

# A REPORT ON HIRING ACTIVITY IN INDIA

By: City, Industry,  
Functional Area  
and Experience



DECEMBER 2020

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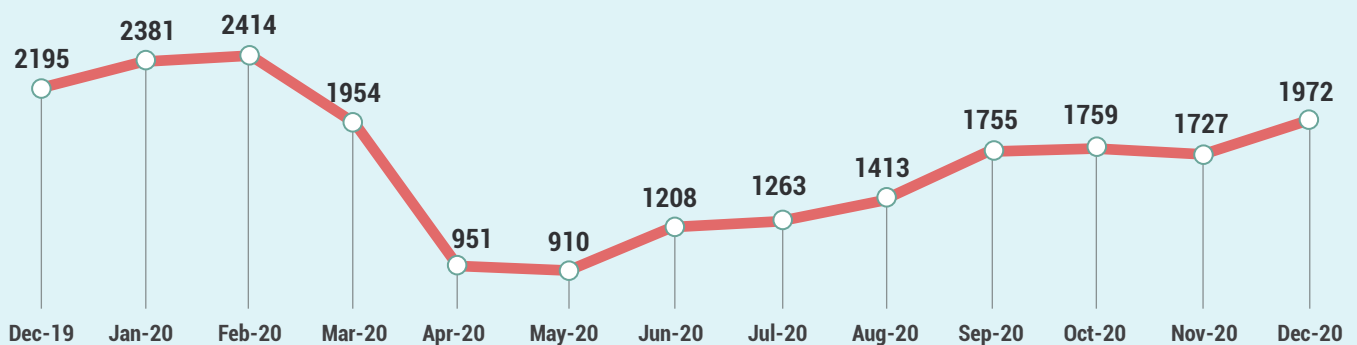
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# INDEX FOR DECEMBER 2020

The Naukri JobSpeak Index for December'20, at 1,972, sees an uptick (14%) in hiring activity as compared to November'20, at 1,727. The hiring index declined by 10% in December'20 Vs December'19.

## Overall Hiring Trends



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

- Hospitality/Travel (-60%), Oil and Gas/Power/Infrastructure/Energy (-39%), Retail (-30%), Telecom/ISP (-25%), and Accounting/Taxation/-Finance (-20%) sectors witnessed a steep decline in hiring activity in December'20 Y-O-Y.
- Mumbai (-25%), Delhi/NCR (-18%), and Kolkata (-13%) 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 19%.

*"2020 was a year of challenges and hiring across key industries bore the brunt of the pandemic. While hiring in AMJ'20 was down by 56% compared to last year, subsequent quarters showed a steady recovery. Y-O-Y hiring in OND'20 is down by only 18%. This improvement is led by sectors such as IT, BPO/ITES, Medical and Pharma. Key sectors like Hospitality, Travel, Auto and Retail are still bouncing back, and the sequential numbers reassure us of robust recoveries in 2021. As we look forward to a brighter year ahead, the overall hiring sets in the right direction for the closing month."*

# HIRING TRENDS ACROSS KEY INDUSTRIES

- Medical/Healthcare (11%) saw positive growth due to macro conditions that required intervention from the sector. Pharma/Biotech (-1%) remained less impacted while increased digitization has helped industries like IT-Software (-2%) stay afloat.
- Hiring in Hospitality/Travel (-60%), Oil and Gas/Power (-39%) Retail (-30%), and Telecom/ISP (-25%) sectors was most impacted at a Y-O-Y level in December'20.
- Industries such as FMCG (-7%), IT-Hardware (-7%) and Auto/Auto Ancillary (-5%) too are impacted negatively.



Insurance -4%



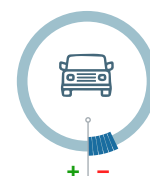
IT-Software -2%



BPO/ITES -14%



Pharma -1%



Auto & Ancillary -5%



Oil and Gas -39%



Hotels/Restaurant/  
Travel/Airlines -60%



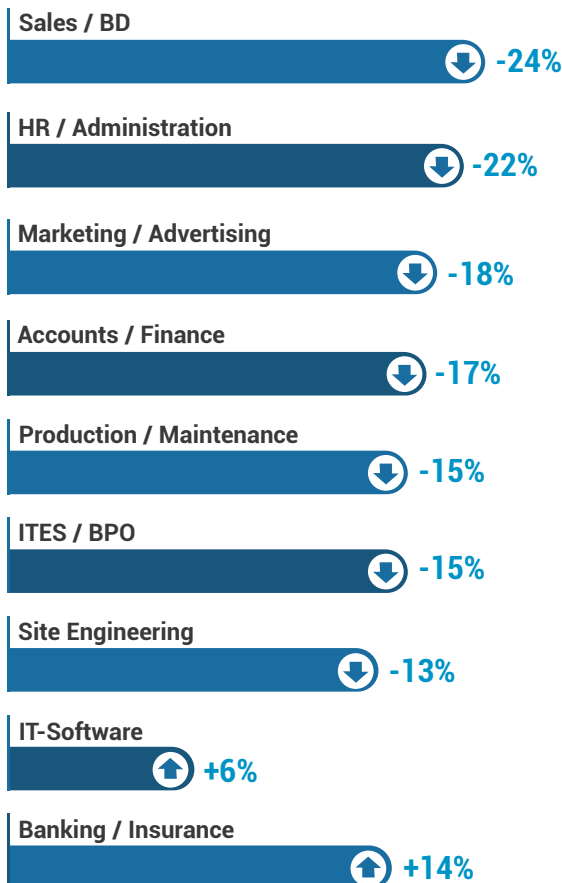
Banking -23%

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

Industry*	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20
IT-Software/Software Services	3,133	3,353	3,525	3,089	1,803	1,472	1,755	1,749	1,986	2,375	2,533	2,779	3,081
BPO/ITES/CRM/Transcription	2,120	2,279	2,259	2,140	929	839	1,244	1,315	1,527	1,971	1,878	1,791	1,819
Construction/Engineering/Cement	862	952	906	633	216	282	374	475	490	583	583	555	663
Auto/Auto Ancillary	1,151	1,276	1,330	915	265	327	580	661	771	994	985	820	1,088
Banking/Financial Services/Broking	2,701	3,062	2,946	2,465	993	858	1,192	1,378	1,437	1,910	1,832	1,772	2,088
Oil and Gas/Power/Infrastructure/	712	820	830	543	334	249	300	347	313	408	386	332	431
Telcom/ISP	586	611	558	451	277	300	285	322	507	470	349	350	439
Insurance	1,147	1,552	1,306	936	633	476	637	659	795	1,017	910	759	1,100
Industrial Products/Heavy Machinery	1,127	1,133	1,099	772	272	351	546	695	773	1,041	967	835	1,036
Pharma/Biotech/Clinical Research	1,905	1,845	1,875	1,448	1,026	1,125	1,426	1,316	1,243	1,794	1,494	1,477	1,885
Hotels/Restaurants/Airlines/Travel	2,060	2,185	2,087	1,047	221	207	430	407	417	616	818	738	826
FMCG/Foods/Beverage	1,832	2,001	2,118	1,446	654	700	1,103	1,209	1,227	1,754	1,591	1,404	1,701
Chemicals/PetroChemical/Plastic/	1,116	1,252	1,366	964	574	487	815	939	937	1,439	1,246	1,018	1,356
Education/Teaching/Training	3,945	4,630	4,608	3,797	1,785	1,582	2,711	2,118	2,312	3,258	3,234	2,697	3,279
IT-Hardware & Networking	1,125	1,179	1,231	1,052	557	558	764	835	829	1,354	1,055	949	1,050
Retailing	1,556	1,643	1,797	1,135	399	308	545	532	813	935	1,051	981	1,084
Media/Dotcom/Entertainment	1,027	1,109	1,050	698	299	438	420	572	589	816	758	637	596
Medical/Healthcare/Hospital	5,186	5,448	5,938	4,706	2,133	4,060	4,499	4,612	5,279	5,091	4,866	5,044	5,736
Real Estate/Property	2,194	2,452	2,501	1,640	420	594	947	1,021	1,364	1,963	1,983	1,939	2,068

# HIRING TRENDS ACROSS KEY FUNCTIONAL AREAS

- The demand for professionals in Banking/Insurance (14%), Pharma/Biotech/Medical (14%) and IT Software (6%) roles saw positive growth in December'20 Y-O-Y.
- Hiring for professionals in Sales/BD (-24%), HR/Admin (-22%), Marketing/Advertising (-18%) and Accounts/Finance (-17%) has seen a Y-O-Y decline.
- New jobs for professionals in Ticketing/Travel/Airlines, Hotel/Restaurant, and Teaching/Education roles witnessed a dip of 73%, 66% and 31% respectively.



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

Functional Area*	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20
IT-Software	2803	3025	3145	2733	1642	1388	1674	1763	1969	2416	2462	2718	2982
Sales / BD	2556	2820	2890	2044	851	863	1147	1189	1280	1731	1837	1623	1945
ITES / BPO / KPO / Customer Service	2852	3051	3051	2907	1325	1153	1679	1673	1986	2452	2482	2220	2431
Production / Maintenance / Quality	1276	1372	1409	1090	359	486	785	831	909	1168	1038	866	1081
Accounts / Finance / Tax / CS / Audit	1515	1658	1742	1361	561	568	806	835	921	1169	1246	1104	1258
HR / Administration / IR	2018	2158	2206	1596	558	570	747	756	892	1260	1236	1292	1580
Site Engineering / Project Management	633	713	649	457	186	206	291	364	385	463	467	444	552
Marketing / Advertising / MR / PR	1697	1822	1656	1265	553	658	822	858	1030	1241	1241	1194	1384
Banking / Insurance	1278	1488	1258	1111	524	526	648	1027	1111	1404	1294	1239	1463
Engineering Design / R&D	832	973	960	701	398	381	507	606	548	708	718	635	802
Hotels / Restaurants	2531	2541	2528	1407	300	272	697	534	538	659	841	762	864
Pharma / Biotech / Healthcare / Medical	5412	5644	6137	4866	2442	3636	4953	5183	5968	5648	5079	5093	6178
Ticketing / Travel / Airlines	4234	5024	4588	1759	207	279	517	721	732	1203	1622	795	1164
IT- Hardware / Telecom / Technical Staff	1609	1491	1541	1340	677	665	906	1216	1228	1843	1503	1434	1458

# HIRING TRENDS ACROSS KEY CITIES

- The decline of hiring activity in metros was in line with the national average (-10%) in December'20 Y-O-Y.
- Mumbai (-25%), Delhi/NCR (-18%), and Kolkata (-13%), led the decline in hiring in metros.
- Chandigarh (8%) and Jaipur (2%) recorded positive growth in Tier-2 cities, while Ahmedabad and Vadodara were highly impacted, down by 26% and 45% respectively.

## Metro Cities



**-18%**  
Delhi / NCR



**-25%**  
Mumbai



**-5%**  
Hyderabad



**-8%**  
Chennai



**-1%**  
Bengaluru



**-2%**  
Pune



**-13%**  
Kolkata

## Emerging Cities



**-26%**  
Ahmedabad



**+8%**  
Chandigarh



**-4%**  
Ernakulam /  
Kochi / Cochin



**-45%**  
Vadodara /  
Baroda



**-18%**  
Coimbatore



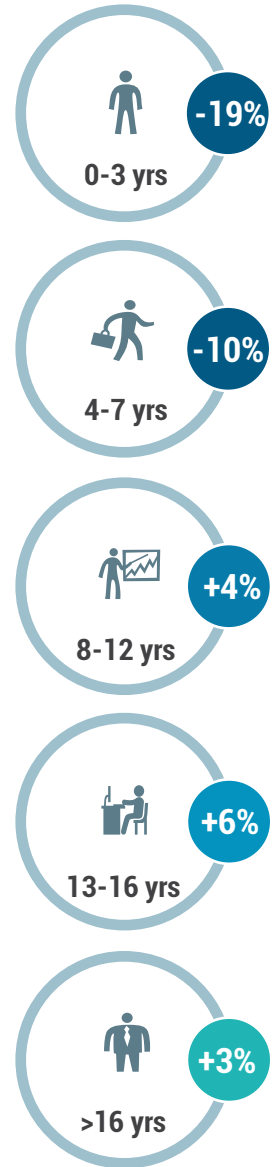
**+2%**  
Jaipur

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

City*	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20
Delhi / NCR	2313	2360	2278	1818	804	820	1068	1170	1338	1598	1628	1643	1908
Mumbai	1740	1928	1936	1621	807	640	781	846	951	1175	1221	1192	1311
Bengaluru / Bangalore	2191	2455	2513	2256	1202	1060	1278	1228	1501	1709	1847	2025	2161
Chennai	1691	1748	1918	1494	742	698	854	892	1037	1291	1372	1442	1562
Hyderabad / Secunderabad	2561	2659	2785	2215	1156	1048	1382	1396	1597	1976	2026	2229	2433
Pune	2707	2895	3074	2589	1307	1026	1467	1417	1770	2226	2213	2230	2642
Kolkata	2799	2676	2849	2269	1075	856	1491	1431	1817	2178	2094	2122	2427
Ahmedabad	3493	3467	3545	2809	1311	1304	1700	1783	1936	2598	2436	2150	2576
Chandigarh	1740	2140	2112	1570	784	881	1329	1512	1636	2274	1852	1920	1877
Ernakulam / Kochi / Cochin	4160	4466	4809	2934	1325	1768	2591	2589	2768	3447	3769	3468	3997
Vadodara / Baroda	3603	2684	3014	2494	1051	1091	1348	1824	1769	2271	2063	1959	1988
Coimbatore	3144	3219	3137	2614	1025	1403	1640	1740	1550	1965	2058	1982	2580
Jaipur	3429	3823	3840	3091	1633	1553	2231	3124	2999	4090	2765	3035	3484

# HIRING TRENDS ACROSS EXPERIENCE LEVELS

- Hiring across experience levels remained impacted in December'20 as compared to December'19.
- The hiring for entry-level executives (0-3 yrs. exp.) and associates (4-7 yrs. exp.) saw a dip of 19% and 10% respectively.
- The middle management roles (8-12 yrs. exp.) roles saw growth of 4%, senior management roles (13-16 yrs. exp.) grew by 6% and leadership roles (16+ yrs. exp.) were up by 3%.



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



# METHODOLOGY

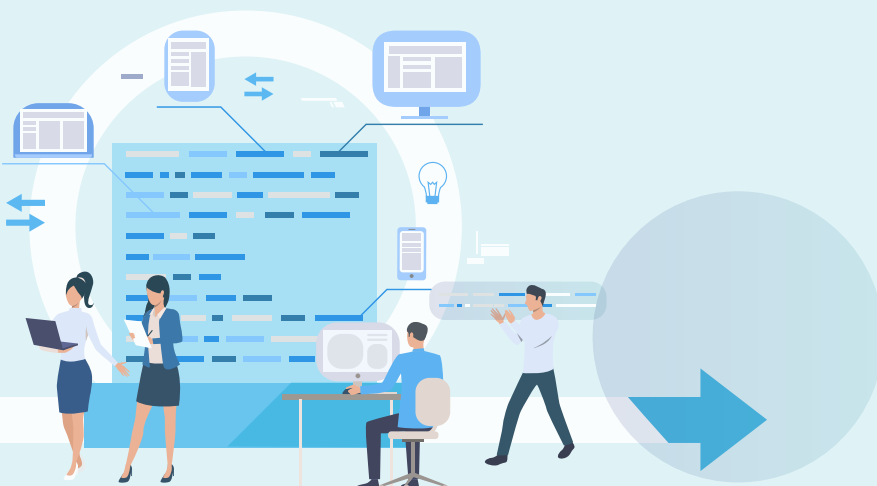
The Naukri JobSpeak is a monthly Index that calculates and records hiring activity based on the job listings on Naukri.com website month on month. The objective of Naukri JobSpeak is to measure the hiring activities in various industries, cities, functional areas and experience levels. The data is compiled 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 out-performing 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 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*	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20
IT-Software/Software Services	3133	3353	3525	3089	1803	1472	1755	1749	1986	2375	2533	2779	3081
BPO/ITES/CRM/Transcription	2120	2279	2259	2140	929	839	1244	1315	1527	1971	1878	1791	1819
Construction/Engineering/Cement/ Auto/Auto Ancillary	862	952	906	633	216	282	374	475	490	583	583	555	663
Banking/Financial Services/Broking	2701	3062	2946	2465	993	858	1192	1378	1437	1910	1832	1772	2088
Oil and Gas/Power/Infrastructure	712	820	830	543	334	249	300	347	313	408	386	332	431
Telcom/ISP	586	611	558	451	277	300	285	322	507	470	349	350	439
Insurance	1147	1552	1306	936	633	476	637	659	795	1017	910	759	1100
Industrial Products/Heavy Machinery	1127	1133	1099	772	272	351	546	695	773	1041	967	835	1036
Pharma/Biotech/Clinical Research	1905	1845	1875	1448	1026	1125	1426	1316	1243	1794	1494	1477	1885
Hotels/Restaurants/Airlines/Travel	2060	2185	2087	1047	221	207	430	407	417	616	818	738	826
FMCG/Foods/Beverage	1832	2001	2118	1446	654	700	1103	1209	1227	1754	1591	1404	1701
Chemicals/PetroChemical/Plastic/ Education/Teaching/Training	1116	1252	1366	964	574	487	815	939	937	1439	1246	1018	1356
IT-Hardware & Networking	1125	1179	1231	1052	557	558	764	835	829	1354	1055	949	1050
Retailing	1556	1643	1797	1135	399	308	545	532	813	935	1051	981	1084
Media/Dotcom/Entertainment	1027	1109	1050	698	299	438	420	572	589	816	758	637	596
Medical/Healthcare/Hospital	5186	5448	5938	4706	2133	4060	4499	4612	5279	5091	4866	5044	5736
Real Estate/Property	2194	2452	2501	1640	420	594	947	1021	1364	1963	1983	1939	2068
Recruitment/Employment Firm	3135	3758	3638	2856	904	833	1303	1782	2127	3122	2798	2683	3012
Consumer Durables	1250	1241	1111	928	288	352	595	671	641	808	842	777	902
Accounting/Taxation/Finance	3348	3434	3398	2792	1082	1092	1668	1834	2036	2510	2480	2357	2688
Advertising/PR/MR/Events	3813	3662	3416	2552	880	1036	1366	1481	1707	1979	2256	2039	2230
Textiles/Garments/Accessories	1,999	1,910	1,986	1264	359	583	967	1093	1236	1336	1488	1508	1784
Semiconductors/Electronics	1,410	1,553	1,483	1061	650	855	865	1012	1245	1128	1441	1278	1581
Courier/Transportation/Freight	1,721	1,953	1,913	1493	565	647	1036	1395	1505	1954	1652	1601	1531
Architecture/Interior Designing	1,801	2,133	1,724	1076	309	606	818	750	1151	1452	1508	1384	1749
Export/Import	1,280	1,283	1,411	1274	385	410	663	1183	796	1086	1226	1175	1438
Printing/Packaging	1,245	1,530	1,786	1271	367	538	781	925	1021	1134	1082	943	1341
Shipping/Marine	857	779	817	646	157	245	387	360	512	874	920	633	627
Agriculture/Dairy	1,791	2,211	1,825	1609	834	891	1537	1931	1819	2333	2243	1793	2192
Office Equipment/Automation	1,123	1,454	1,364	801	204	262	353	406	411	624	524	480	673
Fresher/Trainee	2,159	1,937	1,983	1618	329	416	1005	1113	1365	2040	1818	1587	2604
NGO/Social Services	1,980	2,484	2,291	2172	748	838	1217	1320	1242	1870	1987	1679	2129
Gems & Jewellery	3,679	4,847	3,973	3139	883	954	1700	1934	2612	3750	4144	3426	4445
Paper	703	703	712	615	234	402	649	578	465	519	377	493	578
Legal	3,695	3,606	4,252	2716	1257	1083	2039	2241	1811	2407	2226	2116	2434
Tyres	905	920	1,079	787	153	178	475	519	371	552	460	567	401
Fertilizers/Pesticides	2,033	1,989	1,713	1440	874	846	1380	1751	1781	1748	1855	1901	1959
Security/Law Enforcement	3,319	3,392	3,374	2376	225	707	1669	1796	1886	1968	2322	1500	2104
Defence/Government	2,215	2,192	1,397	1516	723	1562	2770	3172	2239	2603	2845	1856	1796

# ANNEXURE FUNCTIONAL AREA

Functional*	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20
IT-Software	2803	3025	3145	2733	1642	1388	1674	1763	1969	2416	2462	2718	2982
Sales / BD	2556	2820	2890	2044	851	863	1147	1189	1280	1731	1837	1623	1945
ITES / BPO / KPO / Customer Service	2852	3051	3051	2907	1325	1153	1679	1673	1986	2452	2482	2220	2431
Production / Maintenance / Quality	1276	1372	1409	1090	359	486	785	831	909	1168	1038	866	1081
Accounts / Finance / Tax / CS / Audit	1515	1658	1742	1361	561	568	806	835	921	1169	1246	1104	1258
HR / Administration / IR	2018	2158	2206	1596	558	570	747	756	892	1260	1236	1292	1580
Site Engineering / Project Management	633	713	649	457	186	206	291	364	385	463	467	444	552
Marketing / Advertising / MR / PR	1697	1822	1656	1265	553	658	822	858	1030	1241	1241	1194	1384
Banking / Insurance	1278	1488	1258	1111	524	526	648	1027	1111	1404	1294	1239	1463
Engineering Design / R&D	832	973	960	701	398	381	507	606	548	708	718	635	802
Purchase / Logistics / Supply Chain	1152	1196	1127	920	407	475	695	809	937	1160	1095	959	1177
Secretary / Front Office / Data Entry	1155	1062	1137	813	169	263	435	505	536	773	716	683	875
IT- Hardware / Telecom / Technical	1609	1491	1541	1340	677	665	906	1216	1228	1843	1503	1434	1458
Teaching / Education	3720	4589	4270	3924	1686	1402	2093	1802	2060	2683	2160	2027	2572
Pharma / Biotech / Healthcare	5412	5644	6137	4866	2442	3636	4953	5183	5968	5648	5079	5093	6178
Hotels / Restaurants	2531	2541	2528	1407	300	272	697	534	538	659	841	762	864
Top Management	822	828	681	628	512	476	596	536	581	729	575	942	738
Architecture / Interior Design	1239	1618	1191	864	452	531	638	687	778	985	979	913	1066
Export / Import / Merchandising	1155	1258	1205	986	316	414	762	895	1209	1000	1167	1053	1264
Corporate Planning / Consulting	1445	1460	1438	1097	619	623	840	783	1010	1265	1342	1134	1502
Legal	1865	1840	2007	1438	652	644	918	917	970	1265	1177	1190	1400
Web / Graphic Design / Visualiser	3513	3795	3960	2857	1226	1749	2066	2373	3080	3241	3780	3471	4047
Content / Journalism	3207	3358	3423	2763	1237	1481	1936	1726	2188	2394	2604	2438	2604
Ticketing / Travel / Airlines	4234	5024	4588	1759	207	279	517	721	732	1203	1622	795	1164
Fashion / Garments / Merchandising	1288	1399	1465	764	199	152	410	402	641	898	968	952	1463
Guards / Security Services	1765	1796	1461	1051	316	531	1065	857	949	1339	1122	833	1326
TV / Films / Production	1926	2302	1536	1126	674	816	1097	1567	865	1148	1339	1097	1094
Packaging	1306	1651	1649	1215	1462	889	1068	1161	1106	1462	1179	1143	1215

# ANNEXURE CITES

Cities*	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20
Delhi / NCR	2313	2360	2278	1818	804	820	1068	1170	1338	1598	1628	1643	1908
Mumbai	1740	1928	1936	1621	807	640	781	846	951	1175	1221	1192	1311
Bengaluru / Bangalore	2191	2455	2513	2256	1202	1060	1278	1228	1501	1709	1847	2025	2161
Chennai	1691	1748	1918	1494	742	698	854	892	1037	1291	1372	1442	1562
Hyderabad / Secunderabad	2561	2659	2785	2215	1156	1048	1382	1396	1597	1976	2026	2229	2433
Pune	2707	2895	3074	2589	1307	1026	1467	1417	1770	2226	2213	2230	2642
Kolkata	2799	2676	2849	2269	1075	856	1491	1431	1817	2178	2094	2122	2427
Ahmedabad	3493	3467	3545	2809	1311	1304	1700	1783	1936	2598	2436	2150	2576
Chandigarh	1740	2140	2112	1570	784	881	1329	1512	1636	2274	1852	1920	1877
Ernakulam / Kochi / Cochin	4160	4466	4809	2934	1325	1768	2591	2589	2768	3447	3769	3468	3997
Vadodara / Baroda	3603	2684	3014	2494	1051	1091	1348	1824	1769	2271	2063	1959	1988
Coimbatore	3144	3219	3137	2614	1025	1403	1640	1740	1550	1965	2058	1982	2580
Jaipur	3429	3823	3840	3091	1633	1553	2231	3124	2999	4090	2765	3035	3484