

# NAUKRI JOBSPEAK REPORT

Hiring Trends By City, Industry,  
& Experience



**2022**

June

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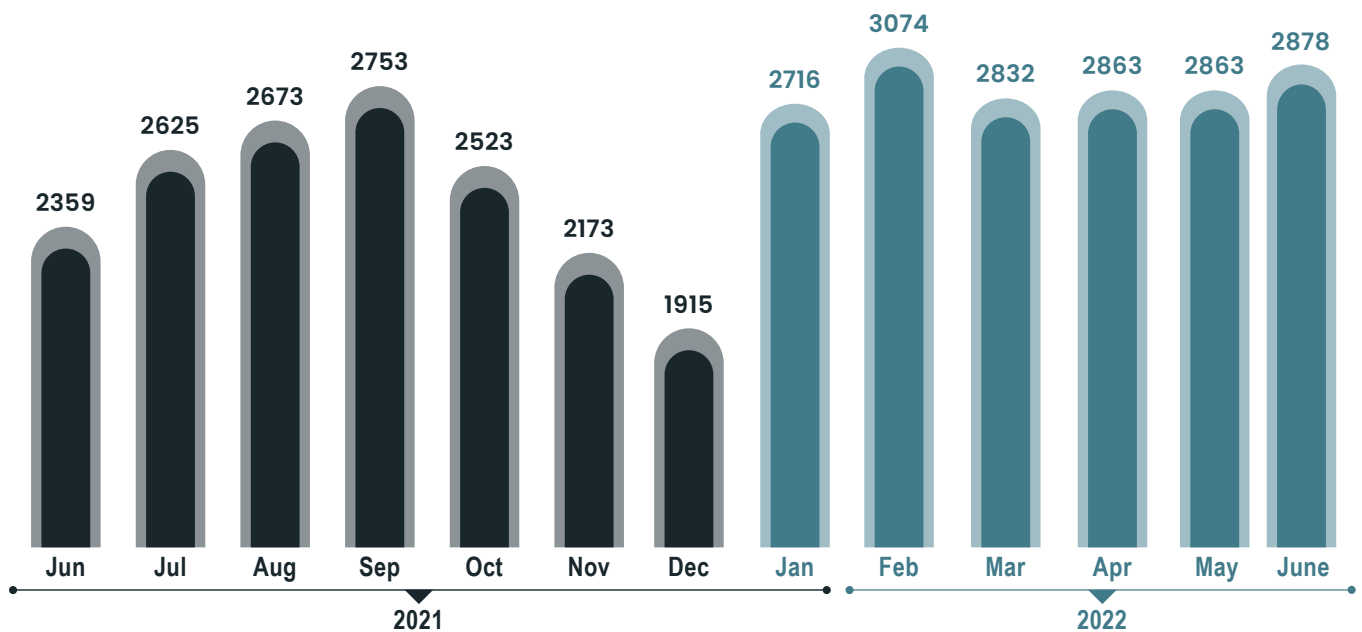




# INDEX FOR JUNE 2022

Hiring activity stays strong! Records 22% Y-O-Y growth in June'22: Naukri JobSpeak

## OVER ALL HIRING TRENDS



- The Indian job market continues to show positive hiring sentiments as the Naukri JobSpeak Index stood at 2878.
- The demand in metros and non-metros continued to show an optimistic upward trend.
- Mumbai recorded maximum demand for Freshers in metros as recruiters' intent to hire Freshers stays high
- Hiring activity maintains its momentum in key sectors.

**Pawan Goyal,**

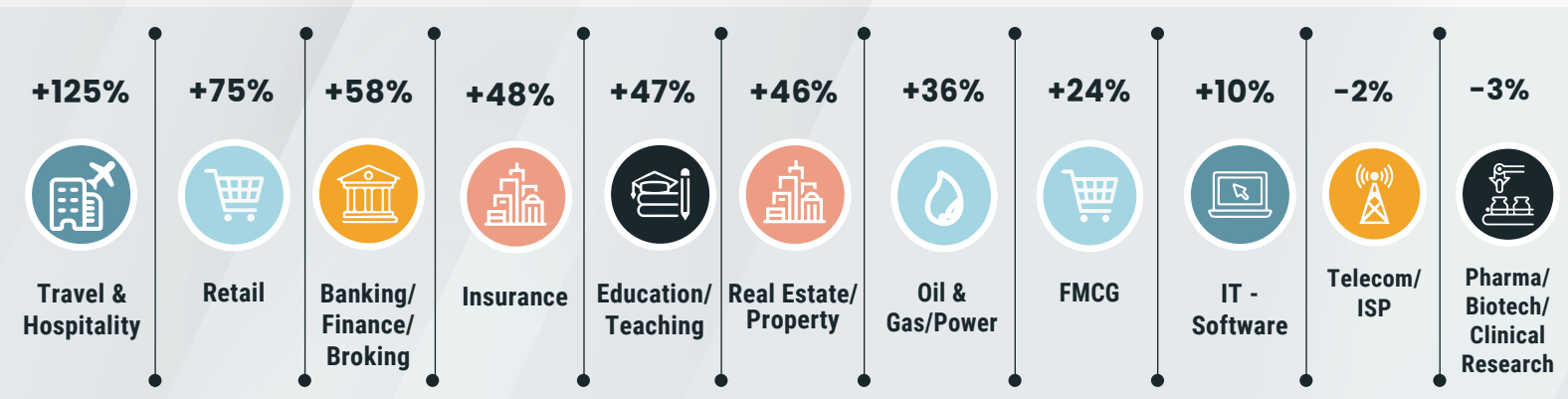
Chief Business Officer,  
Naukri.com

With the Indian economy growing at a steady pace, the job market is also seeing a consistent uptick in hiring activity across key sectors and cities. This upward trend is a positive indication as a significant proportion of new job opportunities are being created for professionals across sectors and experience bands.



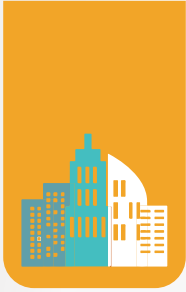
# HIRING TRENDS ACROSS INDUSTRIES

- Amongst industries, travel and hospitality continues to show maximum surge in hiring activity in June'22 v/s June'21 at +125%.
- Following a similar trend, Retail (+75%) and BFSI (+58%) showed growth in hiring when compared with June'21, while reflecting a stable MOM trend.
- Other key sectors that saw an uptick in YOY trends are Insurance (+48%), Education (+47%), Real Estate (+46%), Auto (+37%), and Oil & Gas (+36%) while Telecom and Pharma/Biotech remained flat.



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

Industry*	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	June-22	YOY-Growth
IT-Software/Software Services	4624	5466	5422	5648	4686	4155	3334	5370	5560	4983	4656	4711	5069	↑ 10%
BPO/ITES/CRM/Transcription	1891	1923	1994	2229	2044	1771	1567	1987	2468	2458	2659	2617	2600	↑ 37%
Auto/Auto Ancillary	806	885	1051	978	896	787	733	925	1160	1038	1146	1152	1106	↑ 37%
Banking/Financial Services/Broking	2080	2340	2496	2736	2549	2305	2145	2860	3433	3138	3348	3299	3279	↑ 58%
Oil and Gas/Power/Infrastructure/Energy	360	394	535	422	372	378	338	423	510	449	522	517	491	↑ 36%
Telecom/ISP	637	562	630	645	642	670	374	602	621	563	607	669	622	↓ -2%
Insurance	1190	1278	1176	1308	1234	822	829	1291	2042	1541	1553	1946	1761	↑ 48%
Pharma/Biotech/Clinical Research	1970	1869	1937	1988	1836	1654	1747	2169	2429	2117	2108	2078	1908	↓ -3%
Travel & Hospitality	654	887	977	1124	1207	1170	1007	1014	1432	1698	1609	1603	1468	↑ 125%
FMCG/Foods/Beverage	1592	1864	1719	1820	1625	1492	1491	1737	2024	1842	1996	1960	1976	↑ 24%
Education/Teaching/Training	3741	4030	4677	4993	4548	4143	3674	4755	5868	5753	6321	6030	5484	↑ 47%
IT-Hardware & Networking	1262	785	856	1038	888	848	725	1006	1181	1338	1027	1045	757	↓ -40%
Retail	1169	1366	1370	1587	1587	1441	1300	1758	2004	1795	1992	2055	2042	↑ 75%
Medical/Healthcare/Hospital	5671	5663	5778	6433	6170	5192	3989	5260	6589	6248	6323	6403	5983	↑ 6%

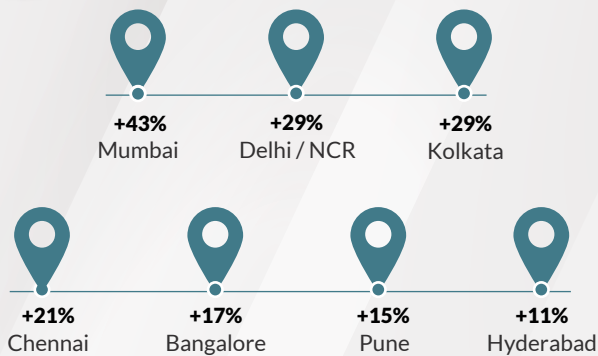


# HIRING TRENDS ACROSS CITIES

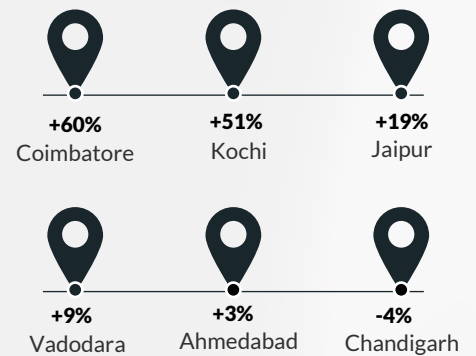
- Amongst metros, Mumbai continues to lead the race in three consecutive months at +43% y-o-y growth.
- Other metros such as Kolkata (+29%), Delhi (+29%), Chennai (+21%), Bangalore (+17%), Pune (+15%), and Hyderabad (+11%) continue to show positive growth in June'22 vs last year.
- Amongst the non-metros, Coimbatore showed the maximum y-o-y growth at +60% in June'22.
- Other tier-II cities also witnessed a surge as Kochi (+51%) and Jaipur (+19%). The only centers that remained flat are Ahmedabad and Chandigarh.



## METRO CITIES



## Emerging Cities



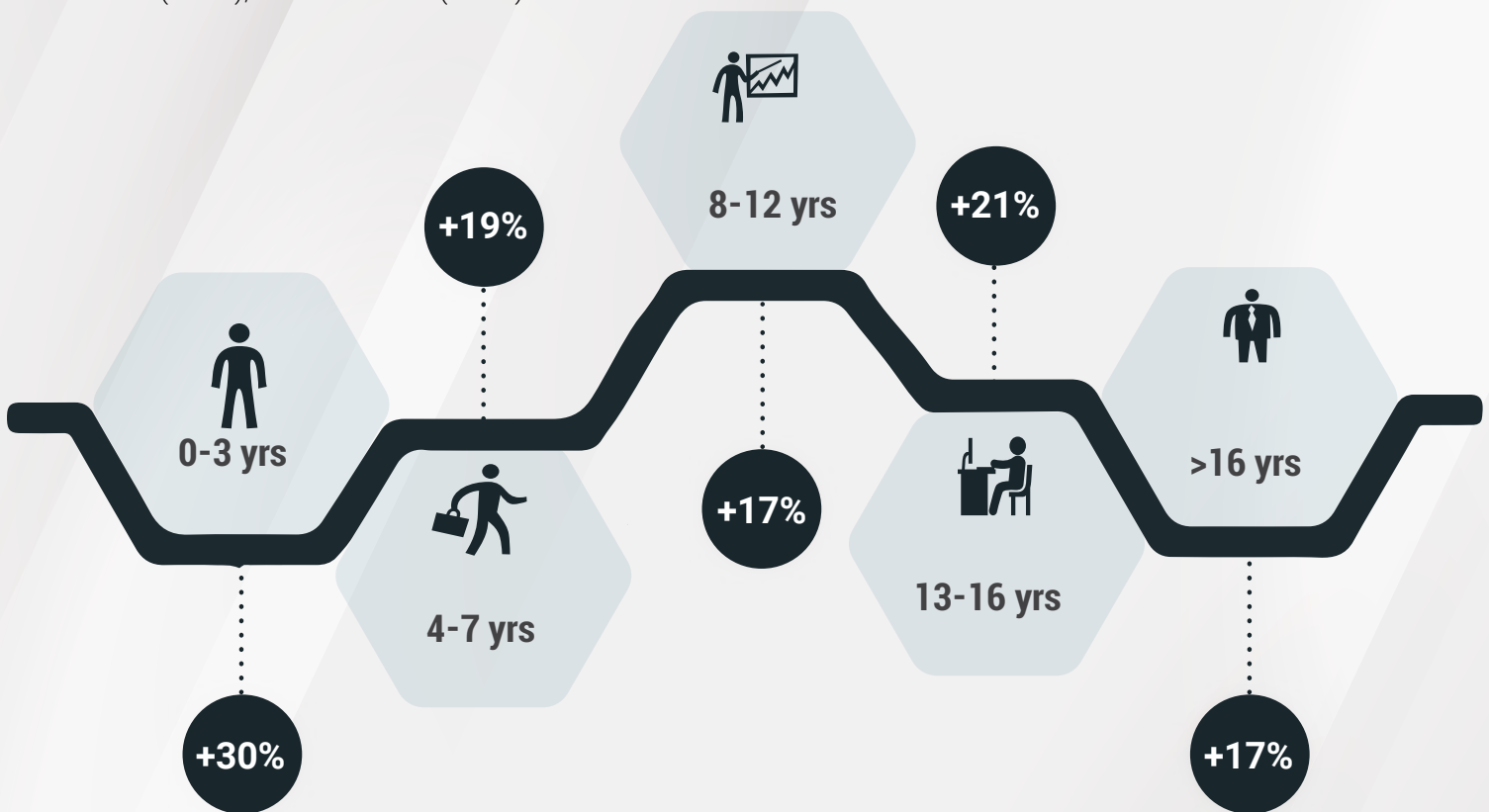
Figures are percentage change in June-22 over average of June-21

City*	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-22	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	YOY-Growth
Delhi / NCR	2158	2434	2570	2753	2452	2194	1885	2530	2932	1977	2811	2782	2792	↑ 29%
Mumbai	1553	1715	1783	1875	1787	1619	1413	1989	2182	2029	2100	2188	2219	↑ 43%
Bengaluru / Bangalore	3177	3710	3791	3979	3398	3027	2394	3767	4085	3701	3532	3484	3722	↑ 17%
Chennai	2006	2197	2307	2394	2158	1943	1662	2336	2659	2414	2364	2394	2432	↑ 21%
Hyderabad / Secunderabad	3527	4087	3946	4146	3638	3283	2725	3908	4329	4118	4097	3967	3907	↑ 11%
Pune	3588	4054	4079	4333	3742	3285	2740	4154	4430	4012	4025	4114	4143	↑ 15%
Kolkata	2925	3042	3176	3479	2639	2608	2360	3299	4071	3573	3486	3750	3760	↑ 29%
Ahmedabad	4483	4368	4255	4729	4201	3461	3115	3997	4614	4041	4235	4438	4598	↑ 3%
Chandigarh	2172	2264	2377	2394	2158	1836	1657	2162	2240	2053	2245	2294	2077	↓ -4%
Ernakulam / Kochi / Cochin	3619	3892	3729	4086	4013	3412	2845	4534	4422	4286	4527	4596	5478	↑ 51%
Vadodara / Baroda	2484	2593	2808	3012	2411	2113	1984	2425	2524	2516	2798	2872	2702	↑ 9%
Coimbatore	2164	2676	2932	2869	2811	2528	2145	2961	3699	3241	3365	3216	3466	↑ 60%
Jaipur	3597	3991	4033	4026	3615	3241	3074	3985	4461	3831	4435	4206	4272	↑ 19%

# HIRING TRENDS ACROSS EXPERIENCE LEVELS



- Freshers rejoice as the demand for entry-level talent continues to record the highest yearly growth (+30%) in June'22.
- Additionally, growing hiring sentiment was observed for other experience brackets such as 4–7 years (+19%), 8–12 years (+17%), 13–16 years (+21%), and over 16 years (+17%) in June'22 v/s June'21.
- Hiring for entry-level professionals surged specifically in Mumbai (+93%) amongst metros apart from Kochi (+105%) amongst tier-2 cities. Interestingly, this growth in hiring for Freshers was led by various sectors including Travel & Hospitality (+158%), Retail (+109%), Insurance (+101%), Accounting Finance (+95%), BFSI (+88%), and Education (+70%).



June'22 vis-a-vis June'21



## METHODOLOGY:

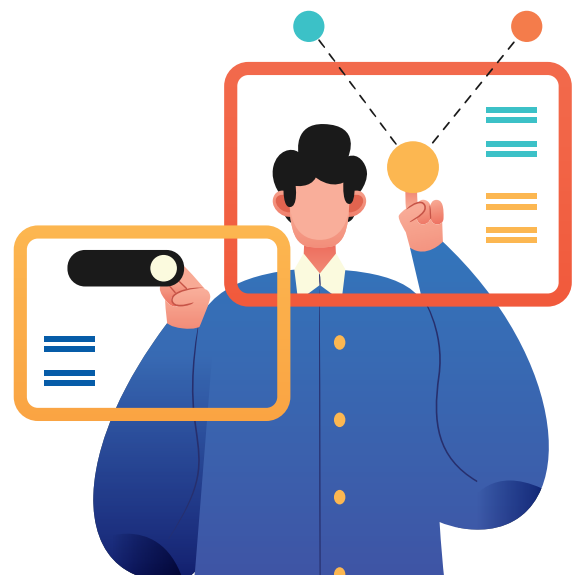
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The Naukri JobSpeak is a monthly Index that calculates and records hiring activity based on the job listings on Naukri.com website month on month. The objective of Naukri JobSpeak is to measure the hiring activity in various industries, cities, and 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

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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. 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*	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22
IT-Software/Software Services	4624	5466	5422	5648	4686	4155	3334	5370	5560	4983	4656	4711	5069
BPO/ITES/CRM/Transcription	1891	1923	1994	2229	2044	1771	1567	1987	2468	2458	2659	2617	2600
Construction/Engineering/Cement/Metals	658	667	692	781	726	612	597	738	889	828	899	872	840
Auto/Auto Ancillary	806	885	1051	978	896	787	733	925	1160	1038	1146	1152	1106
Banking/Financial Services/Broking	2080	2340	2496	2736	2549	2305	2145	2860	3433	3138	3348	3299	3279
Oil and Gas/Power/Infrastructure/Energy	360	394	535	422	372	378	338	423	510	449	522	517	491
Telecom/ISP	637	562	630	645	642	670	374	602	621	563	607	669	622
Insurance	1190	1278	1176	1308	1234	822	892	1291	2042	1541	1553	1946	1761
Industrial Products/Heavy Machinery	998	1088	1095	1168	1106	1032	911	1153	1349	1345	1504	1440	1431
Pharma/Biotech/Clinical Research	1970	1869	1937	1988	1836	1654	1747	2169	2429	2117	2108	2078	1908
Travel & Hospitality	654	887	977	1124	1207	1170	1007	1014	1432	1698	1609	1603	1468
FMCG/Foods/Beverage	1592	1864	1719	1820	1625	1492	1491	1737	2024	1842	1996	1960	1976
Chemicals/PetroChemical/Plastic/Rubber	1077	1057	1110	1205	1228	1096	1042	1242	1537	1453	1528	1775	1580
Education/Teaching/Training	3741	4030	4677	4993	4548	4143	3674	4755	5868	5753	6321	6030	5484
IT-Hardware & Networking	1262	785	856	1038	888	848	725	1006	1181	1338	1027	1045	757
Retail	1169	1366	1370	1587	1587	1441	1300	1758	2004	1795	1992	2055	2042
Media/Dotcom/Entertainment	269	228	235	262	281	259	196	223	307	291	337	378	370
Medical/Healthcare/Hospital	5671	5663	5778	6433	6170	5192	3989	5260	6589	6248	6323	6403	5983
Real Estate/Property	2105	2645	2723	2723	2616	2249	2238	2816	3302	3171	3316	3180	3083
Recruitment/Employment Firm	3839	4341	4398	4613	4512	3953	3249	3988	5253	4895	5160	4339	4021
Consumer Durables	746	937	779	869	892	717	649	833	964	788	918	891	896
Accounting/Taxation/Finance	2017	2551	2201	2494	2322	2007	1834	2285	3216	2844	3124	3746	3608
Advertising/PR/MR/Events	2243	2571	2851	3061	3068	3060	2643	3480	3884	4068	4469	4143	4293
Textiles/Garments/Accessories	1716	1824	1995	2164	1834	1956	1640	2096	2403	2299	2504	2671	2200
Semiconductors/Electronics	3351	3377	3526	3797	3999	3441	3010	3710	4879	4695	5669	5040	6203
Courier/Transportation/Freight	1869	2008	2059	2386	2391	2171	1953	2506	2826	2684	2818	3030	2712
Architecture/Interior Designing	1349	1787	1707	2078	1807	1675	1345	1826	2490	2368	2565	2523	2269
Export/Import	1317	1237	1372	1447	1143	1199	908	1412	1461	1409	1612	1555	1486
Printing/Packaging	959	986	1018	1191	890	900	771	960	1223	1053	1188	1168	1091
Shipping/Marine	682	664	764	790	705	817	738	835	991	872	953	935	961
Agriculture/Dairy	1923	1819	1688	1981	1702	1571	1208	1660	2276	1782	2006	1968	1768
Office Equipment/Automation	1170	1415	1514	1615	1553	1441	1321	1682	2201	1999	2434	2211	2528
Fresher/Trainee	16	82	67	53	52	16	52	141	297	134	104	74	74
NGO/Social Services	2317	2442	2754	3073	2896	2618	2378	3393	2839	2761	2733	3052	2832
Gems & Jewellery	2985	3830	4320	4983	4232	4386	3830	3956	4609	4609	5462	5488	4784
Paper	713	603	402	623	490	416	427	490	615	414	565	590	553
Legal	3189	3295	3710	5092	3873	3956	2968	4096	5892	4972	5387	5179	5031
Fertilizers/Pesticides	4310	3710	4155	4431	4170	3436	3042	4051	5016	4126	4185	4230	4972
Security/Law Enforcement	1500	2050	2031	1761	1505	2137	1252	1723	1905	1832	2811	2140	2684
Defence/Government	3591	3568	2985	3736	3218	2530	2355	4128	5387	4874	5504	5900	5247