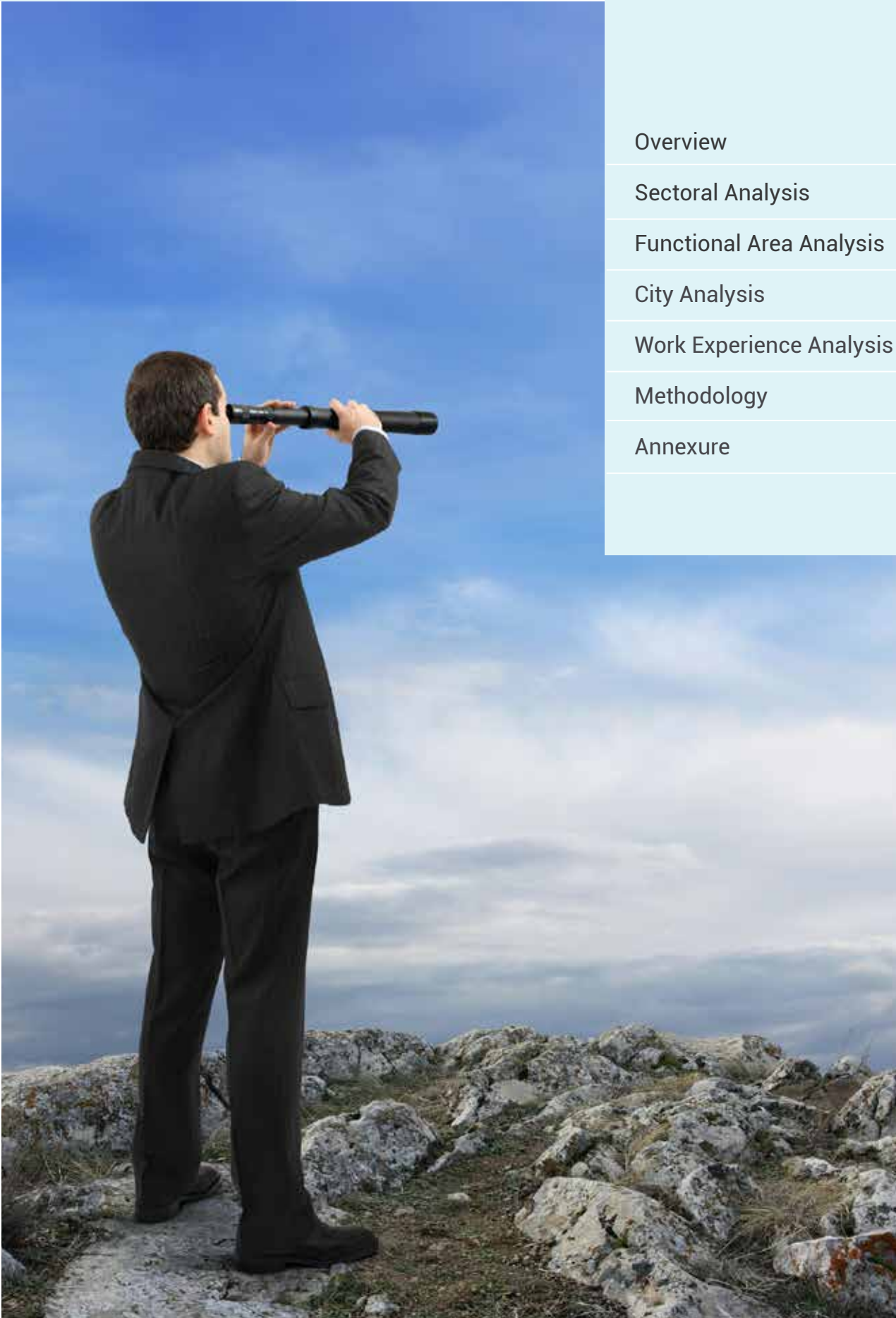


# A REPORT ON HIRING ACTIVITY IN INDIA

**By: City, Industry,  
Functional Area  
and Experience**

**FEBRUARY 2021**

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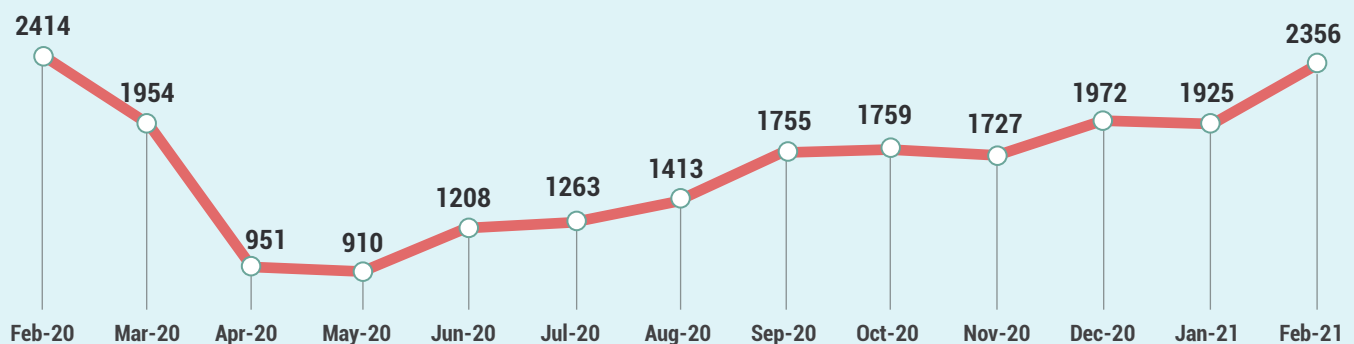


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# INDEX FOR FEBRUARY 2021

February'21 records strongest comeback for IT sector post COVID-19 with 33% M-O-M growth according to the Naukri JobSpeak Index. At 2,356, the overall index for February'21 saw an optimistic recovery (+22%) in hiring activity as compared to January'21, at 1,925.

## Overall Hiring Trends



- The hiring in the IT-Software/Software services industry registered a record growth of 33% in Feb'21 Vs Jan'21 because of the increased adoption of digital technologies in India.
- All six metros and key tier-2 cities witnessed positive hiring activities in Feb'21 Vs Jan'21. Hiring in metros showed double digit growth led by Bangalore (+31%), Hyderabad (+28%) and Pune (+24%). Tier-2 cities such as Ahmedabad (+31%) and Vadodara (+20%) also grew in Feb'21 sequentially.
- Hiring across experience bands saw an average increase of 23% with 8-12 years band being at the top of the table with 27% M-O-M increase in hiring activities.

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

***"Record growth in sequential hiring of +33% and a significant Y-O-Y growth of +12% in the IT sector indicates that the wave of digital transformation will make India the epicenter of the next tech boom. Around 88% IT recruiters have confirmed that new jobs will be created in the coming, few months as per the latest Naukri Hiring Outlook survey, further confirming that the wave of digitization will spread rapidly."***

# HIRING TRENDS ACROSS KEY INDUSTRIES

- IT-Software led the growth with a 33% increase in hiring. The Telecom sector registered a sequential jump of +24% in Feb'21. Other key sectors such as Medical/Healthcare (+28%), Education/Teaching (+25%) and FMCG (+20%) have shown growth in M-O-M hiring .
- BFSI (+17%), Accounting/Taxation/Finance (14%), Auto/Auto Ancillary (+11%) and Pharma/Biotech (+8%) have performed positively at a sequential level.
- The Insurance sector saw a flat (-1%) hiring trend and Retail can be seen recovering at 5%.



IT-Software



Telcom/ISP



Hotels/Restaurant/  
Travel/Airlines



BFSI



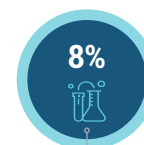
BPO/ITES



Oil and Gas



Auto & Ancillary



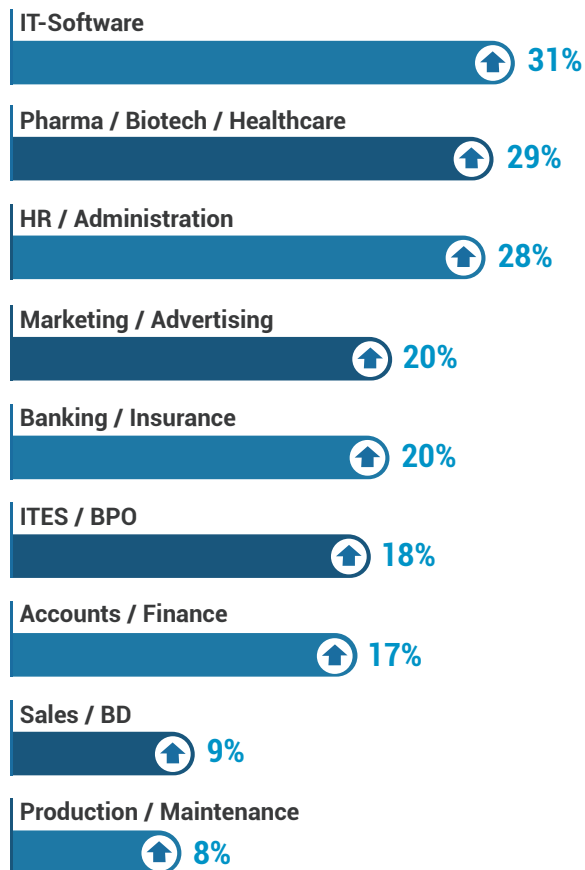
Pharma/Biotech

Figures are percentage change in Feb-21 over average of Jan-21

Industry*	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21
IT-Software/Software Services	3,525	3089	1803	1472	1755	1749	1986	2375	2533	2779	3081	2976	3944
BPO/ITES/CRM/Transcription	2,259	2140	929	839	1244	1315	1527	1971	1878	1791	1819	1875	2184
Construction/Engineering/Cement	906	633	216	282	374	475	490	583	583	555	663	651	683
Auto/Auto Ancillary	1,330	915	265	327	580	661	771	994	985	820	1088	934	1040
Banking/Financial Services/Broking	2,946	2465	993	858	1192	1378	1437	1910	1832	1772	2088	2182	2544
Oil and Gas/Power/Infrastructure/	830	543	334	249	300	347	313	408	386	332	431	393	443
Telcom/ISP	558	451	277	300	285	322	507	470	349	350	439	405	503
Insurance	1,306	936	633	476	637	659	795	1017	910	759	1100	1193	1176
Industrial Products/Heavy Machinery	1,099	772	272	351	546	695	773	1041	967	835	1036	951	1081
Pharma/Biotech/Clinical Research	1,875	1448	1026	1125	1426	1316	1243	1794	1494	1477	1885	1679	1816
Hotels/Restaurants/Airlines/Travel	2,087	1047	221	207	430	407	417	616	818	738	826	858	1015
FMCG/Foods/Beverage	2,118	1446	654	700	1103	1209	1227	1754	1591	1404	1701	1627	1950
Chemicals/PetroChemical/Plastic/	1,366	964	574	487	815	939	937	1439	1246	1018	1356	1176	1260
Education/Teaching/Training	4,608	3797	1785	1582	2711	2118	2312	3258	3234	2697	3279	3640	4558
IT-Hardware & Networking	1,231	1052	557	558	764	835	829	1354	1055	949	1050	1024	1209
Retailing	1,797	1135	399	308	545	532	813	935	1051	981	1084	1158	1219
Media/Dotcom/Entertainment	1,050	698	299	438	420	572	589	816	758	637	596	712	847
Medical/Healthcare/Hospital	5,938	4706	2133	4060	4499	4612	5279	5091	4866	5044	5736	4788	6133
Real Estate/Property	2,501	1640	420	594	947	1021	1364	1963	1983	1939	2068	2345	2661

# HIRING TRENDS ACROSS KEY FUNCTIONAL AREAS

- With the opening of schools and colleges/universities, demand for professionals in Teaching/Education (+49%) shot up in Feb'21 Vs Jan'21.
- Roles in IT-Software (+31%), HR/Recruitment (+28%) and Travel/Ticketing (+27%) domains also saw an increase in hiring sequentially.
- New jobs for professionals in Marketing/Advertising/ MR/PR (+20%), Banking/Insurance (+20%) and Accounts/Finance (+17%) too have increased.



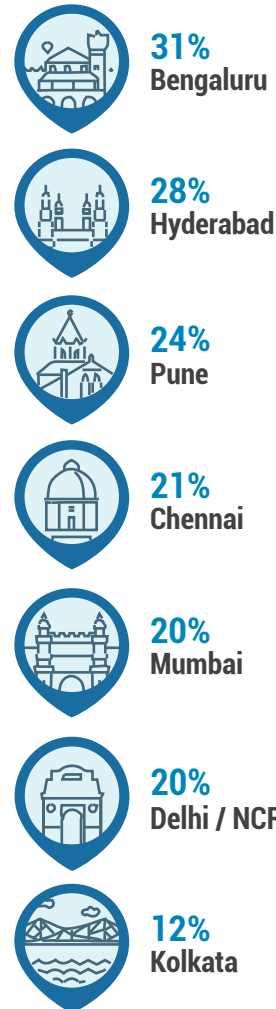
Figures are percentage change in Feb-21 over average of Jan-21

Functional Area*	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21
IT-Software	3145	2733	1642	1388	1674	1763	1969	2416	2462	2718	2982	2907	3806
Sales / BD	2890	2044	851	863	1147	1189	1280	1731	1837	1623	1945	2042	2225
ITES / BPO / KPO / Customer Service	3051	2907	1325	1153	1679	1673	1986	2452	2482	2220	2431	2367	2790
Production / Maintenance / Quality	1409	1090	359	486	785	831	909	1168	1038	866	1081	979	1060
Accounts / Finance / Tax / CS / Audit	1742	1361	561	568	806	835	921	1169	1246	1104	1258	1272	1485
HR / Administration / IR	2206	1596	558	570	747	756	892	1260	1236	1292	1580	1576	2014
Site Engineering / Project Management	649	457	186	206	291	364	385	463	467	444	552	493	518
Marketing / Advertising / MR / PR	1656	1265	553	658	822	858	1030	1241	1241	1194	1384	1312	1576
Banking / Insurance	1258	1111	524	526	648	1027	1111	1404	1294	1239	1463	1511	1810
Engineering Design / R&D	960	701	398	381	507	606	548	708	718	635	802	722	851
Hotels / Restaurants	2528	1407	300	272	697	534	538	659	841	762	864	887	971
Pharma / Biotech / Healthcare / Medical	6137	4866	2442	3636	4953	5183	5968	5648	5079	5093	6178	5061	6517
Ticketing / Travel / Airlines	4588	1759	207	279	517	721	732	1203	1622	795	1164	1053	1341
IT- Hardware / Telecom / Technical Staff	1541	1340	677	665	906	1216	1228	1843	1503	1434	1458	1288	1494

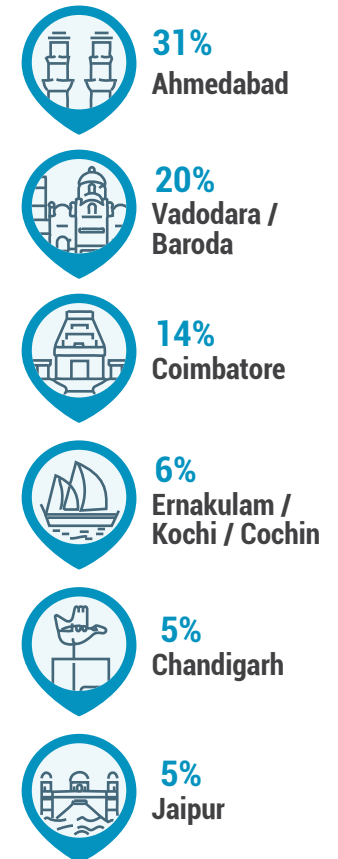
# HIRING TRENDS ACROSS KEY CITIES

- Hiring activity in metros was in line with the national average (+22%) in February'21 M-O-M.
- IT hubs Bangalore, Hyderabad and Pune led the growth of metros at a sequential lift of 31%, 28% and 24% respectively.
- Tier-2 cities saw an average growth of 13%. Ahmedabad recorded the highest growth of 31% in Tier-2 cities followed by Vadodara at 20%.

## Metro Cities



## Emerging Cities

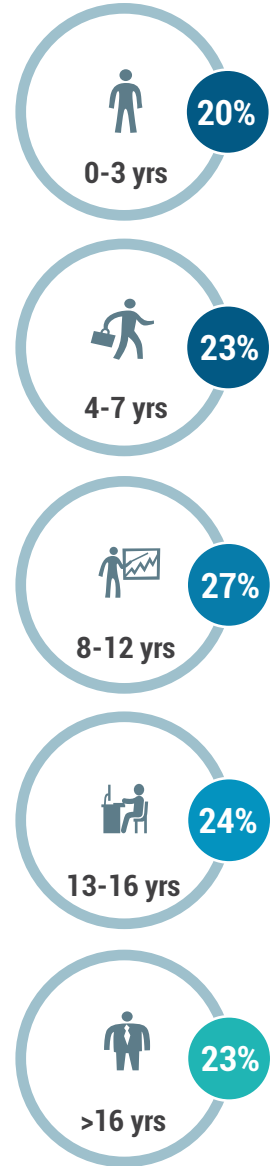


Figures are percentage change in Feb-21 over average of Jan-21

City*	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21
Delhi / NCR	2278	1818	804	820	1068	1170	1338	1598	1628	1643	1908	1876	2258
Mumbai	1936	1621	807	640	781	846	951	1175	1221	1192	1311	1257	1502
Bengaluru / Bangalore	2513	2256	1202	1060	1278	1228	1501	1709	1847	2025	2161	2099	2743
Chennai	1918	1494	742	698	854	892	1037	1291	1372	1442	1562	1520	1834
Hyderabad / Secunderabad	2785	2215	1156	1048	1382	1396	1597	1976	2026	2229	2433	2357	3020
Pune	3074	2589	1307	1026	1467	1417	1770	2226	2213	2230	2642	2543	3149
Kolkata	2849	2269	1075	856	1491	1431	1817	2178	2094	2122	2427	2335	2604
Ahmedabad	3545	2809	1311	1304	1700	1783	1936	2598	2436	2150	2576	2669	3487
Chandigarh	2112	1570	784	881	1329	1512	1636	2274	1852	1920	1877	2032	2139
Ernakulam / Kochi / Cochin	4809	2934	1325	1768	2591	2589	2768	3447	3769	3468	3997	3575	3797
Vadodara / Baroda	3014	2494	1051	1091	1348	1824	1769	2271	2063	1959	1988	2160	2595
Coimbatore	3137	2614	1025	1403	1640	1740	1550	1965	2058	1982	2580	2074	2359
Jaipur	3840	3091	1633	1553	2231	3124	2999	4090	2765	3035	3484	3691	3863

# HIRING TRENDS ACROSS EXPERIENCE LEVELS

- Hiring across experience bands saw an average sequential increase of 23%.
- Freshers can rejoice as sequential hiring for those with 0-3 years work experience improved by 20%.
- Requirement for Senior Executives (8-12 years) was the highest with 27% M-O-M increase in hiring activities.



Figures are percentage change in Feb-21 over average of Jan-21



# METHODOLOGY

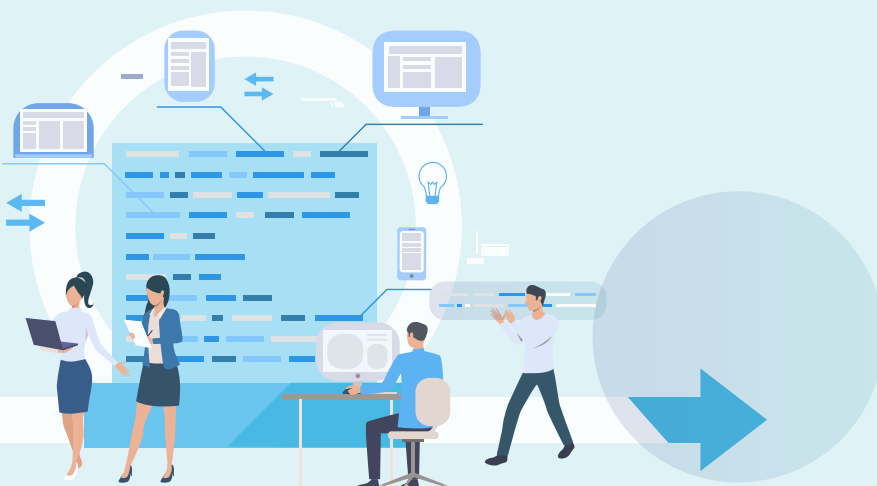
The Naukri JobSpeak is a monthly Index that calculates and records hiring activity based on the job listings on Naukri.com website month on month. The objective of Naukri JobSpeak is to measure the hiring activities in various industries, cities, functional areas and experience levels. The data is compiled 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*	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21
IT-Software/Software Services	3525	3089	1803	1472	1755	1749	1986	2375	2533	2779	3081	2976	3944
BPO/ITES/CRM/Transcription	2259	2140	929	839	1244	1315	1527	1971	1878	1791	1819	1875	2184
Construction/Engineering/Cement/ Auto/Auto Ancillary	906	633	216	282	374	475	490	583	583	555	663	651	683
Banking/Financial Services/Broking	2946	2465	993	858	1192	1378	1437	1910	1832	1772	2088	2182	2544
Oil and Gas/Power/Infrastructure	830	543	334	249	300	347	313	408	386	332	431	393	443
Telcom/ISP	558	451	277	300	285	322	507	470	349	350	439	405	503
Insurance	1306	936	633	476	637	659	795	1017	910	759	1100	1193	1176
Industrial Products/Heavy Machinery	1099	772	272	351	546	695	773	1041	967	835	1036	951	1081
Pharma/Biotech/Clinical Research	1875	1448	1026	1125	1426	1316	1243	1794	1494	1477	1885	1679	1816
Hotels/Restaurants/Airlines/Travel	2087	1047	221	207	430	407	417	616	818	738	826	858	1015
FMCG/Foods/Beverage	2118	1446	654	700	1103	1209	1227	1754	1591	1404	1701	1627	1950
Chemicals/PetroChemical/Plastic/ Education/Teaching/Training	1366	964	574	487	815	939	937	1439	1246	1018	1356	1176	1260
IT-Hardware & Networking	1231	1052	557	558	764	835	829	1354	1055	949	1050	1024	1209
Retailing	1797	1135	399	308	545	532	813	935	1051	981	1084	1158	1219
Media/Dotcom/Entertainment	1050	698	299	438	420	572	589	816	758	637	596	712	847
Medical/Healthcare/Hospital	5938	4706	2133	4060	4499	4612	5279	5091	4866	5044	5736	4788	6133
Real Estate/Property	2501	1640	420	594	947	1021	1364	1963	1983	1939	2068	2345	2661
Recruitment/Employment Firm	3638	2856	904	833	1303	1782	2127	3122	2798	2683	3012	3364	3894
Consumer Durables	1111	928	288	352	595	671	641	808	842	777	902	975	1124
Accounting/Taxation/Finance	3398	2792	1082	1092	1668	1834	2036	2510	2480	2357	2688	2564	2918
Advertising/PR/MR/Events	3416	2552	880	1036	1366	1481	1707	1979	2256	2039	2230	2258	2673
Textiles/Garments/Accessories	1,986	1264	359	583	967	1093	1236	1336	1488	1508	1784	1591	1706
Semiconductors/Electronics	1,483	1061	650	855	865	1012	1245	1128	1441	1278	1581	1569	1679
Courier/Transportation/Freight	1,913	1493	565	647	1036	1395	1505	1954	1652	1601	1531	1518	1934
Architecture/Interior Designing	1,724	1076	309	606	818	750	1151	1452	1508	1384	1749	1696	2135
Export/Import	1,411	1274	385	410	663	1183	796	1086	1226	1175	1438	1349	1287
Printing/Packaging	1,786	1271	367	538	781	925	1021	1134	1082	943	1341	954	1527
Shipping/Marine	817	646	157	245	387	360	512	874	920	633	627	690	600
Agriculture/Dairy	1,825	1609	834	891	1537	1931	1819	2333	2243	1793	2192	1940	2303
Office Equipment/Automation	1,364	801	204	262	353	406	411	624	524	480	673	648	794
Fresher/Trainee	1,983	1618	329	416	1005	1113	1365	2040	1818	1587	2604	1974	1832
NGO/Social Services	2,291	2172	748	838	1217	1320	1242	1870	1987	1679	2129	2243	2475
Gems & Jewellery	3,973	3139	883	954	1700	1934	2612	3750	4144	3426	4445	3616	4421
Paper	712	615	234	402	649	578	465	519	377	493	578	389	751
Legal	4,252	2716	1257	1083	2039	2241	1811	2407	2226	2116	2434	2686	3318
Tyres	1,079	787	153	178	475	519	371	552	460	567	401	564	855
Fertilizers/Pesticides	1,713	1440	874	846	1380	1751	1781	1748	1855	1901	1959	2567	2612
Security/Law Enforcement	3,374	2376	225	707	1669	1796	1886	1968	2322	1500	2104	1560	2088
Defence/Government	1,397	1516	723	1562	2770	3172	2239	2603	2845	1856	1796	1399	1523

# ANNEXURE FUNCTIONAL AREA

Functional*	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21
IT-Software	3145	2733	1642	1388	1674	1763	1969	2416	2462	2718	2982	2907	3806
Sales / BD	2890	2044	851	863	1147	1189	1280	1731	1837	1623	1945	2042	2225
ITES / BPO / KPO / Customer Service	3051	2907	1325	1153	1679	1673	1986	2452	2482	2220	2431	2367	2790
Production / Maintenance / Quality	1409	1090	359	486	785	831	909	1168	1038	866	1081	979	1060
Accounts / Finance / Tax / CS / Audit	1742	1361	561	568	806	835	921	1169	1246	1104	1258	1272	1485
HR / Administration / IR	2206	1596	558	570	747	756	892	1260	1236	1292	1580	1576	2014
Site Engineering / Project Management	649	457	186	206	291	364	385	463	467	444	552	493	518
Marketing / Advertising / MR / PR	1656	1265	553	658	822	858	1030	1241	1241	1194	1384	1312	1576
Banking / Insurance	1258	1111	524	526	648	1027	1111	1404	1294	1239	1463	1511	1810
Engineering Design / R&D	960	701	398	381	507	606	548	708	718	635	802	722	851
Purchase / Logistics / Supply Chain	1127	920	407	475	695	809	937	1160	1095	959	1177	1065	1262
Secretary / Front Office / Data Entry	1137	813	169	263	435	505	536	773	716	683	875	812	966
IT- Hardware / Telecom / Technical	1541	1340	677	665	906	1216	1228	1843	1503	1434	1458	1288	1494
Teaching / Education	4270	3924	1686	1402	2093	1802	2060	2683	2160	2027	2572	3001	4464
Pharma / Biotech / Healthcare	6137	4866	2442	3636	4953	5183	5968	5648	5079	5093	6178	5061	6517
Hotels / Restaurants	2528	1407	300	272	697	534	538	659	841	762	864	887	971
Top Management	681	628	512	476	596	536	581	729	575	942	738	659	663
Architecture / Interior Design	1191	864	452	531	638	687	778	985	979	913	1066	1138	1329
Export / Import / Merchandising	1205	986	316	414	762	895	1209	1000	1167	1053	1264	1134	1232
Corporate Planning / Consulting	1438	1097	619	623	840	783	1010	1265	1342	1134	1502	1496	1831
Legal	2007	1438	652	644	918	917	970	1265	1177	1190	1400	1519	1648
Web / Graphic Design / Visualiser	3960	2857	1226	1749	2066	2373	3080	3241	3780	3471	4047	4260	4452
Content / Journalism	3423	2763	1237	1481	1936	1726	2188	2394	2604	2438	2604	2686	3486
Ticketing / Travel / Airlines	4588	1759	207	279	517	721	732	1203	1622	795	1164	1053	1341
Fashion / Garments / Merchandising	1465	764	199	152	410	402	641	898	968	952	1463	799	1156
Guards / Security Services	1461	1051	316	531	1065	857	949	1339	1122	833	1326	745	960
TV / Films / Production	1536	1126	674	816	1097	1567	865	1148	1339	1097	1094	1110	1229
Packaging	1649	1215	1462	889	1068	1161	1106	1462	1179	1143	1215	834	1264

# ANNEXURE CITES

Cities*	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21
Delhi / NCR	2278	1818	804	820	1068	1170	1338	1598	1628	1643	1908	1876	2258
Mumbai	1936	1621	807	640	781	846	951	1175	1221	1192	1311	1257	1502
Bengaluru / Bangalore	2513	2256	1202	1060	1278	1228	1501	1709	1847	2025	2161	2099	2743
Chennai	1918	1494	742	698	854	892	1037	1291	1372	1442	1562	1520	1834
Hyderabad / Secunderabad	2785	2215	1156	1048	1382	1396	1597	1976	2026	2229	2433	2357	3020
Pune	3074	2589	1307	1026	1467	1417	1770	2226	2213	2230	2642	2543	3149
Kolkata	2849	2269	1075	856	1491	1431	1817	2178	2094	2122	2427	2335	2604
Ahmedabad	3545	2809	1311	1304	1700	1783	1936	2598	2436	2150	2576	2669	3487
Chandigarh	2112	1570	784	881	1329	1512	1636	2274	1852	1920	1877	2032	2139
Ernakulam / Kochi / Cochin	4809	2934	1325	1768	2591	2589	2768	3447	3769	3468	3997	3575	3797
Vadodara / Baroda	3014	2494	1051	1091	1348	1824	1769	2271	2063	1959	1988	2160	2595
Coimbatore	3137	2614	1025	1403	1640	1740	1550	1965	2058	1982	2580	2074	2359
Jaipur	3840	3091	1633	1553	2231	3124	2999	4090	2765	3035	3484	3691	3863