

NAUKRI JOBSPEAK REPORT

Hiring Trends By City, Industry,
& Experience



2022

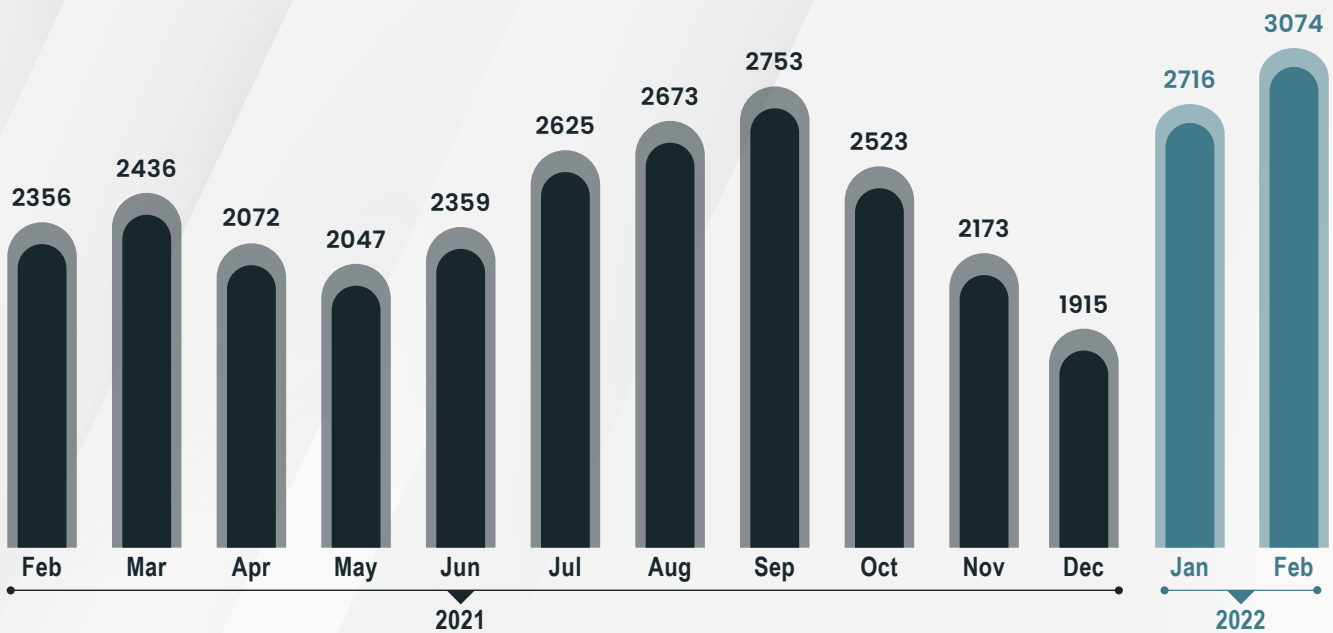
February



INDEX FOR FEBRUARY 2022

Feb'22 records highest ever hiring activity with the Naukri JobSpeak Index crossing 3000 mark

OVER ALL HIRING TRENDS



- Naukri JobSpeak index grew by 31% Y-O-Y in Feb'22 to reach an all-time high with the Naukri JobSpeak Index trending at 3074.
- Multiple sectors recorded a strong rate of growth vs previous year with the re-opening of the Indian ecosystem.
- Metros continue to observe an upsurge in hiring as emerging cities show promise.
- The hiring trend across all the experience bands treaded on a positive Y-O-Y growth trajectory in Feb'22 vs Feb'21.

Pawan Goyal,

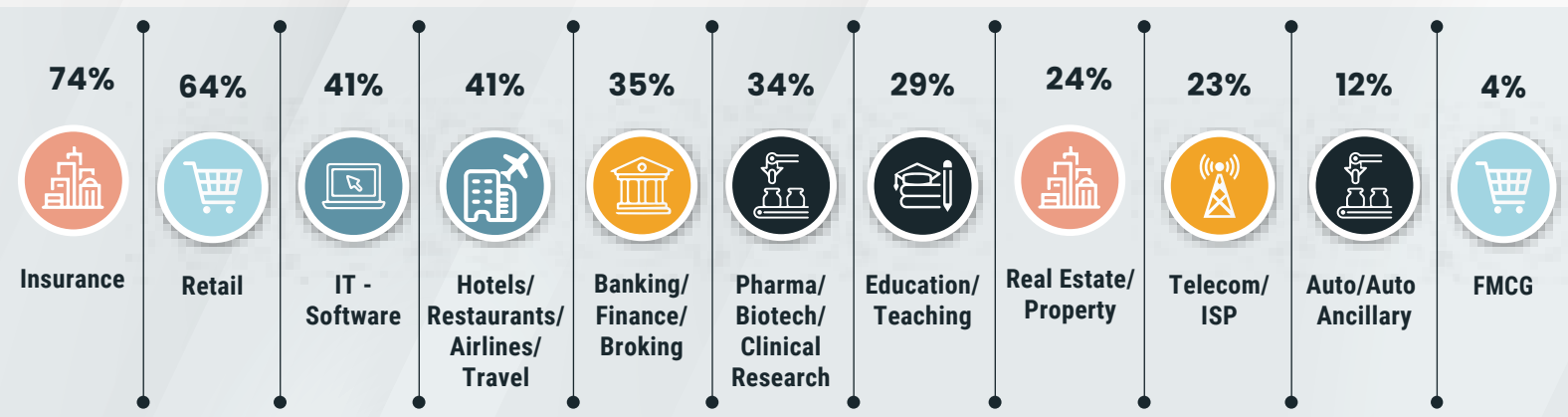
Chief Business Officer,
Naukri.com

“Clocking 3074, Naukri JobSpeak Index has set a new benchmark for nation's hiring activity indicating a favourable time for white collar job market. With sectors like Auto/Auto Ancillary showing recovery after a long time, and other major organized sectors sustaining growth, one can say that both sentiment and confidence are strong among the jobseekers.”



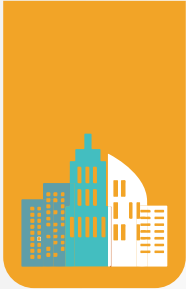
HIRING TRENDS ACROSS INDUSTRIES

- As the Indian economy sees a gradual return to normalcy, sustained growth in the hiring activity was observed across all key sectors.
- Insurance (+74%) clocked the highest growth in hiring activity in Feb'22 when compared with Feb'21 followed by Retail (+64%) that has showcased a sharp uptick since last year.
- Interestingly, after a long sluggish period, the Auto Industry finally showed signs of recovery in Feb'22 as it grew by +12% over Feb last year.
- Sectors like IT-Software/Software Services (+41%), Banking/Financial Services (+35%), Pharma (+34%), Hospitality (+41%) and Telecom (+23%) continued to demonstrate strong and consistent growth as concerns around COVID reduced drastically in Feb'22.



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

Industry*	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	YOY-Growth
IT-Software/Software Services	3944	4376	3859	4409	4624	5466	5422	5648	4686	4155	3334	5370	5560	↑ 41%
BPO/ITES/CRM/Transcription	2184	2201	1838	1655	1891	1923	1994	2229	2044	1771	1567	1987	2468	↑ 13%
Auto/Auto Ancillary	1040	1009	835	682	806	885	1051	978	896	787	733	925	1160	↑ 12%
Banking/Financial Services/Broking	2544	2565	1896	1617	2080	2340	2496	2736	2549	2305	2145	2860	3433	↑ 35%
Oil and Gas/Power/Infrastructure/Energy	443	475	411	306	360	394	535	422	372	378	338	423	510	↑ 15%
Telecom/ISP	503	526	445	499	637	562	630	645	642	670	374	602	621	↑ 23%
Insurance	1176	893	849	863	1190	1278	1176	1308	1234	822	829	1291	2042	↑ 74%
Pharma/Biotech/Clinical Research	1816	1814	1657	1610	1970	1869	1937	1988	1836	1654	1747	2169	2429	↑ 34%
Hotels/Restaurants/Airlines/Travel	1015	932	597	350	654	887	977	1124	1207	1170	1007	1014	1432	↑ 41%
FMCG/Foods/Beverage	1950	1751	1487	1300	1592	1864	1719	1820	1625	1492	1491	1737	2024	↑ 4%
Education/Teaching/Training	4558	3984	3040	3244	3741	4030	4677	4993	4548	4143	3674	4755	5868	↑ 29%
IT-Hardware & Networking	1209	1258	1073	898	1262	785	856	1038	888	848	725	1006	1181	→ -2%
Retailing	1219	1406	939	747	1169	1366	1370	1587	1587	1441	1300	1758	2004	↑ 64%
Medical/Healthcare/Hospital	6133	6275	5656	4313	5671	5663	5778	6433	6170	5192	3989	5260	6589	↑ 7%

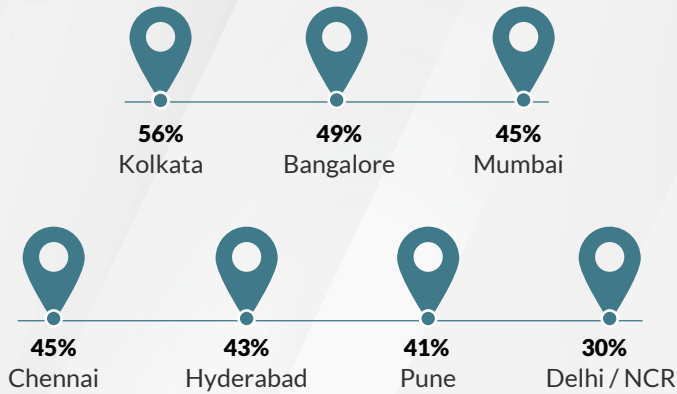


HIRING TRENDS ACROSS CITIES

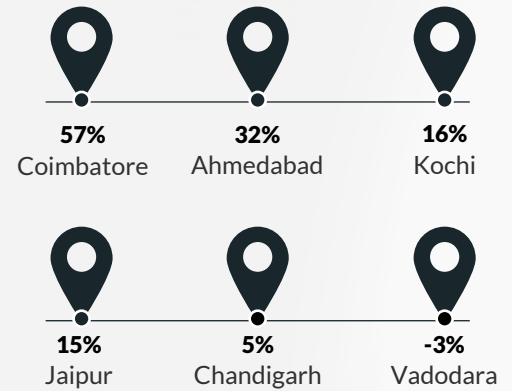
- Top metro cities saw a very healthy rise in demand as Kolkata (+56%) recorded the highest Y-O-Y hiring trend which was closely followed by Bengaluru (+49%), Mumbai (+45%), Chennai (+45%), Hyderabad (+43%), Pune (+41%) and Delhi (+30%).
- In non-metro cities, Coimbatore (+57%) recorded the highest Y-O-Y growth beating its past trend followed by Ahmedabad (+32%) and Kochi (+16%).
- Interestingly, Jaipur (+15%) saw shoots of success, while Vadodara remained flat (-3%) in Feb'22 vs last year.



METRO CITIES



Emerging Cities



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

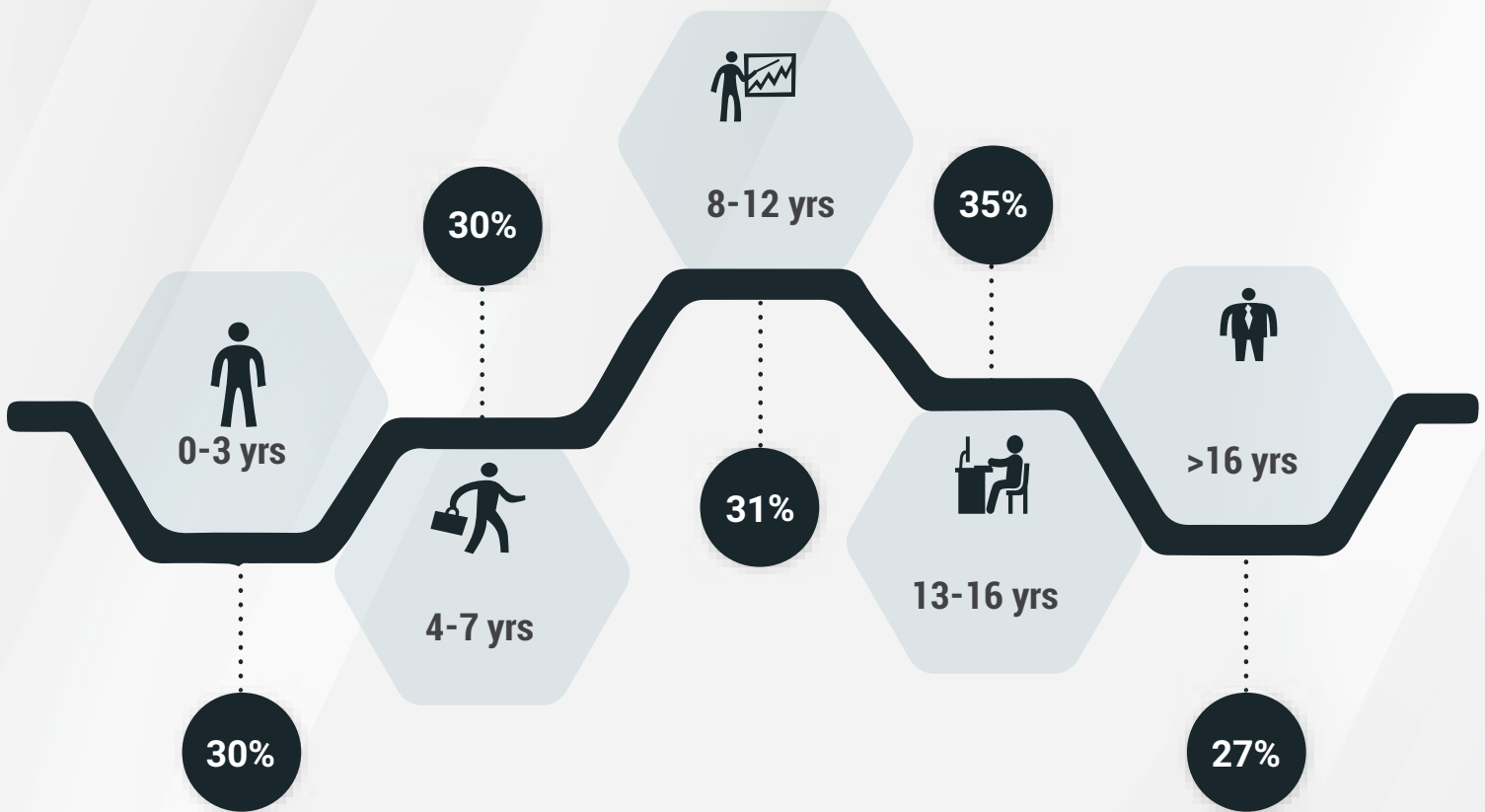
City*	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-22	Jan-22	Feb-22	YOY-Growth
Delhi / NCR	2258	2332	1913	1708	2158	2434	2570	2753	2452	2194	1885	2530	2932	↑ 30%
Mumbai	1502	1618	1289	1355	1553	1715	1783	1875	1787	1619	1413	1989	2182	↑ 45%
Bengaluru / Bangalore	2743	3102	2783	3043	3177	3710	3791	3979	3398	3027	2394	3767	4085	↑ 49%
Chennai	1834	1952	1765	1767	2006	2197	2307	2394	2158	1943	1662	2336	2659	↑ 45%
Hyderabad / Secunderabad	3020	3235	3097	3217	3527	4087	3946	4146	3638	3283	2725	3908	4329	↑ 43%
Pune	3149	3253	2907	3252	3588	4054	4079	4333	3742	3285	2740	4154	4430	↑ 41%
Kolkata	2604	2514	2525	2356	2925	3042	3176	3479	2639	2608	2360	3299	4071	↑ 56%
Ahmedabad	3487	3924	3469	3532	4483	4368	4255	4729	4201	3461	3115	3997	4614	↑ 32%
Chandigarh	2139	2246	1739	1835	2172	2264	2377	2394	2158	1836	1657	2162	2240	↑ 5%
Ernakulam / Kochi / Cochin	3797	3825	3652	3416	3619	3892	3729	4086	4013	3412	2845	4534	4422	↑ 16%
Vadodara / Baroda	2595	2544	2115	1933	2484	2593	2808	3012	2411	2113	1984	2425	2524	↓ -3%
Coimbatore	2359	2509	2071	1962	2164	2676	2932	2869	2811	2528	2145	2961	3699	↑ 57%
Jaipur	3863	3909	2951	2390	3597	3991	4033	4026	3615	3241	3074	3985	4461	↑ 15%

HIRING TRENDS

ACROSS EXPERIENCE LEVELS



- Demand for professionals across all experience bands grows by over 25%
- When compared with last year, the demand for mid to senior experienced professionals belonging to the 13-16 years category witnessed the highest surge at +35%.
- The demand for professionals in 8-12 years (+31%), 0-3 years (+30%), 4-7 years (+30%) and above 16 years (+27%) bracket also stayed strong.



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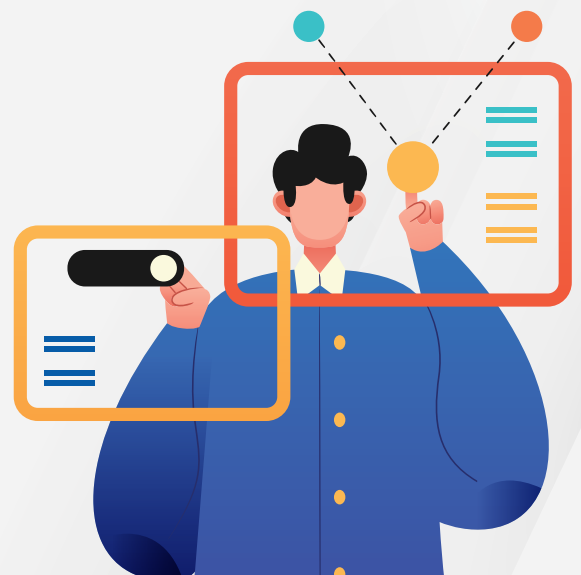


METHODOLOGY:

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*	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22
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BPO/ITES/CRM/Transcription	2184	2201	1838	1655	1891	1923	1994	2229	2044	1771	1567	1987	2468
Construction/Engineering/Cement/Metals	683	647	553	490	658	667	692	781	726	612	597	738	889
Auto/Auto Ancillary	1040	1009	835	682	806	885	1051	978	896	787	733	925	1160
Banking/Financial Services/Broking	2544	2565	1896	1617	2080	2340	2496	2736	2549	2305	2145	2860	3433
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Telecom/ISP	503	526	445	499	637	562	630	645	642	670	374	602	621
Insurance	1176	893	849	863	1190	1278	1176	1308	1234	822	892	1291	2042
Industrial Products/Heavy Machinery	1081	1128	965	799	998	1088	1095	1168	1106	1032	911	1153	1349
Pharma/Biotech/Clinical Research	1816	1814	1657	1610	1970	1869	1937	1988	1836	1654	1747	2169	2429
Hotels/Restaurants/Airlines/Travel	1015	932	597	350	654	887	977	1124	1207	1170	1007	1014	1432
FMCG/Foods/Beverage	1950	1751	1487	1300	1592	1864	1719	1820	1625	1492	1491	1737	2024
Chemicals/PetroChemical/Plastic/Rubber	1260	1196	1134	892	1077	1057	1110	1205	1228	1096	1042	1242	1537
Education/Teaching/Training	4558	3984	3040	3244	3741	4030	4677	4993	4548	4143	3674	4755	5868
IT-Hardware & Networking	1209	1258	1073	898	1262	785	856	1038	888	848	725	1006	1181
Retailing	1219	1406	939	747	1169	1366	1370	1587	1587	1441	1300	1758	2004
Media/Dotcom/Entertainment	847	754	661	338	269	228	235	262	281	259	196	223	307
Medical/Healthcare/Hospital	6133	6275	5656	4313	5671	5663	5778	6433	6170	5192	3989	5260	6589
Real Estate/Property	2661	2438	1754	1322	2105	2645	2723	2723	2616	2249	2238	2816	3302
Recruitment/Employment Firm	3894	4276	3675	3137	3839	4341	4398	4613	4512	3953	3249	3988	5253
Consumer Durables	1124	930	797	580	746	937	779	869	892	717	649	833	964
Accounting/Taxation/Finance	2918	3093	2477	1641	2017	2551	2201	2494	2322	2007	1834	2285	3216
Advertising/PR/MR/Events	2673	2725	2079	1626	2243	2571	2851	3061	3068	3060	2643	3480	3884
Textiles/Garments/Accessories	1706	1678	1479	1221	1716	1824	1995	2164	1834	1956	1640	2096	2403
Semiconductors/Electronics	1679	1571	1761	2463	3351	3377	3526	3797	3999	3441	3010	3710	4879
Courier/Transportation/Freight	1934	2118	1533	1348	1869	2008	2059	2386	2391	2171	1953	2506	2826
Architecture/Interior Designing	2135	2202	1604	974	1349	1787	1707	2078	1807	1675	1345	1826	2490
Export/Import	1287	1229	938	831	1317	1237	1372	1447	1143	1199	908	1412	1461
Printing/Packaging	1527	1456	1164	752	959	986	1018	1191	890	900	771	960	1223
Shipping/Marine	600	597	640	534	682	664	764	790	705	817	738	835	991
Agriculture/Dairy	2303	2519	1836	1534	1923	1819	1688	1981	1702	1571	1208	1660	2276
Office Equipment/Automation	794	925	654	1044	1170	1415	1514	1615	1553	1441	1321	1682	2201
Fresher/Trainee	1832	1388	1127	349	16	82	67	53	52	16	52	141	297
NGO/Social Services	2475	2860	1672	1803	2317	2442	2754	3073	2896	2618	2378	3393	2839
Gems & Jewellery	4421	4709	3205	2888	2985	3830	4320	4983	4232	4386	3830	3956	4609
Paper	751	540	377	276	713	603	402	623	490	416	427	490	615
Legal	3318	2909	3068	2627	3189	3295	3710	5092	3873	3956	2968	4096	5892
Fertilizers/Pesticides	2612	2330	1748	2983	4310	3710	4155	4431	4170	3436	3042	4051	5016
Security/Law Enforcement	2088	2648	1856	1288	1500	2050	2031	1761	1505	2137	1252	1723	1905
Defence/Government	1523	1329	1278	1562	3591	3568	2985	3736	3218	2530	2355	4128	5387