

# A REPORT ON HIRING ACTIVITY IN INDIA

By: City, Industry, Functional Area  
and Experience



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# INDEX FOR MARCH 2020

## The Naukri JobSpeak Index for March 2020 at 1,954 marks a decline of 18% in hiring activity as compared to March 2019 at 2,378.

The hiring activity showed early signs of slowdown starting from the month of January'20 where the index grew by only 5.75% followed by no growth in February'20.

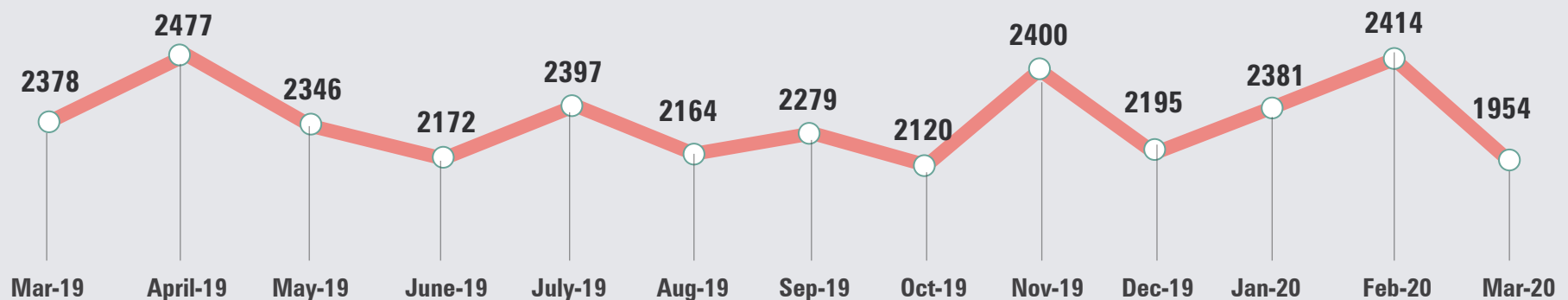
The decline in hiring activity is led by industries like Hotel/Restaurant/Travel/Airlines (56%), Retailing (50%), Auto/Ancillary (38%), Pharma (26%), Insurance (11%), Accounting (10%), IT-Software (9%) and BFSI (9%).

The job market across cities registered a dip in hiring activity. The decline was led by metros wherein Delhi declined by 26% followed by Chennai & Hyderabad at 24% and 18% respectively. There was an across the board decline in hiring activity at experience levels as well with senior experience bands (> 13yrs exp) witnessing the sharpest decline of 29% while the entry-level experience band (0 to 7 yrs) saw a decline of 16%.

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

*"The pandemic crisis has impacted Y-o-Y growth in hiring activities leading to 18% decline. The negative sentiment on hiring was visible in the JobSpeak index starting January' 20, mirroring the economic trends. The hiring activity for the first 20 days of March' 20 saw only a 5% decline. However, due to the nationwide lockdown, there was a substantial drop in recruitment activity in the last 10 days which resulted in an overall drop of 18% in hiring. Industries like Hotel, Travel, Aviation, and Retail have declined the most during the month. It is a great time for jobseekers to up-skill themselves by leveraging e-learning."*

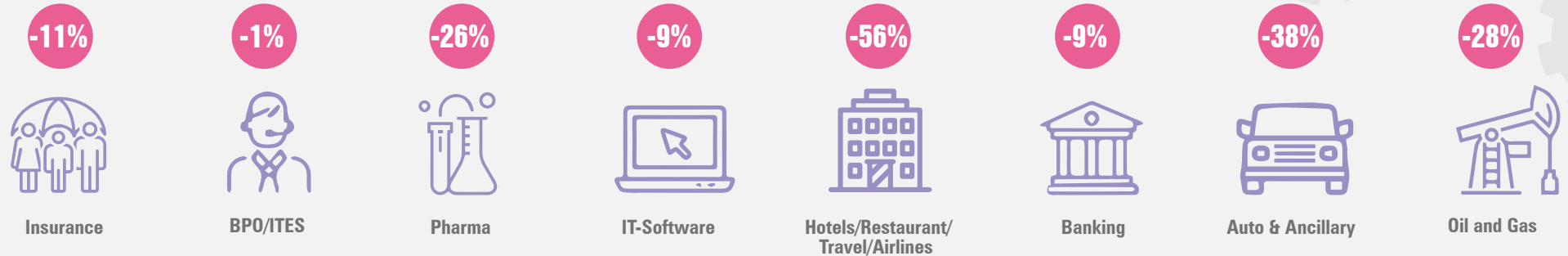
### Overall Hiring Trends



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

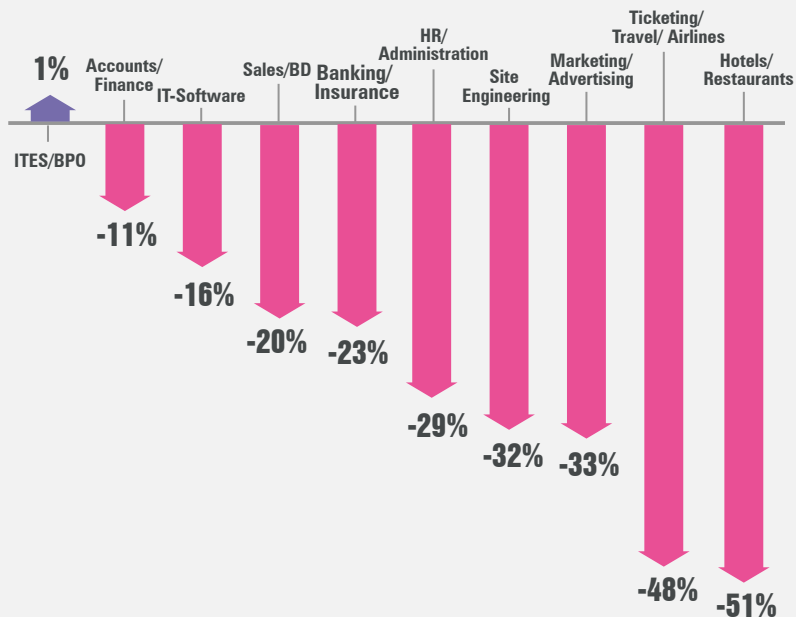
# KEY HIGHLIGHTS

## Hiring across Industry



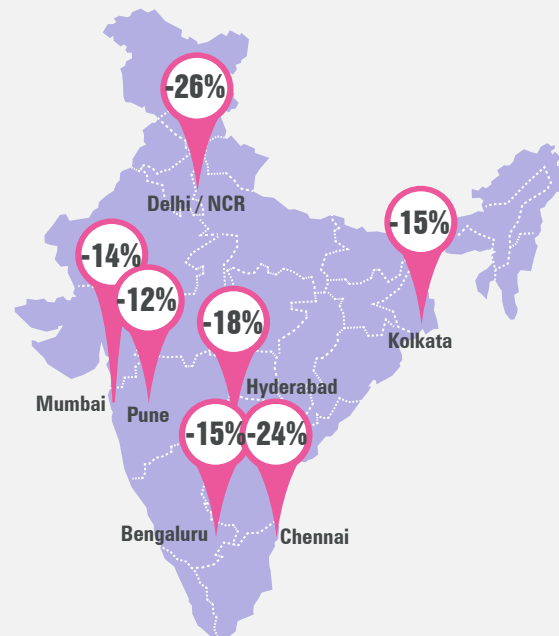
Figures are percentage change in Mar-20 over average of Mar-19

## Hiring across Functional Areas



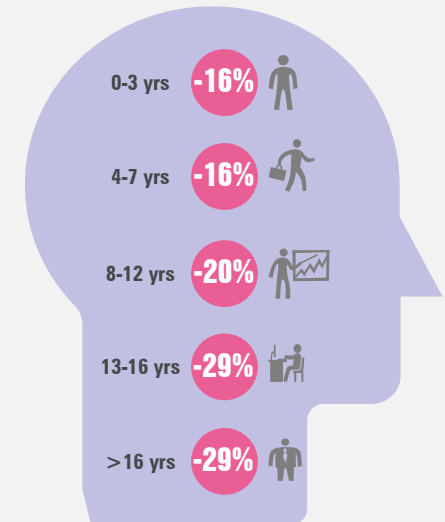
Figures are percentage change in Mar-20 over average of Mar-19

## Hiring across Cities



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

## Hiring across Experience Levels



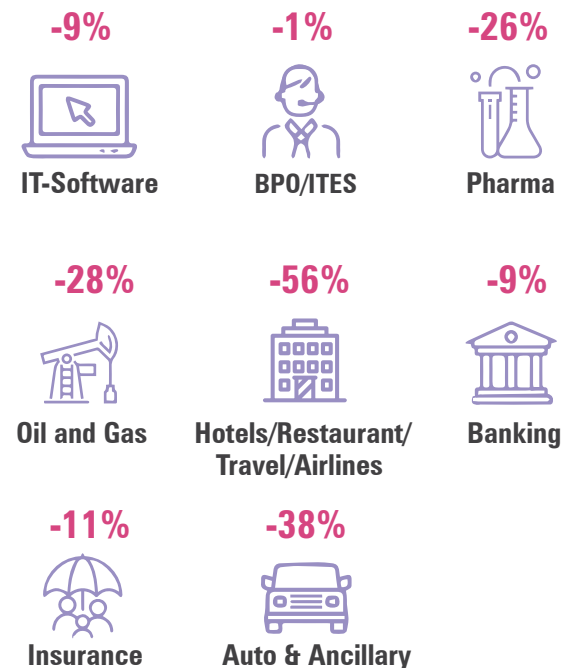
Figures are percentage change in Mar-20 over average of Mar-19

# SECTORAL ANALYSIS

## Hiring trends across key Industries

### Industry-wise Analysis:

- Hiring activity in the Hotel/Restaurants/Travel/Aviation industry declined by 56%.
- Major industries that observed a decrease in hiring during March' 20 were Auto/ Auto Ancillary (38%), Pharma (26%), Insurance (11%) and Accounting (10%).
- The IT-Software and BFSI industry posted a single-digit decline of 9% each.



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

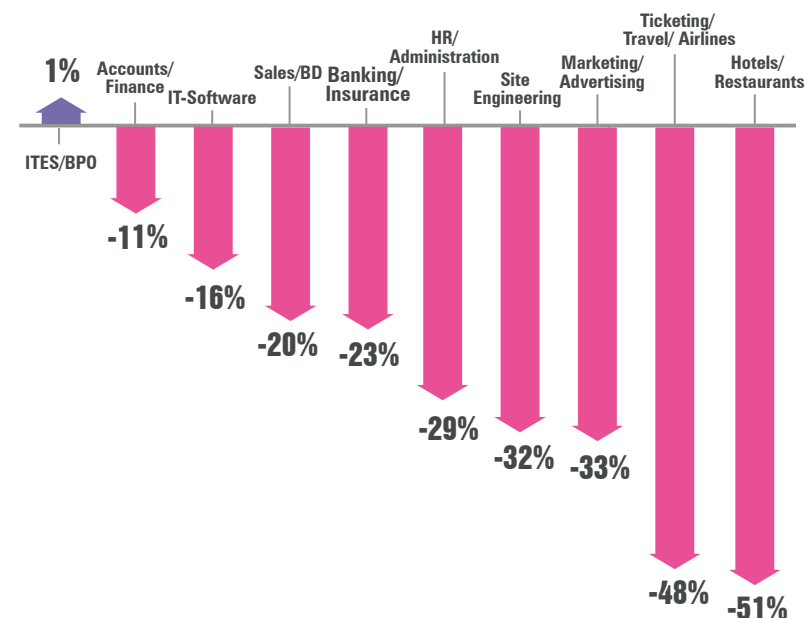
Industry*	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Fab-20	Mar-20
IT-Software/Software Services	3401	3530	3178	3048	3405	3027	3497	3300	3578	3133	3353	3525	3089
BPO/ITES/CRM/Transcription	2172	2294	2237	2,31	2286	2068	2375	2062	2421	2120	2279	2259	2140
Construction/Engineering/Cement/Metals	948	1023	889	809	850	782	913	727	973	862	952	906	633
Auto/Auto Ancillary	1464	1500	1372	1255	1316	1285	1335	1057	1285	1151	1276	1330	915
Banking/Financial Services/Broking	2703	2968	2845	2621	2811	2388	2686	2358	2848	2701	3062	2946	2465
Oil and Gas/Power/Infrastructure/Energy	759	880	755	725	825	768	740	643	774	712	820	830	543
Telcom/ISP	603	616	737	554	612	556	602	569	581	586	611	558	451
Insurance	1055	1091	1047	1170	1340	1105	1083	930	1215	1147	1552	1306	936
Industrial Products/Heavy Machinery	1038	1126	1163	1070	1120	1094	1017	983	1240	1127	1133	1099	772
Pharma/Biotech/Clinical Research	1953	2233	2174	1977	2138	1804	1870	1591	1827	1905	1845	1875	1448
Hotels/Restaurants/Airlines/Travel	2359	2441	2244	2080	2081	2100	2145	1926	2218	2060	2185	2087	1047

# FUNCTIONAL AREA ANALYSIS

## Functional Area Analysis:

- New jobs for professionals in the Hotel/Restaurants, Ticketing/Travel/ Airlines and Marketing / Advertising / MR / PR sectors witnessed a dip of 51%, 48% and 33% respectively.
- Functional roles in HR/Administration (29%), Banking/Insurance (23%), Sales/Business Development (20%) and IT-Software (16%) also witnessed a decline.

## Hiring trends across key Functional Areas



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

Functional Area*	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20
IT-Software	3239	3335	2925	2819	3163	2735	3236	2989	3267	2803	3025	3145	2733
Sales / BD	2560	2720	2798	2590	2786	2550	2571	2274	2743	2556	2820	2890	2044
ITES / BPO / KPO / Customer Service	2876	2865	2841	2703	3021	2741	3028	2837	3263	2852	3051	3051	2907
Production / Maintenance / Quality	1392	1483	1348	1256	1329	1252	1449	1132	1400	1276	1372	1409	1090
Accounts / Finance / Tax / CS / Audit	1522	1764	1772	1527	1631	1503	1585	1466	1772	1515	1658	1742	1361
HR / Administration / IR	2239	2527	2630	2235	2188	1945	2043	1911	2186	2018	2158	2206	1596
Site Engineering / Project Management	675	793	608	559	643	634	633	556	722	633	713	649	457
Marketing / Advertising / MR / PR	1875	1769	1665	1501	1759	1652	1629	1486	1859	1697	1822	1656	1265
Banking / Insurance	1444	1294	1174	1202	1341	1139	1441	1175	1320	1278	1488	1258	1111
Engineering Design / R&D	983	1125	1041	939	1071	988	930	768	1004	832	973	960	701
Hotels / Restaurants	2889	2776	2783	2587	2496	2445	2518	2457	2759	2531	2541	2528	1407

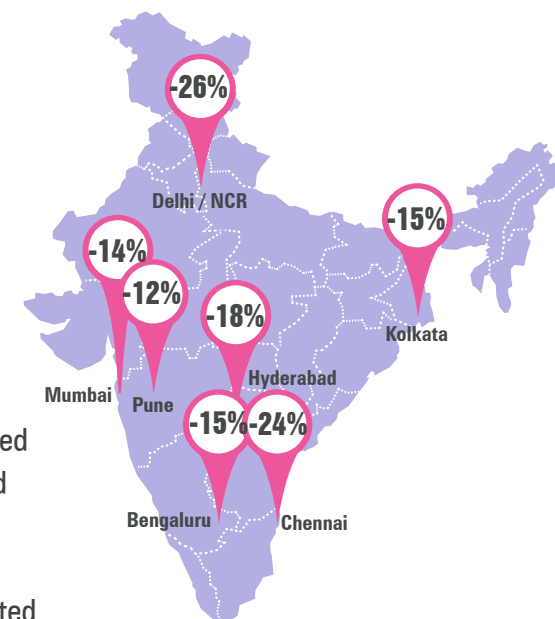
# CITY BASED HIRING SCENARIO

## City Wise Analysis

Recruitment across cities saw a double-digit dip during the month of March'20. Some of the hiring trends observed across key cities are as follows -

- Delhi/NCR:** Hiring activity in the capital city witnessed a negative growth of 26%. The Hospitality & Pharma industry saw a dip in hiring by 66% and 43% respectively. Recruitment activities across all experience levels saw a negative growth. The demand for professionals in Hospitality (63%), Banking (28%), Accounting (23%) and IT-Hardware (22%) sectors marked a substantial negative growth.
- Chennai:** Recruitment activities in Chennai dropped by 24%. The demand for professionals in the Hospitality, IT-Software & Banking Industry saw a decline of 63%, 27% and 21% respectively. However, the IT-Hardware sector saw a growth of 14% in job roles. Hiring across all experience bands saw a double-digit decline.
- Hyderabad:** Hiring in Hyderabad decreased by 18%. Hospitality (62%), Auto/Ancillary (46%) and BFSI (40%) contributed to the overall decline in the Industry hirings. Hiring across experience levels saw a dip of an average 24%. The demand for professionals in the Hospitality and Banking sector witnessed a decline of 59% and 44% respectively.
- Kolkata:** The city saw a dip of 15% in recruitment activity. The Hospitality (37%) and FMCG (31%) industries contributed to the downfall in industry hirings. All bands recorded a negative growth. The demand for professionals in the IT-Hardware and Hospitality sector have seen a decline of 55% and 40% respectively.

## Hiring trends across key Cities



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

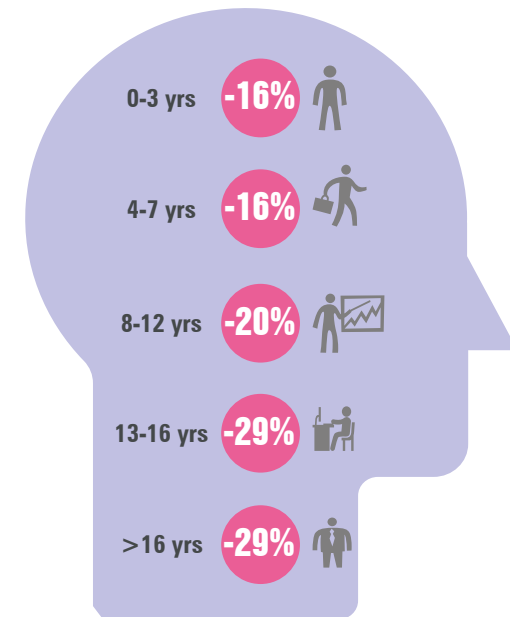
City*	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20
Delhi / NCR	2440	2651	2498	2313	2486	2218	2368	2032	2567	2313	2360	2278	1818
Mumbai	1879	2037	1942	1755	1825	1710	1796	1685	1973	1740	1928	1936	1621
Bengaluru / Bangalore	2662	2788	2545	2383	2673	2284	2533	2376	2563	2191	2455	2513	2256
Chennai	1978	1957	1885	1763	1989	1770	1860	1815	2008	1691	1748	1918	1494
Hyderabad / Secunderabad	2693	2684	2805	2499	2786	2449	2811	2733	2832	2561	2659	2785	2215
Pune	2934	2874	2741	2547	2860	2653	2649	2664	3109	2707	2895	3074	2589
Kolkata	2682	2718	2713	2654	2955	2787	2650	2491	3246	2799	2676	2849	2269

# WORK EXPERIENCE SCENARIO

## Experience Wise Analysis

- Demand for entry-level job seekers with experience of 0-3 years and mid-level executives with an experience of 4-7 years dipped by 16% each.
- Mid- management roles with 8-12 years of experience saw a dip of 20%.
- Hiring for senior management roles with 13-16 years of experience and leadership roles with experience of 16+ years saw a dip 29% each.

## Hiring trends across Experience bands



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



# METHODOLOGY

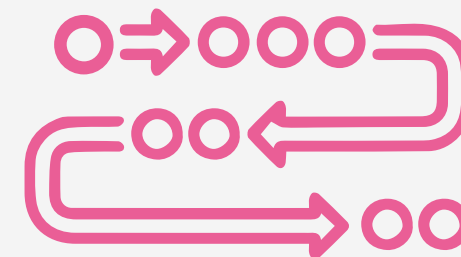
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**Naukri.com**, India's No. 1 job site and the flagship brand of Info Edge introduced the concept of e-recruitment in India. Since its inception in 1997, Naukri.com has seen continuous growth while outperforming its competitors in every sphere. The 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*	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20
IT-Software/Software Services	3401	3530	3178	3048	3405	3027	3497	3300	3578	3133	3353	3525	3089
BPO/ITES/CRM/Transcription	2172	2294	2237	2131	2286	2068	2375	2062	2421	2120	2279	2259	2140
Construction/Engineering/Cement/Metals	948	1023	889	809	850	782	913	727	973	862	952	906	633
Auto/Auto Ancillary	1464	1500	1372	1255	1316	1285	1335	1057	1285	1151	1276	1330	915
Banking/Financial Services/Broking	2703	2968	2845	2621	2811	2388	2686	2358	2848	2701	3062	2946	2465
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Telcom/ISP	603	616	737	554	612	556	602	569	581	586	611	558	451
Insurance	1055	1091	1047	1170	1340	1105	1083	930	1215	1147	1552	1306	936
Industrial Products/Heavy Machinery	1038	1126	1163	1070	1120	1094	1017	983	1240	1127	1133	1099	772
Pharma/Biotech/Clinical Research	1953	2233	2174	1977	2138	1804	1870	1591	1827	1905	1845	1875	1448
Hotels/Restaurants/Airlines/Travel	2359	2441	2244	2080	2081	2100	2145	1926	2218	2060	2185	2087	1047
FMCG/Foods/Beverage	2024	2171	1980	1940	1976	1792	1973	1691	2035	1832	2001	2118	1446
Chemicals/PetroChemical/Plastic/Rubber	1176	1487	1348	1274	1253	1353	1258	956	1200	1116	1252	1366	964
Education/Teaching/Training	4110	4002	4223	3748	4231	3496	3792	3489	4562	3945	4630	4608	3797
IT-Hardware & Networking	1133	1408	1337	1090	1190	1108	1078	1021	1334	1125	1179	1231	1052
Retailing	2270	1754	2290	1681	1853	1786	1866	1669	1833	1556	1643	1797	1135
Media/Dotcom/Entertainment	1167	1252	1278	1204	1386	1137	1188	927	1201	1027	1109	1050	698
Medical/Healthcare/Hospital	5057	5505	5094	4772	5793	5342	6314	4862	6136	5186	5448	5938	4706
Real Estate/Property	2340	2502	2811	2507	2548	2369	2148	2042	2651	2194	2452	2501	1640
Recruitment/Employment Firm	4533	3711	3727	3105	3907	2857	3444	2903	3487	3135	3758	3638	2856
Consumer Durables	1209	1260	1249	1108	1328	1113	1168	917	1314	1250	1241	1111	928
Accounting/Taxation/Finance	3093	3587	3468	3179	4242	3763	3811	3375	3989	3348	3434	3398	2792
Advertising/PR/MR/Events	3460	3422	3291	3020	3178	3292	3322	2903	4072	3813	3662	3416	2552
Textiles/Garments/Accessories	2219	2383	2399	1987	2255	2101	1911	1752	2285	1999	1910	1986	1264
Semiconductors/Electronics	1596	1501	1555	1524	2141	1,539	1659	1618	1670	1410	1553	1483	1061
Courier/Transportation/Freight	1900	2530	2218	2064	2235	2059	1728	1768	1967	1721	1953	1913	1493
Architecture/Interior Designing	1776	2147	1890	1801	2153	1787	1901	1464	2259	1801	2133	1724	1076
Export/Import	1189	1394	1512	1317	1486	1355	1358	1148	1551	1280	1283	1411	1274
Printing/Packaging	1338	1422	1437	1465	1440	1405	1459	1107	1763	1245	1530	1786	1271

# ANNEXURE FUNCTIONAL AREA

Functional*	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20
IT-Software	3239	3335	2925	2819	3163	2735	3236	2989	3267	2803	3025	3145	2733
Sales / BD	2560	2720	2798	2590	2786	2550	2571	2274	2743	2556	2820	2890	2044
ITES / BPO / KPO / Customer Service	2876	2865	2841	2703	3021	2741	3028	2837	3263	2852	3051	3051	2907
Production / Maintenance / Quality	1392	1483	1348	1256	1329	1252	1449	1132	1400	1276	1372	1409	1090
Accounts / Finance / Tax / CS / Audit	1522	1764	1772	1527	1631	1503	1585	1466	1772	1515	1658	1742	1361
HR / Administration / IR	2239	2527	2630	2235	2188	1945	2043	1911	2186	2018	2158	2206	1596
Site Engineering / Project Management	675	793	608	559	643	634	633	556	722	633	713	649	457
Marketing / Advertising / MR / PR	1875	1769	1665	1501	1759	1652	1629	1486	1859	1697	1822	1656	1265
Banking / Insurance	1444	1294	1174	1202	1341	1139	1441	1175	1320	1278	1488	1258	1111
Engineering Design / R&D	983	1125	1041	939	1071	988	930	768	1004	832	973	960	701
Purchase / Logistics / Supply Chain	1195	1354	1205	1134	1263	1094	1139	1033	1295	1152	1196	1127	920
Secretary / Front Office / Data Entry	1422	1218	1145	977	1379	1851	1070	966	1408	1155	1062	1137	813
IT- Hardware / Telecom / Technical Staff	1574	1623	1749	1410	1513	1446	1468	1311	1751	1609	1491	1541	1340
Teaching / Education	4316	3848	4164	3755	3980	3490	3798	3094	4340	3720	4589	4270	3924
Pharma / Biotech / Healthcare / Medical	5211	5711	5070	4703	5667	5208	6411	5074	6288	5412	5644	6137	4866
Hotels / Restaurants	2889	2776	2783	2587	2496	2445	2518	2457	2759	2531	2541	2528	1407
Top Management	1139	1030	896	809	894	696	869	672	902	822	828	681	628
Architecture / Interior Design	1265	1560	1371	1203	1210	1073	1144	895	1352	1239	1618	1191	864
Export / Import / Merchandising	1490	1309	1545	1371	1306	1128	1143	1079	1296	1155	1258	1205	986
Corporate Planning / Consulting	1923	1924	1765	1434	2104	1551	1571	1548	1684	1445	1460	1438	1097
Legal	2091	2407	1899	1959	2037	1805	1839	1767	1833	1865	1840	2007	1438
Web / Graphic Design / Visualiser	4043	3977	3714	3228	3861	3595	3815	3378	4275	3513	3795	3960	2857
Content / Journalism	3078	3298	3312	2783	3541	2826	3301	2744	3418	3207	3358	3423	2763
Ticketing / Travel / Airlines	3365	4462	3312	2672	3239	3481	4288	3491	4141	4234	5024	4588	1759
Fashion / Garments / Merchandising	2122	1916	1627	1277	1592	1469	1464	1119	1585	1288	1399	1465	764
Guards / Security Services	1908	2287	1530	1297	1683	1734	1328	1357	2066	1765	1796	1461	1051
TV / Films / Production	1992	1990	1747	1552	2547	1812	1670	1126	1569	1926	2302	1536	1126
Packaging	2013	1986	1995	1462	1578	1542	1444	1451	1593	1306	1651	1649	1215

# ANNEXURE CITIES

Cities*	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20
Delhi / NCR	2440	2651	2498	2313	2486	2218	2368	2032	2567	2313	2360	2278	1818
Mumbai	1879	2037	1942	1755	1825	1710	1796	1685	1973	1740	1928	1936	1621
Bengaluru / Bangalore	2662	2788	2545	2383	2673	2284	2533	2376	2563	2191	2455	2513	2256
Chennai	1978	1957	1885	1763	1989	1770	1860	1815	2008	1691	1748	1918	1494
Hyderabad / Secunderabad	2693	2684	2805	2499	2786	2449	2811	2733	2832	2561	2659	2785	2215
Pune	2934	2874	2741	2547	2860	2653	2649	2664	3109	2707	2895	3074	2589
Kolkata	2682	2718	2713	2654	2955	2787	2650	2491	3246	2799	2676	2849	2269
Ahmedabad	3714	3565	3554	3480	3599	3349	3485	3147	3937	3493	3467	3545	2809
Chandigarh	1967	1940	2060	1852	2102	1931	2048	1638	2073	1740	2140	2112	1570
Ernakulam / Kochi / Cochin	3524	3442	3393	3372	3860	3864	4235	3736	4617	4160	4466	4809	2934
Vadodara / Baroda	2961	3304	3067	2921	2921	2296	2982	2285	3577	3603	2684	3014	2494
Coimbatore	2619	2550	3,219	2793	3506	3379	3007	3040	3498	3144	3219	3137	2614
Jaipur	4398	3877	4,200	3384	4154	3897	3630	3441	4017	3429	3823	3840	3091