

PRESS RELEASE

For immediate release:

Hiring Activity up by 1.3% in July '09 as compared to June '09: Naukri JobSpeak

Monthly Update of Naukri JobSpeak – July '09

- The Naukri JobSpeak index at 727, is 1.3% up in July '09 over June '09
- Mumbai, Delhi – NCR and Hyderabad saw a marginal increase in hiring activity in July '09 over June'09
- Hiring activity was up in Pharma and Auto by over 10% in July'09 as compared to June '09
- Hiring activity in the IT industry went up marginally while Real Estate and Retail saw a significant increase
- Hiring activity picked up most for professionals with over 8 years of work experience

New Delhi, Aug 18, 2009: The Naukri Job index continued to move upwards. The index edged up by 1.3% backed by a slight improvement in hiring activity in IT-Software and BPO industries. The index scaled to 727 in July'09 as compared to 718 in June '09. On a three monthly moving average, the index inched up from 686 in June '09 to 703 in July '09. Industries that have seen an improvement in the Three Month Moving Average for two consecutive months include Real Estate, Semiconductors, Banking, Auto and IT.

“The uptrend over consecutive months is encouraging. Improvement in hiring activity in lagging industries, such as IT, Real Estate, Retail and Auto, echoes optimism. However, continued increases in hiring activity over the next few months will indicate a turnaround in economic activity and in hiring,” said Sumeet Singh, National Head – Marketing and Communications, Info Edge.

Among cities, Delhi, Mumbai and Hyderabad saw an improvement, while Bangalore, Chennai and Pune saw a dip, in hiring activity. Hiring was up in Pharma, Auto and IT industry. July '09 witnessed an increase in demand for people with over 8 years of work experience.

City wise Analysis: Mumbai and Delhi saw a marginal pick up in hiring activity

Of the top 13 cities, 5 cities including Delhi, Mumbai and Hyderabad recorded an increase in hiring activity in July '09 as compared to June '09. While most of the other cities saw a marginal drop in hiring activity. Delhi-NCR saw hiring activity move up by 7% in July '09 as compared to June '09. Hiring activity in Mumbai picked up for a second consecutive month, albeit marginally by 3%. Hiring activity in Bangalore, Chennai and Pune were down by 4%, 6% and 1% respectively.

Industry Analysis: Hiring activity in the IT industry remained in the green as well as Retail, Real Estate and Auto picked up

Hiring activity remained stable across most industries in July '09 as compared to June '09. IT industry remained in the green with hiring activity up by 4% in IT-Software, 7% up in IT-Hardware and Networking and 3% up in ITeS and BPO. Hiring activity continued to soar in Pharma and Biotech industry, with the index up by 10%. Indicating some revival, hiring activity in Auto and Auto Ancillary, Real Estate and Retail, went up by 11%, 16% and 10% respectively.

Hiring activity in Telecom saw a dip of 10% in July '09 as compared to June '09.

Functional Area / Department

Hiring activity was marginally affected across departments in July '09 as compared to June '09. Sales and Business Development professionals and Accountancy professionals saw hiring activity inch up by 4% and 5% respectively. Hiring went up marginally in IT – Software by 4%. There seemed some emphasis in hiring in Engineering Design: Research and Development where hiring went up by 16%.

On a continued uptrend, demand went up by 2% for hospitality professionals with the index at an all-time high at 1083.

Index of Total Jobs

On Total Jobs (this includes refreshed jobs), the index moved down by 1.8% from 818 in June '09 to 802 in July '09. According to the Total Jobs Index, the index peaked in Sep '08 at 1004 and bottomed in Dec '08 at 739, so far.

Methodology

The index has been calculated based on job listings added to the site month on month. July 2008 has been taken as the base month with a score of 1000 and the subsequent monthly index is compared with data for July 2008. Data has been sourced from Naukri.com and it reflects job listings and therefore hiring trends on the site. Jobs have been categorized by location, functional area, industry, experience bucket. The index has been analyzed across Cities/ Functional Area - Dept / Industry verticals. The report (produced monthly) shows hiring trends across industry sectors, geography and functional areas. More than 34000 national and international clients used Naukri.com in 2008-2009, leading to high reliability of data.

About Naukri.com

Naukri.com, India's No. 1 job site and the flagship brand of Info Edge revolutionized the concept of recruitment in India. Since its inception in 1997, Naukri.com has seen exponential growth year after year. Info Edge completed a successful IPO in November 2006 and became the first internet company to list in India and remains to be the only listed internet company in India.



Naukri.com is a recruitment platform that provides hiring-related services to the corporate/ recruiters, placement agencies and to job seekers in India and overseas. It offers multiple products like Resume Database Access, and Response Management tools and its services include Job Postings, and branding solutions on the site. With 2,00,000 jobs live at any point, Naukri.com serviced over 34000 corporate clients in 2008-2009.

The company has over 1500 people operating through 60 offices in 40 cities in India and overseas offices in Dubai, Riyadh and Bahrain.