NAUKRI JOBSPEAK REPORT

Hiring Trends By City, Industry, & Experience
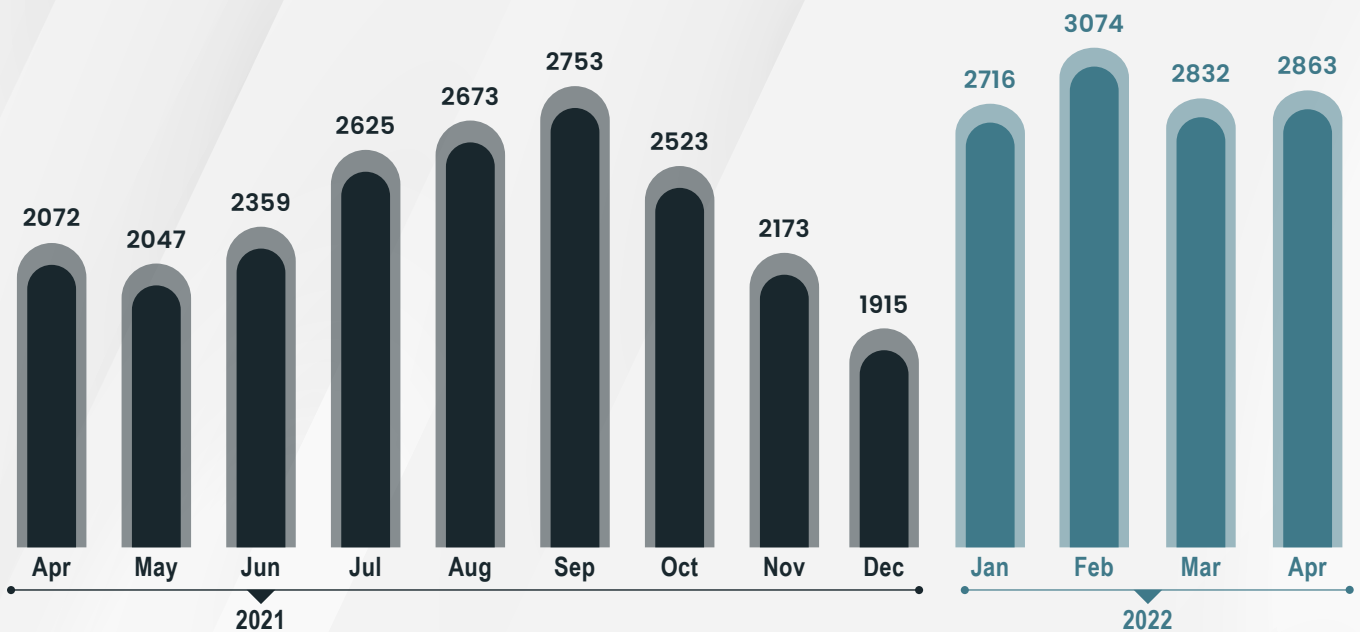
2022 April

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APRIL 2022

Hiring Activity records +38% Y-O-Y Growth at the start of the New Financial Year: Naukri JobSpeak

OVER ALL HIRING TRENDS

Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
2072	2047	2359	2625	2673	2753	2523	2173	1915	2716	3074	2832	2863

2021 (Apr–Dec)   **2022** (Jan–Apr)

- Hiring activity in India recorded +38% YO-Y growth as the Naukri JobSpeak index stood at 2863 at the beginning of the new financial year.

- A steady hiring trend was observed across cities and experience bands along with some sectors registering a whopping triple-digit growth in Apr'22 vs last year.
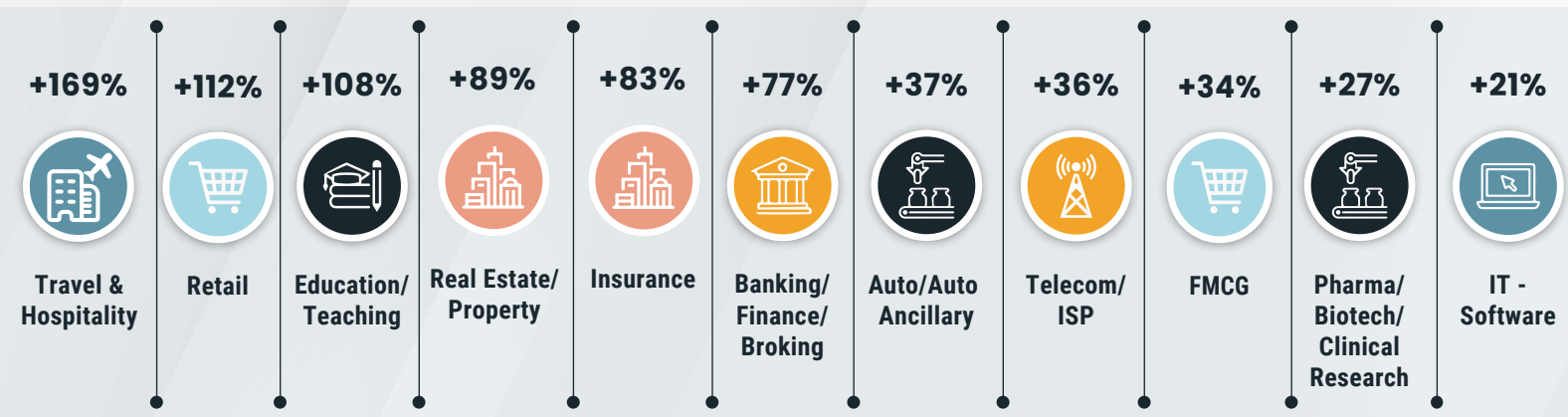
Pawan Goyal,
Chief Business Officer, Naukri.com

"The new financial year has witnessed a strong sentimental uplift when it comes to hiring activity across all parts of the country. The worst hit sector of Travel & Hospitality continues to recover registering the highest growth in the last one year growing by 169% over last year. These are good signs indicating that the nation is on the path to economic recovery and we are hopeful that in the coming months hiring activity will continue its strong momentum"
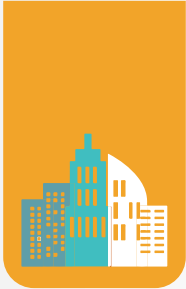
HIRING TRENDS ACROSS INDUSTRIES

- As per the latest Naukri JobSpeak Index, the worst hit sectors during the pandemic like Travel & Hospitality (+169%) and Retail (+112%) witnessed a triple-digit Y-O-Y growth rate.

- Following a similar trend, the Education sector (+108%) also grew at a phenomenal pace indicating a strong demand for talent.

- Other sectors such as Real Estate (+89%), Insurance (+83%), and BFSI (+77%) registered a significant jump in hiring activity in comparison to the last year.

+169%	+112%	+108%	+89%	+83%	+77%	+37%	+36%	+34%	+27%	+21%
Travel & Hospitality	Retail	Education/ Teaching	Real Estate/ Property	Insurance	Banking/ Finance/ Broking	Auto/Auto Ancillary	Telecom/ ISP	FMCG	Pharma/ Biotech/ Clinical Research	IT - Software

Figures are percentage change in Apr-22 over average of Apr-21

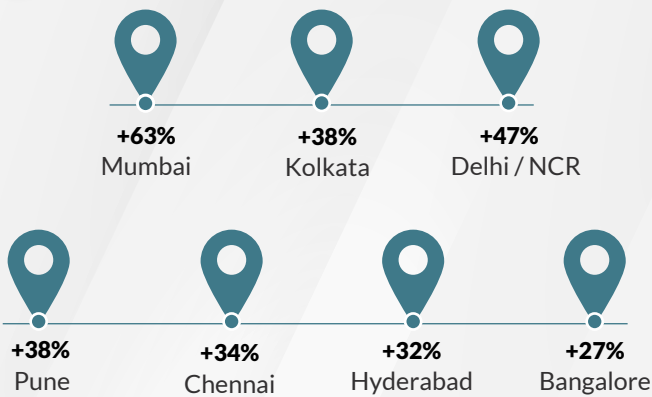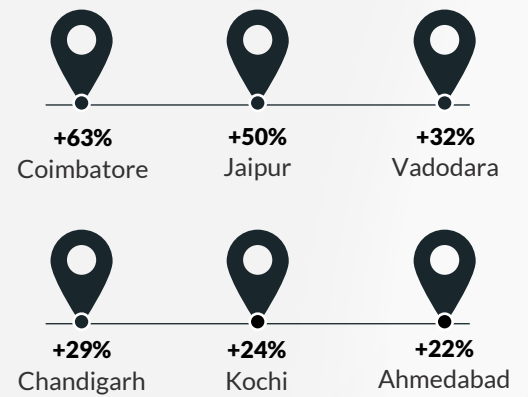| Industry*	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	YOY-Growth
IT-Software/Software Services	3859	4409	4624	5466	5422	5648	4686	4155	3334	5370	5560	4983	4656	⬆ 21%
BPO/ITES/CRM/Transcription	1838	1655	1891	1923	1994	2229	2044	1771	1567	1987	2468	2458	2659	⬆ 45%
Auto/Auto Ancillary	835	682	806	885	1051	978	896	787	733	925	1160	1038	1146	⬆ 37%
Banking/Financial Services/Broking	1896	1617	2080	2340	2496	2736	2549	2305	2145	2860	3433	3138	3348	⬆ 77%
Oil and Gas/Power/Infrastructure/Energy	411	306	360	394	535	422	372	378	338	423	510	449	522	⬆ 27%
Telecom/ISP	445	499	637	562	630	645	642	670	374	602	621	563	607	⬆ 36%
Insurance	849	863	1190	1278	1176	1308	1234	822	829	1291	2042	1541	1553	⬆ 83%
Pharma/Biotech/Clinical Research	1657	1610	1970	1869	1937	1988	1836	1654	1747	2169	2429	2117	2108	⬆ 27%
Travel & Hospitality	597	350	654	887	977	1124	1207	1170	1007	1014	1432	1698	1609	⬆ 169%
FMCG/Foods/Beverage	1487	1300	1592	1864	1719	1820	1625	1492	1491	1737	2024	1842	1996	⬆ 34%
Education/Teaching/Training	3040	3244	3741	4030	4677	4993	4548	4143	3674	4755	5868	5753	6321	⬆ 108%
IT-Hardware & Networking	1073	898	1262	785	856	1038	888	848	725	1006	1181	1338	1027	⬇ -4%
Retail	939	747	1169	1366	1370	1587	1587	1441	1300	1758	2004	1795	1992	⬆ 112%
Medical/Healthcare/Hospital	5656	4313	5671	5663	5778	6433	6170	5192	3989	5260	6589	6248	6323	⬆ 12%

HIRING TRENDS
ACROSS CITIES

- The job market continues to reflect promising hiring patterns across metros and non-metros.

- Amongst metros, Mumbai (+63%) registered the highest growth in demand for new talent across this month as compared to April 2021. Delhi (+47%), Pune (+38%), Kolkata (+38%), Chennai (+34%) and Hyderabad (+32%) also remained positive.

- In non-metros, a positive hiring sentiment is observed with Coimbatore leading the race once again by showing a strong growth trajectory at +63% in April 2022 vs last year.

- Other cities such as Jaipur (+50%), Vadodara (+32%), Kochi (+24%), and Ahmedabad (+22%) also maintained positive Y-O-Y hiring momentum.

METRO CITIES

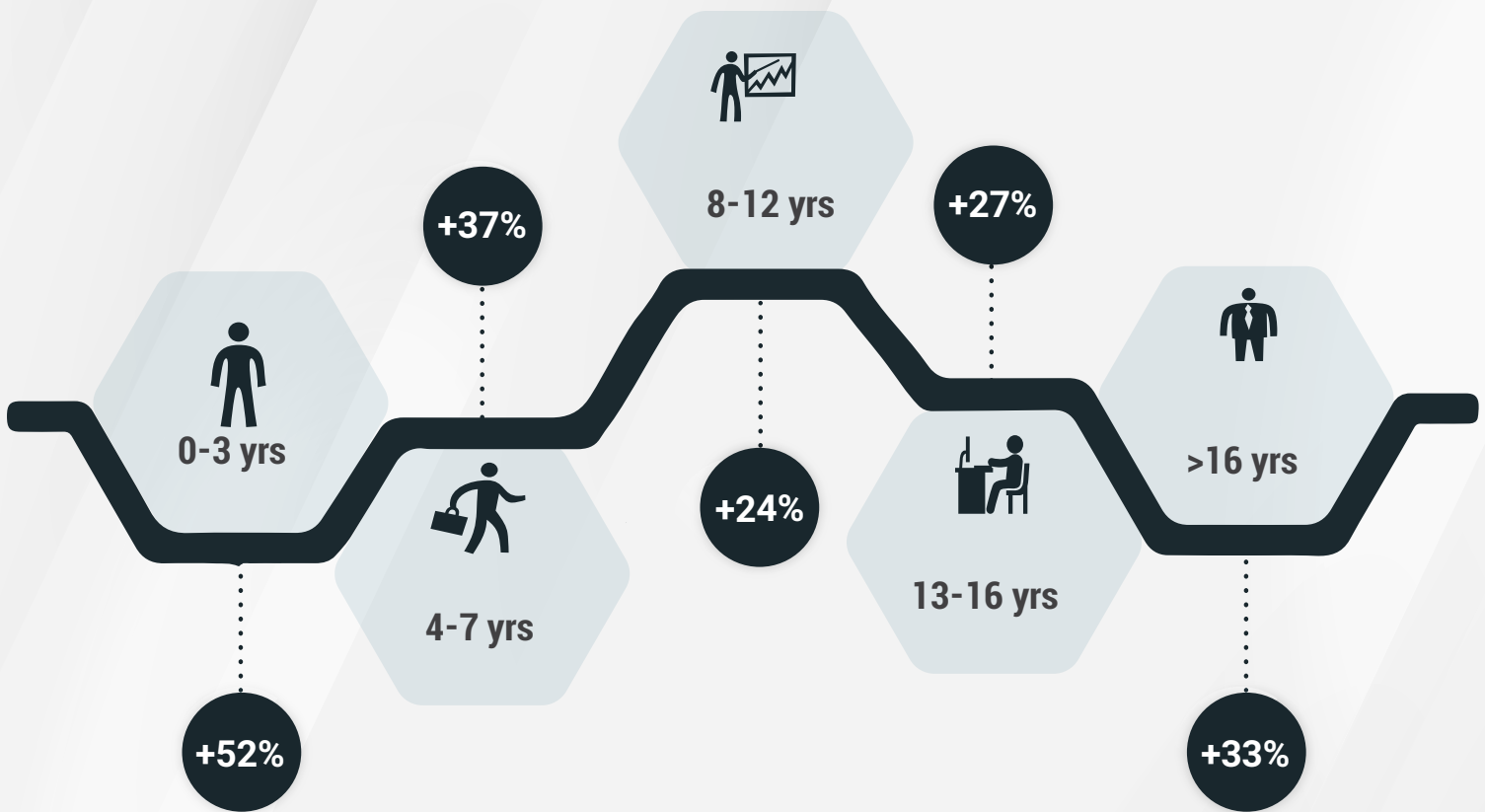|		
+63% Mumbai	+38% Kolkata	+47% Delhi / NCR
+38% Pune	+34% Chennai	+32% Hyderabad	+27% Bangalore

Emerging Cities

+63% Coimbatore	+50% Jaipur	+32% Vadodara
+29% Chandigarh	+24% Kochi	+22% Ahmedabad

Figures are percentage change in Apr-22 over average of Apr-21

City*	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-22	Jan-22	Feb-22	Mar-22	Apr-22	YOY-Growth
Delhi / NCR	1913	1708	2158	2434	2570	2753	2452	2194	1885	2530	2932	1977	2811	⬆ 47%
Mumbai	1289	1355	1553	1715	1783	1875	1787	1619	1413	1989	2182	2029	2100	⬆ 63%
Bengaluru / Bangalore	2783	3043	3177	3710	3791	3979	3398	3027	2394	3767	4085	3701	3532	⬆ 27%
Chennai	1765	1767	2006	2197	2307	2394	2158	1943	1662	2336	2659	2414	2364	⬆ 34%
Hyderabad / Secunderabad	3097	3217	3527	4087	3946	4146	3638	3283	2725	3908	4329	4118	4097	⬆ 32%
Pune	2907	3252	3588	4054	4079	4333	3742	3285	2740	4154	4430	4012	4025	⬆ 38%
Kolkata	2525	2356	2925	3042	3176	3479	2639	2608	2360	3299	4071	3573	3486	⬆ 38%
Ahmedabad	3469	3532	4483	4368	4255	4729	4201	3461	3115	3997	4614	4041	4235	⬆ 22%
Chandigarh	1739	1835	2172	2264	2377	2394	2158	1836	1657	2162	2240	2053	2245	⬆ 29%
Ernakulam / Kochi / Cochin	3652	3416	3619	3892	3729	4086	4013	3412	2845	4534	4422	4286	4527	⬆ 24%
Vadodara / Baroda	2115	1933	2484	2593	2808	3012	2411	2113	1984	2425	2524	2516	2798	⬆ 32%
Coimbatore	2071	1962	2164	2676	2932	2869	2811	2528	2145	2961	3699	3241	3365	⬆ 63%
Jaipur	2951	2390	3597	3991	4033	4026	3615	3241	3074	3985	4461	3831	4435	⬆ 50%

HIRING TRENDS
ACROSS EXPERIENCE LEVELS

- Demand for professionals across all experience bands remained steady in April 2022, with freshers (0-3 years) witnessing the highest growth of +52% compared to a year ago.

- Hiring activities across 4-7 years (+37%), 8-12 years (+24%), 13-16 years (+37%), and over 16 years (+33%) also grew during the month.

8-12 yrs

+37%

+27%

0-3 yrs

>16 yrs

4-7 yrs

+24%

13-16 yrs

+52%

+33%

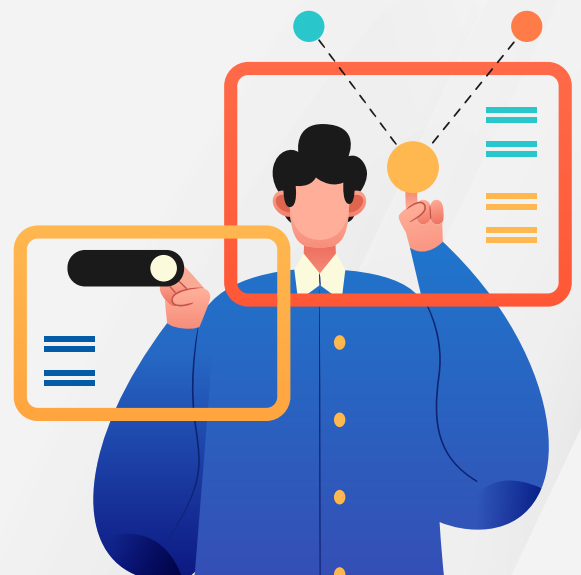Figures are percentage change in Apr-22 over average of Apr-21

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 activity in various industries, cities, and experience levels. The data is compiled from the website wherein jobs posted by clients on Naukri.com are considered. July 2008 is taken as the base with an index value of 1,000 and the subsequent monthly index is compared with the data for July 2008. The report shows hiring trends across industry sectors, geography, and experience level. 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. Data on functional area hiring has been retired due to changes in the taxonomy. Over a long period of time, Naukri JobSpeak could be impacted by factors like internet penetration, Naukri market share, Naukri pricing 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. Being the market leader, the brand enjoys highest levels of awareness and market share amongst jobseekers and recruiters for more than a decade and has become synonymous with the jobs category. The brand leads with over 96% timeshare across Desktop, Mobile and App. The platform 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, Branding and Response Management Tools. With more than 5,00,000 jobs at any point in time and over 80 million profiles, the brand services over 84,000 unique clients through its 64 offices in 45 cities in India.

ANNEXURE SECTORAL DATA

Industry*	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22
IT-Software/Software Services	3859	4409	4624	5466	5422	5648	4686	4155	3334	5370	5560	4983	4656
BPO/ITES/CRM/Transcription	1838	1655	1891	1923	1994	2229	2044	1771	1567	1987	2468	2458	2659
Construction/Engineering/Cement/Metals	553	490	658	667	692	781	726	612	597	738	889	828	899
Auto/Auto Ancillary	835	682	806	885	1051	978	896	787	733	925	1160	1038	1146
Banking/Financial Services/Broking	1896	1617	2080	2340	2496	2736	2549	2305	2145	2860	3433	3138	3348
Oil and Gas/Power/Infrastructure/Energy	411	306	360	394	535	422	372	378	338	423	510	449	522
Telecom/ISP	445	499	637	562	630	645	642	670	374	602	621	563	607
Insurance	849	863	1190	1278	1176	1308	1234	822	892	1291	2042	1541	1553
Industrial Produ cts/Heavy Machinery	965	799	998	1088	1095	1168	1106	1032	911	1153	1349	1345	1504
Pharma/Biotech/Clinical Research	1657	1610	1970	1869	1937	1988	1836	1654	1747	2169	2429	2117	2108
Travel & Hospitality	597	350	654	887	977	1124	1207	1170	1007	1014	1432	1698	1609
FMCG/Foods/Beverage	1487	1300	1592	1864	1719	1820	1625	1492	1491	1737	2024	1842	1996
Chemicals/PetroChemical/Plastic/Rubber	1134	892	1077	1057	1110	1205	1228	1096	1042	1242	1537	1453	1528
Education/Teaching/Training	3040	3244	3741	4030	4677	4993	4548	4143	3674	4755	5868	5753	6321
IT-Hardware & Networking	1073	898	1262	785	856	1038	888	848	725	1006	1181	1338	1027
Retail	939	747	1169	1366	1370	1587	1587	1441	1300	1758	2004	1795	1992
Media/Dotcom/Entertainment	661	338	269	228	235	262	281	259	196	223	307	291	337
Medical/Healthcare/Hospital	5656	4313	5671	5663	5778	6433	6170	5192	3989	5260	6589	6248	6323
Real Estate/Property	1754	1322	2105	2645	2723	2723	2616	2249	2238	2816	3302	3171	3316
Recruitment/Employment Firm	3675	3137	3839	4341	4398	4613	4512	3953	3249	3988	5253	4895	5160
Consumer Durables	797	580	746	937	779	869	892	717	649	833	964	788	918
Accounting/Taxation/Finance	2477	1641	2017	2551	2201	2494	2322	2007	1834	2285	3216	2844	3124
Advertising/PR/MR/Events	2079	1626	2243	2571	2851	3061	3068	3060	2643	3480	3884	4068	4469
Textiles/Garments/Accessories	1479	1221	1716	1824	1995	2164	1834	1956	1640	2096	2403	2299	2504
Semiconductors/Electronics	1761	2463	3351	3377	3526	3797	3999	3441	3010	3710	4879	4695	5669
Courier/Transportation/Freight	1533	1348	1869	2008	2059	2386	2391	2171	1953	2506	2826	2684	2818
Architecture/Interior Designing	1604	974	1349	1787	1707	2078	1807	1675	1345	1826	2490	2368	2565
Export/Import	938	831	1317	1237	1372	1447	1143	1199	908	1412	1461	1409	1612
Printing/Packaging	1164	752	959	986	1018	1191	890	900	771	960	1223	1053	1188
Shipping/Marine	640	534	682	664	764	790	705	817	738	835	991	872	953
Agriculture/Dairy	1836	1534	1923	1819	1688	1981	1702	1571	1208	1660	2276	1782	2006
Office Equipment/Automation	654	1044	1170	1415	1514	1615	1553	1441	1321	1682	2201	1999	2434
Fresher/Trainee	1127	349	16	82	67	53	52	16	52	141	297	134	104
NGO/Social Services	1672	1803	2317	2442	2754	3073	2896	2618	2378	3393	2839	2761	2733
Gems & Jewellery	3205	2888	2985	3830	4320	4983	4232	4386	3830	3956	4609	4609	5462
Paper	377	276	713	603	402	623	490	416	427	490	615	414	565
Legal	3068	2627	3189	3295	3710	5092	3873	3956	2968	4096	5892	4972	5387
Fertilizers/Pesticides	1748	2983	4310	3710	4155	4431	4170	3436	3042	4051	5016	4126	4185
Security/Law Enforcement	1856	1288	1500	2050	2031	1761	1505	2137	1252	1723	1905	1832	2811
Defence/Government	1278	1562	3591	3568	2985	3736	3218	2530	2355	4128	5387	4874	5504