

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 DECEMBER 2019

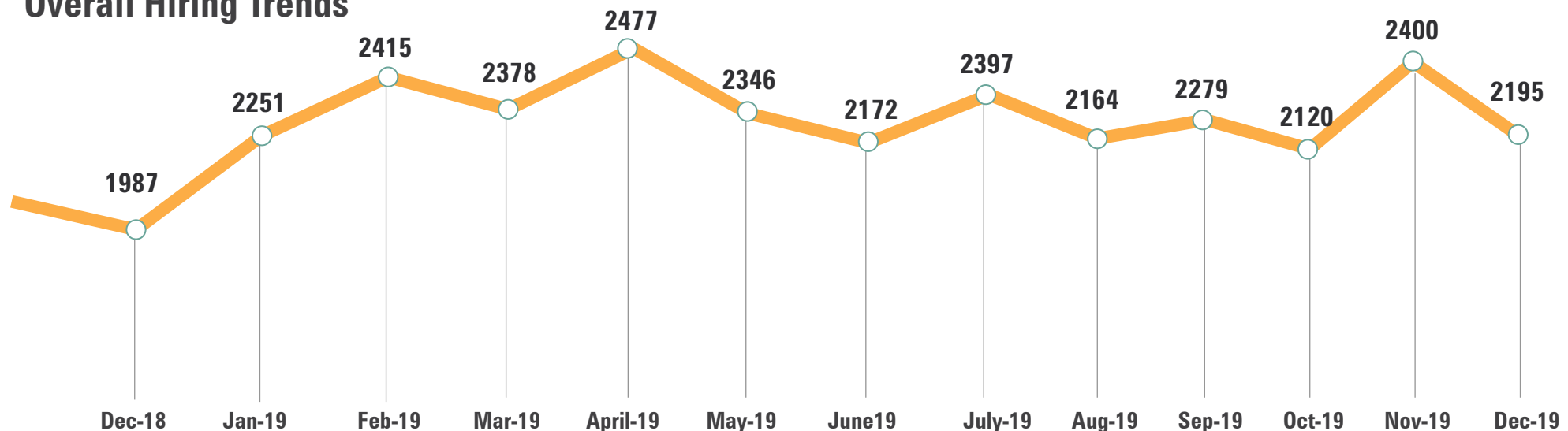
The Naukri JobSpeak Index for December 2019 (2,195), marked a 10% rise in hiring activity as compared to December 2018 (1,987).

The major contributors to this growth were industries like BPO (27%) Pharma (18%) and IT – Software (18%). Demand for job roles in ITES/ BPO (31%) and Accounts (16%) also led to this overall uptick in hiring. Amongst cities, Hyderabad (27%), Pune (14%) and Delhi (11%) led the way in terms of growth in hiring. Demand for entry-level professionals (0-3 years exp.) and senior-level executives (4-7 years exp.) grew by 16% and 12% respectively.

Commenting on the report, **Pawan Goyal, Chief Business Officer, Naukri.com** said,

“The year ended on a positive note, with a 10% increase in overall hiring. Hyderabad and Bangalore have been posting consistent growth in hiring over the last six months and if we look at the year as a whole IT – Software has seen a growth of 28 % compared to the year before . The year gone by has seen growth in jobs and we are cautiously optimistic going forward.”

Overall Hiring Trends



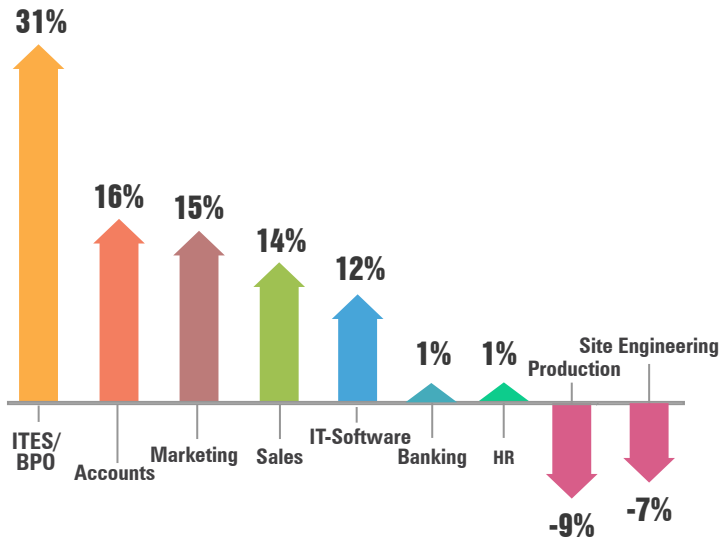
2008 was scaled to 1000. Index for subsequent months is relative to Jul 08.

KEY HIGHLIGHTS



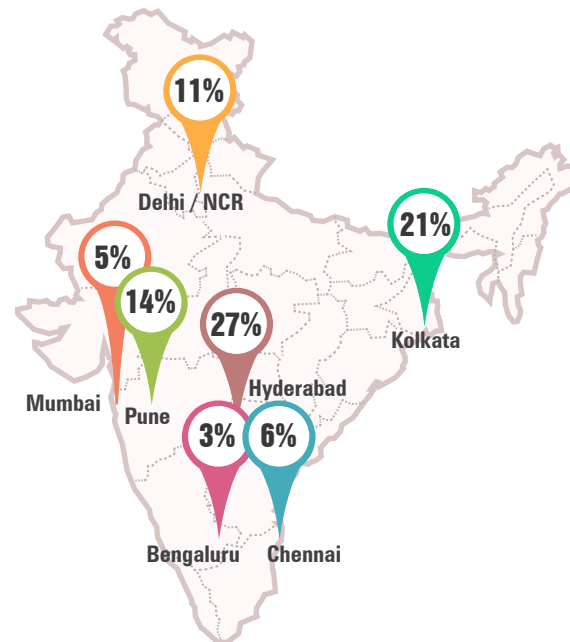
Figures are percentage change in Dec-19 over average of Dec-18

Hiring across Functional Areas



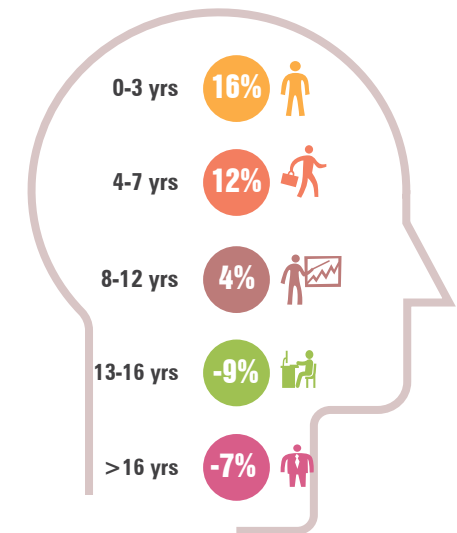
Figures are percentage change in Dec-19 over average of Dec-18

Hiring across Cities



Figures are percentage change in Dec-19 over average of Dec-18

Hiring across Experience Levels



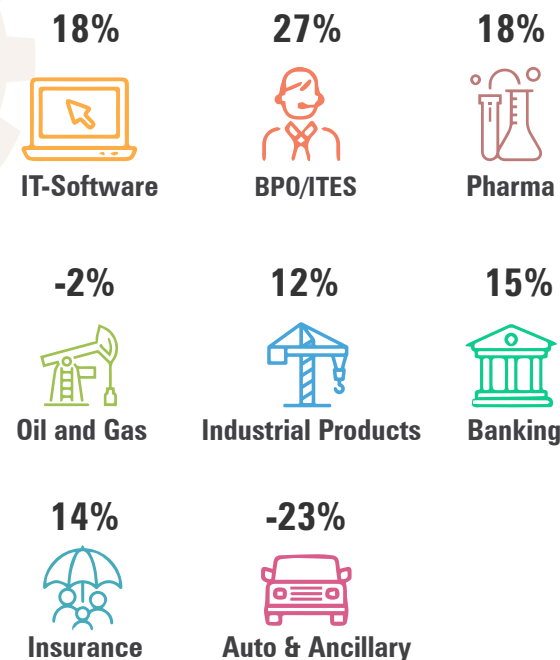
Figures are percentage change in Dec-19 over average of Dec-18

SECTORAL ANALYSIS

Hiring trends across top industry

Industry-wise Analysis:

- Demand for professionals from the BPO & IT - Software industry grew by 27% & 18%.
- Industries like Accounting/Taxation & Banking grew by 23% & 15% each.
- Other industries that showed growth in hiring activity during the month of December 2019 were - Insurance (14%), Industrial Products (12%) and Telecom (8%).
- Construction industry remained flat.
- However, industries like Oil & Gas (-2%) and Hotels/Hospitality (-3%) witnessed a dip.



Figures are percentage change in Dec-19 over average of Dec-18

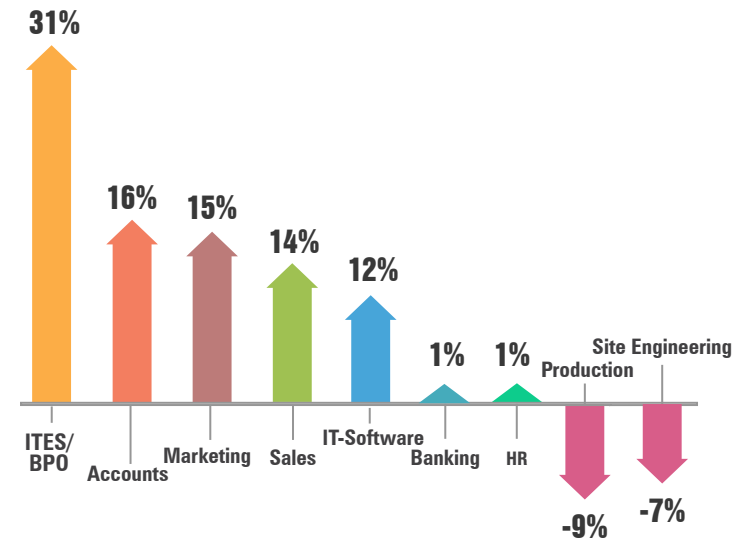
Industry*	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19
IT-Software/Software Services	2646	3068	3367	3401	3530	3178	3048	3405	3027	3497	3300	3578	3133
BPO/ITES/CRM/Transcription	1672	1936	2073	2172	2294	2237	2,31	2286	2068	2375	2062	2421	2120
Construction/Engineering/Cement/Metals	859	798	965	948	1023	889	809	850	782	913	727	973	862
Auto/Auto Ancillary	1486	1709	1587	1464	1500	1372	1255	1316	1285	1335	1057	1285	1151
Banking/Financial Services/Broking	2353	2954	2767	2703	2968	2845	2621	2811	2388	2686	2358	2848	2701
Oil and Gas/Power/Infrastructure/Energy	724	787	812	759	880	755	725	825	768	740	643	774	712
Telcom/ISP	542	524	557	603	616	737	554	612	556	602	569	581	586
Insurance	1006	1299	1692	1055	1091	1047	1170	1340	1105	1083	930	1215	1147
Industrial Products/Heavy Machinery	1004	978	1106	1038	1126	1163	1070	1120	1094	1017	983	1240	1127
Pharma/Biotech/Clinical Research	1620	1950	2040	1953	2233	2174	1977	2138	1804	1870	1591	1827	1905

FUNCTIONAL AREA ANALYSIS

Hiring trends across functional areas

Functional Area Analysis:

- Recruitment activities for professionals in the BPO domain witnessed substantial gains recording a growth of 31%.
- Functional roles in IT - Hardware & Accounts also witnessed a 16% growth in hiring.
- Other functional areas that observed a rise in demand were Marketing & Advertisement (15%), Sales & Business Development (14%) and IT - Software (12%).



Figures are percentage change in Dec-19 over average of Dec-18

Functional Area*	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19
IT-Software	2511	2948	3153	3239	3335	2925	2819	3163	2735	3236	2989	3267	2803
Sales / BD	2238	2569	2775	2560	2720	2798	2590	2786	2550	2571	2274	2743	2556
ITES / BPO / KPO / Customer Service	2177	2611	2799	2876	2865	2841	2703	3021	2741	3028	2837	3263	2852
Production / Maintenance / Quality	1397	1379	1410	1392	1483	1348	1256	1329	1252	1449	1132	1400	1276
Accounts / Finance / Tax / CS / Audit	1310	1453	1552	1522	1764	1772	1527	1631	1503	1585	1466	1772	1515
HR / Administration / IR	2006	2329	2411	2239	2527	2630	2235	2188	1945	2043	1911	2186	2018
Site Engineering / Project Management	682	648	740	675	793	608	559	643	634	633	556	722	633
Marketing / Advertising / MR / PR	1480	1702	1880	1875	1769	1665	1501	1759	1652	1629	1486	1859	1697
Banking / Insurance	1267	1485	1493	1444	1294	1174	1202	1341	1139	1441	1175	1320	1278
Engineering Design / R&D	926	1001	1089	983	1125	1041	939	1071	988	930	768	1004	832

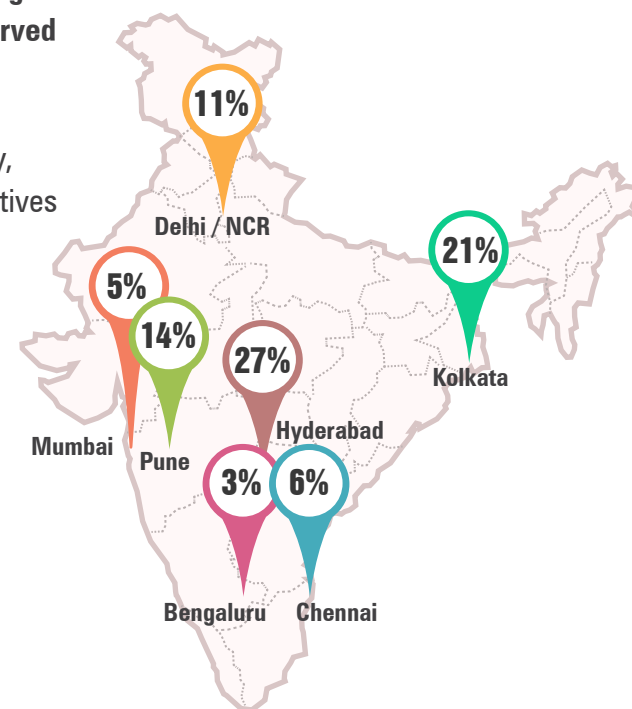
CITY BASED HIRING SCENARIO

City Wise Analysis

Recruitment across cities was largely positive during the month of December'19 with Hyderabad witnessing a significant increase of 27% YoY, followed by Pune with an increase of 14%. Some of the hiring trends observed across cities are as follows -

- Hyderabad:** Hiring in Hyderabad increased by 27%. IT – Hardware (79%) and IT - Software (42%) lead the way, while Banking witnessed an increase of 35%. Hiring for entry-level executives (0-3 years) and mid-level executives (4-7 years) also grew by 39% and 36% respectively.
- Pune:** The city saw a 14% rise in recruitment activity. IT – Software, FMCG and BPO recorded growth rates of 8%, 33% and 11% respectively. Amongst experience bands, Pune mirrored the trends prevalent nationally, with growth across entry-level executive (10%), senior-level executive (8%) and mid-management (6%) hiring while witnessing dips across senior management (-5%) and leadership (-10%) hiring.
- Delhi/NCR:** Hiring activity in the capital city witnessed an increase of 11% primarily led by hiring in the BPO sector (21%). Other industries that witnessed an uptick in hiring were IT - Software (14%) & Accounting (8%). Demand for job roles across ITES & Pharma increased by 22% and 20% respectively.

Distribution of Jobs across Roles



Figures are percentage change in Dec-19 over average of Dec-18

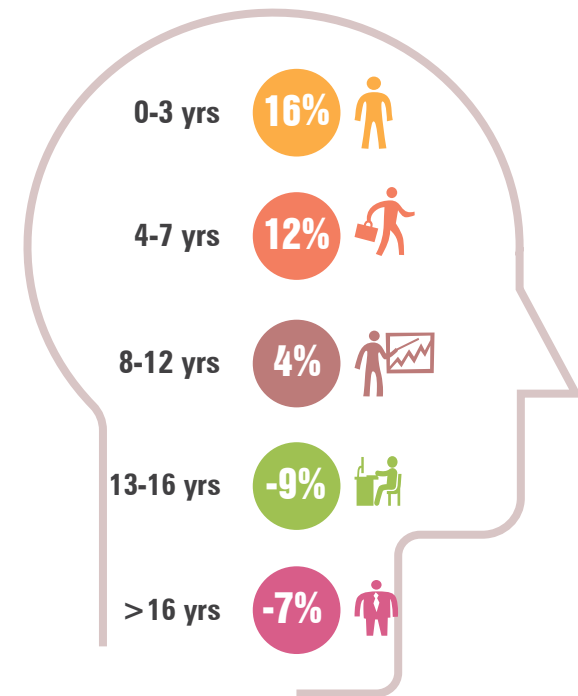
City*	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19
Delhi / NCR	2076	2298	2427	2440	2651	2498	2313	2486	2218	2368	2032	2567	2313
Mumbai	1656	1850	2286	1879	2037	1942	1755	1825	1710	1796	1685	1973	1740
Bengaluru / Bangalore	2122	2538	2679	2662	2788	2545	2383	2673	2284	2533	2376	2563	2191
Chennai	1602	1824	2183	1978	1957	1885	1763	1989	1770	1860	1815	2008	1691
Hyderabad / Secunderabad	2019	2497	2656	2693	2684	2805	2499	2786	2449	2811	2733	2832	2561
Pune	2379	2701	3121	2934	2874	2741	2547	2860	2653	2649	2664	3109	2707
Kolkata	2322	2521	3071	2682	2718	2713	2654	2955	2787	2650	2491	3246	2799

WORK EXPERIENCE SCENARIO

Experience Wise Analysis

- Demand for entry-level job seekers with experience of 0-3 years grew by 16%.
- Hiring for mid-level executives with an experience of 4-7 years grew by 12%.
- Mid- management roles with 8-12 years of experience saw a spike of 4%.
- Hiring for senior management roles with 13-16 years of experience and leadership roles with experience of 16+ years saw a dip of 9% & 7% each.

Experience Levels



Figures are percentage change in Dec-19 over average of Dec-18

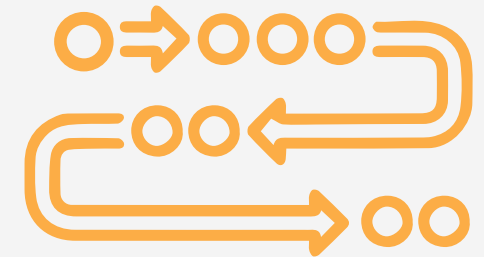
METHODOLOGY

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*	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19
IT-Software/Software Services	2646	3068	3367	3401	3530	3178	3048	3405	3027	3497	3300	3578	3133
BPO/ITES/CRM/Transcription	1672	1936	2073	2172	2294	2237	2131	2286	2068	2375	2062	2421	2120
Construction/Engineering/Cement/Metals	859	798	965	948	1023	889	809	850	782	913	727	973	862
Auto/Auto Ancillary	1486	1709	1587	1464	1500	1372	1255	1316	1285	1335	1057	1285	1151
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Industrial Products/Heavy Machinery	1004	978	1106	1038	1126	1163	1070	1120	1094	1017	983	1240	1127
Pharma/Biotech/Clinical Research	1620	1950	2040	1953	2233	2174	1977	2138	1804	1870	1591	1827	1905
Hotels/Restaurants/Airlines/Travel	2132	2300	2547	2359	2441	2244	2080	2081	2100	2145	1926	2218	2060
FMCG/Foods/Beverage	1775	1949	2048	2024	2171	1980	1940	1976	1792	1973	1691	2035	1832
Chemicals/PetroChemical/Plastic/Rubber	1098	1297	1349	1176	1487	1348	1274	1253	1353	1258	956	1200	1116
Education/Teaching/Training	3556	3778	4099	4110	4002	4223	3748	4231	3496	3792	3489	4562	3945
IT-Hardware & Networking	1026	1239	1199	1133	1408	1337	1090	1190	1108	1078	1021	1334	1125
Retailing	1514	1795	1882	2270	1754	2290	1681	1853	1786	1866	1669	1833	1556
Media/Dotcom/Entertainment	1086	1167	1193	1167	1252	1278	1204	1386	1137	1188	927	1201	1027
Medical/Healthcare/Hospital	4968	4994	5440	5057	5505	5094	4772	5793	5342	6314	4862	6136	5186
Real Estate/Property	2114	2231	2529	2340	2502	2811	2507	2548	2369	2148	2042	2651	2194
Recruitment/Employment Firm	4248	3841	4296	4533	3711	3727	3105	3907	2857	3444	2903	3487	3135
Consumer Durables	1058	1148	1277	1209	1260	1249	1108	1328	1113	1168	917	1314	1250
Accounting/Taxation/Finance	2732	2508	2981	3093	3587	3468	3179	4242	3763	3811	3375	3989	3348
Advertising/PR/MR/Events	2740	2956	3742	3460	3422	3291	3020	3178	3292	3322	2903	4072	3813
Textiles/Garments/Accessories	2088	2276	2320	2219	2383	2399	1987	2255	2101	1911	1752	2285	1999
Semiconductors/Electronics	1214	1318	1267	1596	1501	1555	1524	2141	1,539	1659	1618	1670	1410
Courier/Transportation/Freight	1815	1963	2101	1900	2530	2218	2064	2235	2059	1728	1768	1967	1721
Architecture/Interior Designing	1843	1923	2062	1776	2147	1890	1801	2153	1787	1901	1464	2259	1801
Export/Import	1274	1317	1424	1189	1394	1512	1317	1486	1355	1358	1148	1551	1280
Printing/Packaging	1204	1520	1485	1338	1422	1437	1465	1440	1405	1459	1107	1763	1245

ANNEXURE FUNCTIONAL AREA

Functional*	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19
IT-Software	2511	2948	3153	3239	3335	2925	2819	3163	2735	3236	2989	3267	2803
Sales / BD	2238	2569	2775	2560	2720	2798	2590	2786	2550	2571	2274	2743	2556
ITES / BPO / KPO / Customer Service	2177	2611	2799	2876	2865	2841	2703	3021	2741	3028	2837	3263	2852
Production / Maintenance / Quality	1397	1379	1410	1392	1483	1348	1256	1329	1252	1449	1132	1400	1276
Accounts / Finance / Tax / CS / Audit	1310	1453	1552	1522	1764	1772	1527	1631	1503	1585	1466	1772	1515
HR / Administration / IR	2006	2329	2411	2239	2527	2630	2235	2188	1945	2043	1911	2186	2018
Site Engineering / Project Management	682	648	740	675	793	608	559	643	634	633	556	722	633
Marketing / Advertising / MR / PR	1480	1702	1880	1875	1769	1665	1501	1759	1652	1629	1486	1859	1697
Banking / Insurance	1267	1485	1493	1444	1294	1174	1202	1341	1139	1441	1175	1320	1278
Engineering Design / R&D	926	1001	1089	983	1125	1041	939	1071	988	930	768	1004	832
Purchase / Logistics / Supply Chain	1169	1205	1297	1195	1354	1205	1134	1263	1094	1139	1033	1295	1152
Secretary / Front Office / Data Entry	1077	1082	1284	1422	1218	1145	977	1379	1851	1070	966	1408	1155
IT- Hardware / Telecom / Technical Staff	1384	1425	1497	1574	1623	1749	1410	1513	1446	1468	1311	1751	1609
Teaching / Education	3345	3827	4566	4316	3848	4164	3755	3980	3490	3798	3094	4340	3720
Pharma / Biotech / Healthcare / Medical	5070	5039	5415	5211	5711	5070	4703	5667	5208	6411	5074	6288	5412
Hotels / Restaurants	2589	2630	3198	2889	2776	2783	2587	2496	2445	2518	2457	2759	2531
Top Management	896	979	1082	1139	1030	896	809	894	696	869	672	902	822
Architecture / Interior Design	1402	1395	1313	1265	1560	1371	1203	1210	1073	1144	895	1352	1239
Export / Import / Merchandising	1324	1388	1513	1490	1309	1545	1371	1306	1128	1143	1079	1296	1155
Corporate Planning / Consulting	2068	1926	1861	1923	1924	1765	1434	2104	1551	1571	1548	1684	1445
Legal	1711	2191	2131	2091	2407	1899	1959	2037	1805	1839	1767	1833	1865
Web / Graphic Design / Visualiser	3124	3792	4216	4043	3977	3714	3228	3861	3595	3815	3378	4275	3513
Content / Journalism	2476	2938	3189	3078	3298	3312	2783	3541	2826	3301	2744	3418	3207
Ticketing / Travel / Airlines	3486	4523	3504	3365	4462	3312	2672	3239	3481	4288	3491	4141	4234
Fashion / Garments / Merchandising	1732	1732	1743	2122	1916	1627	1277	1592	1469	1464	1119	1585	1288
Guards / Security Services	1296	2112	1367	1908	2287	1530	1297	1683	1734	1328	1357	2066	1765
TV / Films / Production	1322	1926	2060	1992	1990	1747	1552	2547	1812	1670	1126	1569	1926
Packaging	1560	1469	1525	2013	1986	1995	1462	1578	1542	1444	1451	1593	1306

ANNEXURE CITIES

Cities*	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19
Delhi / NCR	2076	2298	2427	2440	2651	2498	2313	2486	2218	2368	2032	2567	2313
Mumbai	1656	1850	2286	1879	2037	1942	1755	1825	1710	1796	1685	1973	1740
Bengaluru / Bangalore	2122	2538	2679	2662	2788	2545	2383	2673	2284	2533	2376	2563	2191
Chennai	1602	1824	2183	1978	1957	1885	1763	1989	1770	1860	1815	2008	1691
Hyderabad / Secunderabad	2019	2497	2656	2693	2684	2805	2499	2786	2449	2811	2733	2832	2561
Pune	2379	2701	3121	2934	2874	2741	2547	2860	2653	2649	2664	3109	2707
Kolkata	2322	2521	3071	2682	2718	2713	2654	2955	2787	2650	2491	3246	2799
Ahmedabad	2892	3382	4132	3714	3565	3554	3480	3599	3349	3485	3147	3937	3493
Chandigarh	1781	1846	2114	1967	1940	2060	1852	2102	1931	2048	1638	2073	1740
Ernakulam / Kochi / Cochin	3253	3650	3846	3524	3442	3393	3372	3860	3864	4235	3736	4617	4160
Vadodara / Baroda	2858	2826	3605	2961	3304	3067	2921	2921	2296	2982	2285	3577	3603
Coimbatore	2185	2444	3007	2619	2550	3,219	2793	3506	3379	3007	3040	3498	3144
Jaipur	3752	3876	4526	4398	3877	4,200	3384	4154	3897	3630	3441	4017	3429