472	474	458	428	510	441	458	508	463	498	477	↓ -13%

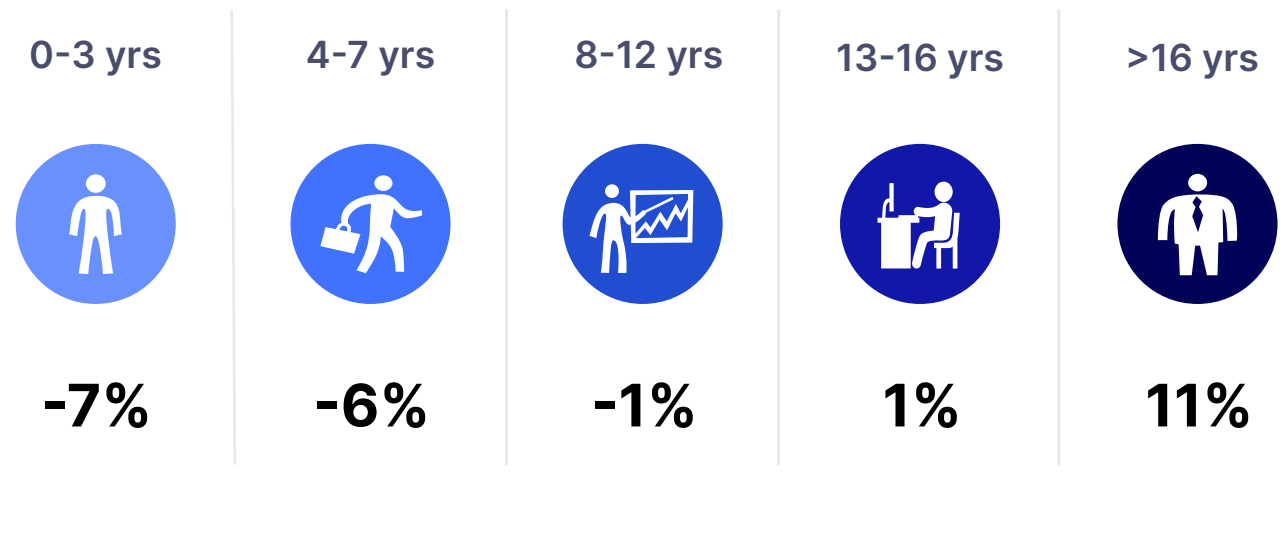
HIRING TRENDS ACROSS CITIES

Kochi, Baroda, and Coimbatore emerged as key centers for fresher recruitment, signaling a geographical diversification of talent acquisition. Bangalore solidified its position as a startup powerhouse, with startups and unicorns outpacing foreign MNCs and Global Capability Centers (GCCs) in hiring.



Growth Trends: Aug'24 vs Aug'23

HIRING TRENDS BY EXPERIENCE LEVEL



↓ -7%

decrease in job opportunities for professionals with experience of 0-3 years, compared to August'23

↑ 11%

growth in hiring for professionals with 16+ years of experience in August'24 as compared to August'23

Growth Trends: Aug'24 vs Aug'23

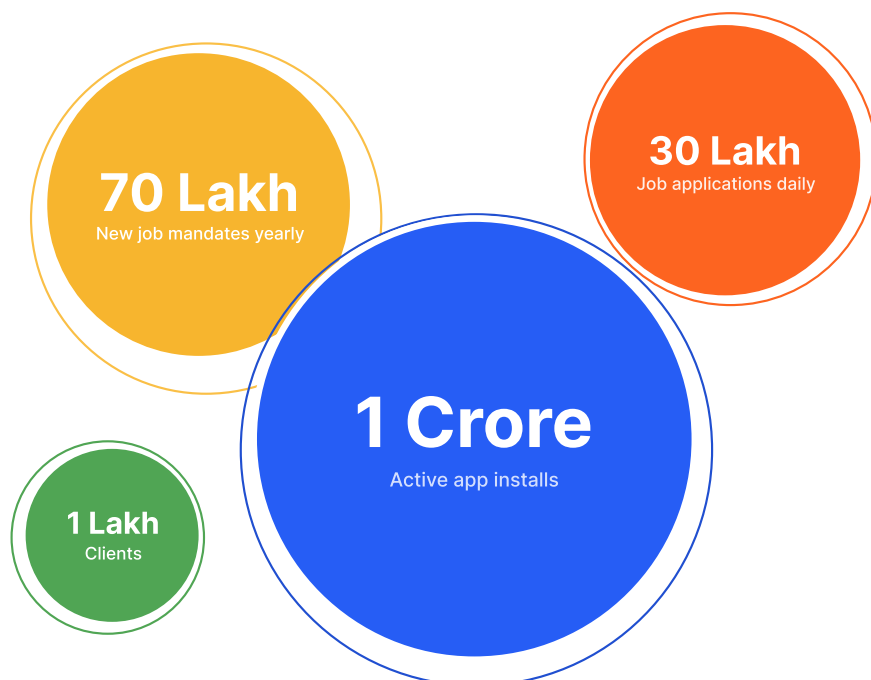
Exp Bucket	Aug'23	Sep'23	Oct'23	Nov'23	Dec'23	Jan'24	Feb'24	Mar'24	Apr'24	May'24	Jun'24	Jul'24	Aug'24	Y-O-Y Growth%
0-3 yrs	2769	2933	2642	2484	2618	2621	2822	2788	2783	2891	2619	2869	2585	↓ -7%
4-7 yrs	2567	2717	2361	2282	2316	2339	2624	2482	2471	2607	2420	2688	2401	↓ -6%
8-12 yrs	2633	2861	2431	2343	2366	2374	2797	2655	2619	2807	2590	2920	2600	↓ -1%
13-16 yrs	2372	2421	2227	2116	2195	2196	2523	2412	2407	2570	2379	2671	2407	↑ 1%
16+ yrs	2457	2522	2361	2247	2357	2429	2744	2640	2690	2893	2687	2994	2729	↑ 11%

METHODOLOGY

The Naukri JobSpeak is a monthly Index representing the state of the Indian job market & hiring activity based on new job listings and job-related searches by recruiters on the resume database of Naukri.com. The JobSpeak Index captures hiring activity across multiple dimensions, including industries, cities, functional areas, and experience bands. July 2008 is the base month with an index value of 1,000, and the subsequent monthly index values are compared with the data for July 2008.

The Index is a highly robust and reliable indicator of white-collar hiring in India. It is aggregated based on the hiring activity of over 100,000 clients with over 70 Lakh new job mandates yearly. The report does not cover gig employment, hyperlocal hiring, or campus placement. Over an extended period, JobSpeak could be impacted by factors like internet penetration and Naukri's market share.

*Index now includes job-related searches on Naukri's resume database, which helps generate statistically significant data at a more granular level.



ABOUT NAUKRI

Naukri, 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 continuously grown while outperforming its competitors in every sphere. Info Edge was the first internet company to be listed in India. As the market leader, the brand has enjoyed the highest awareness and market share amongst job seekers and recruiters for over two decades. It has become synonymous with the jobs category.

The platform has over 1 Crore active app installs and receives over 3 Million job applications daily. It provides hiring-related services to corporates, recruiters, placement agencies, and job seekers in India & overseas.

It offers multiple products like Resume Database Access, listings, Branding, and response management tools. With more than 70 lakh new job mandates every year and over 9 Crore jobseekers, the brand serves over 100,000 unique clients through its 63 offices in 56 cities in India.

ANNEXURE INDUSTRY DATA

Industry	Aug'23	Sep'23	Oct'23	Nov'23	Dec'23	Jan'24	Feb'24	Mar'24	Apr'24	May'24	Jun'24	Jul'24	Aug'24	Y-O-Y Growth%
Accounting/Finance	3638	3119	4989	4712	4735	4989	5535	5440	5792	5422	5198	6036	5526	↑ 52%
Advertising/PR/MR/Events	4458	3839	4380	4477	4423	4368	4819	4449	4352	4595	4226	4505	4145	↓ -7%
Agriculture/Dairy	1260	1260	1219	1012	1087	1168	1224	1080	1210	1292	1048	1171	1111	↓ -12%
Architecture/Interior Designing	2596	2557	2512	2368	2314	2707	2951	2856	3179	3150	2669	2796	2859	↑ 10%
Auto/Auto Ancillary	1173	1270	1188	1114	1195	1158	1323	1232	1294	1324	1274	1356	1258	↑ 7%
Banking/Financial Services/Broking	3533	4817	4014	3989	3876	3916	4260	3858	3890	4214	3705	4152	3678	↑ 4%
BPO/ITES	2085	1952	2179	2054	1872	1939	2157	2264	2181	2195	1961	2157	1995	↓ -4%
Chemicals/PetroChemical/Plastic/Rubber	1549	1559	1558	1407	1651	1640	1677	1694	1763	1831	1742	1940	1717	↑ 11%
Construction/Engineering/Cement/Metals	1066	1047	1043	1010	1056	1126	1198	1178	1155	1208	1181	1256	1138	↑ 7%
Consumer Durables	754	738	795	789	815	815	816	823	852	918	840	1009	823	↑ 9%
Courier/Transportation/Freight	2961	2661	2500	2238	2475	2425	2663	2700	2431	2729	2679	2937	2622	↓ -11%
Defence/Government	7529	7539	8049	7951	7119	6692	8923	7599	7289	8463	7897	8121	6968	↓ -7%
Education/Teaching/Training	4773	4772	4274	4145	4614	4730	4991	5146	4644	4842	4550	4750	4250	↓ -11%
Export/Import	1300	1204	1092	1036	1285	1219	1298	1281	1258	1307	1164	1311	1241	↓ -5%
Fertilizers/Pesticides	5057	5165	6758	5567	5508	5580	6574	6018	6685	6194	5605	6874	6403	↑ 27%
FMCG/Foods/Beverage	1769	1683	1838	1782	1942	1925	2088	2016	2133	2196	2011	2136	1968	↑ 11%
Gems & Jewellery	6176	6251	5909	5429	6078	5846	6426	6305	6242	5720	6269	6248	6227	↑ 1%
Hotels/Restaurants/Airlines/Travel	1736	2025	1675	1581	1639	1620	1662	1801	1877	1872	1642	1695	1632	↓ -6%
Industrial Products/Heavy Machinery	1466	1387	1352	1341	1449	1416	1632	1552	1557	1678	1582	1649	1480	↑ 1%
Insurance	1779	2387	2627	2386	2378	2295	2745	2514	2361	2450	2106	2519	2299	↑ 29%
IT-Hardware & Networking	636	557	551	492	493	566	640	564	552	616	617	670	594	↓ -7%
IT-Software/Software Services	3278	2989	3302	3349	3210	3233	3748	3501	3456	3630	3341	3713	3310	↑ 1%
Legal	5263	5357	6011	4825	5381	4839	6389	5980	5619	6218	5229	6009	5158	↓ -2%
Media/Dotcom/Entertainment	397	438	385	389	441	386	456	438	477	476	424	528	437	↑ 10%
Medical/Healthcare/Hospital	5758	6456	5957	5686	5985	6150	6229	6269	6095	6507	5759	6371	5784	- 0%
NGO/Social Services	3541	3175	3536	3747	3457	3651	4483	3995	4119	4158	4259	4422	4108	↑ 16%
Office Equipment/Automation	3905	3839	3536	3511	3809	3789	4212	4102	4069	4115	4082	4197	3741	↓ -4%
Oil and Gas/Power/Infrastructure/Energy	642	641	617	581	648	679	754	743	722	768	704	755	673	↑ 5%
Pharma/Biotech/Clinical Research	2094	2332	2072	2048	2161	2145	2409	2286	2290	2471	2314	2560	2283	↑ 9%
Printing/Packaging	1250	1200	1204	1110	1180	1148	1220	1262	1366	1288	1350	1449	1244	- 0%
Real Estate/Property	3667	4521	3430	3257	3633	3744	3932	3873	3798	4070	3720	4200	3617	↓ -1%
Recruitment	1151	896	648	662	685	675	772	724	764	850	723	697	628	↓ -45%
Retail	1541	1642	1535	1474	1597	1506	1605	1637	1625	1736	1608	1694	1420	↓ -8%
Security/Law Enforcement	1563	1662	1434	1389	1438	1250	1406	1601	1406	1471	1351	1422	1169	↓ -25%
Semiconductors/Electronics	5096	4797	4359	4158	4769	4696	5171	5016	5124	5390	5156	5503	5061	↓ -1%
Shipping/Marine	949	832	895	861	893	928	1010	938	1068	1036	986	1175	1030	↑ 9%
Telecom/ISP	547	499	472	474	458	428	510	441	458	508	463	498	477	↓ -13%
Textiles/Garments/Accessories	1997	1941	1995	1939	2292	2100	2195	2367	2431	2438	2307	2439	2267	↑ 14%

ANNEXURE INDUSTRY DATA

Industry	Aug'23	Sep'23	Oct'23	Nov'23	Dec'23	Jan'24	Feb'24	Mar'24	Apr'24	May'24	Jun'24	Jul'24	Aug'24	Y-O-Y Growth%
Animation	886	749	754	639	755	667	795	669	724	774	763	784	652	↓ -26%
Aviation / Aerospace Firms	1106	1193	933	914	924	835	1039	954	1166	1220	1072	1444	1010	↓ -9%
Electricals / Switchgears	1535	1562	1494	1534	1676	1709	1800	1895	1812	1913	1770	1954	1729	↑ 13%
Facility Management	1179	1088	1083	1027	1144	1212	1324	1284	1351	1404	1352	1322	1100	↓ -7%
Food Processing	1304	1332	1345	1266	1340	1337	1450	1359	1477	1451	1396	1552	1421	↑ 9%
Internet/Ecommerce	862	840	1014	971	964	895	974	932	932	965	877	988	914	↑ 6%
KPO / Research / Analytics	938	977	901	897	865	918	1127	1005	1036	1071	953	1013	961	↑ 2%
Medical Devices / Equipments	1343	1225	1311	1195	1445	1347	1353	1368	1329	1471	1376	1504	1324	↓ -1%
Mining	1386	1505	1448	1327	1550	1488	1534	1506	1510	1768	1568	1742	1715	↑ 24%
Other	1275	1183	1112	1085	1086	1128	1243	1172	1206	1317	1286	1331	1249	↓ -2%
Publishing	1155	990	1126	1100	1174	1129	1364	1269	1271	1463	1321	1453	1327	↑ 15%
Steel	1513	1454	1435	1440	1483	1515	1639	1575	1749	1583	1539	1736	1664	↑ 10%
Strategy /Management Consulting Firms	917	924	1011	961	1004	1144	1221	1168	1141	1213	1154	1274	1151	↑ 26%
Water Treatment / Waste Management	1384	1379	1217	1174	1202	1156	1209	1262	1535	1519	1323	1545	1371	↓ -1%
Wellness / Fitness / Sports / Beauty	1098	1157	1150	990	1091	1151	1233	1292	1236	1296	1239	1354	1166	↑ 6%

ANNEXURE CITY DATA

State	City	Aug'23	Aug'24	Y-O-Y Growth%
Andhra Pradesh	Nellore	1210	1136	↓ -6%
	Tirupati	1194	1225	↑ 3%
	Vijayawada	1149	1173	↑ 2%
	Visakhapatnam/Vizag	857	881	↑ 3%
Assam	Guwahati	1090	1058	↓ -3%
Bihar	Patna	1268	1256	↑ 1%
Chandigarh (UT)	Chandigarh	1946	1642	↓ -14%
Chhattisgarh	Raipur	1319	1433	↑ 9%
Dadra & Nagar Haveli (UT)	Dadra & Nagar Haveli and Daman & Diu	1297	1316	↑ 1%
Delhi (NCT)	Delhi / NCR	2613	2610	→ 0%
Gujarat	Ahmedabad	5531	5419	↓ -2%
	Vadodara/Baroda	2992	3267	↑ 9%
	Bharuch	1239	1240	→ 0%
	Gandhinagar	1394	1280	↓ -8%
	Jamnagar	1428	1618	↑ 13%
	Rajkot	1302	1482	↑ 14%
	Surat	1285	1424	↑ 11%
Jammu & Kashmir	Jammu	1517	1545	↑ 2%
Jharkhand	Jamshedpur	1413	1160	↓ -18%
	Ranchi	1436	1347	↓ -6%
Karnataka	Bangalore/Bengaluru	2730	2700	↓ -1%
	Hubli	1111	1255	↑ 13%
	Mangaluru/Mangalore	872	1034	↑ 19%
	Mysore/Mysuru	1180	1040	↓ -12%
Kerala	Kochi/Cochin	3431	3553	↑ 4%
	Calicut/Kozhikode	844	892	↑ 6%
	Cannanore/Kannur	818	800	↓ -2%
	Kollam/Quilon	822	885	↑ 8%
	Trivandrum/Thiruvananthapuram	664	565	↓ -15%
Madhya Pradesh	Bhopal	1275	1146	↓ -10%
	Gwalior	1193	1304	↑ 9%
	Indore	1122	1207	↑ 8%
	Jabalpur	1121	1148	↑ 2%
Maharashtra	Mumbai	2112	2090	↓ -1%
	Pune	3382	3461	↑ 2%
	Aurangabad	1193	1072	↓ -10%
	Kolhapur	971	863	↓ -11%
	Nagpur	967	861	↓ -11%
	Nasik/Nashik	1050	1116	↑ 6%

ANNEXURE CITY DATA

State	City	Aug'23	Aug'24	Y-O-Y Growth%
Odisha	Bhubaneswar	986	1136	↑ 15%
Puducherry (UT)	Pondicherry/Puducherry	1223	897	↓ -27%
Punjab	Amritsar	1413	1070	↓ -24%
	Ludhiana	1451	1267	↓ -11%
Rajasthan	Jaipur	4844	4379	↓ -10%
	Jodhpur	1304	1400	↑ 7%
	Kota	1180	1162	↓ -2%
	Udaipur	1128	1254	↑ 11%
Tamil Nadu	Chennai	1983	2024	↑ 2%
	Coimbatore	3122	2990	↓ -4%
	Madurai	1110	1196	↑ 8%
	Salem	1243	1310	↑ 5%
	Tiruchirapalli/Trichy	1051	1005	↓ -4%
	Vellore	1233	1196	↓ -3%
Telangana	Hyderabad/Secunderabad	3009	3078	↑ 2%
Uttar Pradesh	Agra	1270	1261	↓ 0%
	Allahabad/Prayagraj	864	1106	↑ 28%
	Bareilly	1143	1233	↑ 8%
	Kanpur	1419	1409	↓ 0%
	Lucknow	1182	1347	↑ 14%
	Varanasi/Benaras	1074	1239	↑ 15%
Uttarakhand	Dehradun	1447	1438	↓ 0%
	Haridwar	1738	1793	↑ 3%
West Bengal	Kolkata	3152	3274	↑ 4%
	Siliguri	1088	1134	↑ 4%