

# A REPORT ON **HIRING ACTIVITY** IN INDIA

by: Location, Industry and Experience



# TABLE OF CONTENTS

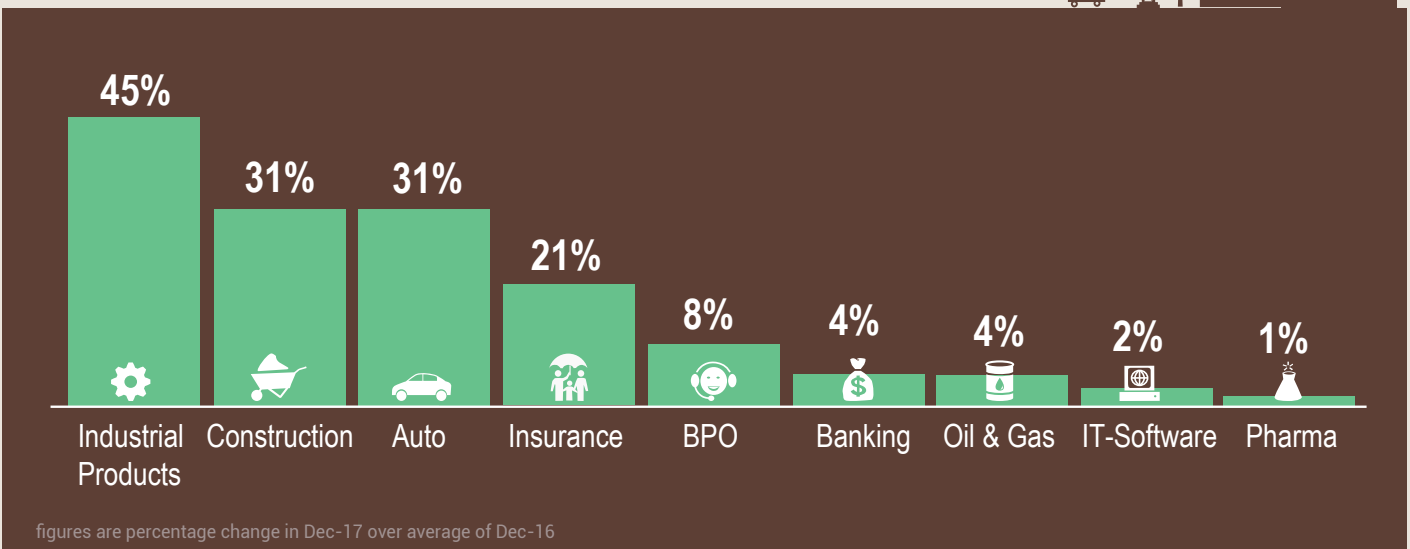
Executive Summary.....	4
Sectoral Analysis .....	5
Functional Area Analysis .....	6
City based scenario .....	7
Work Experience based analysis ....	8
Methodology .....	9
Annexure .....	10-12



# Naukri JobSpeak Report: Overall Job Market Registers a 10% growth in Hiring During Dec' 17 When Compared to Dec'16

- Industrial Products/Heavy Machinery recorded a growth of 45% in hiring in Dec 2017 over Dec 2016
- Major metro cities saw growth in jobs

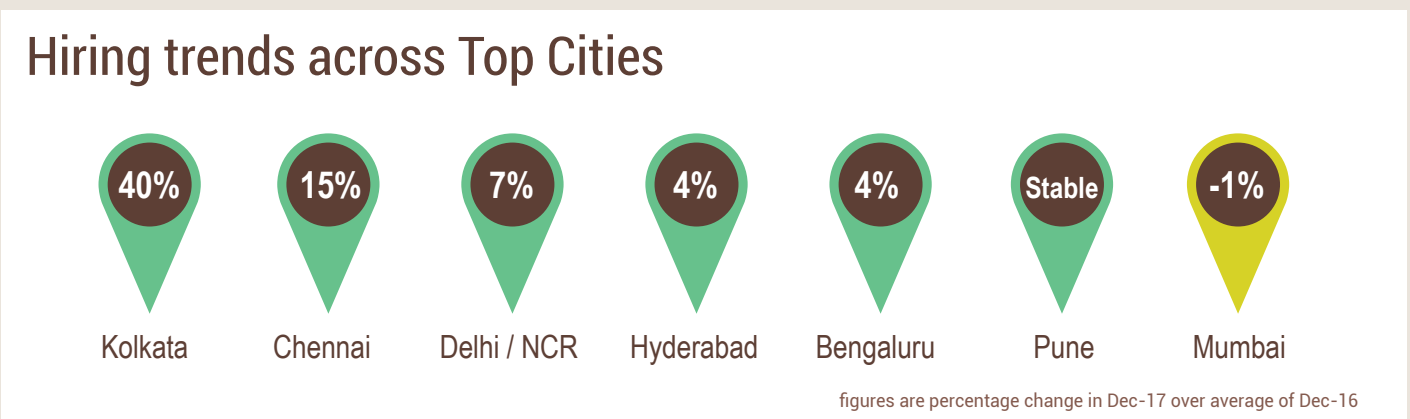
## Hiring trends across top industry sectors



## Hiring trends across functional areas



## Hiring trends across Top Cities

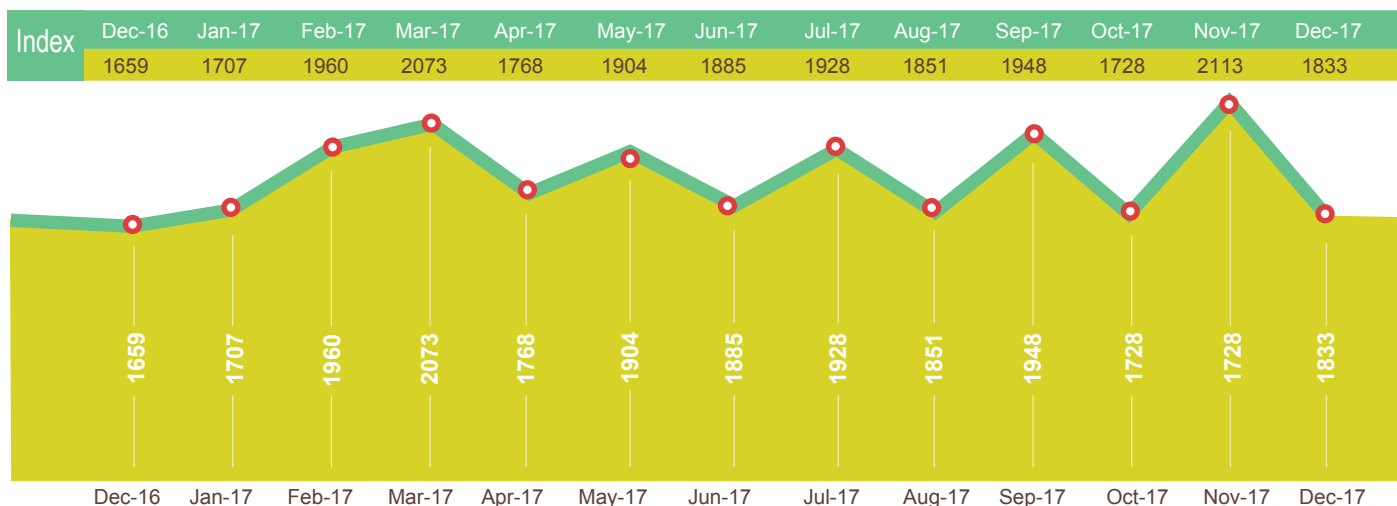


# OVERALL JOB INDEX

**New Delhi, 11 January, 2018:** The Naukri JobSpeak Index for December'17 at 1,833 saw a 10% growth from December'16, indicating signs of recovery in the job market. Key industries like, Production/Maintenance, Auto saw a growth of 42% and 31% respectively in December'17 when compared with December'16.

**Commenting on the report, V. Suresh, Chief Sales Officer, Naukri.com** said, *"The Job market continues to sustain the momentum gained in November. The Jobspeak index has witnessed a 10% YOY growth in December. Non- IT sectors like Industrial Products, Construction, Engineering, Auto and BFSI have led the growth for the past few months. We could expect the job market to be volatile for the next few more months before it heads north again."*

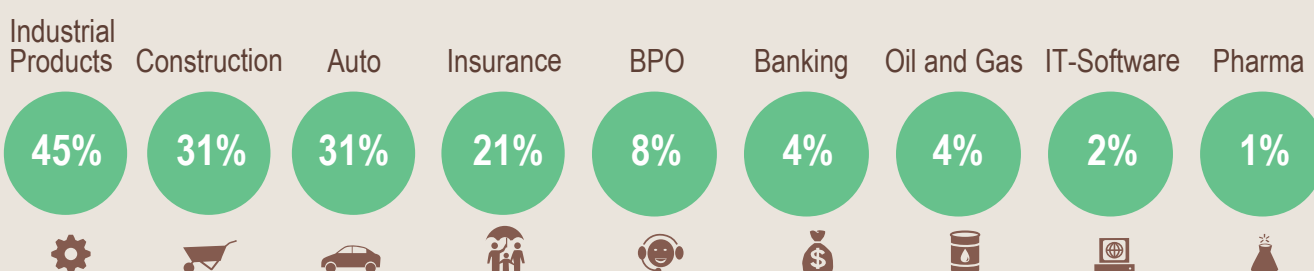
## Overall Hiring Trends



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

# SECTORAL ANALYSIS

## Hiring trends across top industry sectors



figures are percentage change in Dec-17 over average of Dec-16

### Industry-wise Analysis:

- Jobs in Construction/Engineering sector saw a growth of 31% while jobs in Banking/ Financial services grew by 4% in December'17 over December'16.
- In the same time period jobs in Auto and Insurance sector saw a 31% and 21% growth in hiring respectively.
- Jobs in BPO went up by 8% in December'17 when compared to December'16. IT & Software services recorded a YOY growth of 2%.

Industry	Jul 08	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17	Oct-17	Nov-17	Dec-17
IT- Software	↑1000	↓2265	↑2393	↓2600	↑2819	↓2123	↑2357	↓2363	↑2543	↓2269	↓2409	↑2144	↑2646	↑2318
BPO and ITeS	↑1000	↓1505	↑1572	↑1894	↑1791	↓1703	↓1702	↓1842	↓1753	↑1869	↓1869	↑1599	↑1922	↑1628
Construction and Engineering	↑1000	↓552	↓610	↑697	↑702	↓655	↑728	↑694	↑681	↑745	↑755	↑684	↑847	↑725
Auto and Auto Ancillary	↑1000	↓913	↑1007	↑1249	↑1193	↓1049	↑1256	↑1220	↑1218	↑1208	↑1199	↑1148	↑1473	↑1196
Banking and Financial Services	↑1000	↓2406	↓2068	↑2717	↑3036	↓2697	↑2741	↑2637	↑2755	↑2943	↑3100	↑2545	↑3115	↑2499
Oil and Gas	↑1000	↓627	↓571	↓682	↑928	↓727	↓711	↑730	↑739	↓619	↓667	↑636	↑838	↑650
Telecom	↑1000	↓656	↓630	↓709	↑784	↓672	↑730	↓685	↓660	↓559	↓640	↓704	↓617	↓491
Insurance	↑1000	↓747	↑793	↑843	↑944	↓777	↑837	↓832	↑975	↓799	↓923	↑821	↑990	↑948
Capital Goods	↑1000	↓703	↑827	↑949	↑979	↓791	↑995	↑885	↑917	↑894	↑947	↑781	↑1013	↑1022
Pharma & Biotech	↑1000	↓1788	↑1785	↓1955	↑2016	↓1788	↑1966	↓1911	↓1871	↓1679	↓1802	↓1656	↓1913	↑1813

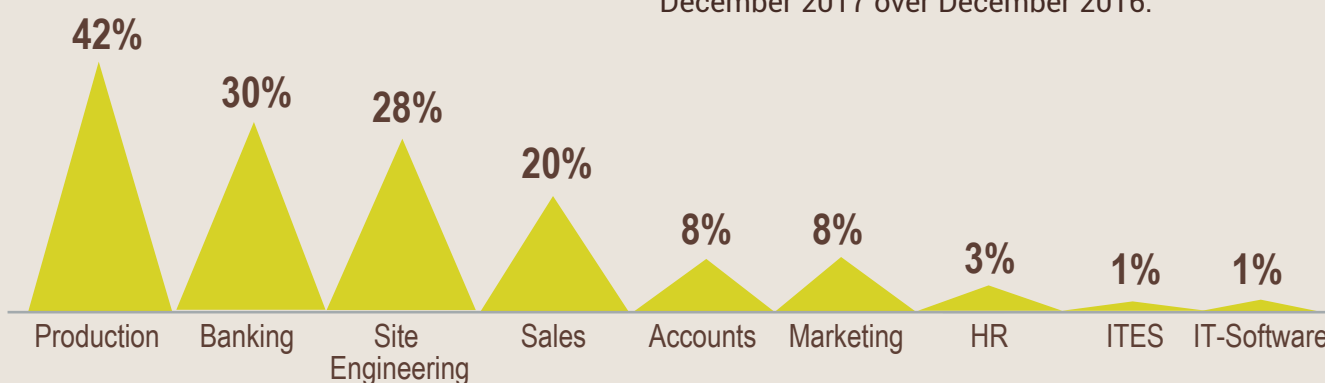
No. of new jobs posted in July '08 for each industry was scaled to 1000; all months have been compared with previous column

# FUNCTIONAL AREA ANALYSIS

## Hiring trends across functional areas

### Functional Area Analysis:

- Site Engineering and Sales jobs saw a 28% and 20% growth respectively during December 2017.
- Accounts/Finance & Marketing/Advertising jobs recorded 8% rise in December 2017 when compared to December 2016.
- Banking/Insurance roles saw a 30% growth in December 2017 over December 2016.



figures are percentage change in Dec-17 over average of Dec-16

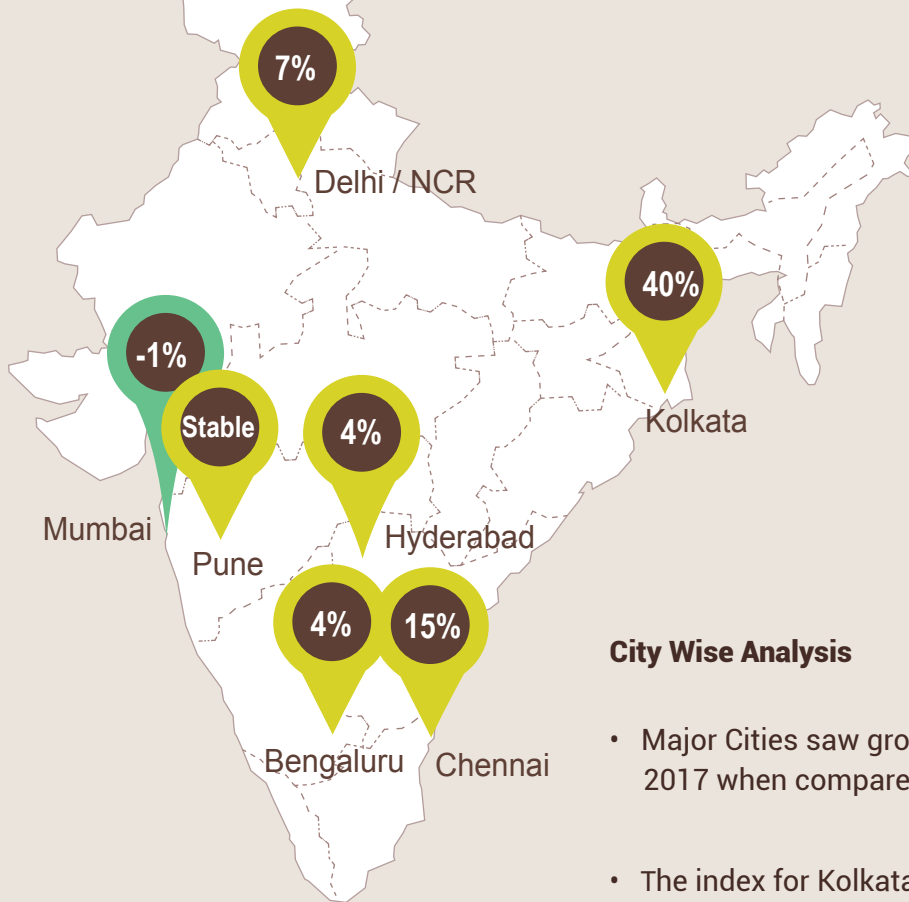
Functional Area	Jul 08	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17	Oct-17	Nov-17	Dec-17
IT-Software	↑1000	↓2191	↓2238	↓2502	↑2842	↓2114	↑2349	↓2333	↑2506	↓2264	↓2380	↑2107	↑2562	↑2215
Sales & Business Development	↑1000	↓1779	↓1884	↑2147	↑2164	↓2060	↑2204	↓2126	↑2231	↑2097	↑2229	↑1839	↑2376	↑2130
ITES and BPO	↑1000	↓2214	↑2232	↑2680	↓2532	↓2335	↑2377	↓2489	↓2388	↑2587	↓2558	↑2174	↑2591	↑2232
Production and Maintenance	↑1000	↓915	↓952	↑1188	↑1207	↓1101	↑1225	↓1175	↓1173	↓1139	↑1256	↑1143	↑1433	↑1303
Accounts and Finance	↑1000	↓1251	↓1233	↓1362	↑1541	↓1359	↑1436	↓1451	↑1494	↑1470	↑1605	↑1360	↑1698	↑1353
HR & Administration	↑1000	↓1665	↓1731	↓1824	↓1876	↓1622	↑1718	↓1593	↓1613	↑1618	↑1710	↑1554	↑1872	↑1707
Project Management	↑1000	↓475	↓492	↓558	↓620	↓551	↑619	↑585	↑584	↑569	↑623	↑559	↑666	↑608
Marketing and Advertising	↑1000	↓1353	↓1399	↑1542	↑1649	↓1411	↓1373	↓1478	↑1540	↑1450	↑1547	↑1385	↑1720	↑1459
Banking and Insurance	↑1000	↓973	↑994	↑1332	↑1514	↑1224	↑1255	↑1282	↑1345	↑1221	↓1403	↑1229	↑1444	↑1267
Engineering Design	↑1000	↓746	↓727	↑862	↓944	↓782	↑981	↑898	↑808	↑805	↑801	↑1172	↑1076	↑1015

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



figures are percentage change in Dec-17 over average of Dec-16

### City Wise Analysis

- Major Cities saw growth in jobs in December 2017 when compared to December 2016.
- The index for Kolkata, Chennai, Delhi NCR, Bangalore grew by 40%,15%,7% and 4% respectively.
- Hiring sector in Mumbai remained flat in December 2017 when compared to December 2016.

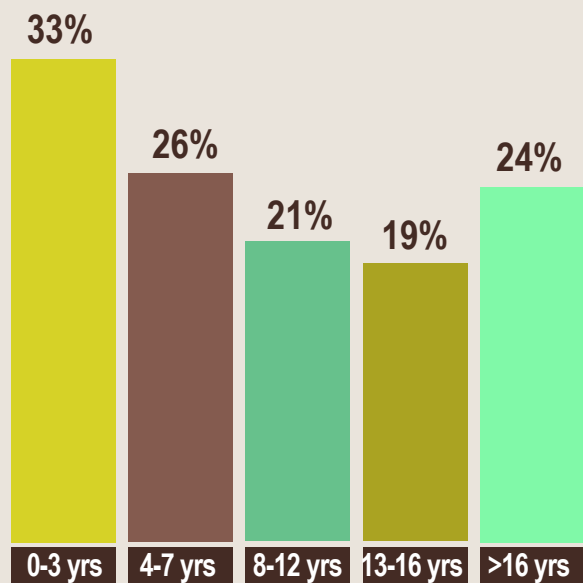
City*	Jul '08	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17	Oct-17	Nov-17	Dec-17
Delhi-NCR	↑ 1000	↓ 1772	↓ 1773	↑ 2123	↓ 2185	↓ 1880	↑ 2014	↓ 2103	↑ 1994	↑ 2037	↓ 2070	↑ 1742	↑ 2187	↑ 2187
Mumbai	↑ 1000	↓ 1534	↓ 1419	↓ 1621	↓ 1743	↓ 1571	↑ 1595	↓ 1637	↑ 1653	↑ 1516	↑ 1713	↑ 1513	↑ 1826	↓ 1826
Bangalore	↑ 1000	↓ 2020	↓ 2003	↓ 2240	↓ 2349	↓ 1942	↑ 2202	↓ 2125	↑ 2229	↓ 2068	↑ 2145	↑ 1976	↑ 2201	↑ 2201
Chennai	↑ 1000	↓ 1277	↑ 1480	↓ 1639	↓ 1741	↓ 1392	↑ 1534	↓ 1573	↓ 1603	↑ 1544	↑ 1601	↑ 1446	↑ 1647	↑ 1647
Hyderabad	↑ 1000	↓ 1939	↑ 1995	↑ 2347	↓ 2483	↓ 1998	↑ 2096	↓ 2099	↑ 2112	↑ 2088	↑ 2141	↑ 1989	↑ 2384	↑ 2384
Pune	↑ 1000	↓ 2063	↑ 2237	↑ 2332	↓ 2596	↓ 2110	↑ 2366	↓ 2256	↑ 2397	↓ 2042	↑ 2137	↑ 1875	↑ 2374	↑ 2374
Kolkata	↑ 1000	↓ 1456	↑ 1528	↑ 1774	↑ 2046	↑ 1811	↑ 1815	↑ 1858	↑ 2002	↑ 1879	↑ 1863	↑ 1825	↑ 2246	↑ 2246

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

## Experience Buckets

- Jobs for entry level job seekers having 0-3 years of experience and 4-7 years' of experience increased by 33% & 26% respectively in December'17 as compared to December'16.
- Hiring for roles with experience requirement of 8-12 years' & 13-16 years' witnessed a 21% & 19% growth in hiring in the same period .
- Hiring for senior management roles with experience requirement of 16+ years grew by 24%.



figures are percentage change in Dec-17 over average of Dec-16



# 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. Info Edge was the first internet Company to be listed in India. The site enjoys a traffic share of 71% as per Similarweb. Naukri.com is a recruitment platform that provides hiring-related services to corporates/ recruiters, placement agencies and to job seekers in India and overseas. It offers multiple products like Resume Database Access, listings and Response Management Tools. With more than 4,20,000 jobs live at any point and over 56 million CVs, Naukri.com serviced over 65,000 corporate clients in 2016-2017. The company operates 56 offices in 42 cities in India and overseas offices in Dubai, Riyadh, Abu Dhabi and Bahrain.

The index has been calculated based on job listings added to the site month on month. July 2008 has been taken as the base month with a score of 1,000 and the subsequent monthly index is compared with data for July 2008. Data has been sourced from Naukri.com and it reflects of job listings and therefore hiring trends on the site. Jobs have been categorized by location, functional area, industry, experience bucket. The index has been analyzed across Cities/ Functional Area / Industry verticals. The report (produced monthly) will show hiring trends across industry sectors, geography and functional areas. More than 65,000 national and international clients use Naukri.com, leading to high reliability of data.


### *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-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17	Oct-17	Nov-17	Dec-17
IT-Software/Software Services	2265	2393	2600	2819	2123	2357	2363	2543	2269	2409	2144	2646	2318
BPO/ITES/CRM/Transcription	1505	1572	1894	1791	1703	1702	1842	1753	1869	1869	1599	1922	1628
Construction/Engineering/Cement/Metals	552	610	697	702	655	728	694	681	745	755	684	847	725
Auto/Auto Ancillary	913	1007	1249	1193	1049	1256	1220	1218	1208	1199	1148	1473	1196
Banking/Financial Services/Broking	2406	2068	2717	3036	2697	2741	2637	2755	2943	3100	2545	3115	2499
Oil and Gas/Power/Infrastructure/Energy	627	571	682	928	727	711	730	739	619	667	636	838	650
Telcom/ISP	656	630	709	784	672	730	685	660	559	640	704	617	491
Insurance	747	793	843	944	777	837	832	975	799	923	821	990	948
Industrial Products/Heavy Machinery	703	827	949	979	791	995	885	917	894	947	781	1013	1022
Pharma/Biotech/Clinical Research	1788	1785	1955	2016	1788	1966	1911	1871	1679	1802	1656	1913	1813
Hotels/Restaurants/Airlines/Travel	1985	1955	2130	2339	2341	2247	2044	2085	2177	2256	2243	2670	2173
FMCG/Foods/Beverage	1339	1452	1665	1710	1528	1576	1645	1576	1524	1622	1434	1713	1642
Chemicals/PetroChemical/Plastic/Rubber	922	955	1306	1149	1184	1256	1133	1075	1062	1050	1014	1317	1149
Education/Teaching/Training	2347	2646	3197	3299	2995	2759	2992	2983	2951	3073	2600	3488	3049
IT-Hardware & Networking	1076	939	1362	1191	960	1072	1052	1070	998	1310	869	1172	886
Retailing	1051	1221	1200	1224	1288	1363	1333	1426	1437	1385	1251	1558	1346
Media/Dotcom/Entertainment	1014	1002	1055	1166	1077	1150	1145	1128	1131	1107	936	1182	979
Medical/Healthcare/Hospital	3007	3230	3850	4253	3860	4606	4594	4147	4433	4499	4116	4806	4371
Real Estate/Property	1337	1504	1768	1820	1781	2033	2024	2024	2046	2094	1903	2102	1969
Recruitment/Employment Firm	3783	3106	3495	3863	3871	4291	3631	3645	3415	3248	2308	3730	3425
Consumer Durables	916	868	1081	1441	1092	1273	1102	1015	1057	1132	977	1205	1216
Accounting/Taxation/Finance	2287	2029	2484	3446	2551	2720	2525	2696	2489	2715	2271	2705	2732
Advertising/PR/MR/Events	1645	1946	2208	2567	2273	2108	2248	2512	2213	2537	2240	2562	2361
Textiles/Garments/Accessories	2046	2266	2247	2215	2291	2339	2318	1999	2018	1950	1638	2307	1938
Semiconductors/Electronics	882	1079	1543	1573	1168	1388	1457	1318	1541	1546	3332	2294	2032
Courier/Transportation/Freight	1181	1677	1831	1596	1634	1562	1639	1599	1770	1740	1592	1991	1741
Architecture/Interior Designing	1179	1245	1688	1525	1404	1530	1358	1466	1477	1304	1231	1710	1339
Export/Import	891	1148	1186	1080	1199	1186	1116	968	1025	1210	836	1332	1097
Printing/Packaging	1204	1268	1439	1348	1402	1325	1426	1357	1520	1346	1229	1578	1188
Shipping/Marine	608	579	657	709	694	794	610	801	716	767	605	928	679
Agriculture/Dairy	1259	1315	1389	1413	1345	1730	1311	1348	1203	1547	1460	1629	1465
Office Equipment/Automation	623	772	816	831	741	787	721	846	846	808	742	935	712
Fresher/Trainee	1091	1098	1388	1506	1618	1529	1442	1803	1373	1334	1514	1879	1506
NGO/Social Services	2356	2385	2420	2882	2119	1817	1819	2938	2513	2999	2080	2897	2002
Gems & Jewellery	1896	2449	2405	2411	2946	2474	2635	2587	3202	3477	2587	4048	3077
Paper	603	565	501	628	596	640	869	640	490	610	553	662	377
Legal	2345	2182	2152	2656	2607	2315	2714	2894	2330	2576	2434	3910	3235
Tyres	549	490	855	1009	552	1128	813	697	1039	721	594	767	920
Fertilizers/Pesticides	1558	1662	1873	1914	1733	1529	1978	1588	2107	1809	2345	1886	1469
Security/Law Enforcement	2031	1941	2791	2213	2661	2630	1968	2521	2285	2418	2449	2681	2195
Defence/Government	1003	1469	1420	1073	891	1399	1446	1189	1096	1663	1073	1614	1213

\*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*	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17	Oct-17	Nov-17	Dec-17
IT-Software	2191	2238	2502	2842	2114	2349	2333	2506	2264	2380	2107	2562	2215
Sales / BD	1779	1884	2147	2164	2060	2204	2126	2231	2097	2229	1839	2376	2130
ITES / BPO / KPO / Customer Service / Op	2214	2232	2680	2532	2335	2377	2489	2388	2587	2558	2174	2591	2232
Production / Maintenance / Quality	915	952	1188	1207	1101	1225	1175	1173	1139	1256	1143	1433	1303
Accounts / Finance / Tax / CS / Audit	1251	1233	1362	1541	1359	1436	1451	1494	1470	1605	1360	1698	1353
HR / Administration / IR	1665	1731	1824	1876	1622	1718	1593	1613	1618	1710	1554	1872	1707
Site Engineering / Project Management	475	492	558	620	551	619	585	584	569	623	559	666	608
Marketing / Advertising / MR / PR	1353	1399	1542	1649	1411	1373	1478	1540	1450	1547	1385	1720	1459
Banking / Insurance	973	994	1332	1514	1224	1255	1282	1345	1221	1403	1229	1444	1267
Engineering Design / R&D	746	727	862	944	782	981	898	808	805	801	1172	1076	1015
Purchase / Logistics / Supply Chain	797	834	944	1014	922	1029	975	1032	986	979	898	1120	1000
Secretary / Front Office / Data Entry	795	819	962	968	931	925	926	889	893	901	826	1078	927
IT- Hardware / Telecom / Technical Staff / S	1155	1228	1372	1322	1202	1286	1275	1234	1172	1197	1074	1219	1156
Teaching / Education	2411	2885	3566	3775	3193	2868	3301	3090	3069	3121	2585	3546	3135
Pharma / Biotech / Healthcare / Medical / P	3144	3282	4018	4069	4080	5090	4814	4394	4591	4538	4334	5059	4683
Hotels / Restaurants	2745	2559	2965	3085	2774	2924	2624	2373	2551	2743	2406	2978	2538
Top Management	672	612	731	760	582	830	733	723	983	948	799	777	752
Architecture / Interior Design	816	1049	1324	1157	1025	1176	1062	1063	1027	925	823	1186	931
Export / Import / Merchandising	1179	1242	1319	1282	1221	1403	1225	1122	1239	1146	1034	1365	1058
Corporate Planning / Consulting	1409	1406	2212	1850	1424	1729	1752	1560	1563	1952	1784	1706	1569
Legal	1739	1582	1769	2012	1628	1720	1735	1811	1664	1810	1579	2115	1632
Web / Graphic Design / Visualiser	2976	2898	3483	3698	3238	3212	3260	3331	3174	3393	2970	3698	2948
Content / Journalism	2546	2577	2814	2900	2365	2561	2538	2865	2892	3121	2348	2976	2317
Ticketing / Travel / Airlines	2428	2696	2787	3033	3934	3323	3042	3275	3955	4141	4060	4560	3828
Fashion / Garments / Merchandising	1586	1784	2085	1918	2042	2145	1783	1545	1737	1452	1370	2048	1580
Guards / Security Services	1245	1214	1209	1347	980	969	949	1265	1235	1265	908	1392	1061
TV / Films / Production	1371	1339	1536	1632	1198	1355	1265	1192	1649	1316	1094	1502	1518
Packaging	979	1034	1045	1233	1163	1360	1143	1179	1179	938	943	1518	907

\*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*	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17	Oct-17	Nov-17	Dec-17
Delhi / NCR	1772	1773	2123	2185	1880	2014	2103	1994	2037	2070	1742	2187	1893
Mumbai	1534	1419	1621	1743	1571	1595	1637	1653	1516	1713	1513	1826	1524
Bengaluru / Bangalore	2020	2003	2240	2349	1942	2202	2125	2229	2068	2145	1976	2201	2107
Chennai	1277	1480	1639	1741	1392	1534	1573	1603	1544	1601	1446	1647	1465
Hyderabad / Secunderabad	1939	1995	2347	2483	1998	2096	2099	2112	2088	2141	1989	2384	2021
Pune	2063	2237	2332	2596	2110	2366	2256	2397	2042	2137	1875	2374	2069
Kolkata	1456	1528	1774	2046	1811	1815	1858	2002	1879	1863	1825	2246	2044
Ahmedabad	2111	2265	2642	2754	2631	2422	2421	2444	2501	2878	2301	2886	2686
Chandigarh	1281	1326	1592	1729	1781	1672	1483	1489	1536	1657	1274	1727	1454
Ernakulam / Kochi / Cochin	2310	2349	2414	3079	2493	2619	2515	3013	2405	2394	2582	3263	2972
Vadodara / Baroda	1604	1620	1735	1914	1798	2036	1827	2050	1883	2450	1956	2508	2767
Coimbatore	1396	1679	1846	2270	1694	2076	1857	2033	1955	2066	1873	2391	2461
Jaipur	2690	2666	3242	3038	2797	3086	3434	3016	3094	3237	2737	3453	2930

\*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