

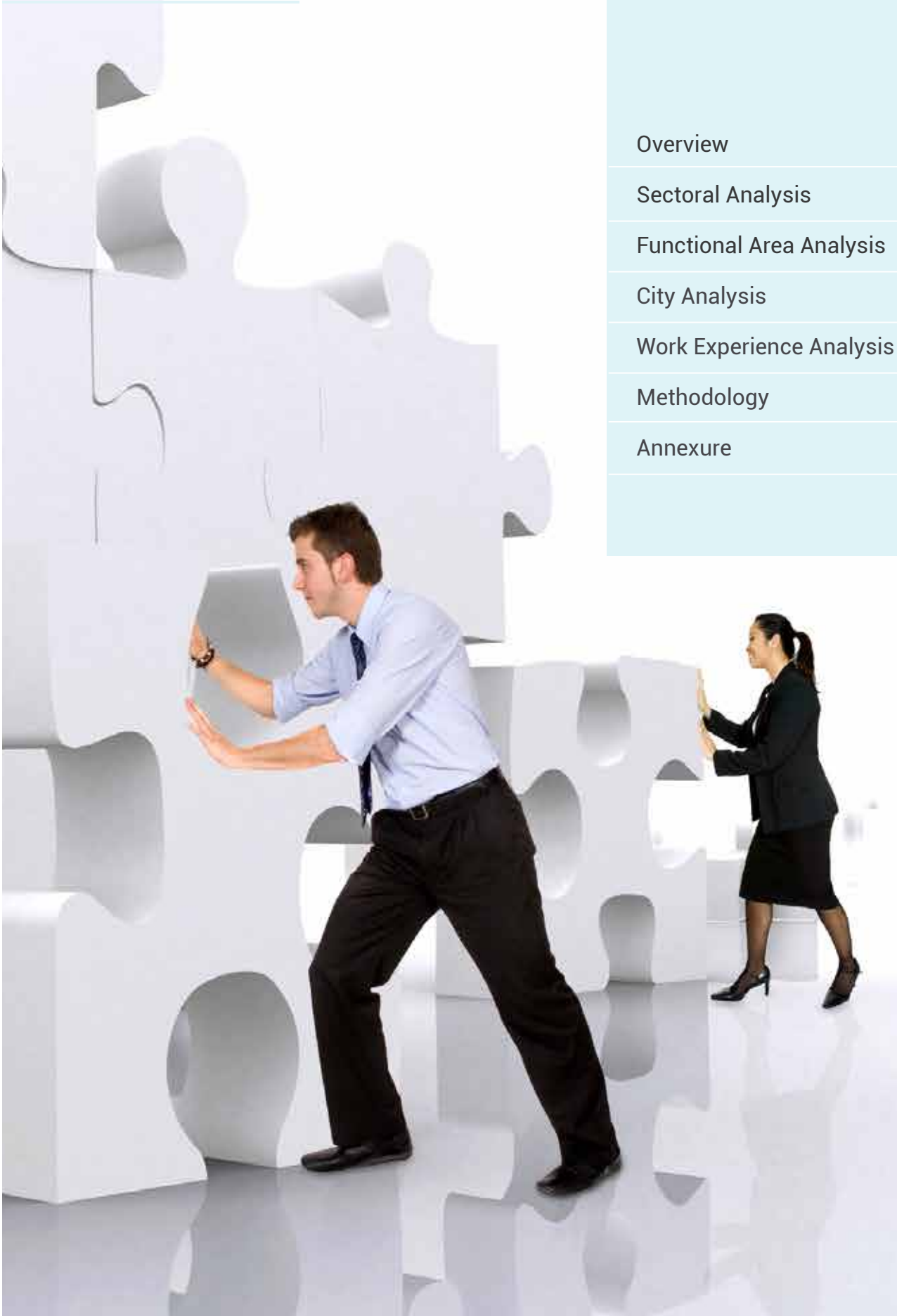
NAUKRI JOBSPEAK REPORT

Hiring Trends By City, Industry,
Functional Area and Experience



APRIL 2021

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Amid the second COVID wave, hiring activity declined by 15% in Apr'21 Vs Mar'21. However, the current impact on the job market is less severe than what we saw in Apr'20 given the lack of a strict nationwide lockdown.

Overall Hiring Trends



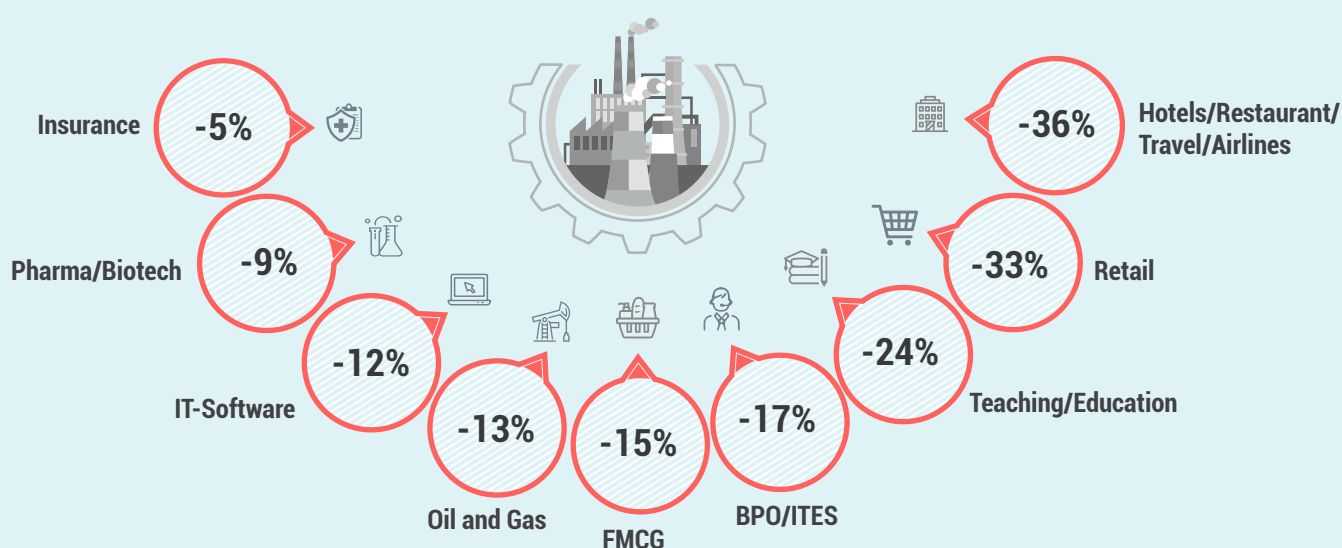
- The increased requirement for healthcare and life insurance has helped hiring in sectors such as Insurance (-5%), Pharma/Biotech (-9%) and Medical/Healthcare (-10%) be less impacted in Apr'21 over Mar'21. The Retail sector saw a sharp decline of 33% due to restricted operating hours or closure owing to lockdowns in many parts of the country.
- The jobs market across metro and non-metro cities saw a sequential downfall in Apr'21, barring Kolkata (0%) that remained flat.
- Hiring activity across experience bands saw an average decline of 13% in Apr'21 Vs Mar'21.

Pawan Goyal, Chief Business Officer, Naukri.com said,

"The disruption caused by the second wave of COVID-19 has impacted the hiring activity leading to a 15% sequential decline in Apr'21. However, the current impact on the job market is less severe than what we saw in Apr'20 where the Naukri JobSpeak index declined by 51% M-O-M. This could be attributed to the lack of a strict nationwide lockdown being announced this time and the economy remaining open. The Hospitality, Travel, Retail and Education/Teaching sectors continue to be the first few sectors to be most impacted as was the case during the first wave while the Pharma/Medical/Healthcare sector remains shielded."

HIRING TRENDS ACROSS INDUSTRIES

- Insurance (-5%), Pharma/Biotech (-9%) and Medical/Healthcare (-10%) are the least impacted industries as macro factors have kept them afloat whereas sectors such as FMCG (-15%) and Telecom (-15%) declined in line with the overall hiring trend in Apr'21 vs Mar'21.
- With the second wave of COVID leading to closure of hotels, schools and non-essential offices, sectors such as Hospitality and Travel (-36%), Retail (-33%) and Teaching/Education (-24%) are highly impacted in hiring activity in Apr'21 Vs Mar'21.
- The IT-Software sector, which remained shielded and drove robust hiring in the past few months was less impacted and declined by 12% in sequential hiring.

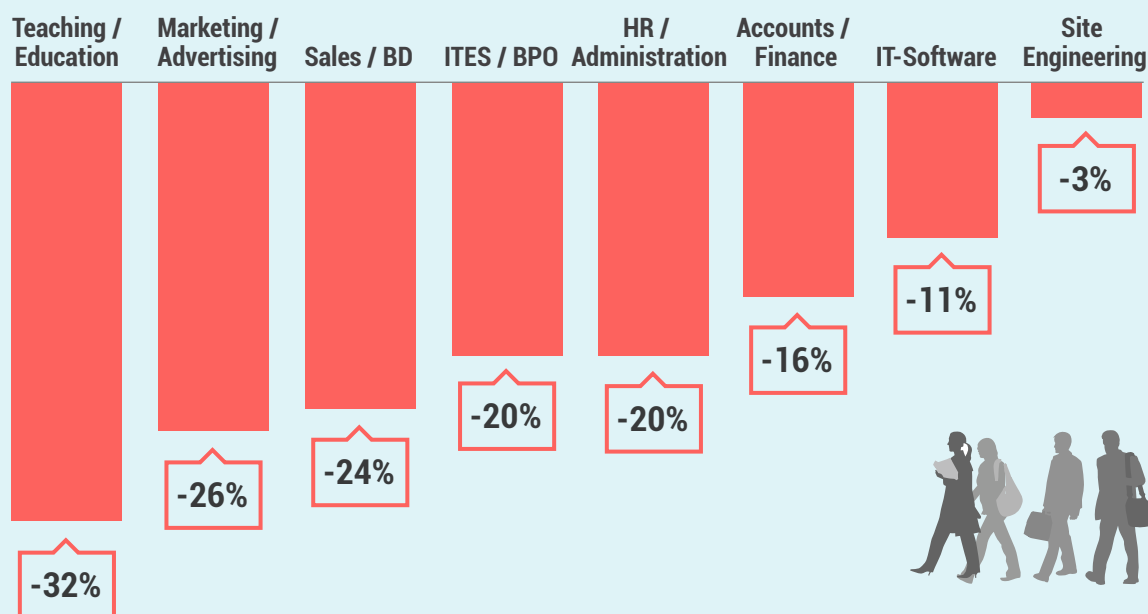


Figures are percentage change in Apr-21 over average of Mar-21

Industry*	Apr-20	Jan-21	Feb-21	Mar-21	Apr-21	Y-0-Y Growth	M-0-M Growth
IT-Software/Software Services	1803	2976	3944	4376	3859	↑ 214%	↓ -12%
BPO/ITES/CRM/Transcription	929	1875	2184	2201	1838	↑ 198%	↓ -17%
Auto/Auto Ancillary	265	934	1040	1009	835	↑ 316%	↓ -17%
Banking/Financial Services/Broking	993	2182	2544	2565	1896	↑ 191%	↓ -26%
Oil and Gas/Power/Infrastructure/Energy	334	393	443	475	411	↑ 123%	↓ -13%
Telcom/ISP	277	405	503	526	445	↑ 160%	↓ -15%
Insurance	633	1193	1176	893	849	↑ 134%	↓ -5%
Pharma/Biotech/Clinical Research	1026	1679	1816	1814	1657	↑ 162%	↓ -9%
Hotels/Restaurants/Airlines/Travel	221	858	1015	932	597	↑ 270%	↓ -36%
FMCG/Foods/Beverage	654	1627	1950	1751	1487	↑ 227%	↓ -15%
Education/Teaching/Training	1785	3640	4558	3984	3040	↑ 170%	↓ -24%
IT-Hardware & Networking	557	1024	1209	1258	1073	↑ 193%	↓ -15%
Retailing	399	1158	1219	1406	939	↑ 235%	↓ -33%
Medical/Healthcare/Hospital	2133	4788	6133	6275	5656	↑ 265%	↓ -10%

HIRING TRENDS ACROSS FUNCTIONAL AREAS

- With lockdown restrictions being imposed across the country, the hiring for professionals in Teaching/Education (-32%), Hospitality (-32%) and Marketing/Advertising (-26%) roles saw decline in Apr'21 over Mar'21.
- Hiring for professionals in ITES/BPO (-20%) and Sales/BD (-24%) too saw a sequential dip in Apr'21.
- Roles that were less impacted were in the Site Engineering/Project Management (-3%) Production/Maintenance/Quality (-3%) and Pharma/Healthcare (-9%) domains.



Figures are percentage change in Apr-21 over average of Mar-21

Functional Area*	Apr-20	Jan-21	Feb-21	Mar-21	Apr-21	Y-0-Y Growth	M-0-M Growth
IT-Software	1642	2907	3806	4184	3725	↑ 127%	↓ -11%
Sales / BD	851	2042	2225	2089	1597	↑ 88%	↓ -24%
ITES / BPO / KPO / Customer Service / Operations	1325	2367	2790	2801	2239	↑ 69%	↓ -20%
Production / Maintenance / Quality	359	979	1060	962	937	↑ 161%	↓ -3%
Accounts / Finance / Tax / CS / Audit	561	1272	1485	1556	1313	↑ 134%	↓ -16%
HR / Administration / IR	558	1576	2014	2171	1745	↑ 213%	↓ -20%
Site Engineering / Project Management	186	493	518	468	452	↑ 143%	↓ -3%
Marketing / Advertising / MR / PR	553	1312	1576	1738	1280	↑ 131%	↓ -26%
Banking / Insurance	524	1511	1810	1906	1487	↑ 184%	↓ -22%
Purchase / Logistics / Supply Chain	407	1065	1262	1247	1136	↑ 179%	↓ -9%
IT- Hardware / Telecom / Technical Staff / Support	677	1288	1494	1624	1346	↑ 99%	↓ -17%
Teaching / Education	1686	3001	4464	3555	2427	↑ 44%	↓ -32%
Pharma / Biotech / Healthcare / Medical / R&D	2442	5061	6517	6590	5994	↑ 145%	↓ -9%
Hotels / Restaurants	300	887	971	994	675	↑ 125%	↓ -32%

HIRING TRENDS ACROSS CITIES

- M-O-M Hiring activity in top 6 metros was greater than the national average (-12%) in Apr'21.
- The aggressive surge of cases in Maharashtra directly impacted hiring trends in Mumbai, which saw a sequential decline of 20% in Apr'21
- Jaipur (-25%) led the decline in hiring in tier-2 cities while Kochi (-5%) remained less impacted.

Metro Cities



0%

Kolkata



-4%

Hyderabad



-10%

Bengaluru



-10%

Chennai



-11%

Pune



-18%

Delhi / NCR



-20%

Mumbai

Emerging Cities



-5%

Kochi



-12%

Ahmedabad



-17%

Vadodara



-17%

Coimbatore



-23%

Chandigarh



-25%

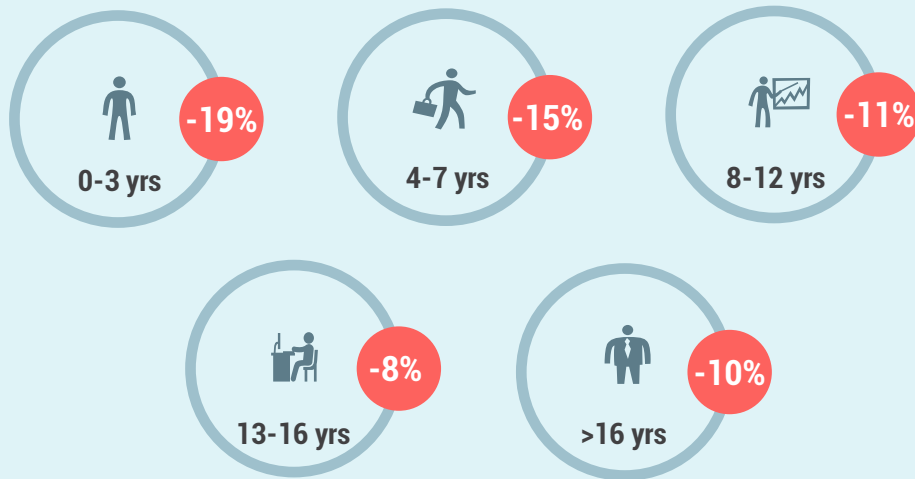
Jaipur

Figures are percentage change in Apr-21 over average of Mar-21

City*	Apr-20	Jan-21	Feb-21	Mar-21	Apr-21	Y-0-Y Growth	M-O-M Growth
Delhi / NCR	804	1876	2258	2332	1913	↑ 138%	↓ -18%
Mumbai	807	1257	1502	1618	1289	↑ 60%	↓ -20%
Bengaluru / Bangalore	1202	2099	2743	3102	2783	↑ 132%	↓ -10%
Chennai	742	1520	1834	1952	1765	↑ 138%	↓ -10%
Hyderabad / Secunderabad	1156	2357	3020	3235	3097	↑ 168%	↓ -4%
Pune	1307	2543	3149	3253	2907	↑ 122%	↓ -11%
Kolkata	1075	2335	2604	2514	2525	↑ 135%	→ 0%
Ahmedabad	1311	2669	3487	3924	3469	↑ 165%	↓ -12%
Chandigarh	784	2032	2139	2246	1739	↑ 122%	↓ -23%
Ernakulam / Kochi / Cochin	1325	3575	3797	3825	3652	↑ 176%	↓ -5%
Vadodara / Baroda	1051	2160	2595	2544	2115	↑ 101%	↓ -17%
Coimbatore	1025	2074	2359	2509	2071	↑ 102%	↓ -17%
Jaipur	1633	3691	3863	3909	2951	↑ 81%	↓ -25%

HIRING TRENDS ACROSS EXPERIENCE LEVELS

- Hiring activity across experience bands saw an average decline of 13% in Apr'21 Vs Mar'21 with the 0-3 years' experience band (-19%) being the most hit.
- Interestingly, the 13+ years' experience band (-9%) remains the least impacted in sequential hiring.



Figures are percentage change in Apr-21 over average of Mar-21



METHODOLOGY

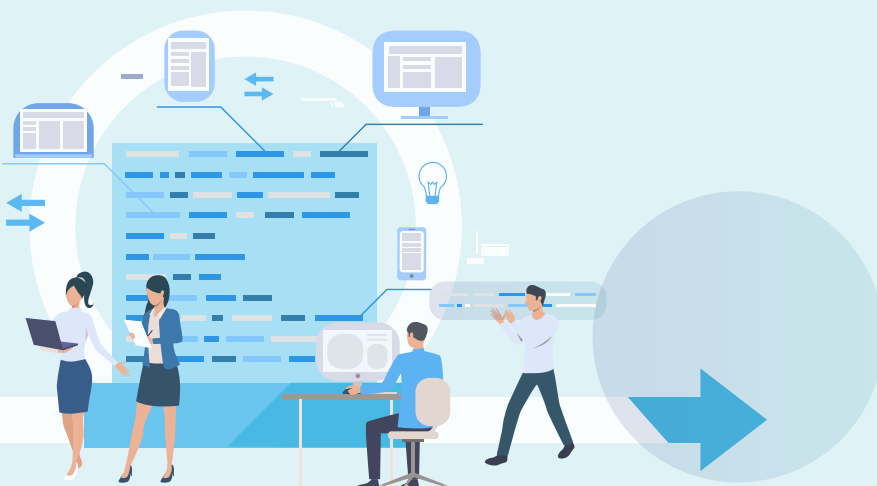
The Naukri JobSpeak is a monthly Index that calculates and records hiring activity based on the job listings on Naukri.com website month on month. The objective of Naukri JobSpeak is to measure the hiring activities in various industries, cities, functional areas and experience levels. The data is compiled from the website wherein jobs posted by clients on Naukri.com are considered. Thus, the job speak index includes jobs that might be for replacement hiring. July 2008 is taken to be the base with an index value of 1,000 and the subsequent monthly index is compared with the data for July 2008. The jobs analyzed for the monthly Index are qualified based on white-collar, urban, belonging to organized corporate sector jobs with the focus on service industries. The report shows hiring trends across industry sectors, geography, experience level, and functional areas. More than 76,000 clients use Naukri.com, leading to the high reliability of data. The report does not cover gig employment, hyperlocal hiring or campus placement. Over a long period, the Naukri JobSpeak was impacted by the increase in the Naukri traffic share, internet penetration, Naukri pricing strategy and job listing drives.

About Naukri.com

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. Info Edge was the first internet company to be listed in India. The brand enjoys a timeshare of over 96% across Desktop, Mobile and App 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, listings and Response Management Tools. With more than 5,40,000 jobs live at any point and over 69 million CVs, Naukri.com services over 59,500 unique clients. The company operates 77 offices in 47 cities in India and overseas offices in Dubai, Riyadh, Abu Dhabi, Qatar and Bahrain.

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-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21	Apr-21
IT-Software/Software Services	1803	1472	1755	1749	1986	2375	2533	2779	3081	2976	3944	4376	3859
BPO/ITES/CRM/Transcription	929	839	1244	1315	1527	1971	1878	1791	1819	1875	2184	2201	1838
Construction/Engineering/Cement/ Auto/Auto Ancillary	216	282	374	475	490	583	583	555	663	651	683	647	553
Banking/Financial Services/Broking	993	858	1192	1378	1437	1910	1832	1772	2088	2182	2544	2565	1896
Oil and Gas/Power/Infrastructure	334	249	300	347	313	408	386	332	431	393	443	475	411
Telcom/ISP	277	300	285	322	507	470	349	350	439	405	503	526	445
Insurance	633	476	637	659	795	1017	910	759	1100	1193	1176	893	849
Industrial Products/Heavy Machinery	272	351	546	695	773	1041	967	835	1036	951	1081	1128	965
Pharma/Biotech/Clinical Research	1026	1125	1426	1316	1243	1794	1494	1477	1885	1679	1816	1814	1657
Hotels/Restaurants/Airlines/Travel	221	207	430	407	417	616	818	738	826	858	1015	932	597
FMCG/Foods/Beverage	654	700	1103	1209	1227	1754	1591	1404	1701	1627	1950	1751	1487
Chemicals/PetroChemical/Plastic/ Education/Teaching/Training	574	487	815	939	937	1439	1246	1018	1356	1176	1260	1196	1134
IT-Hardware & Networking	557	558	764	835	829	1354	1055	949	1050	1024	1209	1258	1073
Retailing	399	308	545	532	813	935	1051	981	1084	1158	1219	1406	939
Media/Dotcom/Entertainment	299	438	420	572	589	816	758	637	596	712	847	754	661
Medical/Healthcare/Hospital	2133	4060	4499	4612	5279	5091	4866	5044	5736	4788	6133	6275	5656
Real Estate/Property	420	594	947	1021	1364	1963	1983	1939	2068	2345	2661	2438	1754
Recruitment/Employment Firm	904	833	1303	1782	2127	3122	2798	2683	3012	3364	3894	4276	3675
Consumer Durables	288	352	595	671	641	808	842	777	902	975	1124	930	797
Accounting/Taxation/Finance	1082	1092	1668	1834	2036	2510	2480	2357	2688	2564	2918	3093	2477
Advertising/PR/MR/Events	880	1036	1366	1481	1707	1979	2256	2039	2230	2258	2673	2725	2079
Textiles/Garments/Accessories	359	583	967	1093	1236	1336	1488	1508	1784	1591	1706	1678	1479
Semiconductors/Electronics	650	855	865	1012	1245	1128	1441	1278	1581	1569	1679	1571	1761
Courier/Transportation/Freight	565	647	1036	1395	1505	1954	1652	1601	1531	1518	1934	2118	1533
Architecture/Interior Designing	309	606	818	750	1151	1452	1508	1384	1749	1696	2135	2202	1604
Export/Import	385	410	663	1183	796	1086	1226	1175	1438	1349	1287	1229	938
Printing/Packaging	367	538	781	925	1021	1134	1082	943	1341	954	1527	1456	1164
Shipping/Marine	157	245	387	360	512	874	920	633	627	690	600	597	640
Agriculture/Dairy	834	891	1537	1931	1819	2333	2243	1793	2192	1940	2303	2519	1836
Office Equipment/Automation	204	262	353	406	411	624	524	480	673	648	794	925	654
Fresher/Trainee	329	416	1005	1113	1365	2040	1818	1587	2604	1974	1832	1388	1127
NGO/Social Services	748	838	1217	1320	1242	1870	1987	1679	2129	2243	2475	2860	1672
Gems & Jewellery	883	954	1700	1934	2612	3750	4144	3426	4445	3616	4421	4709	3205
Paper	234	402	649	578	465	519	377	493	578	389	751	540	377
Legal	1257	1083	2039	2241	1811	2407	2226	2116	2434	2686	3318	2909	3068
Tyres	153	178	475	519	371	552	460	567	401	564	855	890	629
Fertilizers/Pesticides	874	846	1380	1751	1781	1748	1855	1901	1959	2567	2612	2330	1748
Security/Law Enforcement	225	707	1669	1796	1886	1968	2322	1500	2104	1560	2088	2648	1856
Defence/Government	723	1562	2770	3172	2239	2603	2845	1856	1796	1399	1523	1329	1278

ANNEXURE

FUNCTIONAL AREA

Functional*	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21	Apr-21
IT-Software	1642	1388	1674	1763	1969	2416	2462	2718	2982	2907	3806	4184	3725
Sales / BD	851	863	1147	1189	1280	1731	1837	1623	1945	2042	2225	2089	1597
ITES / BPO / KPO / Customer Service	1325	1153	1679	1673	1986	2452	2482	2220	2431	2367	2790	2801	2239
Production / Maintenance / Quality	359	486	785	831	909	1168	1038	866	1081	979	1060	962	937
Accounts / Finance / Tax / CS / Audit	561	568	806	835	921	1169	1246	1104	1258	1272	1485	1556	1313
HR / Administration / IR	558	570	747	756	892	1260	1236	1292	1580	1576	2014	2171	1745
Site Engineering / Project Management	186	206	291	364	385	463	467	444	552	493	518	468	452
Marketing / Advertising / MR / PR	553	658	822	858	1030	1241	1241	1194	1384	1312	1576	1738	1280
Banking / Insurance	524	526	648	1027	1111	1404	1294	1239	1463	1511	1810	1906	1487
Engineering Design / R&D	398	381	507	606	548	708	718	635	802	722	851	787	851
Purchase / Logistics / Supply Chain	407	475	695	809	937	1160	1095	959	1177	1065	1262	1247	1136
Secretary / Front Office / Data Entry	169	263	435	505	536	773	716	683	875	812	966	890	642
IT- Hardware / Telecom / Technical	677	665	906	1216	1228	1843	1503	1434	1458	1288	1494	1624	1346
Teaching / Education	1686	1402	2093	1802	2060	2683	2160	2027	2572	3001	4464	3555	2427
Pharma / Biotech / Healthcare	2442	3636	4953	5183	5968	5648	5079	5093	6178	5061	6517	6590	5994
Hotels / Restaurants	300	272	697	534	538	659	841	762	864	887	971	994	675
Top Management	512	476	596	536	581	729	575	942	738	659	663	657	568
Architecture / Interior Design	452	531	638	687	778	985	979	913	1066	1138	1329	1212	1168
Export / Import / Merchandising	316	414	762	895	1209	1000	1167	1053	1264	1134	1232	1309	947
Corporate Planning / Consulting	619	623	840	783	1010	1265	1342	1134	1502	1496	1831	1817	1624
Legal	652	644	918	917	970	1265	1177	1190	1400	1519	1648	1683	1505
Web / Graphic Design / Visualiser	1226	1749	2066	2373	3080	3241	3780	3471	4047	4260	4452	4530	3552
Content / Journalism	1237	1481	1936	1726	2188	2394	2604	2438	2604	2686	3486	3001	2558
Ticketing / Travel / Airlines	207	279	517	721	732	1203	1622	795	1164	1053	1341	1280	1306
Fashion / Garments / Merchandising	199	152	410	402	641	898	968	952	1463	799	1156	939	1000
Guards / Security Services	316	531	1065	857	949	1339	1122	833	1326	745	960	1428	1022
TV / Films / Production	674	816	1097	1567	865	1148	1339	1097	1094	1110	1229	1126	1383
Packaging	1462	889	1068	1161	1106	1462	1179	1143	1215	834	1264	1179	974