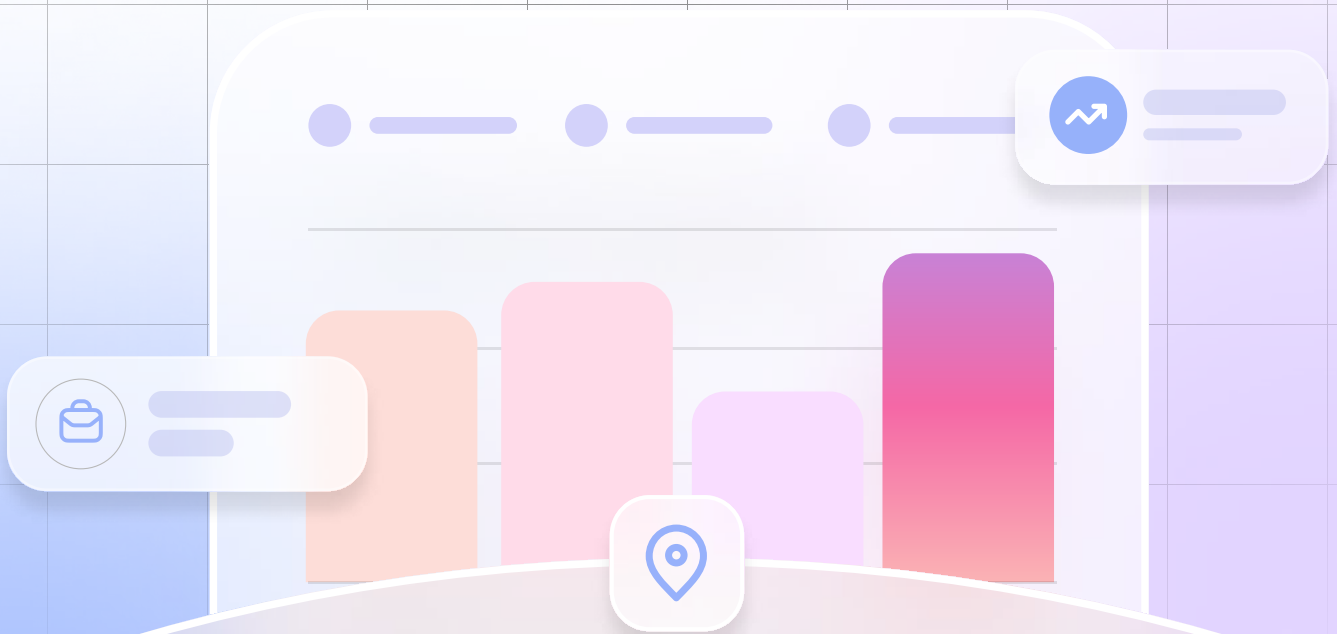




# JobSpeak

February, 2025



In-depth hiring trends by city,  
industry & experience



# Indian Job Market Sustains Momentum with 4% Growth in February 2025

## ✦ OVERALL HIRING TRENDS

Positive **growth of +4%** YOY, primarily driven by sectors like Hospitality & Real Estate



## ✦ HIGHLIGHTS

Hospitality	<b>+20%</b>	Banking/Financial Services	<b>-6%</b>
Real Estate	<b>+9%</b>	Insurance	<b>-4%</b>
FMCG	<b>+8%</b>	Retail	<b>-4%</b>



The job market has begun the new year on a positive note, reporting positive growths in both Jan & Feb. Moreover, considering that February last year saw an **8% de-growth**, the story looks even more promising this year around. While **AI/ML** hiring continues its buoyant trend, it is also encouraging to see sectors like **Hospitality & Real Estate** driving growth.



**Dr. Pawan Goyal**

Chief Business Officer, Naukri



# Hiring trends by industries

✦ AI/ ML	+21%	🌐 GCC	+2%
✦ Hospitality/Travel	+20%	👤 BPO/ITES	+1%
🏠 Real Estate/ Property	+9%	🎓 Education	0%
🥛 FMCG	+8%	⚙️ IT/Software services	-1%
🧪 Pharma/ Clinical Research	+5%	📞 Telecom/ ISP	-1%
💧 Oil & Gas Power	+5%	🏪 Retail	-4%
🚗 Auto/ Auto ancillary	+4%	🛡️ Insurance	-4%
❤️ Healthcare	+4%	🏦 Banking/ Finance/ Broking	-6%

✦ The **IT Sector** witnessed growth in emerging cities like **Jaipur (+19%)** and **Coimbatore (+10%)**, despite seeing a flattish trend overall.

✦ **Hospitality & Telecom** sectors emerged as **fresher** hiring hotspots, witnessing **+23%** and **+11%** growth respectively.

✦ **Unicorns from the Banking/ Financial Services & Internet/ Ecommerce** sectors witnessed a **+31%** and **+21%** growth respectively.



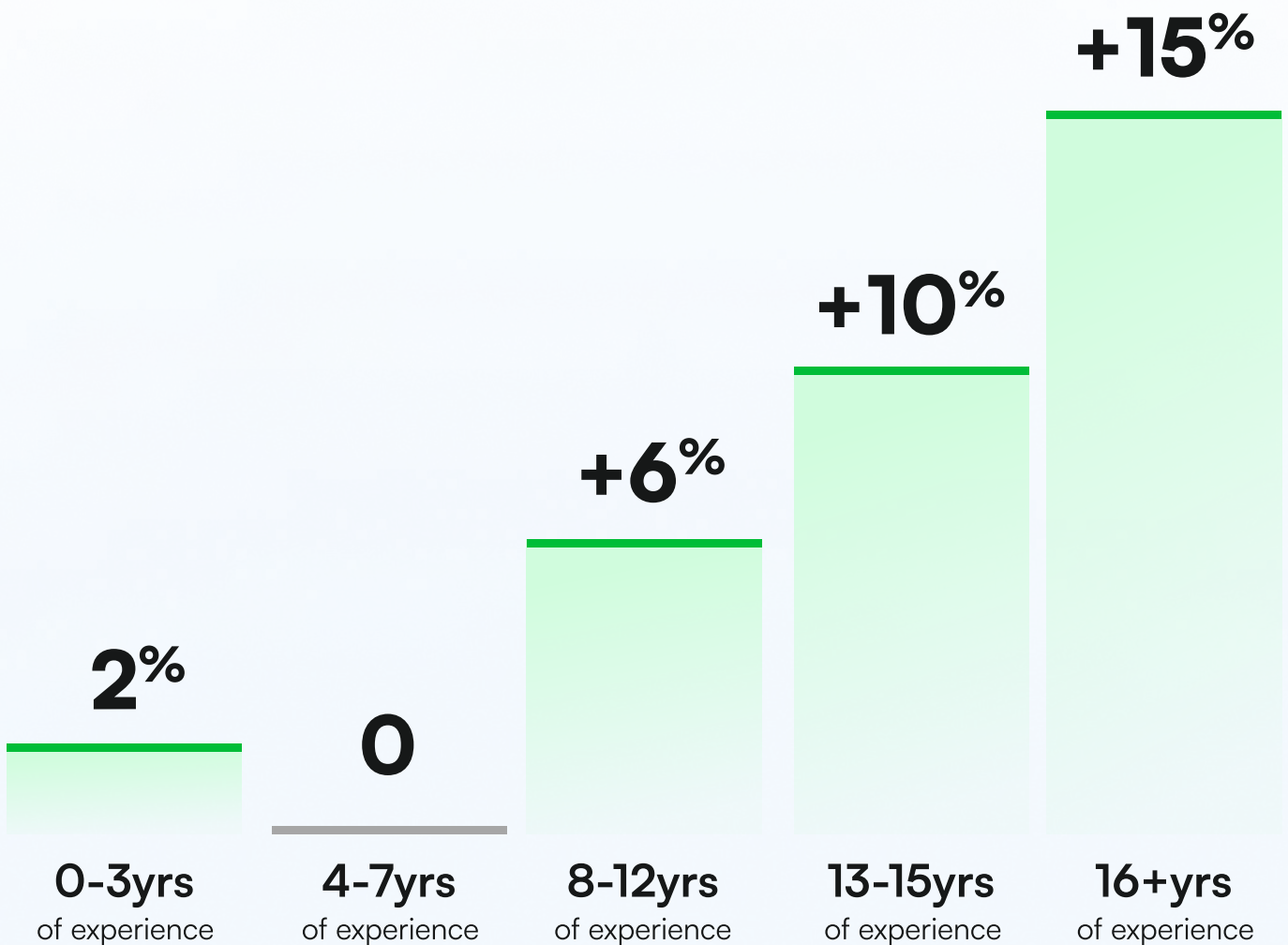
# Hiring trends by experience level

**+2%**

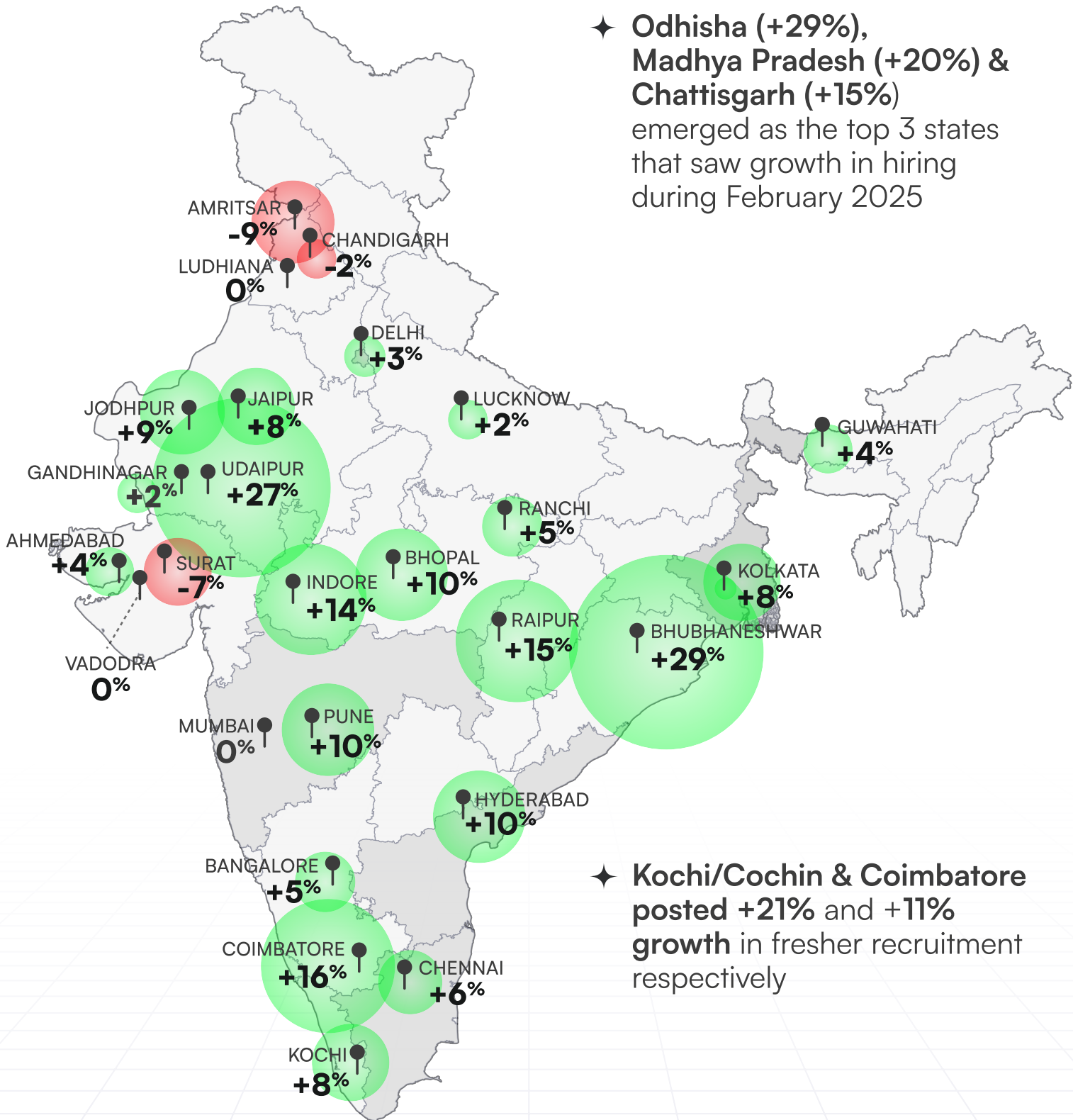
growth in **fresher hiring**, driven by Non-IT sectors like **Hospitality, Design & Retail**

**+15%**

growth in hiring for **16+ years experience band**, driven by sectors like **FMCG, Pharma & Real Estate**



# Hiring trends by geography



✦ Odhisha (+29%), Madhya Pradesh (+20%) & Chattisgarh (+15%) emerged as the top 3 states that saw growth in hiring during February 2025

✦ Kochi/Cochin & Coimbatore posted +21% and +11% growth in fresher recruitment respectively

# Methodology

The Naukri JobSpeak is a monthly Index that tracks Indian job market trends and hiring activity based on new job listings and recruiter searches on Naukri.com's resume database. Using July 2008 as the base month (Index value: 1,000), it analyzes hiring across industries, cities and experience levels. The Index aggregates data from over 100,000 clients, representing **70 Lakh+ new job mandates annually**. It excludes gig employment, hyperlocal hiring, and campus placements.

## About naukri

Naukri, pioneering e-recruitment in India since 1997, is the country's **leading job site** and Info Edge's flagship brand. As the first internet company to be listed in India, Info Edge through Naukri has maintained the **highest market share** and brand awareness among both job seekers and recruiters for over two decades. The platform has consistently outperformed competitors, making it synonymous with online job search in India.

**30 L**

DAILY JOB  
APPLICATIONS

**1 L**

CLIENTS

**1 CR**

ACTIVE APP  
INSTALLS

**70 L**

NEW JOB  
MANDATES YEARLY

# Annexure Industry Data

Industry	Feb'24	Mar'24	Apr'24	May'24	Jun'24	Jul'24	Aug'24	Sep'24	Oct'24	Nov'24	Dec'24	Jan'25	Feb'25	YOY(%)
Accounting / Finance	5535	5440	5792	5422	5198	6036	5526	5820	5793	5319	5979	5167	6513	↑18%
Advertising / PR / MR / Events	4819	4449	4352	4595	4226	4505	4145	4475	4467	4037	4264	4575	5189	↑8%
Agriculture / Dairy	1224	1080	1210	1292	1048	1171	1111	1070	1129	921	1061	1202	1111	↓-9%
Architecture / Interior Designing	2951	2856	3179	3150	2669	2796	2859	2843	3101	2830	3146	3119	3528	↑20%
Auto / Auto Ancillary	1323	1232	1294	1324	1274	1356	1258	1279	1243	1146	1291	1250	1374	↑4%
Banking / Financial Services / Broking	4260	3858	3890	4214	3705	4152	3678	3917	3915	3412	3770	3736	3992	↓-6%
BPO / ITES	2157	2264	2181	2195	1961	2157	1995	2036	2077	1887	1984	1909	2171	↑1%
Chemicals / PetroChemical / Plastic / Rubber	1677	1694	1763	1831	1742	1940	1717	1772	1759	1598	1786	1746	1867	↑11%
Construction / Engineering / Cement / Metals	1198	1178	1155	1208	1181	1256	1138	1221	1192	1084	1265	1240	1287	↑7%
Consumer Durables	816	823	852	918	840	1009	823	907	849	761	931	930	1019	↑25%
Courier / Transportation / Freight	2663	2700	2431	2729	2679	2937	2622	2788	2756	2547	2702	2809	2802	↑5%
Defence / Government	8923	7599	7289	8463	7897	8121	6968	7886	7288	7822	8003	6872	7747	↓-13%
Education / Teaching / Training	4991	5146	4644	4842	4550	4750	4250	4403	4285	4159	4899	4613	5010	0
Export / Import	1298	1281	1258	1307	1164	1311	1241	1183	1109	1019	1251	1161	1353	↑4%
Fertilizers / Pesticides	6574	6018	6685	6194	5605	6874	6403	6390	5834	5455	5743	6234	6430	↓-2%
FMCG / Foods / Beverage	2088	2016	2133	2196	2011	2136	1968	2075	1987	1891	2173	2225	2248	↑8%
Gems & Jewellery	6426	6305	6242	5720	6269	6248	6227	6164	6655	5694	6496	6137	6459	↑1%
Hotels / Restaurants / Airlines / Travel	1662	1801	1877	1872	1642	1695	1632	1752	1733	1615	1757	1767	1991	↑20%
Industrial Products / Heavy Machinery	1632	1552	1557	1678	1582	1649	1480	1577	1586	1395	1586	1557	1614	↓-1%
Insurance	2745	2514	2361	2450	2106	2519	2299	2465	2773	2186	2249	2637	2641	↓-4%
IT-Hardware & Networking	640	564	552	616	617	670	594	656	598	521	573	578	615	↓-4%
IT-Software / Software Services	3748	3501	3456	3630	3341	3713	3310	3539	3487	3116	3266	3190	3711	↓-1%
Legal	6389	5980	5619	6218	5229	6009	5158	5819	5914	4878	4840	5786	6423	↑1%
Media / Dotcom / Entertainment	456	438	477	476	424	528	437	456	468	382	413	441	461	↑1%
Medical / Healthcare / Hospital	6229	6269	6095	6507	5759	6371	5784	5967	6165	5693	6691	5920	6504	↑4%
NGO / Social Services	4483	3995	4119	4158	4259	4422	4108	4108	4255	3825	3999	3968	3999	↓-11%
Office Equipment / Automation	4212	4102	4069	4115	4082	4197	3741	3700	3899	3285	4105	3950	4337	↑3%
Oil and Gas / Power / Infrastructure / Energy	754	743	722	768	704	755	673	724	731	662	734	718	790	↑5%

# Annexure Industry Data

Industry	Feb'24	Mar'24	Apr'24	May'24	Jun'24	Jul'24	Aug'24	Sep'24	Oct'24	Nov'24	Dec'24	Jan'25	Feb'25	YOY(%)
Pharma/Biotech/Clinical Research	2409	2286	2290	2471	2314	2560	2283	2290	2325	2073	2379	2390	2535	↑ 5%
Printing/Packaging	1220	1262	1366	1288	1350	1449	1244	1417	1221	1155	1250	1269	1381	↑ 13%
Real Estate/Property	3932	3873	3798	4070	3720	4200	3617	3739	3914	3415	4092	3997	4301	↑ 9%
Recruitment	772	724	764	850	723	697	628	645	668	578	642	613	694	↓ -10%
Retail	1605	1637	1625	1736	1608	1694	1420	1572	1525	1315	1536	1518	1546	↓ -4%
Security/Law Enforcement	1406	1601	1406	1471	1351	1422	1169	1370	1588	1198	1438	1646	1532	↑ 9%
Semiconductors/Electronics	5171	5016	5124	5390	5156	5503	5061	5519	5065	4532	5286	5295	5592	↑ 8%
Shipping/Marine	1010	938	1068	1036	986	1175	1030	1137	1159	905	1136	1159	1266	↑ 25%
Telcom/ISP	510	441	458	508	463	498	477	491	489	434	475	472	505	↓ -1%
Textiles/Garments/Accessories	2195	2367	2431	2438	2307	2439	2267	2345	2182	1977	2367	2434	2529	↑ 15%
Animation	795	669	724	774	763	784	652	686	678	697	689	699	701	↓ -12%
Aviation / Aerospace Firms	1039	954	1166	1220	1072	1444	1010	1272	1139	967	1021	1113	1238	↑ 19%
Electricals / Switchgears	1800	1895	1812	1913	1770	1954	1729	1927	1817	1591	2001	1858	2028	↑ 13%
Facility Management	1324	1284	1351	1404	1352	1322	1100	1231	1392	1362	1335	1314	1470	↑ 11%
Food Processing	1450	1359	1477	1451	1396	1552	1421	1512	1388	1295	1372	1404	1481	↑ 2%
Internet/Ecommerce	974	932	932	965	877	988	914	929	936	818	870	943	1003	↑ 3%
KPO / Research /Analytics	1127	1005	1036	1071	953	1013	961	1040	1127	1079	1289	1076	1164	↑ 3%
Medical Devices / Equipments	1353	1368	1329	1471	1376	1504	1324	1512	1396	1214	1475	1436	1676	↑ 24%
Mining	1534	1506	1510	1768	1568	1742	1715	1653	1640	1609	1645	1671	1525	↓ -1%
Other	1243	1172	1206	1317	1286	1331	1249	1303	1334	1078	1225	1218	1315	↑ 6%
Publishing	1364	1269	1271	1463	1321	1453	1327	1321	1347	1126	1229	1136	1176	↓ -14%
Steel	1639	1575	1749	1583	1539	1736	1664	1707	1763	1578	1701	1631	1738	↑ 6%
Strategy /Management Consulting Firms	1221	1168	1141	1213	1154	1274	1151	1189	1282	1047	1075	1129	1294	↑ 6%
Water Treatment / Waste Management	1209	1262	1535	1519	1323	1545	1371	1401	1302	1202	1437	1375	1576	↑ 30%
Wellness / Fitness / Sports / Beauty	1233	1292	1236	1296	1239	1354	1166	1348	1299	1163	1273	1318	1393	↑ 13%



# Annexure City Data

Industry	City	Feb'24	Feb'25	MOM (%)	YOY(%)
Andhra Pradesh	Nellore	1437	1315	11%	↓ -8%
	Tirupati	1236	1302	23%	↑ 5%
	Vijayawada	1211	1256	21%	↑ 4%
	Visakhapatnam/Vizag	967	1043	15%	↑ 8%
Assam	Guwahati	1184	1231	15%	↑ 4%
Bihar	Patna	1248	1387	4%	↑ 11%
Chandigarh (UT)	Chandigarh	1794	1760	4%	↓ -2%
Chhattisgarh	Raipur	1540	1768	4%	↑ 15%
Dadra & Nagar Haveli (UT)	Dadra & Nagar Haveli and Daman & Diu	1372	1560	5%	↑ 14%
Delhi (NCR)	Delhi / NCR	2814	2890	7%	↑ 3%
Gujarat	Ahmedabad	6266	6518	10%	↑ 4%
	Vadodara/Baroda	3467	3467	6%	0
	Bharuch	1275	1304	-4%	↑ 2%
	Gandhinagar	1552	1576	12%	↑ 2%
	Jamnagar	1326	1714	14%	↑ 29%
	Rajkot	1577	1561	2%	↓ -1%
	Surat	1609	1504	-1%	↓ -7%
Jammu & Kashmir	Jammu	1490	1660	-1%	↑ 11%
Jharkhand	Jamshedpur	1161	1182	8%	↑ 2%
	Ranchi	1431	1509	11%	↑ 5%
Karnataka	Bangalore/Bengaluru	2917	3067	21%	↑ 5%
	Hubli	1383	1328	8%	↓ -4%
	Mangaluru/Mangalore	1052	1031	0	↓ -2%
	Mysore/Mysuru	1231	1131	20%	↓ -8%
Kerala	Kochi/Cochin	3908	4225	18%	↑ 8%
	Calicut/Kozhikode	968	929	0	↓ -4%
	Cannanore/Kannur	872	1047	7%	↑ 20%
	Kollam/Quilon	995	1040	8%	↑ 5%
	Trivandrum/Thiruvananthapuram	622	712	20%	↑ 14%
Madhya Pradesh	Bhopal	1207	1333	3%	↑ 10%
	Gwalior	1191	1691	-1%	↑ 42%
	Indore	1300	1484	7%	↑ 14%
	Jabalpur	1119	1266	-3%	↑ 13%

# Annexure City Data

Industry	City	Feb'24	Feb'25	MOM (%)	YOY(%)
Maharashtra	Mumbai	2258	2259	9%	0
	Pune	3632	4004	17%	↑10%
	Aurangabad	1138	1414	12%	↑24%
	Kolhapur	901	946	-2%	↑5%
	Nagpur	986	1075	3%	↑9%
	Nasik/Nashik	1258	1357	10%	↑8%
Odisha	Bhubaneswar	1071	1381	15%	↑29%
Puducherry (UT)	Pondicherry/Puducherry	1013	1061	24%	↑5%
Punjab	Amritsar	1279	1158	-12%	↓-9%
	Ludhiana	1314	1309	-1	0
Rajasthan	Jaipur	4839	5214	2%	↑8%
	Jodhpur	1505	1639	2%	↑9%
	Kota	1264	1406	10%	↑11%
	Udaipur	1261	1605	8%	↑27%
Tamil Nadu	Chennai	2206	2331	24%	↑6%
	Coimbatore	3292	3803	22%	↑16%
	Madurai	1204	1303	24%	↑8%
	Salem	1441	1633	24%	↑13%
	Tiruchirapalli/Trichy	1000	1161	26%	↑16%
	Vellore	1239	1264	12%	↑2%
Telangana	Hyderabad/Secunderabad	3405	3730	23%	↑10%
Uttar Pradesh	Agra	1289	1179	-10%	↓-9%
	Allahabad/Prayagraj	1083	927	-20%	↓-14%
	Bareilly	1276	1244	-12%	↓-3%
	Kanpur	1284	1374	-4%	↑7%
	Lucknow	1382	1415	8%	↑2%
	Varanasi/Benaras	1417	1294	-8%	↓-9%
Uttarakhand	Dehradun	1497	1480	12%	↓-1%
	Haridwar	1710	2118	15%	↑24%
West Bengal	Kolkata	3323	3597	13%	↑8%
	Siliguri	1154	1303	15%	↑13%