



A Report on Hiring Activity in India

by: Location, Industry and Experience



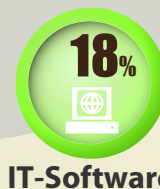
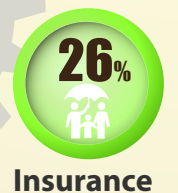
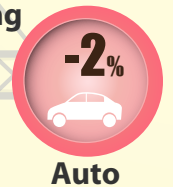
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Hiring Witnesses 13% increase in Jan'14 over Dec'13: Naukri Job Speak Index

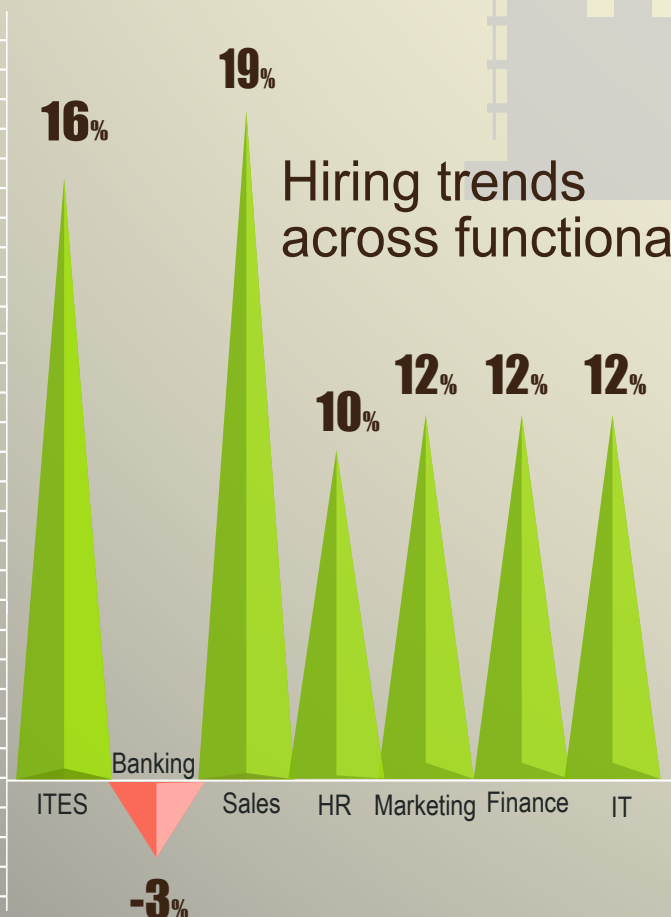
The Index has witnessed a 15% increase in hiring in Jan'14 over Jan'13.

- ▶ Amongst metros, Kolkata and Hyderabad witnessed the maximum improvement in hiring trends with 29% and 20% increase in Jan'14 over Dec'13 respectively.
- ▶ Professionals working in Insurance saw maximum growth with the index showing an increase of 26% in Jan'14 over Dec'13.



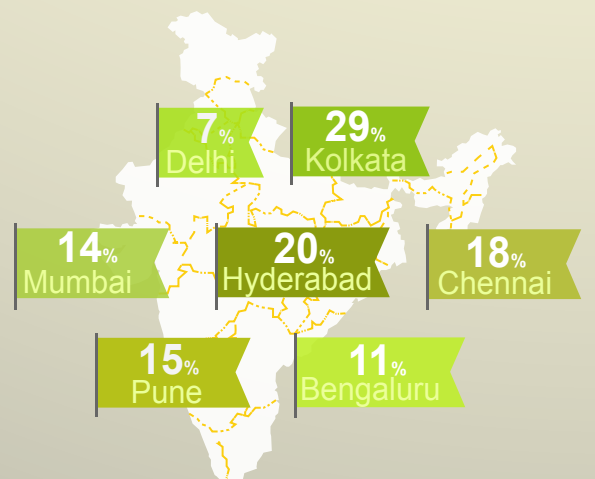
Hiring trends across top industry sectors

figures are percentage share compared between Jan-14 over Dec-13



Hiring trends across functional areas

Hiring trends across top cities

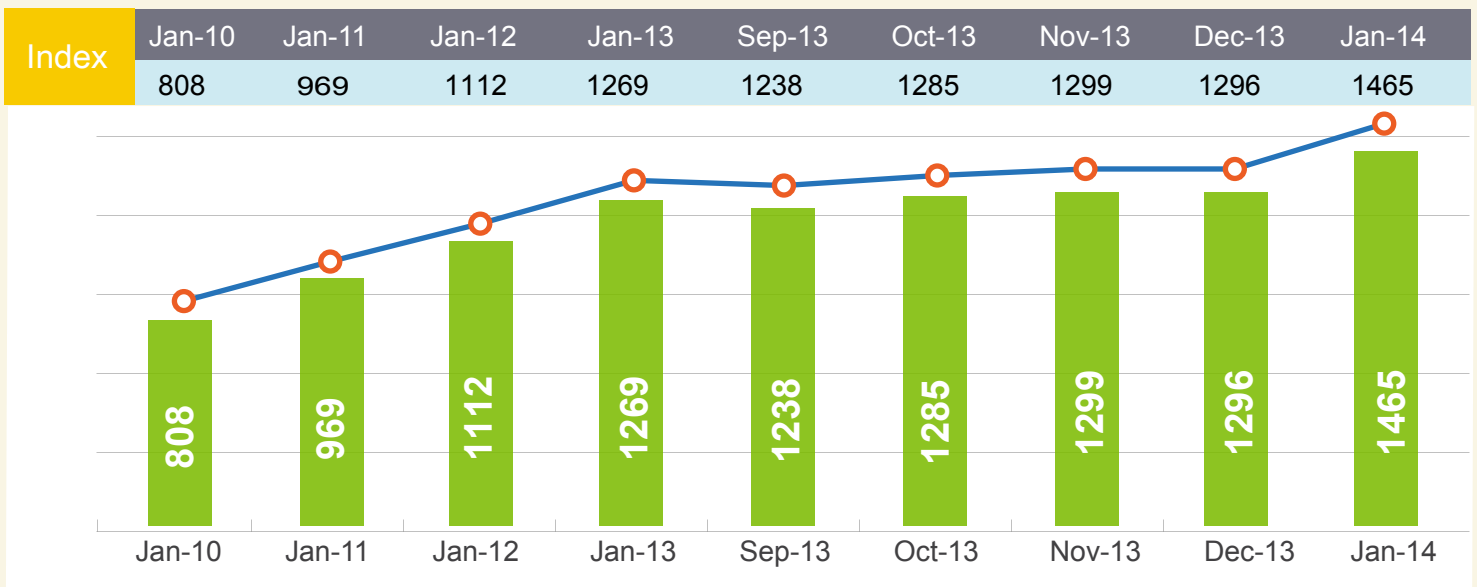


OVERALL JOB INDEX

The Naukri Job Speak Index for the month of January 2014 was at 1466 showing a 13% increase in hiring activity when compared to December 2013. Yearly comparison shows 15% increase in hiring activity when compared to January'13. Industry wise hiring sentiment was positive with sectors like Insurance showing an increase of 26% M-O-M. Among the top metros, hiring momentum was most marked in Kolkata and Hyderabad with the Naukri Job Speak Index moving up by 29% and 20% M-O-M respectively.

Mr. Ambarish Raghuvanshi, Group President Finance and CFO Info Edge (India) Ltd said "The upcoming national elections coupled with the improvement in the global economic conditions will help to ameliorate the hiring landscape in India. In fact, Naukri Job Speak Index for the past three months has grown at an average of 4% month on month. We anticipate that post general elections companies will probably start their expansion process which will concomitantly generate demand for talent. The hiring scenario in India in 2014 is likely to be better than it's been in the last two years."

Hiring trends across top industry sectors



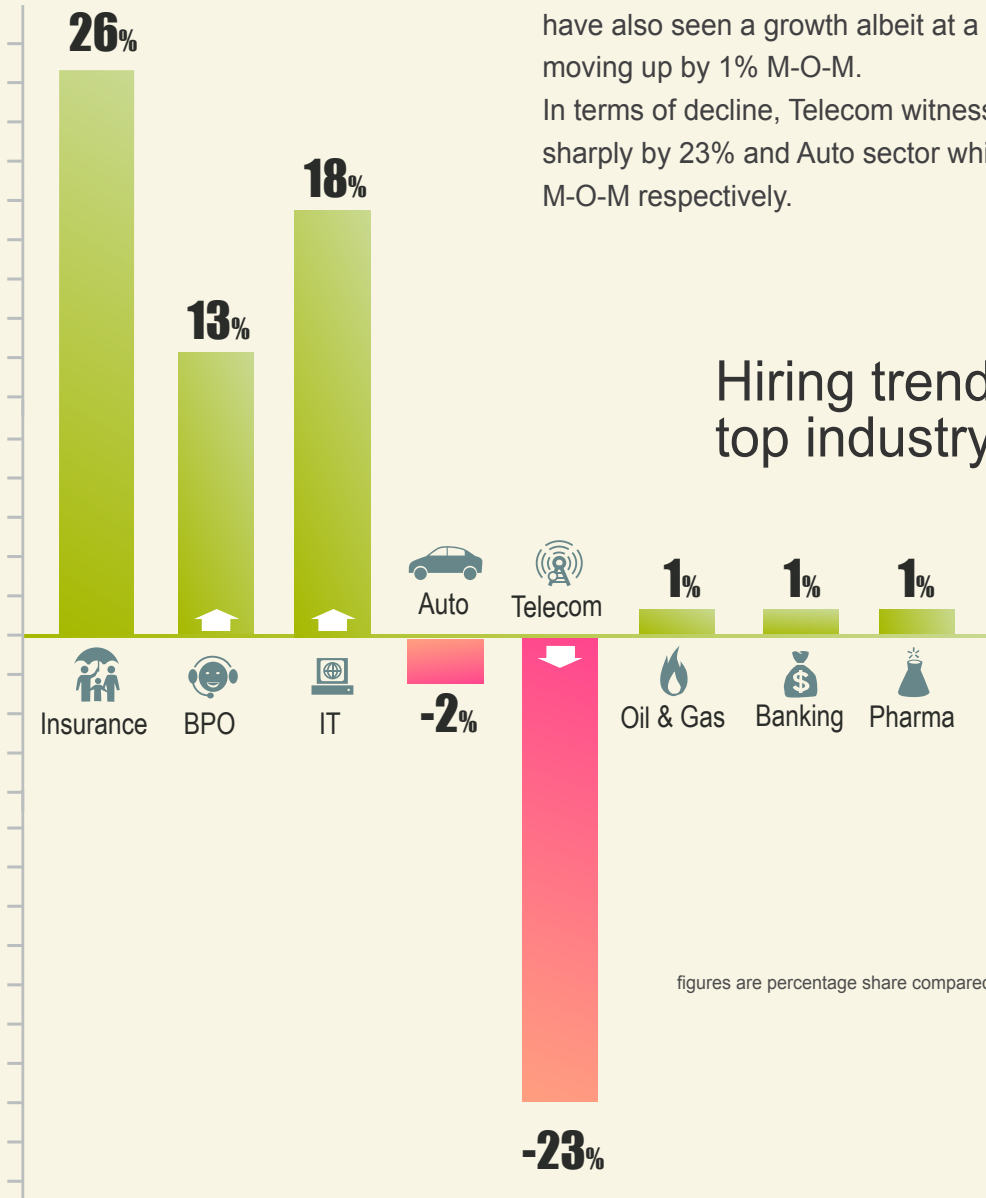
Total no. of new jobs posted in July 2008 was scaled to 1000. Index for subsequent months is relative to Jul 08.

SECTORAL ANALYSIS

An in depth analysis reveals that amongst industries, IT Software and BPO continue to witness a growth with the index moving up by 18% and 13% M-O-M respectively. Oil & Gas, Pharma and Banking & Financial sector have also seen a growth albeit at a more modest pace with the index moving up by 1% M-O-M.

In terms of decline, Telecom witnessed a dip with the index moving down sharply by 23% and Auto sector which saw a marginal decline of 3% M-O-M respectively.

Hiring trends across top industry sectors



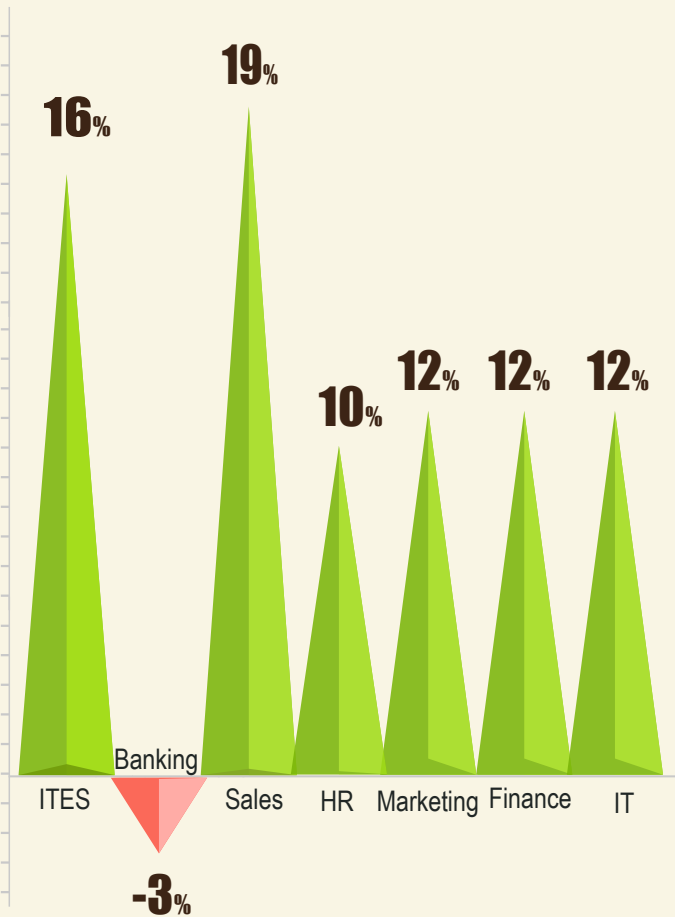
figures are percentage share compared between Jan-14 over Dec-13

Industry	Jul 08	Apr 09	Apr-10	Apr-11	Apr-12	Jan-13	Feb-13	Mar-13	Apr-13	May-13	Jun-13	Jul-13	'Aug-13	Sept-13	Oct-13	Nov-13	Dec-13	Jan-14
IT- Software	↑1000	↓698	↑1033	↑1185	↑1400	↓1455	↑1531	↓1464	↑1551	↓1494	↓1472	↑1609	↓1471	↓1461	↑1493	↑1725	↓1643	↑1936
BPO and ITeS	↑1000	↓681	↑979	↓853	↑861	↑986	↑1008	↑1075	↑1156	↑1292	↓1195	↓1025	↑1052	↑1122	↑1147	↓1043	↑1144	↑1291
Construction and Engineering	↑1000	↓659	↑730	↑830	↑722	↑755	↓725	↑784	↓777	↓724	↓690	↑719	↓668	↑701	↑716	↑693	↓660	↑810
Auto and Auto Ancillary	↑1000	↓582	↓825	↓1100	↑1185	↑1143	↓1140	↑1079	↑1082	↑1100	↓936	↑975	↓829	↑912	↑932	↓824	↑954	↓933
Banking and Financial Services	↑1000	↓590	↑987	↓907	↑1196	↑1588	↑1386	↓1378	↑1519	↑1581	↓1370	↓1269	↑1156	↑1227	↑1253	↑1290	↑1338	↑1358
Oil and Gas	↑1000	↓778	↑942	↑1001	↑1015	↑1117	↑1018	↓890	↑953	↓845	↑860	↑924	↓802	↓776	↑792	↑1071	↓964	↑978
Telecom	↑1000	↓875	↓791	↓650	↑842	↑689	↓644	↑648	↑744	↑760	↓554	↑617	↓531	↑605	↑618	↓601	↑784	↓607
Insurance	↑1000	↓586	↑1069	↓514	↑575	↑597	↓540	↓495	↑627	↓591	↑604	↑712	↓653	↓571	↑583	↓507	↑647	↑815
Capital Goods	↑1000	↓794	↑996	↓987	↑1022	↑868	↑942	↓923	↓877	↑902	↓808	↑836	↓804	↑810	↑827	↓742	↑755	↑888
Pharma & Biotech	↑1000	↑1041	↑1062	↓1027	↑1255	↑1381	↑1455	↑1657	↓1559	↑1581	↓1293	↑1603	↓1386	↓1295	↑1323	↓1325	↑1541	↑1557

No. of new jobs posted in July '08 for each industry was scaled to 1000; all months have been compared with previous column

FUNCTIONAL AREA ANALYSIS

The demand for professionals working in Sales & Business development and Project Management continued to grow with the index moving up by 19% and 18% in Jan'14 as compared to Dec'13. BPO and IT sector also witnessed an increase with the index moving up by 16% and 12% M-O-M. In terms of decline, professionals working in banking sector have witnessed a decline with the index moving down by 3% M-O-M.



Hiring trends across functional areas

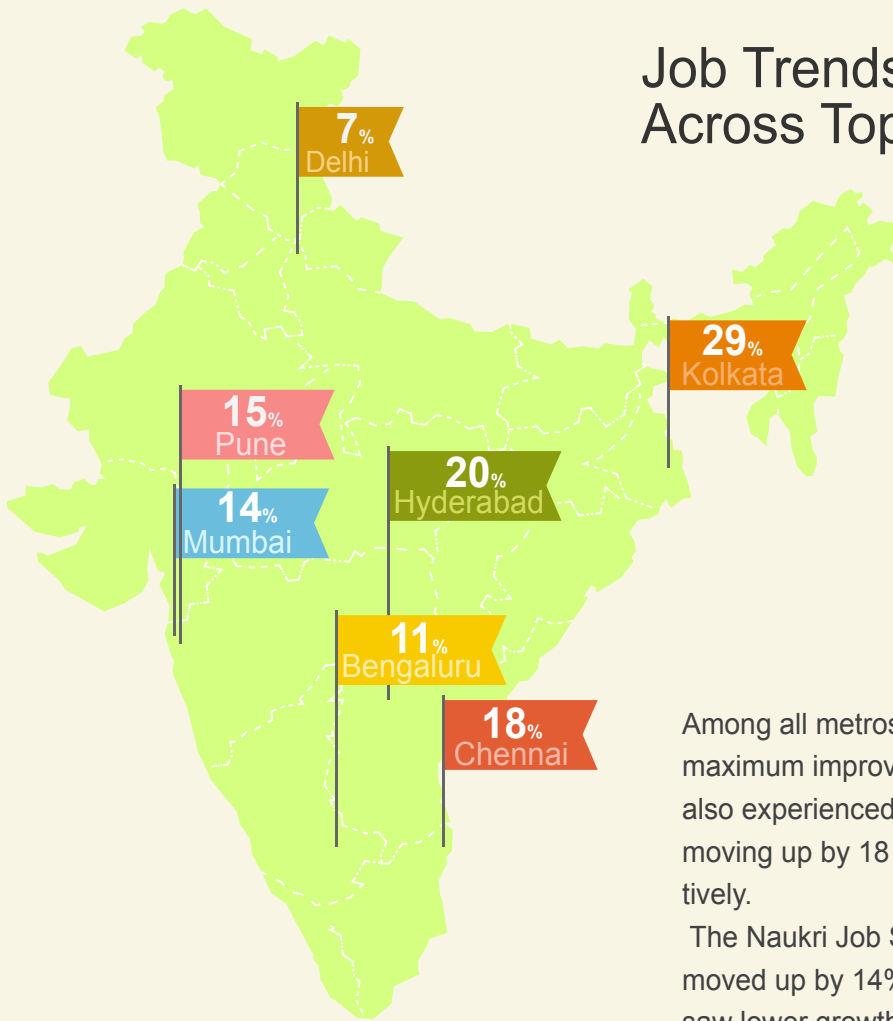
figures are percentage share compared between Jan-14 over Dec-13

Functional Area	Jul 08	Apr 09	Apr-10	Apr-11	Apr-12	Jan-13	Feb-13	Mar-13	Apr-13	May-13	Jun-13	Jul-13	'Aug-13	Sept-13	Oct-13	Nov-13	Dec-13	Jan-14
IT-Software	1000	↓ 683	↑ 1011	↑ 1141	↑ 1355	↑ 1362	↑ 1473	↓ 1464	↑ 1470	↓ 1375	↓ 1374	↑ 1509	↓ 1396	↓ 1391	↑ 1509	↑ 1623	↓ 1573	↑ 1758
Sales and Business Development	1000	↓ 825	↑ 1064	↑ 1071	↑ 1362	↓ 1518	↑ 1568	↓ 1075	↑ 1757	↓ 1669	↓ 1495	↑ 1685	↓ 1516	↓ 1496	↓ 1479	↓ 1462	↓ 1454	↑ 1725
ITES and BPO	1000	↓ 767	↑ 1149	↓ 1002	↑ 1059	↑ 1349	↑ 1284	↓ 784	↑ 1497	↑ 1654	↓ 1486	↓ 1325	↓ 1295	↓ 1393	↑ 1583	↓ 1320	↑ 1495	↑ 1729
Production and Maintenance	1000	↓ 784	↑ 1039	↓ 1131	↑ 1163	↑ 1286	↓ 1280	↓ 1079	↑ 1168	↑ 1180	↓ 1093	↑ 1194	↓ 982	↓ 1093	↓ 1078	↑ 1129	↓ 1122	↑ 1204
Accounts and Finance	1000	↓ 732	↑ 866	↑ 899	↑ 954	↓ 882	↑ 948	↑ 1378	↓ 985	↓ 963	↓ 891	↑ 932	↓ 882	↓ 935	↓ 906	↓ 879	↑ 880	↑ 986
HR & Administration	1000	↓ 611	↑ 1126	↑ 1177	↑ 1230	↑ 1223	↑ 1338	↓ 890	↑ 1327	↓ 1196	↓ 1055	↑ 1141	↓ 1054	↓ 1084	↑ 1164	↓ 1154	↑ 1192	↑ 1307
Project Management	1000	↓ 607	↑ 892	↑ 964	↑ 790	↑ 804	↓ 788	↑ 648	↑ 773	↓ 688	↓ 680	↑ 732	↓ 644	↓ 722	↓ 710	↑ 755	↓ 709	↑ 837
Marketing and Advertising	1000	↓ 712	↑ 961	↓ 887	↑ 870	↑ 868	↑ 939	↓ 495	↑ 1007	↓ 934	↓ 911	↑ 924	↓ 914	↓ 924	↓ 895	↑ 909	↑ 914	↑ 1023
Banking and Insurance	1000	↓ 573	↑ 974	↓ 769	↑ 817	↑ 1086	↓ 1001	↑ 923	↓ 842	↓ 727	↑ 762	↑ 787	↓ 708	↓ 664	↑ 793	↓ 768	↑ 854	↓ 827
Engineering Design	1000	↓ 600	↑ 821	↑ 927	↑ 966	↑ 1190	↓ 1126	↑ 1657	↓ 1062	↓ 984	↓ 887	↑ 960	↓ 798	↓ 870	↓ 843	↑ 886	↑ 901	↑ 977

No. of new jobs posted in July '08 for each F-Area was scaled to 1000; all months have been compared with previous column

CITY BASED HIRING SCENARIO

Job Trends Across Top Cities



Among all metros, Kolkata and Hyderabad witnessed the maximum improvement in hiring trends. Chennai and Pune also experienced growth with the Naukri Job Speak Index moving up by 18 % and 15 % in Jan'14 over Dec'13 respectively.

The Naukri Job Speak Index for Mumbai and Bangalore moved up by 14% and 11% M-O-M respectively. Delhi NCR saw lower growth with the index moving up by 7% in Jan' 14 as compared to Dec'13.

figures are percentage share compared between Jan-14 over Dec-13

City	Jul 08	Apr 09	Apr-10	Apr-11	Apr-12	Jan-13	Feb-13	Mar-13	Apr-13	May-13	Jun-13	Jul-13	'Aug-13	'Sept-13	Oct-13	Nov-13	Dec-13	Jan-14
Delhi-NCR	1000	↓ 759	↑ 1086	↑ 1144	↑ 1253	↓ 1307	↑ 1362	↓ 1300	↑ 1490	↑ 1524	↓ 1451	↓ 1423	↓ 1281	↑ 1373	↑ 1408	↓ 1383	↑ 1483	↑ 1582
Mumbai	1000	↓ 613	↑ 891	↑ 1001	↑ 1061	↑ 1183	↑ 1219	↓ 1161	↑ 1174	↓ 1057	↓ 1033	↑ 1145	↓ 1099	↓ 1093	↑ 1127	↓ 1105	↓ 1051	↑ 1202
Bangalore	1000	↓ 724	↑ 1048	↓ 962	↑ 1315	↓ 1404	↓ 1450	↑ 1475	↑ 1531	↓ 1445	↓ 1330	↑ 1522	↓ 1405	↓ 1360	↑ 1450	↑ 1554	↓ 1438	↑ 1597
Chennai	1000	↓ 641	↑ 867	↑ 905	↑ 1055	↑ 1157	↑ 1230	↓ 1092	↑ 1156	↓ 1103	↓ 1081	↑ 1130	↓ 1047	↑ 1070	↑ 1091	↑ 1111	↓ 995	↑ 1171
Hyderabad	1000	↓ 747	↑ 1015	↑ 1017	↑ 1216	↑ 1276	↑ 1273	↑ 1334	↑ 1387	↓ 1378	↓ 1255	↑ 1350	↓ 1219	↑ 1249	↑ 1325	↑ 1415	↓ 1320	↑ 1582
Pune	1000	↓ 664	↑ 1082	↑ 1178	↑ 1358	↑ 1296	↑ 1413	↑ 1441	↓ 1370	↓ 1245	↓ 1242	↑ 1339	↓ 1301	↓ 1268	↑ 1274	↑ 1377	↓ 1330	↑ 1534
Kolkata	1000	↓ 775	↑ 981	↑ 1041	↑ 1203	↑ 1168	↑ 1268	↓ 1250	↑ 1388	↓ 1299	↓ 1203	↑ 1387	↓ 1104	↓ 1095	↓ 1018	↑ 1165	↑ 1238	↑ 1597

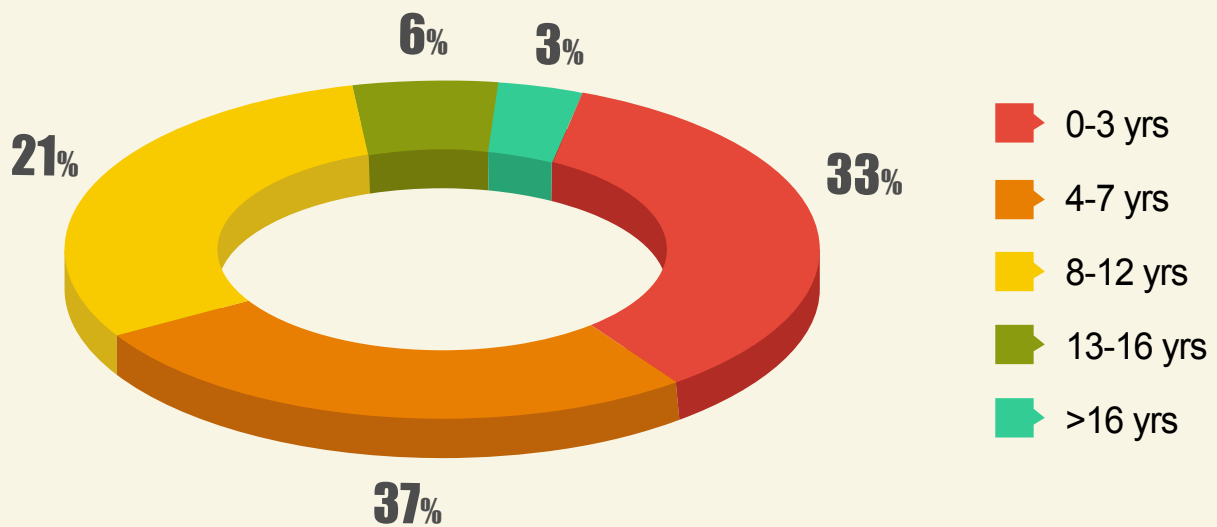
No. of new jobs posted in July '08 for each city was scaled to 1000; all months have been compared with previous column

WORK-EX BASED SCENARIO

In Jan-14, Hiring activity was at upsurge across all experience levels. Professionals across all experience levels saw b/w 1 to 3% increase in hiring levels in Jan, 14 over Dec, 13.

Experience Buckets

Percentage share of jobs across experience levels



figures are percentage share compared between Jan-14 over Dec-13

METHODOLOGY

The Naukri Job Speak index from Feb'10 includes both online jobs as well as jobs acquired from existing clients by our tele-calling team. Although the tele-calling data is a relatively small component of the entire job postings on Naukri, addition of the same to the index gives a more holistic picture of the Indian job market. Therefore, the Job index which was till now based on the July 2008, has been realigned to take care of the effect of the Jobs added by the tele-sales team.

On the basis of job listings added to the site every month, the data shows an increase or decrease in the index. To calculate the index, job listings added to the site in July 2008 have been taken as 1000. The subsequent months have been indexed with data of July 2008. The monthly report shows hiring trends across industry sectors, geography and functional areas. There might be high volatility for certain fringe cases like smaller cities, niche industries etc. owing to a small base, but more than 42000 clients using Naukri.com leads to high reliability of the data.

Naukri Job Speak not only talks about sectors or cities but also about the total job movement on site. The total jobs on site are defined as:

Total Jobs: Jobs Added + Jobs Refreshed

Where a refreshed job is any job that was posted earlier, however has been refreshed during the month and therefore indicates that the position is still open.

Disclaimer

The data is only representative of the listings on Naukri.com. Our analytics team has used statistical techniques to derive insights which might be useful for our users/stake holders/ audiences. There may be a statistical margin of error

ANNEXURE SECTORAL DATA

Industry*	Jul-08	Jan-13	Feb-13	Mar-13	Apr-13	May-13	Jun-13	Jul-13	Aug-13	Sep-13	Oct-13	Nov-13	Dec'13	Jan-14
IT-Software/Software Services	1000	1455	1531	1464	1551	1494	1472	1609	1471	1461	1562	1725	1643	1936
BPO/ITES/CRM/Transcription	1000	986	1008	1075	1156	1292	1195	1025	1052	1122	1250	1043	1144	1291
Construction and Engineering	1000	755	725	784	777	724	690	719	668	701	659	694	660	810
Auto and Auto Ancillary	1000	1143	1140	1079	1082	1100	936	975	829	912	906	824	954	933
Banking and Financial Services	1000	1588	1386	1378	1519	1581	1370	1269	1156	1227	1,241	1290	1338	1358
Oil and Gas	1000	1117	1018	890	953	845	860	924	802	776	1013	1072	964	978
Telecom	1000	689	644	648	744	#N/A	554	617	531	605	726	601	784	607
Insurance	1000	597	540	495	627	591	604	712	653	571	714	508	647	815
Capital Goods	1000	868	942	923	877	902	808	836	804	810	785	743	755	888
Pharma & Biotech	1000	1381	1455	1657	1559	1581	1293	1603	1386	1295	1385	1326	1541	1557
Hospitality	1000	1600	1598	1603	1615	1521	1473	1575	1496	1654	1653	1720	1532	1858
FMCG, Foods and Beverage	1000	1350	1330	1327	1351	1215	1242	1403	1238	1225	1144	1202	1145	1296
Chemicals	1000	1007	1099	934	1056	1021	847	943	878	917	889	823	926	911
Education	1000	1848	2166	2605	2585	2402	1887	2425	1872	2222	2160	1995	1770	2025
IT-Hardware & Networking	1000	793	881	968	882	893	762	850	1169	917	785	878	792	915
Retailing	1000	899	974	907	983	1045	921	1027	982	1048	1073	870	965	1044
Media and Entertainment	1000	1031	894	964	1022	876	808	948	821	922	857	844	802	878
Healthcare	1000	2032	2251	2274	2269	2507	2037	2437	2220	2340	2121	2206	2447	2610
Real Estate	1000	1665	1803	1903	2140	1926	1724	1871	1803	1966	1767	2040	1872	2046
Employment Firms	1000	3603	4299	3795	3674	3331	3389	3501	2181	2350	3266	2925	3586	3958
Consumer Durables	1000	944	984	864	1098	888	913	945	896	1020	800	816	880	1003
Accounting & Taxation	1000	1195	1213	1184	1099	1210	836	1001	1240	1641	1207	930	916	1071
Advertising	1000	1167	1173	1183	1245	1076	968	1152	1230	1241	1254	1459	1343	1545
Textiles	1000	1427	1642	1541	1667	1636	1581	1782	1532	1651	1585	1644	1716	1663
Semiconductors & Electronics	1000	982	1545	1410	1577	1318	1065	1047	1075	875	945	1255	1171	1037
Courier & Transportation	1000	1010	1247	1011	1274	1255	1045	1232	1085	929	1024	954	897	1314
Architecture & Interior Designing	1000	895	949	1143	1359	1190	888	991	985	943	902	941	974	1040
Export & Import	1000	885	1183	1105	1260	951	979	1146	951	1274	1137	1163	1183	1378
Printing & Packaging	1000	963	1328	1207	1252	1168	963	1011	1091	1280	979	1136	1226	1437
Marine	1000	909	868	727	538	575	660	757	627	642	775	720	493	787
Agriculture	1000	1171	1511	1287	1269	1217	1143	1329	1455	1059	1213	1180	882	1371
Office Equipment/Automation	1000	831	866	1054	920	742	796	717	683	658	737	782	658	683
Fresher & Trainee	1000	898	1098	935	764	890	742	809	816	846	1009	1039	801	1017
Social Services	1000	1852	1073	1909	2498	2172	2548	2867	1604	2002	2328	1512	1640	1994
Gems & Jewellery	1000	2311	3240	2398	3215	2800	2323	3127	2160	2424	2034	1833	2461	2574
Paper	1000	527	515	540	452	879	829	615	653	515	741	440	615	565
Legal	1000	2048	2434	2122	2226	1840	1885	1692	1662	1647	2063	1677	1796	2285
Tyres	1000	668	1425	1054	1291	1128	1232	861	1202	890	1172	950	1039	1143
Fertilizers & Pesticides	1000	1766	2285	2167	2256	1944	1707	2033	1885	1929	1618	1929	994	1677
Security & Law Enforcement	1000	1796	1179	1687	1614	2068	1233	2231	1560	1741	1233	1614	1161	1959
Defence & Government	1000	490	816	1143	886	910	1353	770	700	840	443	1632	816	3102

*No. of new jobs posted in July '08 for each city was scaled to 1000; all months have been compared with July '08

Upward movement of the index as compared to the previous month

Dip in the index

ANNEXURE FUNCTIONAL AREA

Functional Area*	Jul-08	Jan 13	Feb-13	Mar-13	Apr-13	May-13	Jun-13	Jul-13	Aug-13	Sep-13	Oct-13	Nov-13	Dec'13	Jan-14
IT-Software	1000	1362	1473	1404	1470	1375	1374	1509	1396	1391	1509	1623	1573	1758
Sales and Business Development	1000	1518	1568	1607	1757	1669	1495	1685	1516	1496	1479	1463	1454	1725
ITES and BPO	1000	1349	1284	1392	1497	1654	1486	1325	1295	1393	1583	1320	1495	1729
Production and Maintenance	1000	1286	1280	1171	1168	1180	1093	1194	982	1093	1078	1130	1122	1204
Accounts and Finance	1000	882	948	920	985	963	891	932	882	935	906	880	880	986
HR & Administration	1000	1223	1338	1244	1327	1196	1055	1141	1054	1084	1164	1155	1192	1307
Project Management	1000	804	788	729	773	688	680	732	644	722	710	756	709	837
Marketing and Advertising	1000	868	939	919	1007	934	911	924	914	924	895	910	914	1023
Banking and Insurance	1000	1086	1001	871	842	727	762	787	708	664	793	768	854	827
Engineering Design - R&D	1000	1190	1126	1075	1062	984	887	960	798	870	843	886	901	977
Supply Chain	1000	965	980	939	997	991	891	938	808	812	882	880	845	981
Front Office and Data Entry	1000	949	996	942	1027	1010	871	951	857	922	924	912	857	977
IT- Hardware & Telecom	1000	1271	1308	1137	1380	1232	762	1447	1237	1277	1448	1369	1098	1137
Teaching & Education	1000	1879	2432	3344	2697	2830	2284	2557	1911	2047	1691	2076	1895	2205
Pharma and Biotech	1000	2018	2276	2343	2185	2454	1917	2416	2283	2363	2239	2225	2536	2880
Hotels and Restaurants	1000	2111	2210	2139	2246	1990	2013	2003	2040	2015	2200	2289	2088	2795
Top Management	1000	587	674	612	873	709	651	746	665	593	688	616	649	731
Architecture & Interior Design	1000	960	898	1133	1138	#N/A	780	881	931	886	919	965	951	1066
Merchandising	1000	1076	1335	1191	1149	#N/A	1085	1227	1592	1161	1912	1070	1802	1197
Consulting	1000	599	840	958	859	753	828	913	626	750	1388	810	762	768
Legal	1000	1256	1375	1344	1303	1240	1140	1378	1174	1202	1275	1136	1256	1535
Web Designing	1000	1570	1692	1698	1840	1661	1610	1689	1567	1702	1689	1607	1818	1956
Journalism	1000	1333	1481	1426	1524	1442	1185	1430	1240	1294	1364	1290	1294	1500
Travel & Airlines	1000	2206	1494	2012	1896	2054	1675	1654	1511	2038	2012	1991	2112	1854
Fashion and Garments	1000	1172	1335	1358	1140	1253	1318	1802	1592	1621	1912	1364	1802	2204
Security Services	1000	1163	1122	1081	1224	939	979	1143	908	1071	847	928	898	1112
Media	1000	930	359	849	669	669	898	947	784	555	979	930	735	1061
Packaging	1000	943	1524	1270	1306	1070	1088	1106	744	907	798	1106	925	1106

*No. of new jobs posted in July '08 for each city was scaled to 1000; all months have been compared with July '08


Upward movement of the index as compared to the previous month


Dip in the index

ANNEXURE CITIES

City*	Jul-08	Jan-13	Feb-13	Mar-13	Apr-13	May-13	Jun-13	Jul-13	Aug-13	Sep-13	Oct-13	Nov-13	Dec'13	Jan-14
Delhi / NCR	1000	1307	1362	1300	1490	1524	1451	1423	1281	1373	1408	1384	1483	1582
Mumbai	1000	1183	1219	1161	1174	1057	1033	1145	1099	1093	1127	1105	1051	1202
Bengaluru / Bangalore	1000	1404	1450	1475	1531	1445	1330	1522	1405	1360	1450	1555	1438	1597
Chennai	1000	1157	1230	1092	1156	1103	1081	1130	1047	1070	1091	1112	995	1171
Hyderabad / Secunderabad	1000	1276	1273	1334	1387	1378	1255	1350	1219	1249	1325	1416	1320	1582
Pune	1000	1296	1413	1441	1370	1245	1242	1339	1301	1268	1274	1377	1330	1534
Kolkata	1000	1168	1268	1250	1388	1299	1203	1387	1104	1095	1018	1165	1238	1597
Ahmedabad	1000	1393	1493	1682	1678	1519	1302	1511	1300	1333	1361	1572	1638	1869
Chandigarh	1000	1088	1131	1670	1308	1198	1122	1385	1182	1146	1171	1399	1380	1449
Ernakulam	1000	1623	1603	1887	1897	1926	1773	1871	1688	1714	1751	2138	1766	2390
Vadodara / Baroda	1000	1259	1464	1375	1458	1090	991	1176	1237	1303	1331	1353	1400	1569
Coimbatore	1000	1039	1001	994	944	1046	930	1140	984	923	942	1062	1095	1081
Jaipur	1000	1733	1880	2530	2449	2339	1761	2147	2063	2072	2116	1928	1871	2106

*No. of new jobs posted in July '08 for each city was scaled to 1000; all months have been compared with July '08

 Upward movement of the index as compared to the previous month

 Dip in the index