

A REPORT ON HIRING ACTIVITY IN INDIA

By: City, Industry,
Functional Area
and Experience

AUGUST 2020

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INDEX FOR AUGUST 2020

The Naukri JobSpeak Index for August'20, at 1413, marks an improvement of 12% in hiring activity as compared to July'20, at 1263. However, when we look at Y-O-Y developments, the hiring activity is still down by 35%.

Hotel/Restaurant/Airlines/Travel (-80%), Oil & Gas/Power (-59%), Retail (-54%) and Accounting/Taxation/Finance (-46%) sectors witnessed steep decline in hiring activity in August'20 Y-O-Y.

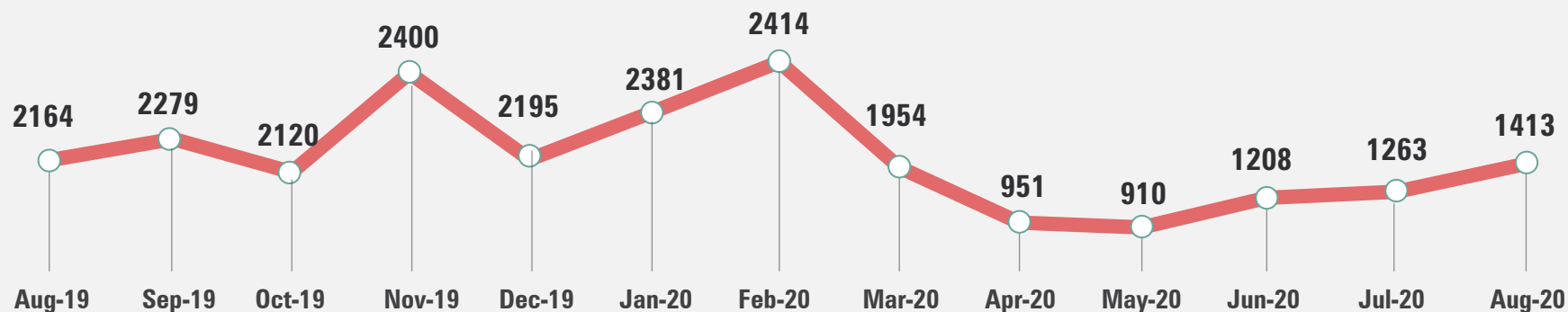
Mumbai (-44%), Chennai (-41%) and Delhi NCR (-40%) led the decline in hiring in metros.

Recruitment across the board declined at varied experience levels with the entry-level experience bands (0 to 3 yrs exp) witnessing the sharpest decline of 38%.

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

"It is encouraging to see the month on month progressive growth in hiring from the past three months as a result of the nation-wide unlocking. While the Pharma/Medical, IT and BPO/ITES sectors continue to spearhead hiring, other key sectors like Telecom, Retail and Real Estate are also signaling strong recovery in August'20 as compared to July'20. We are hopeful that the recoveries will become more robust in the coming months."

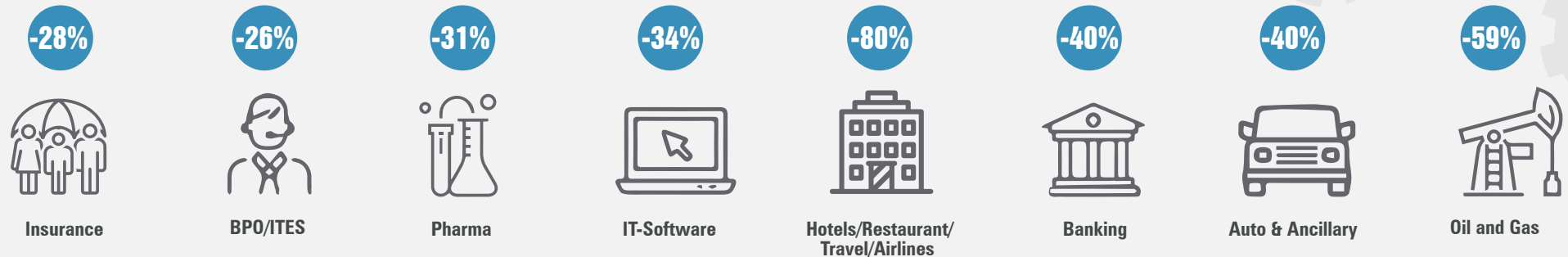
Overall Hiring Trends



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

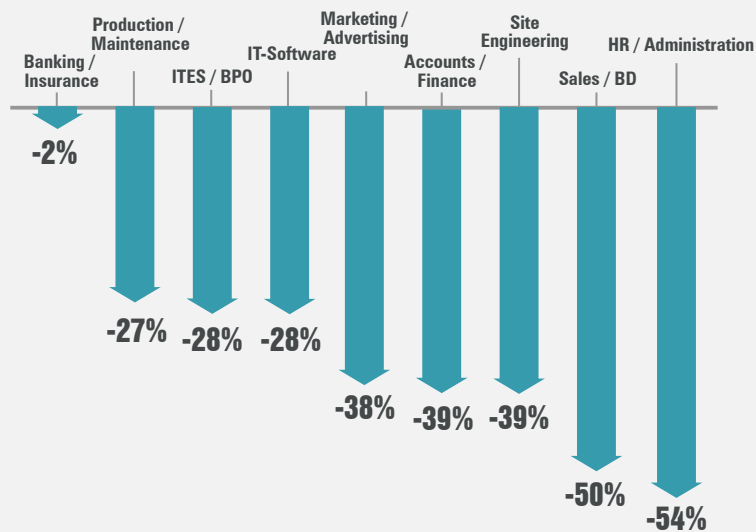
KEY HIGHLIGHTS

Hiring across Industry



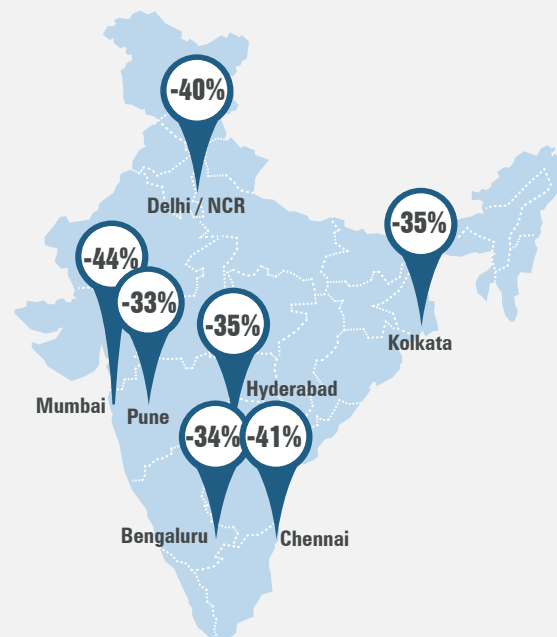
Figures are percentage change in August-20 over average of August-19

Hiring across Functional Areas



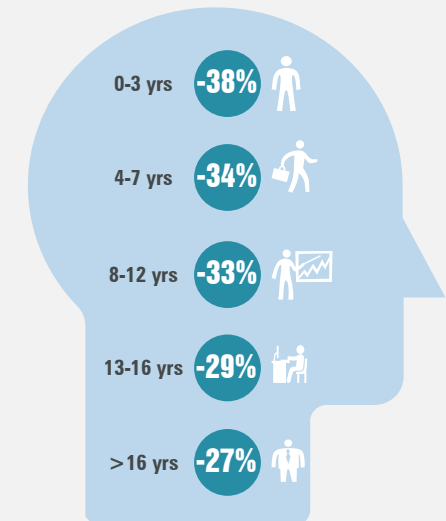
Figures are percentage change in August-20 over average of August-19

Hiring across Cities



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

Hiring across Experience Levels



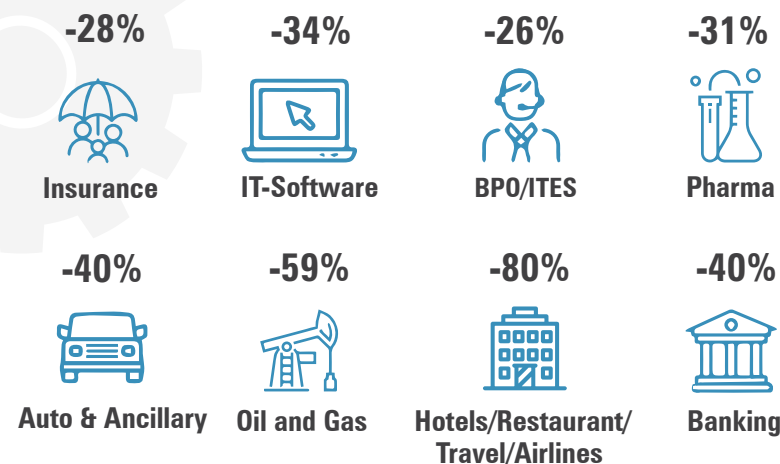
Figures are percentage change in August-20 over average of August-19

SECTORAL ANALYSIS

Hiring trends across key Industries

Industry-wise Analysis:

- Hotel/Restaurant/Airlines/Travel (-80%), Oil & Gas/Power (-59%), Retail (-54%) and Accounting/Taxation/Finance (-46%) sectors witnessed steep decline in hiring activity in August'20 Y-O-Y.
- Industries such as Medical/Healthcare (-1%), Telecom (-9%), IT-Hardware (-25%), and BPO/ITES (-26%) remained less impacted in hiring.



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

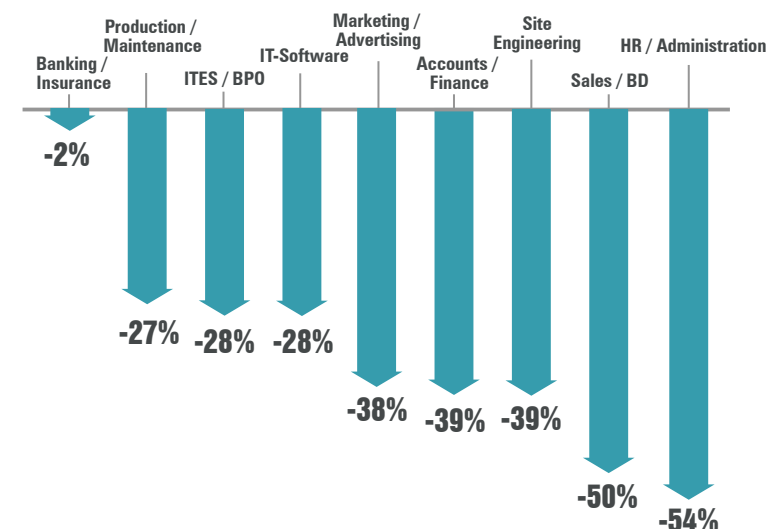
Industry*	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Fab-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20
IT-Software/Software Services	3,027	3,497	3,300	3,578	3,133	3,353	3,525	3,089	1,803	1,472	1,755	1,749	1,986
BPO/ITES/CRM/Transcription	2,068	2,375	2,062	2,421	2,120	2,279	2,259	2,140	929	839	1,244	1,315	1,527
Construction/Engineering/Cement/Metals	782	913	727	973	862	952	906	633	216	282	374	475	490
Auto/Auto Ancillary	1,285	1,335	1,057	1,285	1,151	1,276	1,330	915	265	327	580	661	771
Banking/Financial Services/Broking	2,388	2,686	2,358	2,848	2,701	3,062	2,946	2,465	993	858	1,192	1,378	1,437
Oil and Gas/Power/Infrastructure/Energy	768	740	643	774	712	820	830	543	334	249	300	347	313
Telcom/ISP	556	602	569	581	586	611	558	451	277	300	285	322	507
Insurance	1,105	1,083	930	1,215	1,147	1,552	1,306	936	633	476	637	659	795
Industrial Products/Heavy Machinery	1,094	1,017	983	1,240	1,127	1,133	1,099	772	272	351	546	695	773
Pharma/Biotech/Clinical Research	1,804	1,870	1,591	1,827	1,905	1,845	1,875	1,448	1,026	1,125	1,426	1,316	1,243
Hotels/Restaurants/Airlines/Travel	2,100	2,145	1,926	2,218	2,060	2,185	2,087	1,047	221	207	430	407	417
FMCG/Foods/Beverage	1,792	1,973	1,691	2,035	1,832	2,001	2,118	1,446	654	700	1,103	1,209	1,227
Chemicals/PetroChemical/Plastic/Rubber	1,353	1,258	956	1,200	1,116	1,252	1,366	964	574	487	815	939	937
Education/Teaching/Training	3,496	3,792	3,489	4,562	3,945	4,630	4,608	3,797	1,785	1,582	2,711	2,118	2,312
IT-Hardware & Networking	1,108	1,078	1,021	1,334	1,125	1,179	1,231	1,052	557	558	764	835	829
Retailing	1,786	1,866	1,669	1,833	1,556	1,643	1,797	1,135	399	308	545	532	813
Media/Dotcom/Entertainment	1,137	1,188	927	1,201	1,027	1,109	1,050	698	299	438	420	572	589
Medical/Healthcare/Hospital	5,342	6,314	4,862	6,136	5,186	5,448	5,938	4,706	2,133	4,060	4,499	4,612	5,279
Real Estate/Property	2,369	2,148	2,042	2,651	2,194	2,452	2,501	1,640	420	594	947	1,021	1,364

FUNCTIONAL AREA ANALYSIS

Functional Area Analysis:

- New jobs for professionals in the Ticketing/Travel/Airlines, Hotel/Restaurant and HR/Admin sectors witnessed a dip of 79%, 78% and 54% respectively.
- Being at the forefront in battling the pandemic, the Pharma/Biotech (+15%) sector witnessed a positive demand for professionals.
- Interestingly, the demand for roles in the Banking/Insurance (-2%) sector also saw lesser decline.

Hiring trends across key Functional Areas



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

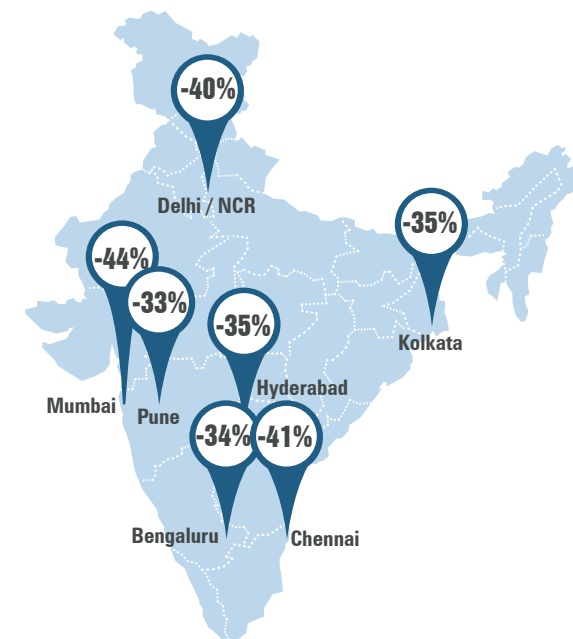
Functional Area*	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Fab-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20
IT-Software	2735	3236	2989	3267	2803	3025	3145	2733	1642	1388	1674	1763	1969
Sales / BD	2550	2571	2274	2743	2556	2820	2890	2044	851	863	1147	1189	1280
ITES / BPO / KPO / Customer Service	2741	3028	2837	3263	2852	3051	3051	2907	1325	1153	1679	1673	1986
Production / Maintenance / Quality	1252	1449	1132	1400	1276	1372	1409	1090	359	486	785	831	909
Accounts / Finance / Tax / CS / Audit	1503	1585	1466	1772	1515	1658	1742	1361	561	568	806	835	921
HR / Administration / IR	1945	2043	1911	2186	2018	2158	2206	1596	558	570	747	756	892
Site Engineering / Project Management	634	633	556	722	633	713	649	457	186	206	291	364	385
Marketing / Advertising / MR / PR	1652	1629	1486	1859	1697	1822	1656	1265	553	658	822	858	1030
Banking / Insurance	1139	1441	1175	1320	1278	1488	1258	1111	524	526	648	1027	1111
Engineering Design / R&D	988	930	768	1004	832	973	960	701	398	381	507	606	548
Hotels / Restaurants	2445	2518	2457	2759	2531	2541	2528	1407	300	272	697	534	538
Pharma / Biotech / Healthcare / Medical	5208	6411	5074	6288	5412	5644	6137	4866	2442	3636	4953	5183	5968
Ticketing / Travel / Airlines	3481	4288	3491	4141	4234	5024	4588	1759	207	279	517	721	732
IT- Hardware / Telecom / Technical Staff	1446	1468	1311	1751	1609	1491	1541	1340	677	665	906	1216	1228

CITY BASED HIRING SCENARIO

Hiring trends across key Cities

City Wise Analysis

- Given the intensity of the pandemic in metros, the hiring activity in metros declined more than the national average (38% vs 35%).
- Mumbai (-44%), Chennai (-41%) and Delhi NCR (-40%) led the decline in hiring in metros.
- Smaller cities such as Jaipur (-23%), Vadodara (-23%) and Chandigarh (-15%) were least affected.



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

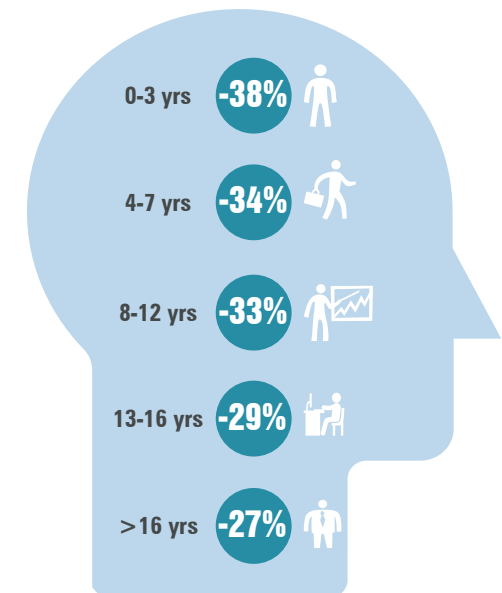
City*	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20
Delhi / NCR	2218	2368	2032	2567	2313	2360	2278	1818	804	820	1068	1170	1338
Mumbai	1710	1796	1685	1973	1740	1928	1936	1621	807	640	781	846	951
Bengaluru / Bangalore	2284	2533	2376	2563	2191	2455	2513	2256	1202	1060	1278	1228	1501
Chennai	1770	1860	1815	2008	1691	1748	1918	1494	742	698	854	892	1037
Hyderabad / Secunderabad	2449	2811	2733	2832	2561	2659	2785	2215	1156	1048	1382	1396	1597
Pune	2653	2649	2664	3109	2707	2895	3074	2589	1307	1026	1467	1417	1770
Kolkata	2787	2650	2491	3246	2799	2676	2849	2269	1075	856	1491	1431	1817
Ahmedabad	3349	3485	3147	3937	3493	3467	3545	2809	1311	1304	1700	1783	1936
Chandigarh	1931	2048	1638	2073	1740	2140	2112	1570	784	881	1329	1512	1636
Ernakulam / Kochi / Cochin	3864	4235	3736	4617	4160	4466	4809	2934	1325	1768	2591	2589	2768
Vadodara / Baroda	2296	2982	2285	3577	3603	2684	3014	2494	1051	1091	1348	1824	1769
Coimbatore	3379	3007	3040	3498	3144	3219	3137	2614	1025	1403	1640	1740	1550
Jaipur	3897	3630	3441	4017	3429	3823	3840	3091	1633	1553	2231	3124	2999

WORK EXPERIENCE SCENARIO

Hiring trends across Experience bands

Experience Wise Analysis

- Hiring across experience levels remained impacted in Aug' 20 as compared to Aug' 19.
- The hiring for entry-level executives (0-3 yrs. exp.) and senior-level executives (4-7 yrs. exp.) saw a dip of 38% and 34% respectively.
- The middle management roles (8-12 yrs. exp.) roles declined by 33%, senior management roles (13-16 yrs. exp.) declined by 29% and leadership roles (16+ yrs. exp.) declined by 27%.



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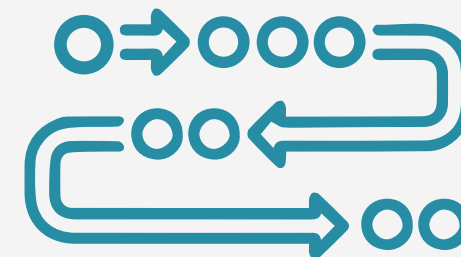
METHODOLOGY

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*	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20
IT-Software/Software Services	3027	3497	3300	3578	3133	3353	3525	3089	1803	1472	1755	1749	1986
BPO/ITES/CRM/Transcription	2068	2375	2062	2421	2120	2279	2259	2140	929	839	1244	1315	1527
Construction/Engineering/Cement/Metals	782	913	727	973	862	952	906	633	216	282	374	475	490
Auto/Auto Ancillary	1285	1335	1057	1285	1151	1276	1330	915	265	327	580	661	771
Banking/Financial Services/Broking	2388	2686	2358	2848	2701	3062	2946	2465	993	858	1192	1378	1437
Oil and Gas/Power/Infrastructure/Energy	768	740	643	774	712	820	830	543	334	249	300	347	313
Telcom/ISP	556	602	569	581	586	611	558	451	277	300	285	322	507
Insurance	1105	1083	930	1215	1147	1552	1306	936	633	476	637	659	795
Industrial Products/Heavy Machinery	1094	1017	983	1240	1127	1133	1099	772	272	351	546	695	773
Pharma/Biotech/Clinical Research	1804	1870	1591	1827	1905	1845	1875	1448	1026	1125	1426	1316	1243
Hotels/Restaurants/Airlines/Travel	2100	2145	1926	2218	2060	2185	2087	1047	221	207	430	407	417
FMCG/Foods/Beverage	1792	1973	1691	2035	1832	2001	2118	1446	654	700	1103	1209	1227
Chemicals/PetroChemical/Plastic/Rubber	1353	1258	956	1200	1116	1252	1366	964	574	487	815	939	937
Education/Teaching/Training	3496	3792	3489	4562	3945	4630	4608	3797	1785	1582	2711	2118	2312
IT-Hardware & Networking	1108	1078	1021	1334	1125	1179	1231	1052	557	558	764	835	829
Retailing	1786	1866	1669	1833	1556	1643	1797	1135	399	308	545	532	813
Media/Dotcom/Entertainment	1137	1188	927	1201	1027	1109	1050	698	299	438	420	572	589
Medical/Healthcare/Hospital	5342	6314	4862	6136	5186	5448	5938	4706	2133	4060	4499	4612	5279
Real Estate/Property	2369	2148	2042	2651	2194	2452	2501	1640	420	594	947	1021	1364
Recruitment/Employment Firm	2857	3444	2903	3487	3135	3758	3638	2856	904	833	1303	1782	2127
Consumer Durables	1113	1168	917	1314	1250	1241	1111	928	288	352	595	671	641
Accounting/Taxation/Finance	3763	3811	3375	3989	3348	3434	3398	2792	1082	1092	1668	1834	2036
Advertising/PR/MR/Events	3292	3322	2903	4072	3813	3662	3416	2552	880	1036	1366	1481	1707
Textiles/Garments/Accessories	2101	1911	1752	2285	1999	1910	1986	1264	359	583	967	1093	1236
Semiconductors/Electronics	1,539	1659	1618	1670	1410	1553	1483	1061	650	855	865	1012	1245
Courier/Transportation/Freight	2059	1728	1768	1967	1721	1953	1913	1493	565	647	1036	1395	1505
Architecture/Interior Designing	1787	1901	1464	2259	1801	2133	1724	1076	309	606	818	750	1151
Export/Import	1355	1358	1148	1551	1280	1283	1411	1274	385	410	663	1183	796
Printing/Packaging	1405	1459	1107	1763	1245	1530	1786	1271	367	538	781	925	1021

ANNEXURE FUNCTIONAL AREA

Functional*	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20
IT-Software	2735	3236	2989	3267	2803	3025	3145	2733	1642	1388	1674	1763	1969
Sales / BD	2550	2571	2274	2743	2556	2820	2890	2044	851	863	1147	1189	1280
ITES / BPO / KPO / Customer Service	2741	3028	2837	3263	2852	3051	3051	2907	1325	1153	1679	1673	1986
Production / Maintenance / Quality	1252	1449	1132	1400	1276	1372	1409	1090	359	486	785	831	909
Accounts / Finance / Tax / CS / Audit	1503	1585	1466	1772	1515	1658	1742	1361	561	568	806	835	921
HR / Administration / IR	1945	2043	1911	2186	2018	2158	2206	1596	558	570	747	756	892
Site Engineering / Project Management	634	633	556	722	633	713	649	457	186	206	291	364	385
Marketing / Advertising / MR / PR	1652	1629	1486	1859	1697	1822	1656	1265	553	658	822	858	1030
Banking / Insurance	1139	1441	1175	1320	1278	1488	1258	1111	524	526	648	1027	1111
Engineering Design / R&D	988	930	768	1004	832	973	960	701	398	381	507	606	548
Purchase / Logistics / Supply Chain	1094	1139	1033	1295	1152	1196	1127	920	407	475	695	809	937
Secretary / Front Office / Data Entry	1851	1070	966	1408	1155	1062	1137	813	169	263	435	505	536
IT- Hardware / Telecom / Technical Staff	1446	1468	1311	1751	1609	1491	1541	1340	677	665	906	1216	1228
Teaching / Education	3490	3798	3094	4340	3720	4589	4270	3924	1686	1402	2093	1802	2060
Pharma / Biotech / Healthcare / Medical	5208	6411	5074	6288	5412	5644	6137	4866	2442	3636	4953	5183	5968
Hotels / Restaurants	2445	2518	2457	2759	2531	2541	2528	1407	300	272	697	534	538
Top Management	696	869	672	902	822	828	681	628	512	476	596	536	581
Architecture / Interior Design	1073	1144	895	1352	1239	1618	1191	864	452	531	638	687	778
Export / Import / Merchandising	1128	1143	1079	1296	1155	1258	1205	986	316	414	762	895	1209
Corporate Planning / Consulting	1551	1571	1548	1684	1445	1460	1438	1097	619	623	840	783	1010
Legal	1805	1839	1767	1833	1865	1840	2007	1438	652	644	918	917	970
Web / Graphic Design / Visualiser	3595	3815	3378	4275	3513	3795	3960	2857	1226	1749	2066	2373	3080
Content / Journalism	2826	3301	2744	3418	3207	3358	3423	2763	1237	1481	1936	1726	2188
Ticketing / Travel / Airlines	3481	4288	3491	4141	4234	5024	4588	1759	207	279	517	721	732
Fashion / Garments / Merchandising	1469	1464	1119	1585	1288	1399	1465	764	199	152	410	402	641
Guards / Security Services	1734	1328	1357	2066	1765	1796	1461	1051	316	531	1065	857	949
TV / Films / Production	1812	1670	1126	1569	1926	2302	1536	1126	674	816	1097	1567	865
Packaging	1542	1444	1451	1593	1306	1651	1649	1215	1462	889	1068	1161	1106

ANNEXURE CITIES

Cities*	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20
Delhi / NCR	2218	2368	2032	2567	2313	2360	2278	1818	804	820	1068	1170	1338
Mumbai	1710	1796	1685	1973	1740	1928	1936	1621	807	640	781	846	951
Bengaluru / Bangalore	2284	2533	2376	2563	2191	2455	2513	2256	1202	1060	1278	1228	1501
Chennai	1770	1860	1815	2008	1691	1748	1918	1494	742	698	854	892	1037
Hyderabad / Secunderabad	2449	2811	2733	2832	2561	2659	2785	2215	1156	1048	1382	1396	1597
Pune	2653	2649	2664	3109	2707	2895	3074	2589	1307	1026	1467	1417	1770
Kolkata	2787	2650	2491	3246	2799	2676	2849	2269	1075	856	1491	1431	1817
Ahmedabad	3349	3485	3147	3937	3493	3467	3545	2809	1311	1304	1700	1783	1936
Chandigarh	1931	2048	1638	2073	1740	2140	2112	1570	784	881	1329	1512	1636
Ernakulam / Kochi / Cochin	3864	4235	3736	4617	4160	4466	4809	2934	1325	1768	2591	2589	2768
Vadodara / Baroda	2296	2982	2285	3577	3603	2684	3014	2494	1051	1091	1348	1824	1769
Coimbatore	3379	3007	3040	3498	3144	3219	3137	2614	1025	1403	1640	1740	1550
Jaipur	3897	3630	3441	4017	3429	3823	3840	3091	1633	1553	2231	3124	2999