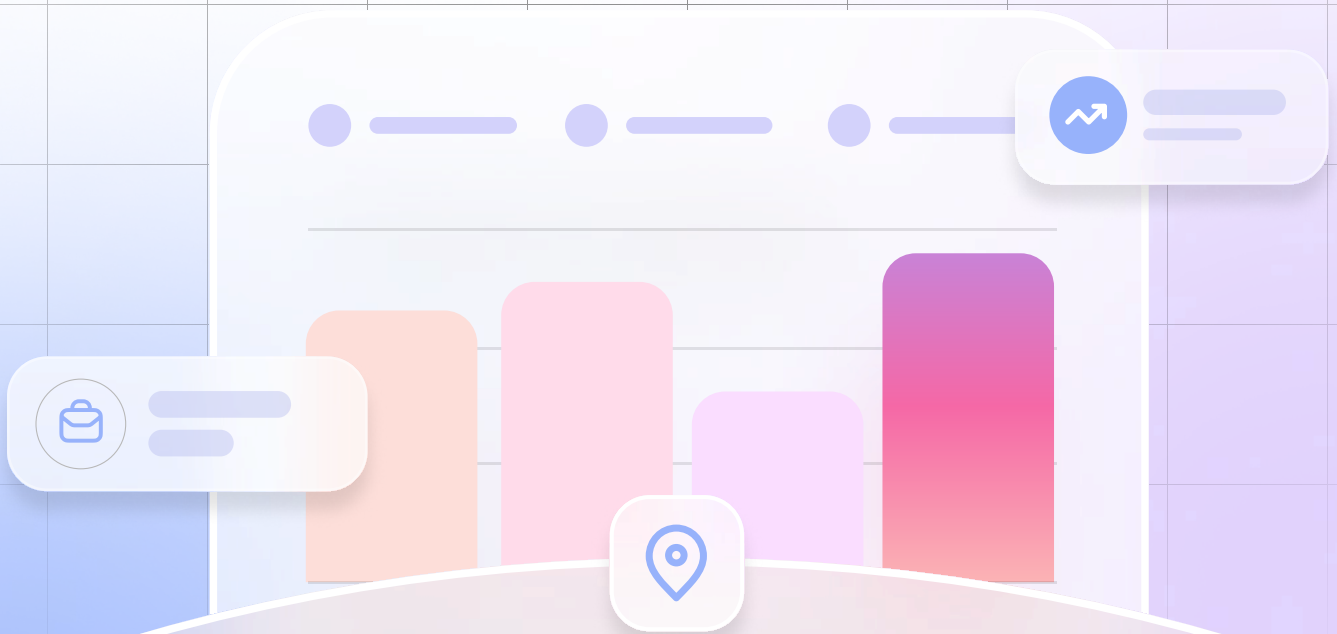




JobSpeak

January, 2025



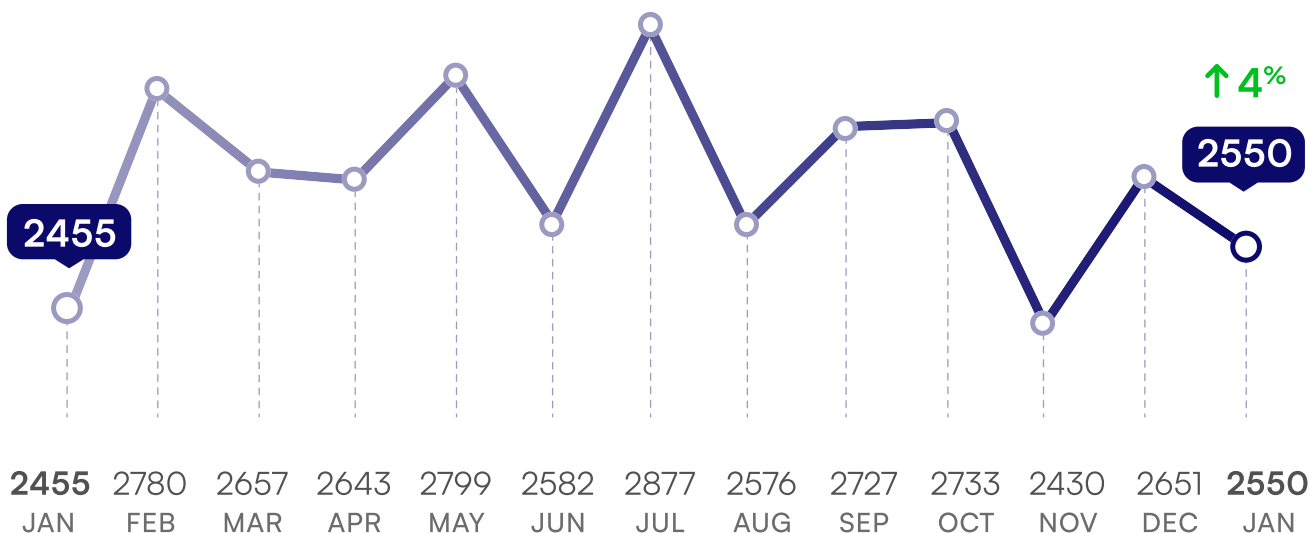
In-depth hiring trends by city,
industry & experience



Indian Job Market Enters 2025 on a Positive Note with 4% Growth

✦ OVERALL HIRING TRENDS

Impressive **growth of +4%** YOY, primarily driven by sectors like FMCG, Pharma and Insurance



✦ HIGHLIGHTS

Insurance	+15%	IT/Software Services	-1%
FMCG	+16%	Healthcare	-4%
Pharma/Biotech	+11%	Banking/Finance	-5%



In 2024, January had greeted us with a disappointing 11% de-growth in hiring. In contrast, 2025 seems to have started on a positive note. The **4% hiring growth** is tempered as **IT recovery** settles in; however, strong growth in most core sectors including **FMCG, Pharma, Insurance** and **Hospitality** is a good sign and augurs well for a cracking 2025 in terms of white collar hiring.

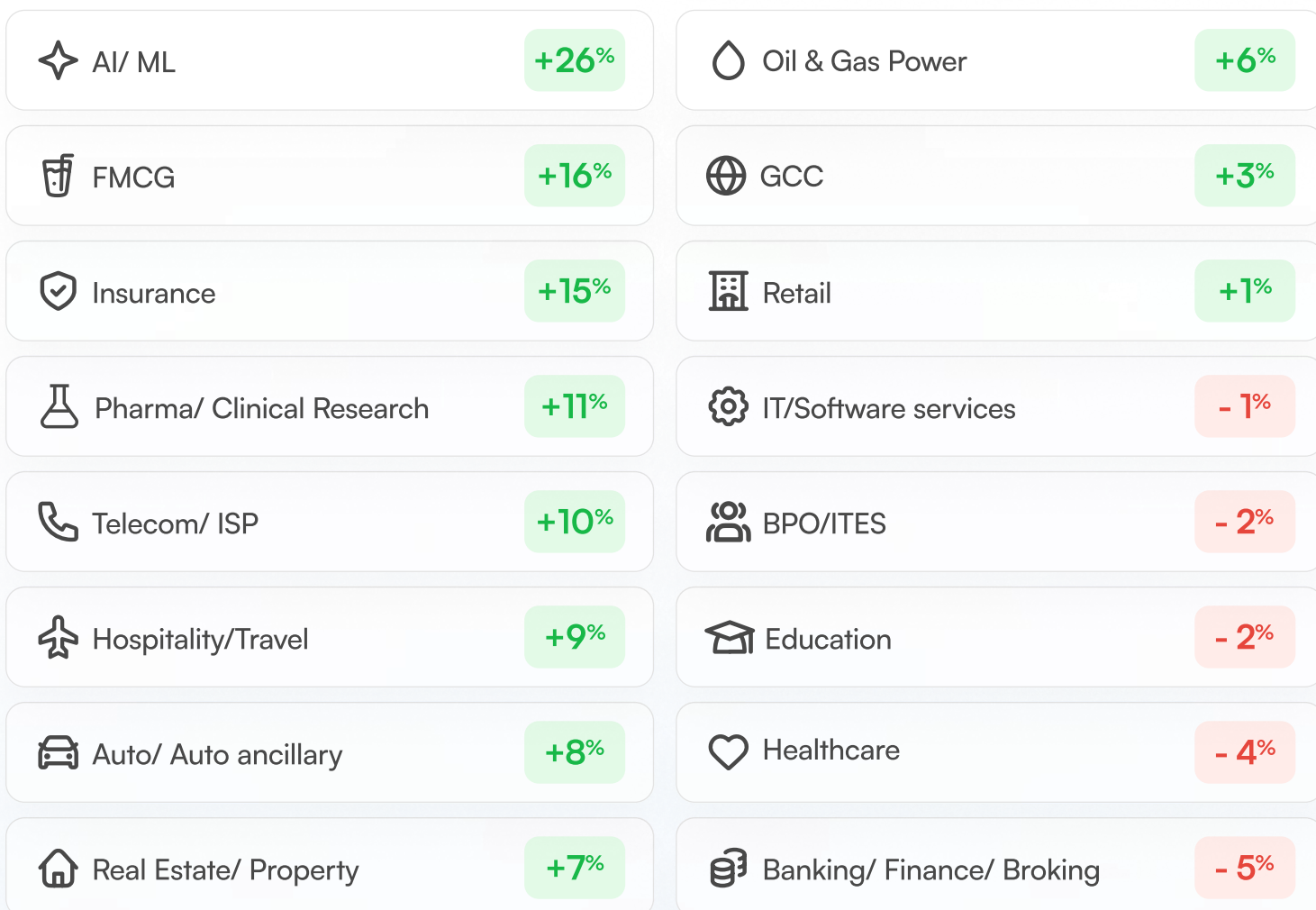


Dr. Pawan Goyal

Chief Business Officer, Naukri



Hiring trends by industries



✦ The **FMCG** sector witnessed growth across experience bands, especially in **Bangalore (+30%)** & **Chennai (+28%)**

✦ **Hospitality & Pharma** sectors emerged as **fresher** hiring hotspots, witnessing **+18%** and **+10%** growth respectively

✦ **Banking & Financial Services Unicorns** demonstrated a tremendous growth of **+34%**, followed by **IT Unicorns** registering **+16%** growth

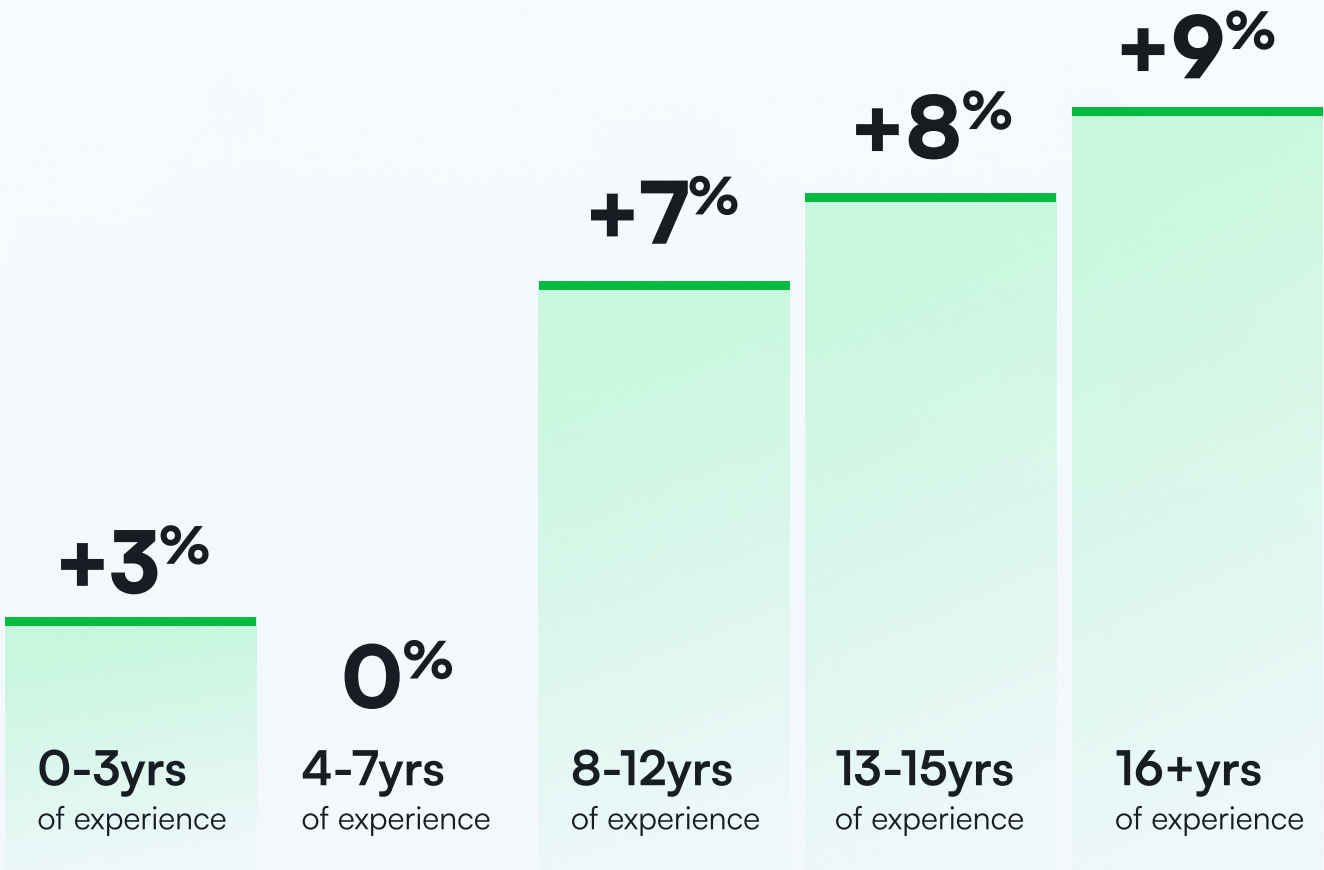
Hiring trends by experience level

+3%

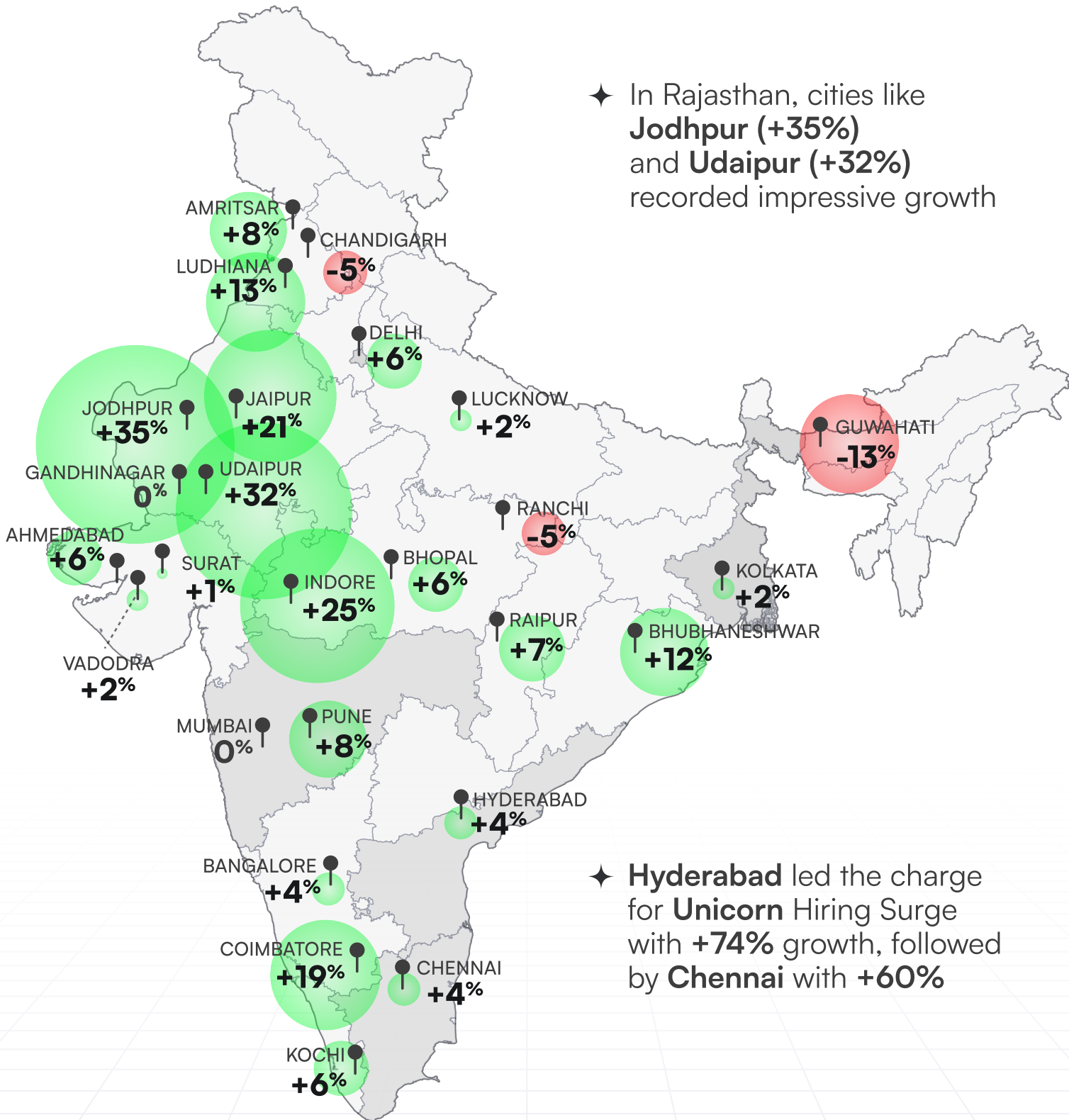
growth in **fresher hiring**,
driven by Non-IT sectors like
Design & Retail

+9%

growth in hiring for **seasoned
professionals**, driven by
traditional sectors like
FMCG & Pharma



Hiring trends by geography



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	Jan'24	Feb'24	Mar'24	Apr'24	May'24	Jun'24	Jul'24	Aug'24	Sep'24	Oct'24	Nov'24	Dec'24	Jan'25	YOY(%)
Accounting / Finance	4989	5535	5440	5792	5422	5198	6036	5526	5820	5793	5319	5979	5167	↑ 4%
Advertising / PR / MR / Events	4368	4819	4449	4352	4595	4226	4505	4145	4475	4467	4037	4264	4575	↑ 5%
Agriculture / Dairy	1168	1224	1080	1210	1292	1048	1171	1111	1070	1129	921	1061	1202	↑ 3%
Architecture / Interior Designing	2707	2951	2856	3179	3150	2669	2796	2859	2843	3101	2830	3146	3119	↑ 15%
Auto / Auto Ancillary	1158	1323	1232	1294	1324	1274	1356	1258	1279	1243	1146	1291	1250	↑ 8%
Banking / Financial Services / Broking	3916	4260	3858	3890	4214	3705	4152	3678	3917	3915	3412	3770	3736	↓ -5%
BPO / ITES	1939	2157	2264	2181	2195	1961	2157	1995	2036	2077	1887	1984	1909	↓ -2%
Chemicals / Petro Chemical / Plastic / Rubber	1640	1677	1694	1763	1831	1742	1940	1717	1772	1759	1598	1786	1746	↑ 6%
Construction / Engineering / Cement / Metals	1126	1198	1178	1155	1208	1181	1256	1138	1221	1192	1084	1265	1240	↑ 10%
Consumer Durables	815	816	823	852	918	840	1009	823	907	849	761	931	930	↑ 14%
Courier / Transportation / Freight	2425	2663	2700	2431	2729	2679	2937	2622	2788	2756	2547	2702	2809	↑ 16%
Defence / Government	6692	8923	7599	7289	8463	7897	8121	6968	7886	7288	7822	8003	6872	↑ 3%
Education / Teaching / Training	4730	4991	5146	4644	4842	4550	4750	4250	4403	4285	4159	4899	4613	↓ -2%
Export / Import	1219	1298	1281	1258	1307	1164	1311	1241	1183	1109	1019	1251	1161	↓ -5%
Fertilizers / Pesticides	5580	6574	6018	6685	6194	5605	6874	6403	6390	5834	5455	5743	6234	↑ 12%
FMCG / Foods / Beverage	1925	2088	2016	2133	2196	2011	2136	1968	2075	1987	1891	2173	2225	↑ 16%
Gems & Jewellery	5846	6426	6305	6242	5720	6269	6248	6227	6164	6655	5694	6496	6137	↑ 5%
Hotels / Restaurants / Airlines / Travel	1620	1662	1801	1877	1872	1642	1695	1632	1752	1733	1615	1757	1767	↑ 9%
Industrial Products / Heavy Machinery	1416	1632	1552	1557	1678	1582	1649	1480	1577	1586	1395	1586	1557	↑ 10%
Insurance	2295	2745	2514	2361	2450	2106	2519	2299	2465	2773	2186	2249	2637	↑ 15%
IT-Hardware & Networking	566	640	564	552	616	617	670	594	656	598	521	573	578	↑ 2%
IT-Software / Software Services	3233	3748	3501	3456	3630	3341	3713	3310	3539	3487	3116	3266	3190	↓ -1%
Legal	4839	6389	5980	5619	6218	5229	6009	5158	5819	5914	4878	4840	5786	↑ 20%
Media / Dotcom / Entertainment	386	456	438	477	476	424	528	437	456	468	382	413	441	↑ 14%
Medical / Healthcare / Hospital	6150	6229	6269	6095	6507	5759	6371	5784	5967	6165	5693	6691	5920	↓ -4%
NGO / Social Services	3651	4483	3995	4119	4158	4259	4422	4108	4108	4255	3825	3999	3968	↑ 9%
Office Equipment / Automation	3789	4212	4102	4069	4115	4082	4197	3741	3700	3899	3285	4105	3950	↑ 4%
Oil and Gas / Power / Infrastructure / Energy	679	754	743	722	768	704	755	673	724	731	662	734	718	↑ 6%

Annexure Industry Data

Industry	Jan'24	Feb'24	Mar'24	Apr'24	May'24	Jun'24	Jul'24	Aug'24	Sep'24	Oct'24	Nov'24	Dec'24	Jan'25	YOY(%)
Pharma / Biotech / Clinical Research	2145	2409	2286	2290	2471	2314	2560	2283	2290	2325	2073	2379	2390	↑ 11%
Printing / Packaging	1148	1220	1262	1366	1288	1350	1449	1244	1417	1221	1155	1250	1269	↑ 11%
Real Estate / Property	3744	3932	3873	3798	4070	3720	4200	3617	3739	3914	3415	4092	3997	↑ 7%
Recruitment	675	772	724	764	850	723	697	628	645	668	578	642	613	↓ -9%
Retail	1506	1605	1637	1625	1736	1608	1694	1420	1572	1525	1315	1536	1518	↑ 1%
Security / Law Enforcement	1250	1406	1601	1406	1471	1351	1422	1169	1370	1588	1198	1438	1646	↑ 32%
Semiconductors / Electronics	4696	5171	5016	5124	5390	5156	5503	5061	5519	5065	4532	5286	5295	↑ 13%
Shipping / Marine	928	1010	938	1068	1036	986	1175	1030	1137	1159	905	1136	1159	↑ 25%
Telcom / ISP	428	510	441	458	508	463	498	477	491	489	434	475	472	↑ 10%
Textiles / Garments / Accessories	2100	2195	2367	2431	2438	2307	2439	2267	2345	2182	1977	2367	2434	↑ 16%
Animation	667	795	669	724	774	763	784	652	686	678	697	689	699	↑ 5%
Aviation / Aerospace Firms	835	1039	954	1166	1220	1072	1444	1010	1272	1139	967	1021	1113	↑ 33%
Electricals / Switchgears	1709	1800	1895	1812	1913	1770	1954	1729	1927	1817	1591	2001	1858	↑ 9%
Facility Management	1212	1324	1284	1351	1404	1352	1322	1100	1231	1392	1362	1335	1314	↑ 8%
Food Processing	1337	1450	1359	1477	1451	1396	1552	1421	1512	1388	1295	1372	1404	↑ 5%
Internet / Ecommerce	895	974	932	932	965	877	988	914	929	936	818	870	943	↑ 5%
KPO / Research / Analytics	918	1127	1005	1036	1071	953	1013	961	1040	1127	1079	1289	1076	↑ 17%
Medical Devices / Equipments	1347	1353	1368	1329	1471	1376	1504	1324	1512	1396	1214	1475	1436	↑ 7%
Mining	1488	1534	1506	1510	1768	1568	1742	1715	1653	1640	1609	1645	1671	↑ 12%
Other	1128	1243	1172	1206	1317	1286	1331	1249	1303	1334	1078	1225	1218	↑ 8%
Publishing	1129	1364	1269	1271	1463	1321	1453	1327	1321	1347	1126	1229	1136	↑ 1%
Steel	1515	1639	1575	1749	1583	1539	1736	1664	1707	1763	1578	1701	1631	↑ 8%
Strategy / Management Consulting Firms	1144	1221	1168	1141	1213	1154	1274	1151	1189	1282	1047	1075	1129	↓ -1%
Water Treatment / Waste Management	1156	1209	1262	1535	1519	1323	1545	1371	1401	1302	1202	1437	1375	↑ 19%
Wellness / Fitness / Sports / Beauty	1151	1233	1292	1236	1296	1239	1354	1166	1348	1299	1163	1273	1318	↑ 15%

Annexure City Data

States	City	Jan'24	Jan'25	MOM(%)	YOY(%)
Andhra Pradesh	Nellore	1124	1180	4	↑ 5%
	Tirupati	1113	1059	-14	↓ -5%
	Vijayawada	1022	1036	-3	↑ 1%
	Visakhapatnam / Vizag	835	906	-4	↑ 9%
Assam	Guwahati	1236	1073	1	↓ -13%
Bihar	Patna	1241	1331	7	↑ 7%
Chandigarh (UT)	Chandigarh	1783	1694	1	↓ -5%
Chhattisgarh	Raipur	1596	1705	12	↑ 7%
Dadra & NagarHaveli (UT)	Dadra & Nagar Haveli and Daman & Diu	1310	1486	7	↑ 13%
Delhi (NCR)	Delhi / NCR	2544	2689	-3	↑ 6%
Gujarat	Ahmedabad	5578	5940	-5	↑ 6%
	Vadodara / Baroda	3213	3268	-3	↑ 2%
	Bharuch	1205	1361	7	↑ 13%
	Gandhinagar	1401	1401	-2	0
	Jamnagar	1626	1504	-6	↓ -8%
	Rajkot	1418	1527	-7	↑ 8%
Jammu & Kashmir	Surat	1496	1516	-7	↑ 1%
	Jammu	1285	1672	-3	↑ 30%
Jharkhand	Jamshedpur	1243	1091	-6	↓ -12%
	Ranchi	1431	1356	4	↓ -5%
Karnataka	Bangalore / Bengaluru	2437	2528	-5	↑ 4%
	Hubli	1172	1229	-6	↑ 5%
	Mangaluru / Mangalore	960	1030	1	↑ 7%
	Mysore / Mysuru	1039	945	-8	↓ -9%
Kerala	Kochi / Cochin	3390	3586	1	↑ 6%
	Calicut / Kozhikode	1045	929	5	↓ -11%
	Cannanore / Kannur	943	978	10	↑ 4%
	Kollam / Quilon	915	967	30	↑ 6%
	Trivandrum / Thiruvananthapuram	581	592	-1	↑ 2%
Madhya Pradesh	Bhopal	1215	1290	4	↑ 6%
	Gwalior	1146	1702	22	↑ 49%
	Indore	1115	1392	-5	↑ 25%
	Jabalpur	1113	1302	7	↑ 17%
	Mumbai	2079	2071	-3	0
	Pune	3151	3408	-5	↑ 8%

Annexure City Data

States	City	Jan'24	Jan'25	MOM(%)	YOY(%)
Maharashtra	Aurangabad	1118	1259	3	↑ 13%
	Kolhapur	890	966	12	↑ 9%
	Nagpur	894	1045	-6	↑ 17%
	Nasik / Nashik	1166	1232	0	↑ 6%
Odisha	Bhubaneswar	1078	1204	-16	↑ 12%
Puducherry (UT)	Pondicherry / Puducherry	862	859	3	0
Punjab	Amritsar	1223	1317	21	↑ 8%
	Ludhiana	1172	1319	9	↑ 13%
Rajasthan	Jaipur	4208	5094	-5	↑ 21%
	Jodhpur	1184	1600	-4	↑ 35%
	Kota	1308	1280	-8	↓ -2%
	Udaipur	1123	1485	1	↑ 32%
Tamil Nadu	Chennai	1819	1885	-6	↑ 4%
	Coimbatore	2620	3115	-10	↑ 19%
	Madurai	1032	1051	-11	↑ 2%
	Salem	1228	1316	2	↑ 7%
	Tiruchirapalli / Trichy	922	924	-9	0
Telangana	Vellore	1141	1129	-4	↓ -1%
	Hyderabad / Secunderabad	2895	3022	-5	↑ 4%
Uttar Pradesh	Agra	1235	1311	-3	↑ 6%
	Allahabad / Prayagraj	1130	1157	1	↑ 2%
	Bareilly	1040	1412	12	↑ 36%
	Kanpur	1294	1429	-8	↑ 10%
	Lucknow	1284	1313	-4	↑ 2%
Uttarakhand	Varanasi / Benaras	1453	1404	6	↓ -3%
	Dehradun	1289	1319	-1	↑ 2%
West Bengal	Haridwar	1845	1835	9	↓ -1%
	Kolkata	3115	3189	-5	↑ 2%
	Siliguri	1268	1136	-1	↓ -10%