

A REPORT ON HIRING ACTIVITY IN INDIA

By: City, Industry, Functional Area
and Experience

TABLE OF CONTENTS

Overview	3
Key Highlights	4
Sectoral Analysis	5
Functional Area Analysis	6
City Analysis	7
Work Experience Analysis	8
Methodology	9
Annexure	10-12



INDEX FOR APRIL 2020

The Naukri JobSpeak Index for April' 2020, at 951, marks a decline of 62% in hiring activity as compared to April' 2019 at 2,477, led by the nation-wide lockdown due to the COVID-19 crisis.

The April' 2020 decline in hiring is led by industries like Hotel/Restaurant/Travel/Airlines (-91%), Auto/Ancillary (-82%), Retail (-77%) and Accounting/Finance (-70%).

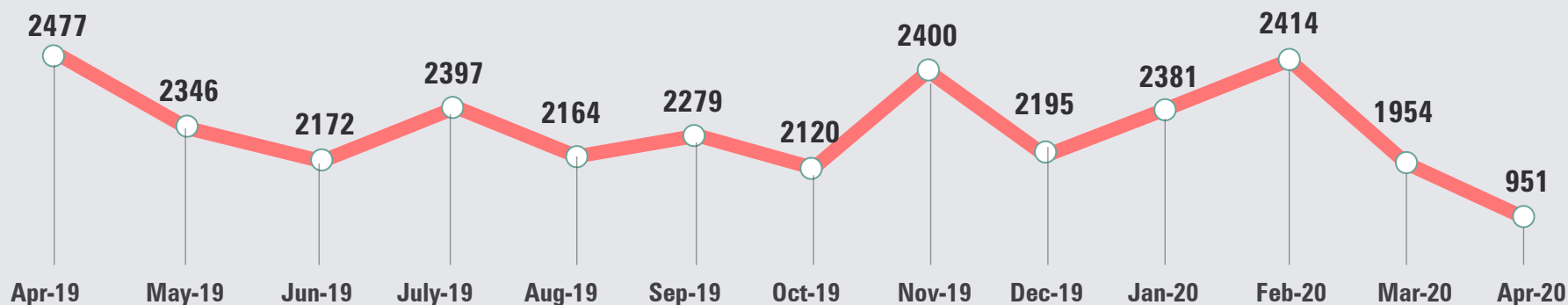
The job market across cities registered a double-digit dip in hiring. The decline was led by metros wherein Delhi declined by 70% followed by Chennai (-62%), Kolkata (-60%) and Mumbai. (-60%).

There was an across the board decline in hiring at varied experience levels with the entry-level experience bands (0 to 3 yrs exp) witnessing the sharpest decline of 67%.

Referring to the report, **Pawan Goyal, Chief Business Officer, Naukri.com** said,

"The disruption caused by the COVID-19 pandemic continues to impact the hiring activity leading to a 62% decline in April' 2020. While Hotel/Restaurant/Travel/Airlines have been significantly impacted, industries like IT-Software/Software Services, Pharma/Biotech/Clinical Research and Insurance have been less impacted. To help jobseekers and recruiters facilitate career progression and hiring in these tough and uncertain times, we, at Naukri, have recently launched the 'Step-Up' initiative. For recruiters, in critical industries like Medical, Healthcare, Pharma and Telecom, our very first offering is a free bouquet of hiring services. On the jobseeker front, we are prioritizing access and discovery of recently 'laid off & immediately available to join' jobseekers to the recruiters. Also, there is a complete guide on career progression during these tough times with upskilling courses, hiring insights, CV assessment tools etc."

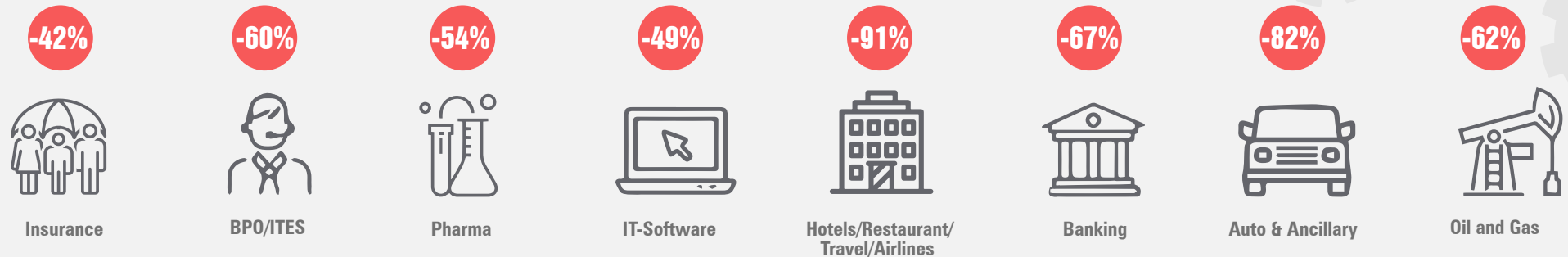
Overall Hiring Trends



2008 was scaled to 1000. Index for subsequent months is relative to Jul 08.

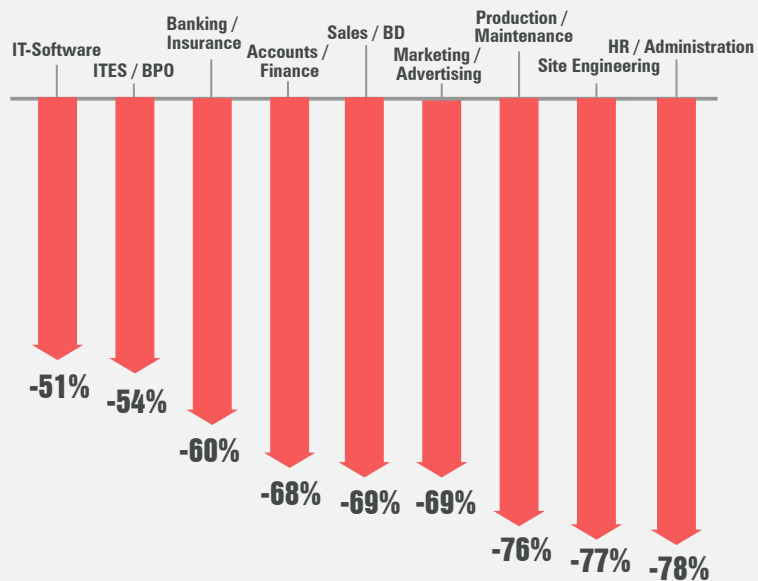
KEY HIGHLIGHTS

Hiring across Industry



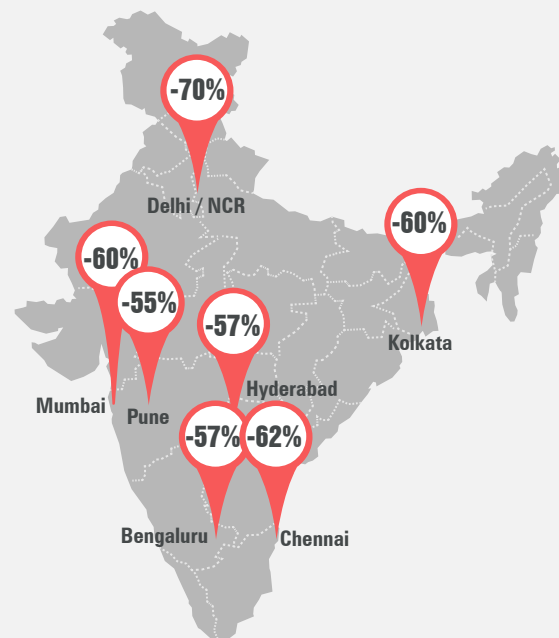
Figures are percentage change in Apr-20 over average of Apr-19

Hiring across Functional Areas



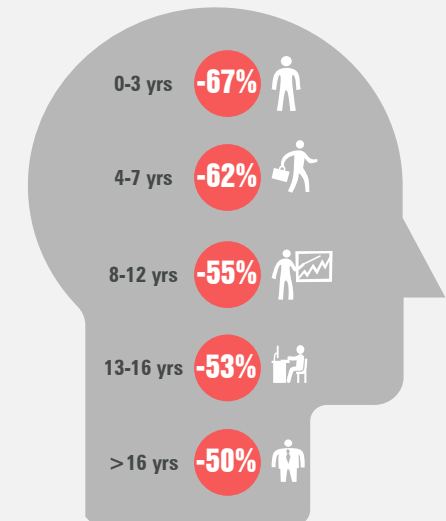
Figures are percentage change in Apr-20 over average of Apr-19

Hiring across Cities



Figures are percentage change in Apr-20 over average of Apr-19

Hiring across Experience Levels



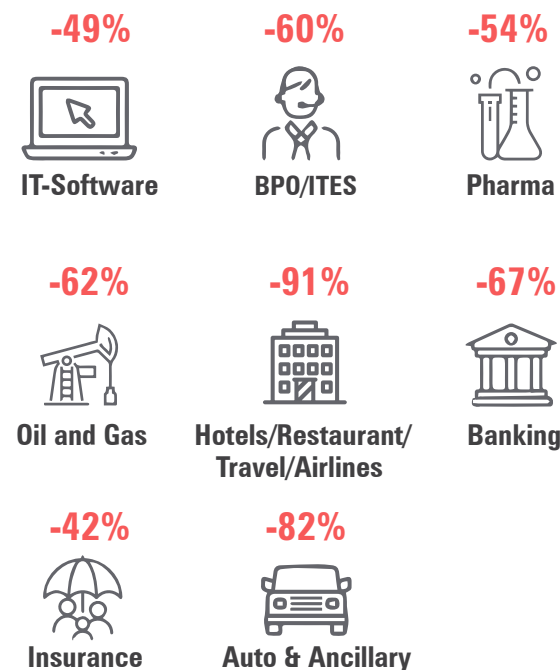
Figures are percentage change in Apr-20 over average of Apr-19

SECTORAL ANALYSIS

Hiring trends across key Industries

Industry-wise Analysis:

- Besides de-growth in hiring in Hotel/Restaurants/Travel/Aviation by 91%, other key industries that showed a decline in hiring activity in April' 2020 versus last year same time were - Auto/Ancillary (-82%), Retail (-77%), Accounting/Finance (-70%), BFSI (-67%), BPO/ITES/CRM/Transcription (-60%) and IT-Hardware (-60%).
- The hiring activity in Pharma/Biotech/Clinical Research (-54%), IT-Software/Software Services (-49%) and Insurance (-42%) was less impacted as compared to other industries.



Figures are percentage change in Apr-20 over average of Apr-19

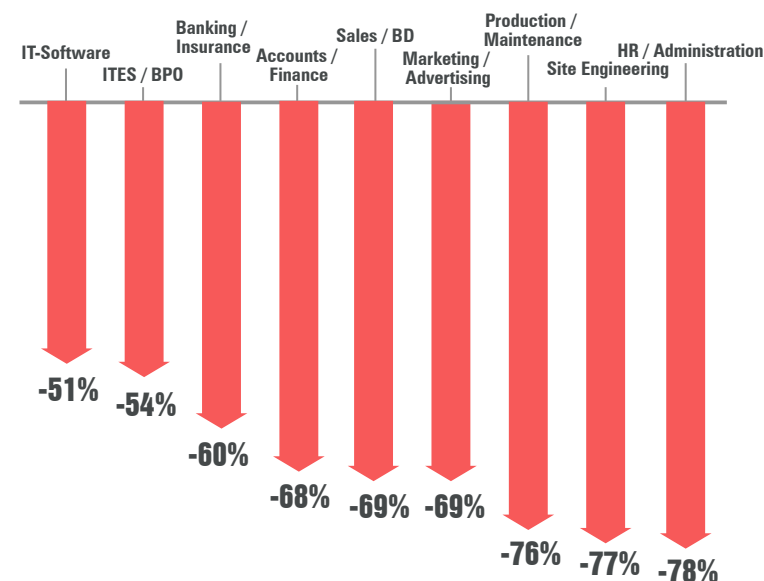
Industry*	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Fab-20	Mar-20	Apr-20
IT-Software/Software Services	3530	3178	3048	3405	3027	3497	3300	3578	3133	3353	3525	3089	1803
BPO/ITES/CRM/Transcription	2294	2237	2,31	2286	2068	2375	2062	2421	2120	2279	2259	2140	929
Construction/Engineering/Cement/Metals	1023	889	809	850	782	913	727	973	862	952	906	633	216
Auto/Auto Ancillary	1500	1372	1255	1316	1285	1335	1057	1285	1151	1276	1330	915	265
Banking/Financial Services/Broking	2968	2845	2621	2811	2388	2686	2358	2848	2701	3062	2946	2465	993
Oil and Gas/Power/Infrastructure/Energy	880	755	725	825	768	740	643	774	712	820	830	543	334
Telcom/ISP	616	737	554	612	556	602	569	581	586	611	558	451	277
Insurance	1091	1047	1170	1340	1105	1083	930	1215	1147	1552	1306	936	633
Industrial Products/Heavy Machinery	1126	1163	1070	1120	1094	1017	983	1240	1127	1133	1099	772	272
Pharma/Biotech/Clinical Research	2233	2174	1977	2138	1804	1870	1591	1827	1905	1845	1875	1448	1026
Hotels/Restaurants/Airlines/Travel	2441	2244	2080	2081	2100	2145	1926	2218	2060	2185	2087	1047	221

FUNCTIONAL AREA ANALYSIS

Functional Area Analysis:

- New jobs for professionals in the Ticketing/Travel/Airlines, Hotel/Restaurants and HR/ Administration sectors witnessed a dip of 95%, 89% and 78% respectively.
- Functional roles in Purchase/Supply Chain (-70%), Marketing/Advertising (-69%), Sales/ Business Development (-69%) and Accounts/Finance (-68%) also witnessed a steep decline.
- New jobs for professionals in the IT-Software (-51%), BPO/ITES/KPO (-54%), Pharma/ Biotech/Healthcare (-57%) and Teaching/Education (-56%) sectors were less impacted as compared to other sectors.

Hiring trends across key Functional Areas



Figures are percentage change in Apr-20 over average of Apr-19

Functional Area*	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20
IT-Software	3335	2925	2819	3163	2735	3236	2989	3267	2803	3025	3145	2733	1642
Sales / BD	2720	2798	2590	2786	2550	2571	2274	2743	2556	2820	2890	2044	851
ITES / BPO / KPO / Customer Service	2865	2841	2703	3021	2741	3028	2837	3263	2852	3051	3051	2907	1325
Production / Maintenance / Quality	1483	1348	1256	1329	1252	1449	1132	1400	1276	1372	1409	1090	359
Accounts / Finance / Tax / CS / Audit	1764	1772	1527	1631	1503	1585	1466	1772	1515	1658	1742	1361	561
HR / Administration / IR	2527	2630	2235	2188	1945	2043	1911	2186	2018	2158	2206	1596	558
Site Engineering / Project Management	793	608	559	643	634	633	556	722	633	713	649	457	186
Marketing / Advertising / MR / PR	1769	1665	1501	1759	1652	1629	1486	1859	1697	1822	1656	1265	553
Banking / Insurance	1294	1174	1202	1341	1139	1441	1175	1320	1278	1488	1258	1111	524
Engineering Design / R&D	1125	1041	939	1071	988	930	768	1004	832	973	960	701	398
Hotels / Restaurants	2776	2783	2587	2496	2445	2518	2457	2759	2531	2541	2528	1407	300

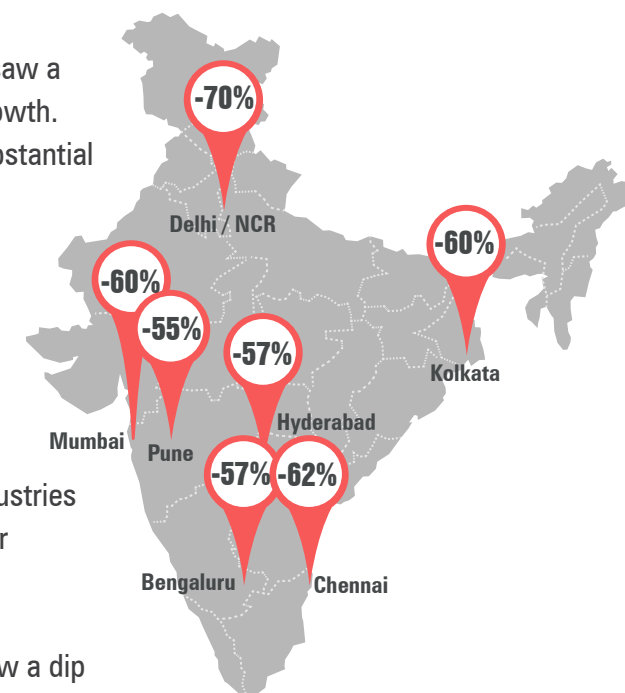
CITY BASED HIRING SCENARIO

City Wise Analysis

Recruitment across cities saw a double digit dip during the month of April' 2020. Some of the hiring trends observed across key cities are as follows -

- Delhi/NCR:** Hiring activity in the capital city witnessed a decline of 70%. The Hospitality and FMCG industries saw a dip in hiring by 96% and 81% respectively. Recruitment activities across all experience levels saw a negative growth. The demand for professionals in Hospitality (-97%), Accounting (-78%) and Banking (-64%) sectors marked a substantial negative growth.
- Chennai:** Recruitment activities in Chennai dropped by 62%. The demand for professionals in the Hospitality, IT-Hardware and IT-Software industry saw a decline of 98%, 81% and 62% respectively. Hiring across all experience bands saw a double-digit decline with hiring for the entry level executives (0-3 yrs exp) seeing the sharpest decline of 70% in April' 2020 as compared to April' 2019.
- Kolkata:** The city saw a dip of 60% in recruitment activity. The Hospitality (-99%) and Auto/Ancillary (-89%) industries contributed to the downfall in industry hirings. All experience bands recorded a negative growth. The demand for professionals in the Hospitality and Accounting sector saw a decline of 91% and 77% respectively.
- Mumbai:** Recruitment in Mumbai decreased by 60% in April' 2020. Hiring in the Hospitality and Auto sectors saw a dip of 94% and 84% respectively. The recruitment activity across experience levels saw a dip of an average 61%. The demand for professionals in roles across the Hospitality and Banking sectors decreased by 96% and 70% respectively.

Hiring trends across key Cities



Figures are percentage change in Apr-20 over average of Apr-19

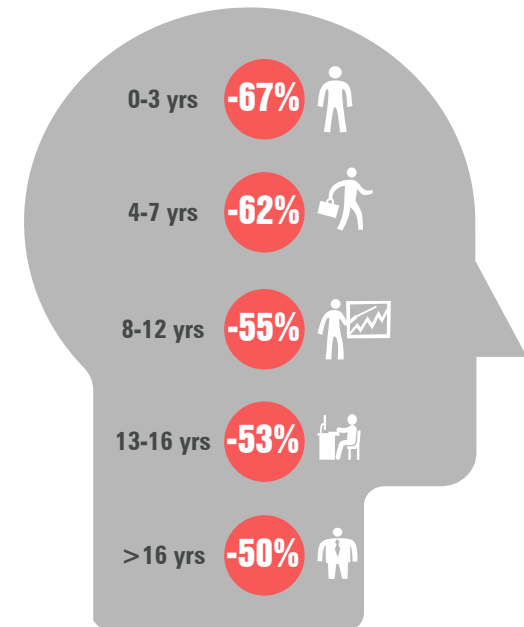
City*	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20
Delhi / NCR	2651	2498	2313	2486	2218	2368	2032	2567	2313	2360	2278	1818	804
Mumbai	2037	1942	1755	1825	1710	1796	1685	1973	1740	1928	1936	1621	807
Bengaluru / Bangalore	2788	2545	2383	2673	2284	2533	2376	2563	2191	2455	2513	2256	1202
Chennai	1957	1885	1763	1989	1770	1860	1815	2008	1691	1748	1918	1494	742
Hyderabad / Secunderabad	2684	2805	2499	2786	2449	2811	2733	2832	2561	2659	2785	2215	1156
Pune	2874	2741	2547	2860	2653	2649	2664	3109	2707	2895	3074	2589	1307
Kolkata	2718	2713	2654	2955	2787	2650	2491	3246	2799	2676	2849	2269	1075

WORK EXPERIENCE SCENARIO

Experience Wise Analysis

- The hiring for entry-level executives (0-3 yrs. exp.) and senior-level executives (4-7 yrs. exp.) saw a dip of 67% and 62% respectively.
- The middle management roles (8-12 yrs. exp.) roles declined by 55%, senior management roles (13-16 yrs. exp.) declined by 53% and leadership roles (16+ yrs. exp.) declined by 50%.

Hiring trends across Experience bands



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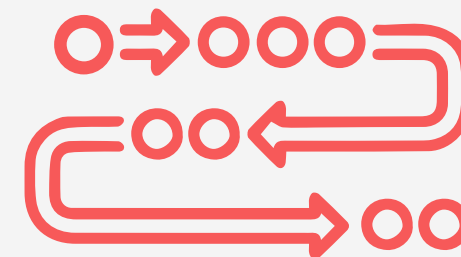
METHODOLOGY

Naukri.com, 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 seen continuous growth while outperforming its competitors in every sphere. The site enjoys a traffic share of over 70% as per similar web. Naukri.com is a recruitment platform that provides hiring-related services to corporates/recruiters, placement agencies and job seekers in India and overseas. It offers multiple products like Resume Database Access, Job Listings and Response Management Tools. With more than 5,25,000 jobs live at any given point and over 65 million CVs, Naukri.com has serviced over 76,000 corporate clients in 2018-2019. The company operates through 56 offices in 42 cities across India with overseas offices in Dubai, Riyadh, Abu Dhabi and Bahrain.

The Naukri Job Speak is a monthly index which calculates and records hiring activity based on newly added job listings on Naukri.com every month. The objective of Naukri JobSpeak is to measure hiring activity across various industries, cities, functional areas and experience levels. August 2008 has been considered as the base with an index value of 1,000 and the subsequent monthly indices are compared to data from August 2008. The jobs analysed for the monthly index are qualified on the basis of white-collar jobs belonging to the organized corporate sector with focus on service industries. Over 76,000 clients use Naukri.com, ensuring that the data is highly reliable. The report however does not cover gig employment, hyperlocal hiring or campus placement.

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*	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20
IT-Software/Software Services	3530	3178	3048	3405	3027	3497	3300	3578	3133	3353	3525	3089	1803
BPO/ITES/CRM/Transcription	2294	2237	2131	2286	2068	2375	2062	2421	2120	2279	2259	2140	929
Construction/Engineering/Cement/Metals	1023	889	809	850	782	913	727	973	862	952	906	633	216
Auto/Auto Ancillary	1500	1372	1255	1316	1285	1335	1057	1285	1151	1276	1330	915	265
Banking/Financial Services/Broking	2968	2845	2621	2811	2388	2686	2358	2848	2701	3062	2946	2465	993
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Pharma/Biotech/Clinical Research	2233	2174	1977	2138	1804	1870	1591	1827	1905	1845	1875	1448	1026
Hotels/Restaurants/Airlines/Travel	2441	2244	2080	2081	2100	2145	1926	2218	2060	2185	2087	1047	221
FMCG/Foods/Beverage	2171	1980	1940	1976	1792	1973	1691	2035	1832	2001	2118	1446	654
Chemicals/PetroChemical/Plastic/Rubber	1487	1348	1274	1253	1353	1258	956	1200	1116	1252	1366	964	574
Education/Teaching/Training	4002	4223	3748	4231	3496	3792	3489	4562	3945	4630	4608	3797	1785
IT-Hardware & Networking	1408	1337	1090	1190	1108	1078	1021	1334	1125	1179	1231	1052	557
Retailing	1754	2290	1681	1853	1786	1866	1669	1833	1556	1643	1797	1135	399
Media/Dotcom/Entertainment	1252	1278	1204	1386	1137	1188	927	1201	1027	1109	1050	698	299
Medical/Healthcare/Hospital	5505	5094	4772	5793	5342	6314	4862	6136	5186	5448	5938	4706	2133
Real Estate/Property	2502	2811	2507	2548	2369	2148	2042	2651	2194	2452	2501	1640	420
Recruitment/Employment Firm	3711	3727	3105	3907	2857	3444	2903	3487	3135	3758	3638	2856	904
Consumer Durables	1260	1249	1108	1328	1113	1168	917	1314	1250	1241	1111	928	288
Accounting/Taxation/Finance	3587	3468	3179	4242	3763	3811	3375	3989	3348	3434	3398	2792	1082
Advertising/PR/MR/Events	3422	3291	3020	3178	3292	3322	2903	4072	3813	3662	3416	2552	880
Textiles/Garments/Accessories	2383	2399	1987	2255	2101	1911	1752	2285	1999	1910	1986	1264	359
Semiconductors/Electronics	1501	1555	1524	2141	1,539	1659	1618	1670	1410	1553	1483	1061	650
Courier/Transportation/Freight	2530	2218	2064	2235	2059	1728	1768	1967	1721	1953	1913	1493	565
Architecture/Interior Designing	2147	1890	1801	2153	1787	1901	1464	2259	1801	2133	1724	1076	309
Export/Import	1394	1512	1317	1486	1355	1358	1148	1551	1280	1283	1411	1274	385
Printing/Packaging	1422	1437	1465	1440	1405	1459	1107	1763	1245	1530	1786	1271	367

ANNEXURE FUNCTIONAL AREA

Functional*	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20
IT-Software	3335	2925	2819	3163	2735	3236	2989	3267	2803	3025	3145	2733	1642
Sales / BD	2720	2798	2590	2786	2550	2571	2274	2743	2556	2820	2890	2044	851
ITES / BPO / KPO / Customer Service	2865	2841	2703	3021	2741	3028	2837	3263	2852	3051	3051	2907	1325
Production / Maintenance / Quality	1483	1348	1256	1329	1252	1449	1132	1400	1276	1372	1409	1090	359
Accounts / Finance / Tax / CS / Audit	1764	1772	1527	1631	1503	1585	1466	1772	1515	1658	1742	1361	561
HR / Administration / IR	2527	2630	2235	2188	1945	2043	1911	2186	2018	2158	2206	1596	558
Site Engineering / Project Management	793	608	559	643	634	633	556	722	633	713	649	457	186
Marketing / Advertising / MR / PR	1769	1665	1501	1759	1652	1629	1486	1859	1697	1822	1656	1265	553
Banking / Insurance	1294	1174	1202	1341	1139	1441	1175	1320	1278	1488	1258	1111	524
Engineering Design / R&D	1125	1041	939	1071	988	930	768	1004	832	973	960	701	398
Purchase / Logistics / Supply Chain	1354	1205	1134	1263	1094	1139	1033	1295	1152	1196	1127	920	407
Secretary / Front Office / Data Entry	1218	1145	977	1379	1851	1070	966	1408	1155	1062	1137	813	169
IT- Hardware / Telecom / Technical Staff	1623	1749	1410	1513	1446	1468	1311	1751	1609	1491	1541	1340	677
Teaching / Education	3848	4164	3755	3980	3490	3798	3094	4340	3720	4589	4270	3924	1686
Pharma / Biotech / Healthcare / Medical	5711	5070	4703	5667	5208	6411	5074	6288	5412	5644	6137	4866	2442
Hotels / Restaurants	2776	2783	2587	2496	2445	2518	2457	2759	2531	2541	2528	1407	300
Top Management	1030	896	809	894	696	869	672	902	822	828	681	628	512
Architecture / Interior Design	1560	1371	1203	1210	1073	1144	895	1352	1239	1618	1191	864	452
Export / Import / Merchandising	1309	1545	1371	1306	1128	1143	1079	1296	1155	1258	1205	986	316
Corporate Planning / Consulting	1924	1765	1434	2104	1551	1571	1548	1684	1445	1460	1438	1097	619
Legal	2407	1899	1959	2037	1805	1839	1767	1833	1865	1840	2007	1438	652
Web / Graphic Design / Visualiser	3977	3714	3228	3861	3595	3815	3378	4275	3513	3795	3960	2857	1226
Content / Journalism	3298	3312	2783	3541	2826	3301	2744	3418	3207	3358	3423	2763	1237
Ticketing / Travel / Airlines	4462	3312	2672	3239	3481	4288	3491	4141	4234	5024	4588	1759	207
Fashion / Garments / Merchandising	1916	1627	1277	1592	1469	1464	1119	1585	1288	1399	1465	764	199
Guards / Security Services	2287	1530	1297	1683	1734	1328	1357	2066	1765	1796	1461	1051	316
TV / Films / Production	1990	1747	1552	2547	1812	1670	1126	1569	1926	2302	1536	1126	674
Packaging	1986	1995	1462	1578	1542	1444	1451	1593	1306	1651	1649	1215	1462

ANNEXURE CITIES

Cities*	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20
Delhi / NCR	2651	2498	2313	2486	2218	2368	2032	2567	2313	2360	2278	1818	804
Mumbai	2037	1942	1755	1825	1710	1796	1685	1973	1740	1928	1936	1621	807
Bengaluru / Bangalore	2788	2545	2383	2673	2284	2533	2376	2563	2191	2455	2513	2256	1202
Chennai	1957	1885	1763	1989	1770	1860	1815	2008	1691	1748	1918	1494	742
Hyderabad / Secunderabad	2684	2805	2499	2786	2449	2811	2733	2832	2561	2659	2785	2215	1156
Pune	2874	2741	2547	2860	2653	2649	2664	3109	2707	2895	3074	2589	1307
Kolkata	2718	2713	2654	2955	2787	2650	2491	3246	2799	2676	2849	2269	1075
Ahmedabad	3565	3554	3480	3599	3349	3485	3147	3937	3493	3467	3545	2809	1311
Chandigarh	1940	2060	1852	2102	1931	2048	1638	2073	1740	2140	2112	1570	784
Ernakulam / Kochi / Cochin	3442	3393	3372	3860	3864	4235	3736	4617	4160	4466	4809	2934	1325
Vadodara / Baroda	3304	3067	2921	2921	2296	2982	2285	3577	3603	2684	3014	2494	1051
Coimbatore	2550	3,219	2793	3506	3379	3007	3040	3498	3144	3219	3137	2614	1025
Jaipur	3877	4,200	3384	4154	3897	3630	3441	4017	3429	3823	3840	3091	1633