



Jobspeak

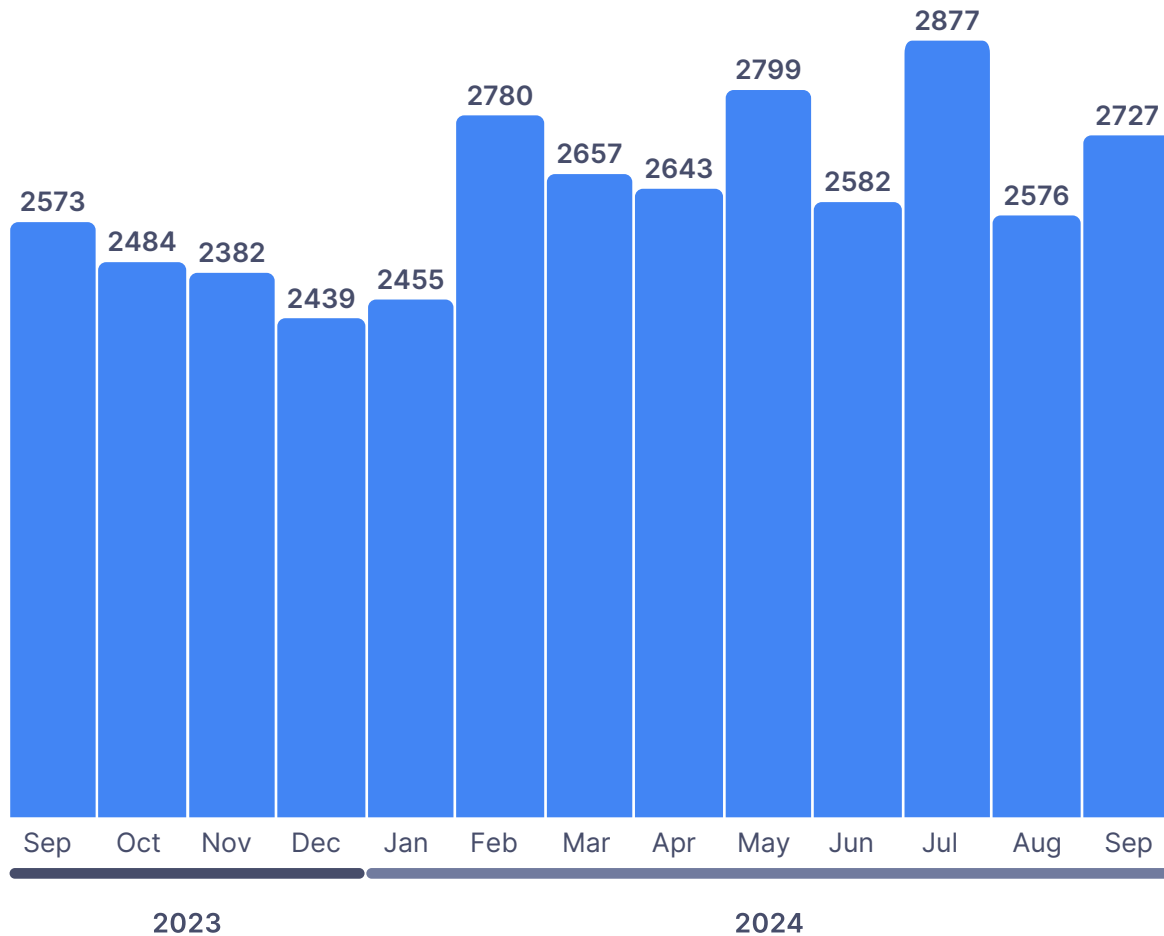
September, 2024

In-depth hiring trends by
city, industry & experience



Buoyed by IT Hiring Momentum, Job Market Clocks 6% Growth in September: Naukri JobSpeak Report

Overall Hiring Trends



- The Naukri JobSpeak Index, India's leading indicator of white-collar hiring activity, reached **2727** points in September 2024, marking a robust **6%** year-on-year (YoY) growth.**
- This positive trend was largely driven by a resurgent IT sector, which demonstrated an impressive **18%** YoY growth in hiring activity.
- Sectors such as **FMCG (+23%)** and **Oil & Gas (+13%)** also exhibited strong growth. **AI/ML** roles continued their meteoric rise, with hiring for these positions surging by an impressive **31%** compared to September 2023.

“ The 6% overall growth in hiring activity is heartening, but what's truly exciting is the robust recovery we're seeing in the tech sector after a prolonged period of hiring stress. It's particularly encouraging to see IT, BPO, AI-ML roles, and GCCs, all performing well.”

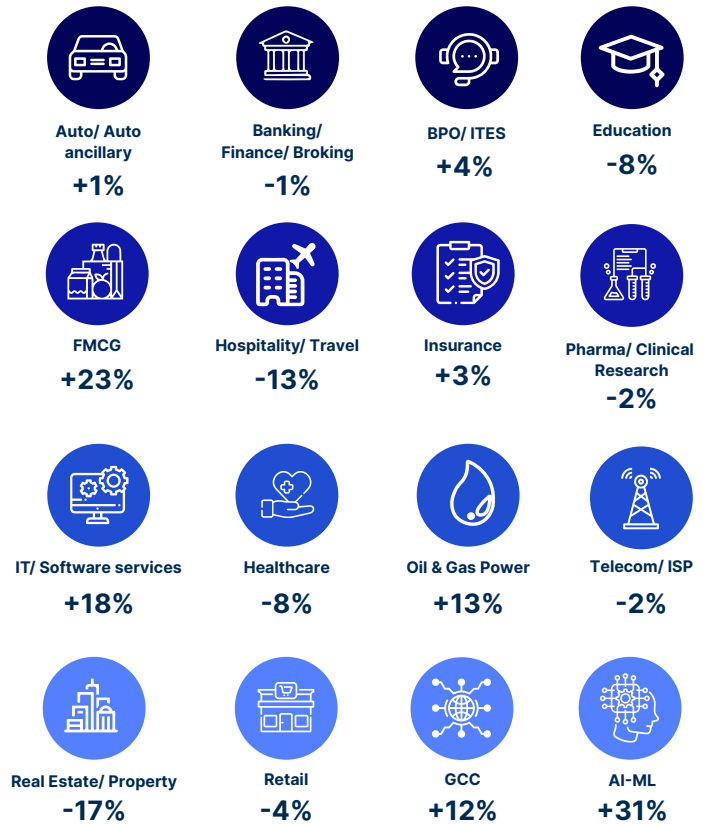


Dr. Pawan Goyal

Chief Business Officer, Naukri

HIRING TRENDS BY INDUSTRIES

- The IT sector bounced back strongly with an 18% YoY growth in hiring. Interestingly, non-traditional IT hubs showed significant growth, potentially indicating a geographical diversification trend. Jaipur led the pack with a 47% YoY increase in IT roles, followed by Kolkata at 32%.
- The FMCG sector recorded a substantial 23% YoY increase in hiring activity. Mumbai and Bangalore emerged as key drivers, with FMCG roles growing by 49% and 43% respectively in these cities.
- The Oil & Gas sector also demonstrated robust growth, with a 13% YoY increase in hiring. Ahmedabad stood out in this sector, witnessing a remarkable 54% YoY growth in Oil & Gas.

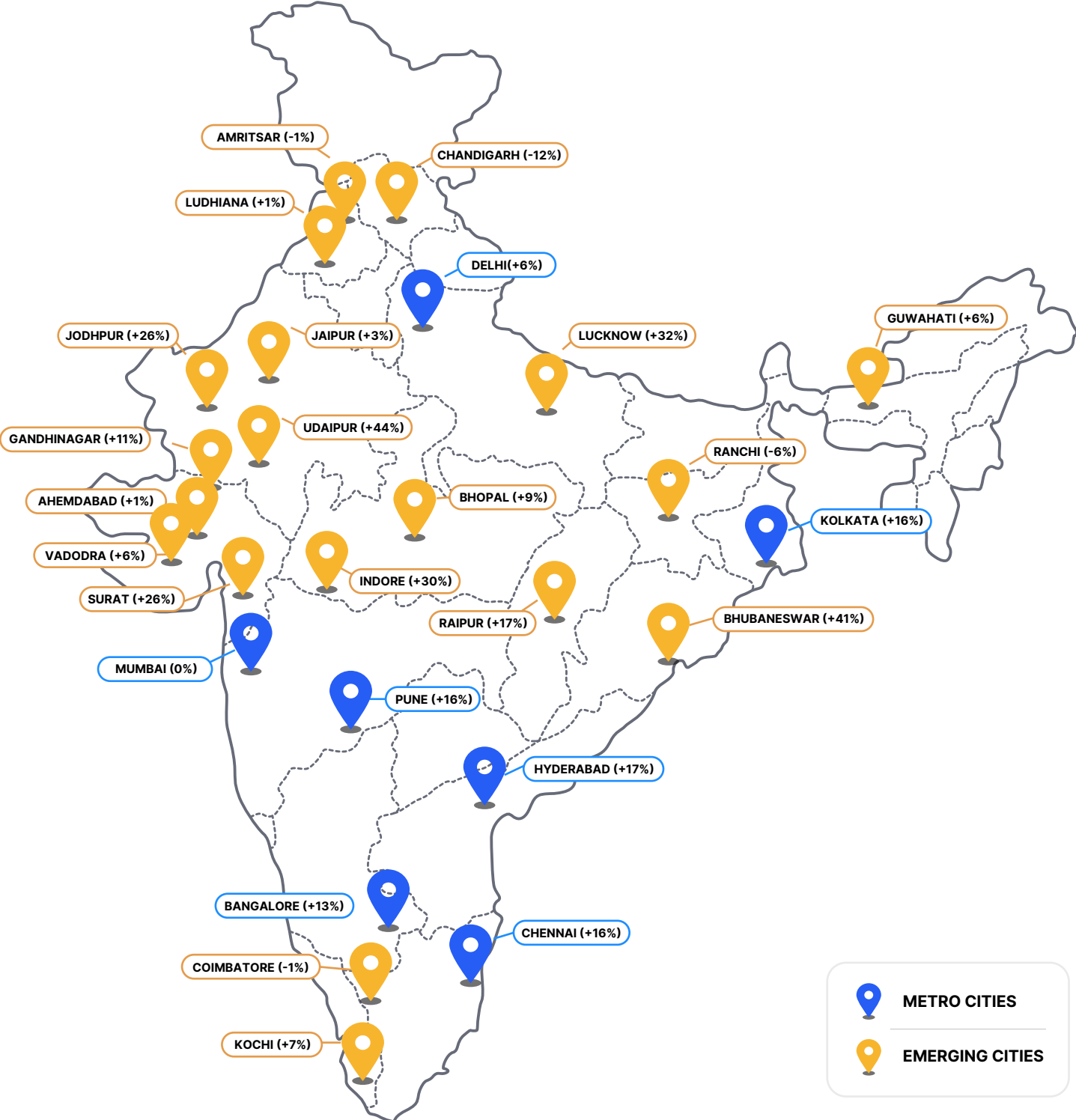


Growth Trends: Sep'24 vs Sep'23

Industry	Sep'23	Oct'23	Nov'23	Dec'23	Jan'24	Feb'24	Mar'24	Apr'24	May'24	Jun'24	Jul'24	Aug'24	Sep'24	Sep YOY%
Auto/Auto Ancillary	1270	1188	1114	1195	1158	1323	1232	1294	1324	1274	1356	1258	1279	↑ 1%
Banking/Financial Services/Broking	3957	4014	3989	3876	3916	4260	3858	3890	4214	3705	4152	3678	3917	↓ -1%
BPO/ITES	1952	2179	2054	1872	1939	2157	2264	2181	2195	1961	2157	1995	2036	↑ 4%
Education/Teaching/Training	4772	4274	4145	4614	4730	4991	5146	4644	4842	4550	4750	4250	4403	↓ -8%
FMCG/Foods/Beverage	1683	1838	1782	1942	1925	2088	2016	2133	2196	2011	2136	1968	2075	↑ 23%
Hotels/Restaurants/Airlines/Travel	2025	1675	1581	1639	1620	1662	1801	1877	1872	1642	1695	1632	1752	↓ -13%
Insurance	2387	2627	2386	2378	2295	2745	2514	2361	2450	2106	2519	2299	2465	↑ 3%
IT-Software/Software Services	2989	3302	3349	3210	3233	3748	3501	3456	3630	3341	3713	3310	3539	↑ 18%
Medical/Healthcare/Hospital	6456	5957	5686	5985	6150	6229	6269	6095	6507	5759	6371	5784	5967	↓ -8%
Oil and Gas/Power/Infrastructure	641	617	581	648	679	754	743	722	768	704	755	673	724	↑ 13%
Pharma/Biotech/Clinical Research	2332	2072	2048	2161	2145	2409	2286	2290	2471	2314	2560	2283	2290	↓ -2%
Real Estate/Property	4521	3430	3257	3633	3744	3932	3873	3798	4070	3720	4200	3617	3739	↓ -17%
Retail	1642	1535	1474	1597	1506	1605	1637	1625	1736	1608	1694	1420	1572	↓ -4%
Telecom/ISP	499	472	474	458	428	510	441	458	508	463	498	477	491	↓ -2%
AI-ML	1191	1141	1220	1183	1252	1516	1399	1327	1572	1424	1680	1454	1566	↑ 31%
GCC	953	912	909	863	955	1116	1038	1055	1119	1027	1143	1024	1069	↑ 12%

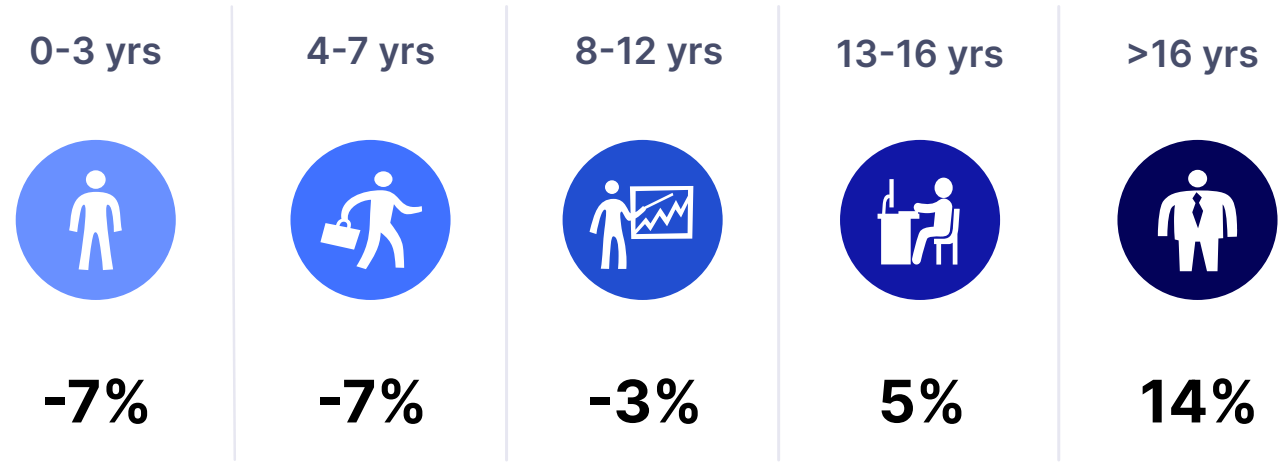
HIRING TRENDS ACROSS CITIES

New job hubs are emerging, democratizing opportunities and fostering economic development beyond traditional metropolitan centres. Cities like Bhubaneswar and Udaipur are shining examples, with impressive YoY growth of 41% and 44% respectively in white-collar hiring.



Growth Trends: Sep'24 vs Sep'23

HIRING TRENDS BY EXPERIENCE LEVEL



↓ -7%

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

↑ 14%

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

Growth Trends: Sep'24 vs Sep'23

Exp Bucket	Sep'23	Oct'23	Nov'23	Dec'23	Jan'24	Feb'24	Mar'24	Apr'24	May'24	Jun'24	Jul'24	Aug'24	Sep'24	Sep YOY%
0-3 yrs	2933	2642	2484	2618	2621	2822	2788	2783	2891	2619	2869	2585	2739	↓ -7%
4-7 yrs	2717	2361	2282	2316	2339	2624	2482	2471	2607	2420	2688	2401	2529	↓ -7%
8-12 yrs	2861	2431	2343	2366	2374	2797	2655	2619	2807	2590	2920	2600	2771	↓ -3%
13-16 yrs	2421	2227	2116	2195	2196	2523	2412	2407	2570	2379	2671	2407	2548	↑ 5%
16+ yrs	2522	2361	2247	2357	2429	2744	2640	2690	2893	2687	2994	2729	2872	↑ 14%

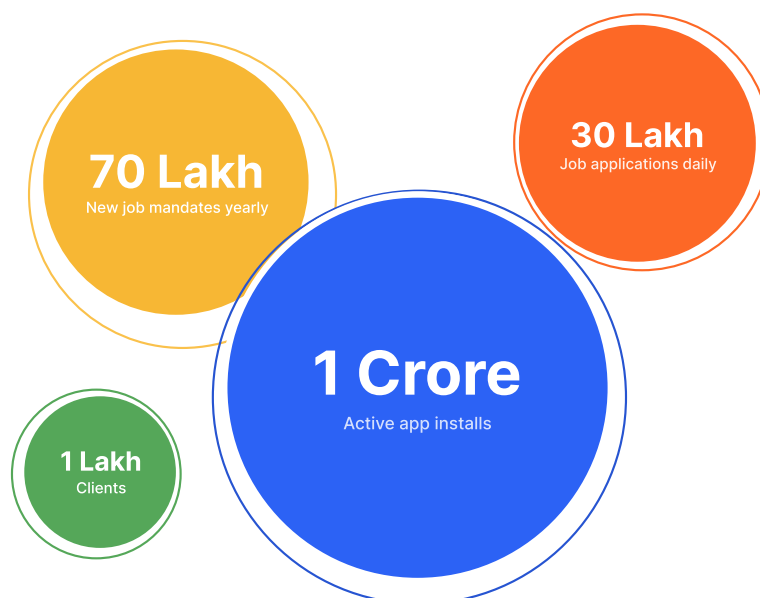
METHODOLOGY

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.*

***Due to a one-time reclassification exercise of certain sub-industries intersecting with BFSI, Tech, and GCC sectors, the base index values for September 2023 have been revised. The overall JobSpeak index for Sep'23 has been adjusted from 2835 to 2573, and the BFSI sector index from 4817 to 3957. This reclassification impacts the year-over-year comparisons in the current report.*



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	Sep'23	Oct'23	Nov'23	Dec'23	Jan'24	Feb'24	Mar'24	Apr'24	May'24	Jun'24	Jul'24	Aug'24	Sep'24	Y-O-Y%
Accounting/Finance	3119	4989	4712	4735	4989	5535	5440	5792	5422	5198	6036	5526	5820	↑ 87%
Advertising/PR/MR/Events	3839	4380	4477	4423	4368	4819	4449	4352	4595	4226	4505	4145	4475	↑ 17%
Agriculture/Dairy	1260	1219	1012	1087	1168	1224	1080	1210	1292	1048	1171	1111	1070	↓ -15%
Architecture/Interior Designing	2557	2512	2368	2314	2707	2951	2856	3179	3150	2669	2796	2859	2843	↑ 11%
Auto/Auto Ancillary	1270	1188	1114	1195	1158	1323	1232	1294	1324	1274	1356	1258	1279	↑ 1%
Banking/Financial Services/Broking	3957	4014	3989	3876	3916	4260	3858	3890	4214	3705	4152	3678	3917	↓ -1%
BPO/ITES	1952	2179	2054	1872	1939	2157	2264	2181	2195	1961	2157	1995	2036	↑ 4%
Chemicals/PetroChemical/Plastic/Rubber	1559	1558	1407	1651	1640	1677	1694	1763	1831	1742	1940	1717	1772	↑ 14%
Construction/Engineering/Cement/Metals	1047	1043	1010	1056	1126	1198	1178	1155	1208	1181	1256	1138	1221	↑ 17%
Consumer Durables	738	795	789	815	815	816	823	852	918	840	1009	823	907	↑ 23%
Courier/Transportation/Freight	2661	2500	2238	2475	2425	2663	2700	2431	2729	2679	2937	2622	2788	↑ 5%
Defence/Government	7539	8049	7951	7119	6692	8923	7599	7289	8463	7897	8121	6968	7886	↑ 5%
Education/Teaching/Training	4772	4274	4145	4614	4730	4991	5146	4644	4842	4550	4750	4250	4403	↓ -8%
Export/Import	1204	1092	1036	1285	1219	1298	1281	1258	1307	1164	1311	1241	1183	↓ -2%
Fertilizers/Pesticides	5165	6758	5567	5508	5580	6574	6018	6685	6194	5605	6874	6403	6390	↑ 24%
FMCG/Foods/Beverage	1683	1838	1782	1942	1925	2088	2016	2133	2196	2011	2136	1968	2075	↑ 23%
Gems & Jewellery	6251	5909	5429	6078	5846	6426	6305	6242	5720	6269	6248	6227	6164	↓ -1%
Hotels/Restaurants/Airlines/Travel	2025	1675	1581	1639	1620	1662	1801	1877	1872	1642	1695	1632	1752	↓ -13%
Industrial Products/Heavy Machinery	1387	1352	1341	1449	1416	1632	1552	1557	1678	1582	1649	1480	1577	↑ 14%
Insurance	2387	2627	2386	2378	2295	2745	2514	2361	2450	2106	2519	2299	2465	↑ 3%
IT-Hardware & Networking	557	551	492	493	566	640	564	552	616	617	670	594	656	↑ 18%
IT-Software/Software Services	2989	3302	3349	3210	3233	3748	3501	3456	3630	3341	3713	3310	3539	↑ 18%
Legal	5357	6011	4825	5381	4839	6389	5980	5619	6218	5229	6009	5158	5819	↑ 9%
Media/Dotcom/Entertainment	438	385	389	441	386	456	438	477	476	424	528	437	456	↑ 4%
Medical/Healthcare/Hospital	6456	5957	5686	5985	6150	6229	6269	6095	6507	5759	6371	5784	5967	↓ -8%
NGO/Social Services	3175	3536	3747	3457	3651	4483	3995	4119	4158	4259	4422	4108	4108	↑ 29%
Office Equipment/Automation	3839	3536	3511	3809	3789	4212	4102	4069	4115	4082	4197	3741	3700	↓ -4%
Oil and Gas/Power/Infrastructure/Energy	641	617	581	648	679	754	743	722	768	704	755	673	724	↑ 13%
Pharma/Biotech/Clinical Research	2332	2072	2048	2161	2145	2409	2286	2290	2471	2314	2560	2283	2290	↓ -2%
Printing/Packaging	1200	1204	1110	1180	1148	1220	1262	1366	1288	1350	1449	1244	1417	↑ 18%
Real Estate/Property	4521	3430	3257	3633	3744	3932	3873	3798	4070	3720	4200	3617	3739	↓ -17%
Recruitment	896	648	662	685	675	772	724	764	850	723	697	628	645	↓ -28%
Retail	1642	1535	1474	1597	1506	1605	1637	1625	1736	1608	1694	1420	1572	↓ -4%
Security/Law Enforcement	1662	1434	1389	1438	1250	1406	1601	1406	1471	1351	1422	1169	1370	↓ -18%
Semiconductors/Electronics	4797	4359	4158	4769	4696	5171	5016	5124	5390	5156	5503	5061	5519	↑ 15%
Shipping/Marine	832	895	861	893	928	1010	938	1068	1036	986	1175	1030	1137	↑ 37%
Telcom/ISP	499	472	474	458	428	510	441	458	508	463	498	477	491	↓ -2%
Textiles/Garments/Accessories	1941	1995	1939	2292	2100	2195	2367	2431	2438	2307	2439	2267	2345	↑ 21%

ANNEXURE INDUSTRY DATA

Industry	Sep'23	Oct'23	Nov'23	Dec'23	Jan'24	Feb'24	Mar'24	Apr'24	May'24	Jun'24	Jul'24	Aug'24	Sep'24	Y-O-Y%
Animation	749	754	639	755	667	795	669	724	774	763	784	652	686	↓ -8%
Aviation / Aerospace Firms	1193	933	914	924	835	1039	954	1166	1220	1072	1444	1010	1272	↑ 7%
Electricals / Switchgears	1562	1494	1534	1676	1709	1800	1895	1812	1913	1770	1954	1729	1927	↑ 23%
Facility Management	1088	1083	1027	1144	1212	1324	1284	1351	1404	1352	1322	1100	1231	↑ 13%
Food Processing	1332	1345	1266	1340	1337	1450	1359	1477	1451	1396	1552	1421	1512	↑ 14%
Internet/Ecommerce	840	1014	971	964	895	974	932	932	965	877	988	914	929	↑ 11%
KPO / Research /Analytics	977	901	897	865	918	1127	1005	1036	1071	953	1013	961	1040	↑ 6%
Medical Devices / Equipments	1225	1311	1195	1445	1347	1353	1368	1329	1471	1376	1504	1324	1512	↑ 23%
Mining	1505	1448	1327	1550	1488	1534	1506	1510	1768	1568	1742	1715	1653	↑ 10%
Other	1183	1112	1085	1086	1128	1243	1172	1206	1317	1286	1331	1249	1303	↑ 10%
Publishing	990	1126	1100	1174	1129	1364	1269	1271	1463	1321	1453	1327	1321	↑ 33%
Steel	1454	1435	1440	1483	1515	1639	1575	1749	1583	1539	1736	1664	1707	↑ 17%
Strategy /Management Consulting Firms	924	1011	961	1004	1144	1221	1168	1141	1213	1154	1274	1151	1189	↑ 29%
Water Treatment / Waste Management	1379	1217	1174	1202	1156	1209	1262	1535	1519	1323	1545	1371	1401	↑ 2%
Wellness / Fitness / Sports / Beauty	1157	1150	990	1091	1151	1233	1292	1236	1296	1239	1354	1166	1348	↑ 17%

ANNEXURE CITY DATA

State	City	Sep'23	Sep'24	MOM (%)	Y-O-Y%
Andhra Pradesh	Nellore	1068	1205	6.07	↑ 13%
	Tirupati	1138	1279	4.41	↑ 12%
	Vijayawada	1043	1065	-9.21	↑ 2%
	Visakhapatnam/Vizag	758	942	6.92	↑ 24%
Assam	Guwahati	1093	1155	9.17	↑ 6%
Bihar	Patna	1117	1225	-2.47	↑ 10%
Chandigarh (UT)	Chandigarh	2091	1849	12.61	↓ -12%
Chhattisgarh	Raipur	1362	1593	11.17	↑ 17%
Dadra & Nagar Haveli (UT)	Dadra & Nagar Haveli and Daman & Diu	1344	1447	9.95	↑ 8%
Delhi (NCT)	Delhi / NCR	2670	2828	8.35	↑ 6%
Gujarat	Ahmedabad	5981	6054	11.72	↑ 1%
	Vadodara/Baroda	3013	3185	-2.51	↑ 6%
	Bharuch	1147	1288	3.87	↑ 12%
	Gandhinagar	1308	1447	13.05	↑ 11%
	Jamnagar	1371	1639	1.3	↑ 20%
	Rajkot	1128	1530	3.24	↑ 36%
	Surat	1204	1519	6.67	↑ 26%
Jammu & Kashmir	Jammu	1423	1485	-3.88	↑ 4%
Jharkhand	Jamshedpur	1280	1115	-3.88	↓ -13%
	Ranchi	1442	1351	0.3	↓ -6%
Karnataka	Bangalore/Bengaluru	2564	2895	7.22	↑ 13%
	Hubli	1184	1248	-0.56	↑ 5%
	Mangaluru/Mangalore	866	1042	0.77	↑ 20%
	Mysore/Mysuru	1009	1043	0.29	↑ 3%
Kerala	Kochi/Cochin	3212	3430	-3.46	↑ 7%
	Calicut/Kozhikode	788	792	-11.21	↑ 1%
	Cannanore/Kannur	692	819	2.37	↑ 18%
	Kollam/Quilon	698	880	-0.56	↑ 26%
	Trivandrum/Thiruvananthapuram	514	546	-3.36	↑ 6%
Madhya Pradesh	Bhopal	1124	1221	6.54	↑ 9%
	Gwalior	1302	1422	9.05	↑ 9%
	Indore	1053	1370	13.5	↑ 30%
	Jabalpur	922	1144	-0.35	↑ 24%
Maharashtra	Mumbai	2191	2186	4.59	→ 0%
	Pune	3157	3672	6.1	↑ 16%
	Aurangabad	1122	1169	9.05	↑ 4%
	Kolhapur	902	861	-0.23	↓ -5%
	Nagpur	872	1041	20.91	↑ 19%
	Nasik/Nashik	1022	1271	13.89	↑ 24%

ANNEXURE CITY DATA

State	City	Sep'23	Sep'24	MOM (%)	Y-O-Y%
Odisha	Bhubaneswar	939	1328	16.9	↑ 41%
Puducherry (UT)	Pondicherry/Puducherry	1109	971	8.25	↓ -12%
Punjab	Amritsar	1324	1317	23.08	↓ -1%
	Ludhiana	1359	1368	7.97	↑ 1%
Rajasthan	Jaipur	4823	4953	13.11	↑ 3%
	Jodhpur	1188	1495	6.79	↑ 26%
	Kota	1130	1254	7.92	↑ 11%
	Udaipur	1015	1463	16.67	↑ 44%
Tamil Nadu	Chennai	1843	2144	5.93	↑ 16%
	Coimbatore	3167	3147	5.25	↓ -1%
	Madurai	1043	1237	3.43	↑ 19%
	Salem	1036	1352	3.21	↑ 31%
	Tiruchirapalli/Trichy	1056	1018	1.29	↓ -4%
	Vellore	1165	1251	4.6	↑ 7%
Telangana	Hyderabad/Secunderabad	2895	3387	10.04	↑ 17%
Uttar Pradesh	Agra	1296	1357	7.61	↑ 5%
	Allahabad/Prayagraj	830	1037	-6.24	↑ 25%
	Bareilly	1047	1572	27.49	↑ 50%
	Kanpur	1312	1450	2.91	↑ 11%
	Lucknow	1064	1401	4.01	↑ 32%
	Varanasi/Benaras	924	1372	10.73	↑ 48%
Uttarakhand	Dehradun	1396	1418	-1.39	↑ 2%
	Haridwar	1726	1905	6.25	↑ 10%
West Bengal	Kolkata	2967	3445	5.22	↑ 16%
	Siliguri	1167	1216	7.23	↑ 4%