



Jobspeak

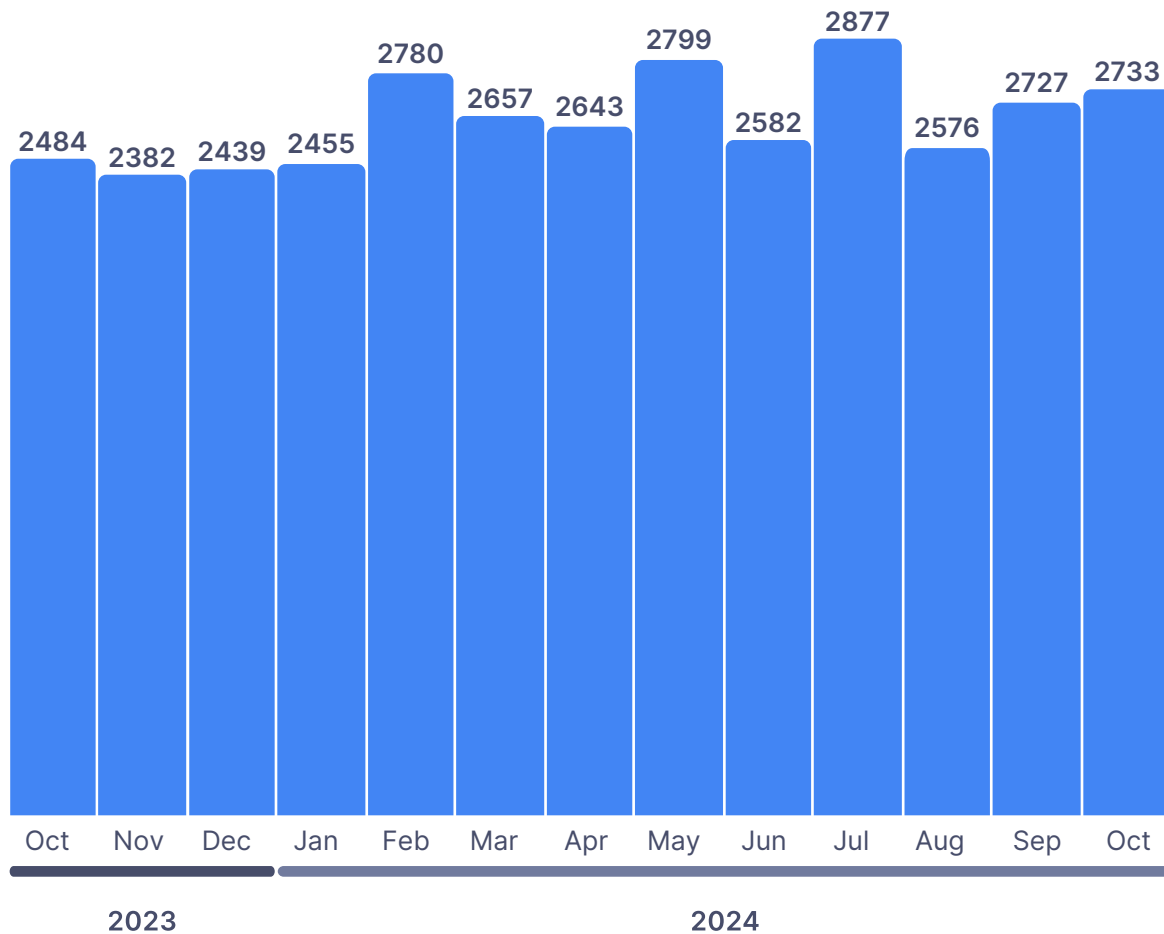
October, 2024

In-depth hiring trends by
city, industry & experience



Hiring Activity sustains momentum with 10% growth in October, fresher hiring shows positive growth after a long winter

Overall Hiring Trends



- The Naukri JobSpeak Index, India's leading indicator of white-collar hiring activity, demonstrated robust growth in October 2024, reaching **2733** points and marking a significant **10%** year-on-year increase.
- Key sectors including **Oil & Gas (+18%)**, **Pharma/Biotech (+12%)**, **FMCG (+8%)**, and **IT (+6%)** emerged as primary drivers of this positive trend.
- **AI/ML** roles witnessed an exceptional **39%** year-on-year and **2%** month-on-month growth.

“We're now experiencing sustained YoY growth, with Jobspeak revealing consistently positive trends over the past few months. We're particularly thrilled to see synchronised expansion across IT and Non-IT sectors. The accelerating pace of fresher hiring is a strong indicator of business confidence and presents exciting opportunities for upcoming graduates.”



Dr. Pawan Goyal

Chief Business Officer, Naukri

HIRING TRENDS BY INDUSTRIES

- IT unicorns demonstrated strong performance with a 28% increase in white-collar hiring. Foreign MNCs and Global Capability Centers (GCCs) in the IT sector, which had a relatively slower growth through the year, showed an impressive jump of 5% and 10% respectively.
- The FMCG sector witnessed an 8% YoY growth, with Bangalore (+20%) and Pune (+36%) being the primary growth drivers.
- Freshers hiring saw a significant uptick in sectors like Architecture/Interior Designing (+57%), KPO/Research/Analytics (+39%) and Agriculture/Dairy (+36%).



Growth Trends: Oct'24 vs Oct'23

Industry	Oct'23	Nov'23	Dec'23	Jan'24	Feb'24	Mar'24	Apr'24	May'24	Jun'24	Jul'24	Aug'24	Sep'24	Oct'24	Oct YOY%
IT/Software Services	3302	3349	3210	3233	3748	3501	3456	3630	3341	3713	3310	3539	3487	↑ 6%
AI-ML	1141	1220	1183	1252	1516	1399	1327	1572	1424	1680	1454	1566	1590	↑ 39%
GCC	912	909	863	955	1116	1038	1055	1119	1027	1143	1024	1069	1067	↑ 17%
BPO/ITES	2179	2054	1872	1939	2157	2264	2181	2195	1961	2157	1995	2036	2077	↓ -5%
Auto/Auto Ancillary	1188	1114	1195	1158	1323	1232	1294	1324	1274	1356	1258	1279	1243	↑ 5%
Pharma	2072	2048	2161	2145	2409	2286	2290	2471	2314	2560	2283	2290	2325	↑ 12%
Oil and Gas	617	581	648	679	754	743	722	768	704	755	673	724	731	↑ 18%
FMCG	1838	1782	1942	1925	2088	2016	2133	2196	2011	2136	1968	2075	1987	↑ 8%
Healthcare	5957	5686	5985	6150	6229	6269	6095	6507	5759	6371	5784	5967	6165	↑ 3%
Retail	1535	1474	1597	1506	1605	1637	1625	1736	1608	1694	1420	1572	1525	↓ -1%
Banking/Financial Services	4014	3989	3876	3916	4260	3858	3890	4214	3705	4152	3678	3917	3915	↓ -2%
Insurance	2627	2386	2378	2295	2745	2514	2361	2450	2106	2519	2299	2465	2773	↑ 6%
Hospitality/ Travel	1675	1581	1639	1620	1662	1801	1877	1872	1642	1695	1632	1752	1733	↑ 3%
Education	4274	4145	4614	4730	4991	5146	4644	4842	4550	4750	4250	4403	4285	— 0%
Telcom/ISP	472	474	458	428	510	441	458	508	463	498	477	491	489	↑ 4%
Real Estate	3430	3257	3633	3744	3932	3873	3798	4070	3720	4200	3617	3739	3914	↑ 14%

HIRING TRENDS ACROSS CITIES

Southern states demonstrated exceptional growth in white-collar hiring, with multiple cities showing strong year-on-year gains. Tamil Nadu emerged as a standout performer with a 24% YoY growth. Hyderabad and Chennai were amongst the top cities that led hiring for the Research & Analytics industry, showing massive growth of 51% and 50% respectively. Cochin led the chart for the BFSI industry, registering a 40% YoY growth.



Growth Trends: Oct'24 vs Oct'23

HIRING TRENDS BY EXPERIENCE LEVEL

0-3 yrs



6%

4-7 yrs



6%

8-12 yrs



15%

13-16 yrs



15%

>16 yrs



23%

↑ 6%

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

↑ 23%

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

Growth Trends: Oct'24 vs Oct'23

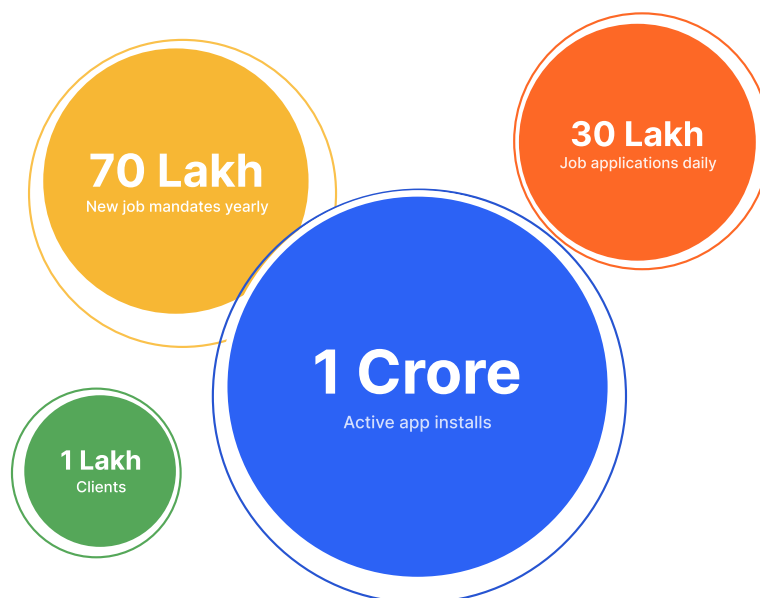
Exp Bucket	Oct'23	Nov'23	Dec'23	Jan'24	Feb'24	Mar'24	Apr'24	May'24	Jun'24	Jul'24	Aug'24	Sep'24	Oct'24	Oct YOY%
0-3 yrs	2642	2484	2618	2621	2822	2788	2783	2891	2619	2869	2585	2739	2789	↑ 6%
4-7 yrs	2361	2282	2316	2339	2624	2482	2471	2607	2420	2688	2401	2529	2505	↑ 6%
8-12 yrs	2431	2343	2366	2374	2797	2655	2619	2807	2590	2920	2600	2771	2785	↑ 15%
13-16 yrs	2227	2116	2195	2196	2523	2412	2407	2570	2379	2671	2407	2548	2570	↑ 15%
16+ yrs	2361	2247	2357	2429	2744	2640	2690	2893	2687	2994	2729	2872	2906	↑ 23%

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	Oct'23	Nov'23	Dec'23	Jan'24	Feb'24	Mar'24	Apr'24	May'24	Jun'24	Jul'24	Aug'24	Sep'24	Oct'24	Y-O-Y%
Accounting/Finance	4989	4712	4735	4989	5535	5440	5792	5422	5198	6036	5526	5820	5793	↑ 16%
Advertising/PR/MR/Events	4380	4477	4423	4368	4819	4449	4352	4595	4226	4505	4145	4475	4467	↑ 2%
Agriculture/Dairy	1219	1012	1087	1168	1224	1080	1210	1292	1048	1171	1111	1070	1129	↓ -7%
Architecture/Interior Designing	2512	2368	2314	2707	2951	2856	3179	3150	2669	2796	2859	2843	3101	↑ 23%
Auto/Auto Ancillary	1188	1114	1195	1158	1323	1232	1294	1324	1274	1356	1258	1279	1243	↑ 5%
Banking/Financial Services/Broking	4014	3989	3876	3916	4260	3858	3890	4214	3705	4152	3678	3917	3915	↓ -2%
BPO/ITES	2179	2054	1872	1939	2157	2264	2181	2195	1961	2157	1995	2036	2077	↓ -5%
Chemicals/PetroChemical/Plastic/Rubber	1558	1407	1651	1640	1677	1694	1763	1831	1742	1940	1717	1772	1759	↑ 13%
Construction/Engineering/Cement/Metals	1043	1010	1056	1126	1198	1178	1155	1208	1181	1256	1138	1221	1192	↑ 14%
Consumer Durables	795	789	815	815	816	823	852	918	840	1009	823	907	849	↑ 7%
Courier/Transportation/Freight	2500	2238	2475	2425	2663	2700	2431	2729	2679	2937	2622	2788	2756	↑ 10%
Defence/Government	8049	7951	7119	6692	8923	7599	7289	8463	7897	8121	6968	7886	7288	↓ -9%
Education/Teaching/Training	4274	4145	4614	4730	4991	5146	4644	4842	4550	4750	4250	4403	4285	— 0%
Export/Import	1092	1036	1285	1219	1298	1281	1258	1307	1164	1311	1241	1183	1109	↑ 2%
Fertilizers/Pesticides	6758	5567	5508	5580	6574	6018	6685	6194	5605	6874	6403	6390	5834	↓ -14%
FMCG/Foods/Beverage	1838	1782	1942	1925	2088	2016	2133	2196	2011	2136	1968	2075	1987	↑ 8%
Gems & Jewellery	5909	5429	6078	5846	6426	6305	6242	5720	6269	6248	6227	6164	6655	↑ 13%
Hotels/Restaurants/Airlines/Travel	1675	1581	1639	1620	1662	1801	1877	1872	1642	1695	1632	1752	1733	↑ 3%
Industrial Products/Heavy Machinery	1352	1341	1449	1416	1632	1552	1557	1678	1582	1649	1480	1577	1586	↑ 17%
Insurance	2627	2386	2378	2295	2745	2514	2361	2450	2106	2519	2299	2465	2773	↑ 6%
IT-Hardware & Networking	551	492	493	566	640	564	552	616	617	670	594	656	598	↑ 9%
IT-Software/Software Services	3302	3349	3210	3233	3748	3501	3456	3630	3341	3713	3310	3539	3487	↑ 6%
Legal	6011	4825	5381	4839	6389	5980	5619	6218	5229	6009	5158	5819	5914	↓ -2%
Media/Dotcom/Entertainment	385	389	441	386	456	438	477	476	424	528	437	456	468	↑ 22%
Medical/Healthcare/Hospital	5957	5686	5985	6150	6229	6269	6095	6507	5759	6371	5784	5967	6165	↑ 3%
NGO/Social Services	3536	3747	3457	3651	4483	3995	4119	4158	4259	4422	4108	4108	4255	↑ 20%
Office Equipment/Automation	3536	3511	3809	3789	4212	4102	4069	4115	4082	4197	3741	3700	3899	↑ 10%
Oil and Gas/Power/Infrastructure/Energy	617	581	648	679	754	743	722	768	704	755	673	724	731	↑ 18%
Pharma/Biotech/Clinical Research	2072	2048	2161	2145	2409	2286	2290	2471	2314	2560	2283	2290	2325	↑ 12%
Printing/Packaging	1204	1110	1180	1148	1220	1262	1366	1288	1350	1449	1244	1417	1221	↑ 1%
Real Estate/Property	3430	3257	3633	3744	3932	3873	3798	4070	3720	4200	3617	3739	3914	↑ 14%
Recruitment	648	662	685	675	772	724	764	850	723	697	628	645	668	↑ 3%
Retail	1535	1474	1597	1506	1605	1637	1625	1736	1608	1694	1420	1572	1525	↓ -1%
Security/Law Enforcement	1434	1389	1438	1250	1406	1601	1406	1471	1351	1422	1169	1370	1588	↑ 11%
Semiconductors/Electronics	4359	4158	4769	4696	5171	5016	5124	5390	5156	5503	5061	5519	5065	↑ 16%
Shipping/Marine	895	861	893	928	1010	938	1068	1036	986	1175	1030	1137	1159	↑ 30%
Telcom/ISP	472	474	458	428	510	441	458	508	463	498	477	491	489	↑ 4%
Textiles/Garments/Accessories	1995	1939	2292	2100	2195	2367	2431	2438	2307	2439	2267	2345	2182	↑ 9%

ANNEXURE INDUSTRY DATA

Industry	Oct'23	Nov'23	Dec'23	Jan'24	Feb'24	Mar'24	Apr'24	May'24	Jun'24	Jul'24	Aug'24	Sep'24	Oct'24	Y-O-Y%
Animation	754	639	755	667	795	669	724	774	763	784	652	686	678	↓ -10%
Aviation / Aerospace Firms	933	914	924	835	1039	954	1166	1220	1072	1444	1010	1272	1139	↑ 22%
Electricals / Switchgears	1494	1534	1676	1709	1800	1895	1812	1913	1770	1954	1729	1927	1817	↑ 22%
Facility Management	1083	1027	1144	1212	1324	1284	1351	1404	1352	1322	1100	1231	1392	↑ 29%
Food Processing	1345	1266	1340	1337	1450	1359	1477	1451	1396	1552	1421	1512	1388	↑ 3%
Internet/Ecommerce	1014	971	964	895	974	932	932	965	877	988	914	929	936	↓ -8%
KPO / Research / Analytics	901	897	865	918	1127	1005	1036	1071	953	1013	961	1040	1127	↑ 25%
Medical Devices / Equipments	1311	1195	1445	1347	1353	1368	1329	1471	1376	1504	1324	1512	1396	↑ 6%
Mining	1448	1327	1550	1488	1534	1506	1510	1768	1568	1742	1715	1653	1640	↑ 13%
Other	1112	1085	1086	1128	1243	1172	1206	1317	1286	1331	1249	1303	1334	↑ 20%
Publishing	1126	1100	1174	1129	1364	1269	1271	1463	1321	1453	1327	1321	1347	↑ 20%
Steel	1435	1440	1483	1515	1639	1575	1749	1583	1539	1736	1664	1707	1763	↑ 23%
Strategy /Management Consulting Firms	1011	961	1004	1144	1221	1168	1141	1213	1154	1274	1151	1189	1282	↑ 27%
Water Treatment / Waste Management	1217	1174	1202	1156	1209	1262	1535	1519	1323	1545	1371	1401	1302	↑ 7%
Wellness / Fitness / Sports / Beauty	1150	990	1091	1151	1233	1292	1236	1296	1239	1354	1166	1348	1299	↑ 13%

ANNEXURE CITY DATA

State	City	Oct'23	Oct'24	MOM (%)	Y-O-Y%
Andhra Pradesh	Nellore	1217	1160	-4%	↓ -5%
	Tirupati	1099	1241	-3%	↑ 13%
	Vijayawada	965	1182	11%	↑ 22%
	Visakhapatnam/Vizag	946	1008	7%	↑ 7%
Assam	Guwahati	1117	1121	-3%	→ 0%
Bihar	Patna	1017	1199	-2%	↑ 18%
Chandigarh (UT)	Chandigarh	1727	1737	-6%	↑ 1%
Chhattisgarh	Raipur	1460	1566	-2%	↑ 7%
Dadra & Nagar Haveli (UT)	Dadra & Nagar Haveli and Daman & Diu	1382	1394	-4%	↑ 1%
Delhi (NCT)	Delhi / NCR	2558	2763	-2%	↑ 8%
Gujarat	Ahmedabad	5532	6257	3%	↑ 13%
	Vadodara/Baroda	3442	3342	5%	↓ -3%
	Bharuch	1194	1218	-5%	↑ 2%
	Gandhinagar	1311	1578	9%	↑ 20%
	Jamnagar	1592	1873	14%	↑ 18%
	Rajkot	1481	1627	6%	↑ 10%
Jammu & Kashmir	Surat	1372	1561	3%	↑ 14%
	Jammu	1340	1494	1%	↑ 11%
Jharkhand	Jamshedpur	1162	1301	17%	↑ 12%
	Ranchi	1293	1213	-10%	↓ -6%
Karnataka	Bangalore/Bengaluru	2576	2869	-1%	↑ 11%
	Hubli	1262	1366	9%	↑ 8%
	Mangaluru/Mangalore	855	1024	-2%	↑ 20%
	Mysore/Mysuru	972	1107	6%	↑ 14%
Kerala	Kochi/Cochin	3460	3805	11%	↑ 10%
	Calicut/Kozhikode	951	939	19%	↓ -1%
	Cannanore/Kannur	922	1004	23%	↑ 9%
	Kollam/Quilon	988	1036	18%	↑ 5%
	Trivandrum/Thiruvananthapuram	640	667	22%	↑ 4%
Madhya Pradesh	Bhopal	1136	1256	3%	↑ 11%
	Gwalior	1129	1489	5%	↑ 32%
	Indore	1064	1480	8%	↑ 39%
	Jabalpur	981	1136	0%	↑ 16%
Maharashtra	Mumbai	1998	2225	2%	↑ 11%
	Pune	3147	3779	3%	↑ 20%
	Aurangabad	1142	1181	1%	↑ 3%
	Kolhapur	873	839	-3%	↓ -4%
	Nagpur	907	1109	7%	↑ 22%
	Nasik/Nashik	1128	1267	0%	↑ 12%

ANNEXURE CITY DATA

State	City	Oct'23	Oct'24	MOM (%)	Y-O-Y%
Odisha	Bhubaneswar	907	1312	-1%	↑ 45%
Puducherry (UT)	Pondicherry/Puducherry	1099	862	-11%	↓ -22%
Punjab	Amritsar	1353	1185	-10%	↓ -12%
	Ludhiana	1255	1299	-5%	↑ 4%
Rajasthan	Jaipur	4280	5306	7%	↑ 24%
	Jodhpur	1353	1583	6%	↑ 17%
	Kota	1126	1278	2%	↑ 14%
	Udaipur	1078	1373	-6%	↑ 27%
Tamil Nadu	Chennai	1817	2119	-1%	↑ 17%
	Coimbatore	2698	3455	10%	↑ 28%
	Madurai	936	1223	-1%	↑ 31%
	Salem	1042	1390	3%	↑ 33%
	Tiruchirapalli/Trichy	1015	1037	2%	↑ 2%
	Vellore	954	1306	4%	↑ 37%
Telangana	Hyderabad/Secunderabad	2951	3412	1%	↑ 16%
Uttar Pradesh	Agra	1330	1397	3%	↑ 5%
	Allahabad/Prayagraj	1052	975	-6%	↓ -7%
	Bareilly	1020	1341	-15%	↑ 31%
	Kanpur	1168	1350	-7%	↑ 16%
	Lucknow	1179	1331	-5%	↑ 13%
	Varanasi/Benaras	1308	1416	3%	↑ 8%
Uttarakhand	Dehradun	1308	1410	-1%	↑ 8%
	Haridwar	1606	1756	-8%	↑ 9%
West Bengal	Kolkata	2857	3254	-6%	↑ 14%
	Siliguri	1098	1139	-6%	↑ 4%