

# NAUKRI JOBSPEAK REPORT

Hiring Trends By City, Industry,  
& Experience



**2022**

Sep

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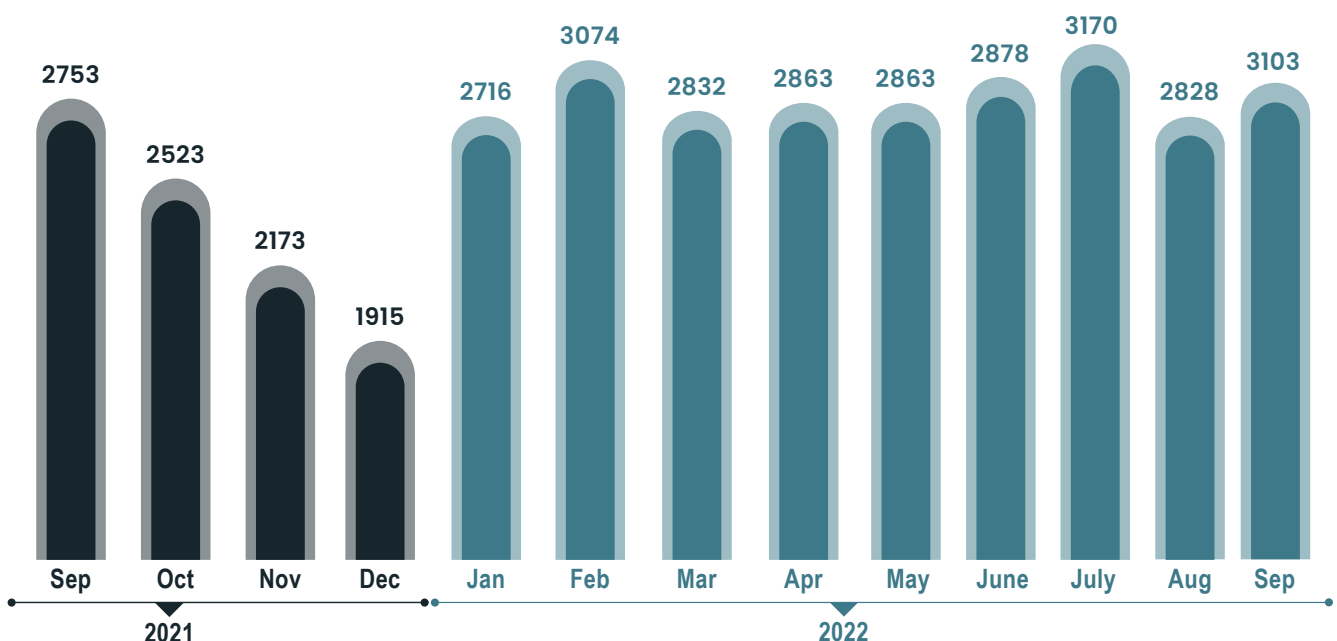




# INDEX FOR SEPTEMBER 2022

Hiring in India amps up ahead of festive season, records 13% YOY growth:  
Naukri JobSpeak

## OVER ALL HIRING TRENDS



- The job market in India picked up pace ahead of the festive season as companies ramp up their operations.
- The Naukri JobSpeak report showcased a spurt in hiring activity in September'22 with the index touching 3103 and recorded a double-digit growth at +13% YOY and +10% sequential growth.
- Key employment sectors recorded significant growth, Insurance continues its dream run.
- Amongst metros, Mumbai topped the hiring charts once again.
- Hiring sentiment remains positive across the experience bands, Leadership roles see maximum jump.

**Pawan Goyal,**

Chief Business Officer,  
Naukri.com



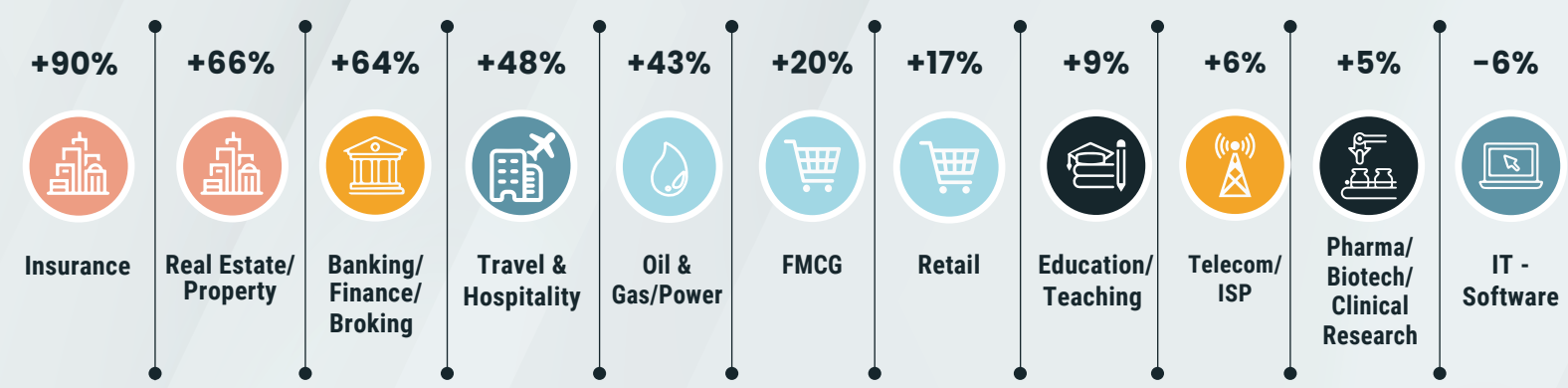
The JobSpeak Index crossing the 3100 mark in Sep'22 is a great sign marking strong intent amongst recruiters before the festive period kicks in. It is notable to see that key sectors of Insurance and Real Estate have maintained their growth momentum and have recorded sterling performances.





# HIRING TRENDS ACROSS INDUSTRIES

- Maintaining its stellar performance, the Insurance sector once again led the charts as it recorded a sequential growth of +90% YOY in Sep'22, while growing by +71% YTD.
- Apart from Insurance, Real Estate has also shown a significant jump in hiring intent as it grew by +66% Y-O-Y. Other sectors such as BFSI (+64%), Travel & Hospitality (+48%), Oil & Gas (+43%), Auto (+23%), FMCG (+20%), and Retail (+17%) also continue to do well.
- While the IT sector slowed down recording -6% YOY de-growth in Sep'22 vs Sep'21, the hiring activity has gone up by +8% MOM indicating signs of recovery. Apart from IT, Medical/Healthcare (-6%) also recorded de-growth in September'22.



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

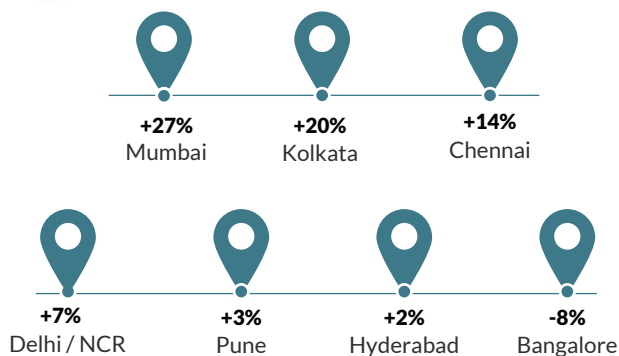
Industry*	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	June-22	July-22	Aug-22	Sep-22	YOY-Growth
IT-Software/Software Services	5648	4686	4155	3334	5370	5560	4983	4656	4711	5069	5872	4881	5283	↓ -6%
BPO/ITES/CRM/Transcription	2229	2044	1771	1567	1987	2468	2458	2659	2617	2600	2587	2325	2619	↑ 18%
Auto/Auto Ancillary	978	896	787	733	925	1160	1038	1146	1152	1106	1183	1360	1201	↑ 23%
Banking/Financial Services/Broking	2736	2549	2305	2145	2860	3433	3138	3348	3299	3279	3731	3576	4496	↑ 64%
Oil and Gas/Power/Infrastructure/Energy	422	372	378	338	423	510	449	522	517	491	581	550	606	↑ 43%
Telecom/ISP	645	642	670	374	602	621	563	607	669	622	741	664	685	↑ 6%
Insurance	1308	1234	822	829	1291	2042	1541	1553	1946	1761	2124	2200	2479	↑ 90%
Pharma/Biotech/Clinical Research	1988	1836	1654	1747	2169	2429	2117	2108	2078	1908	2081	1871	2094	↑ 5%
Travel & Hospitality	1124	1207	1170	1007	1014	1432	1698	1609	1603	1468	1487	1526	1665	↑ 48%
FMCG/Foods/Beverage	1820	1625	1492	1491	1737	2024	1842	1996	1960	1976	2203	1971	2176	↑ 20%
Education/Teaching/Training	4993	4548	4143	3674	4755	5868	5753	6321	6030	5484	5311	5040	5448	↑ 9%
IT-Hardware & Networking	1038	888	848	725	1006	1181	1338	1027	1045	757	923	856	916	↓ -12%
Retail	1587	1587	1441	1300	1758	2004	1795	1992	2055	2042	1865	1621	1849	↑ 17%
Medical/Healthcare/Hospital	6433	6170	5192	3989	5260	6589	6248	6323	6403	5983	6402	6546	6059	↓ -6%

# HIRING TRENDS ACROSS CITIES

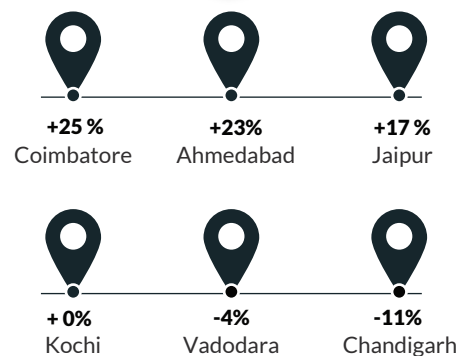
- Amongst metros, Mumbai topped the hiring charts as it witnessed +27% Y-O-Y growth. Other metros exhibited positive annual hiring growth, barring Bengaluru (-8%).
- In terms of monthly hiring charts, Delhi rose to the top after registering +14% growth, while Hyderabad (+11%), Kolkata (+11%), Pune (+9%), Chennai (+8%), and Bangalore (+7%) followed close.
- Amongst emerging cities, Coimbatore (+25%) witnessed the highest uptick in hiring activity. Other cities such as Ahmedabad (+23%), Jaipur (+17%), and Chandigarh (+11%) also showed positive hiring growth. However, Kochi and Vadodara remained flat.



## METRO CITIES



## Emerging Cities



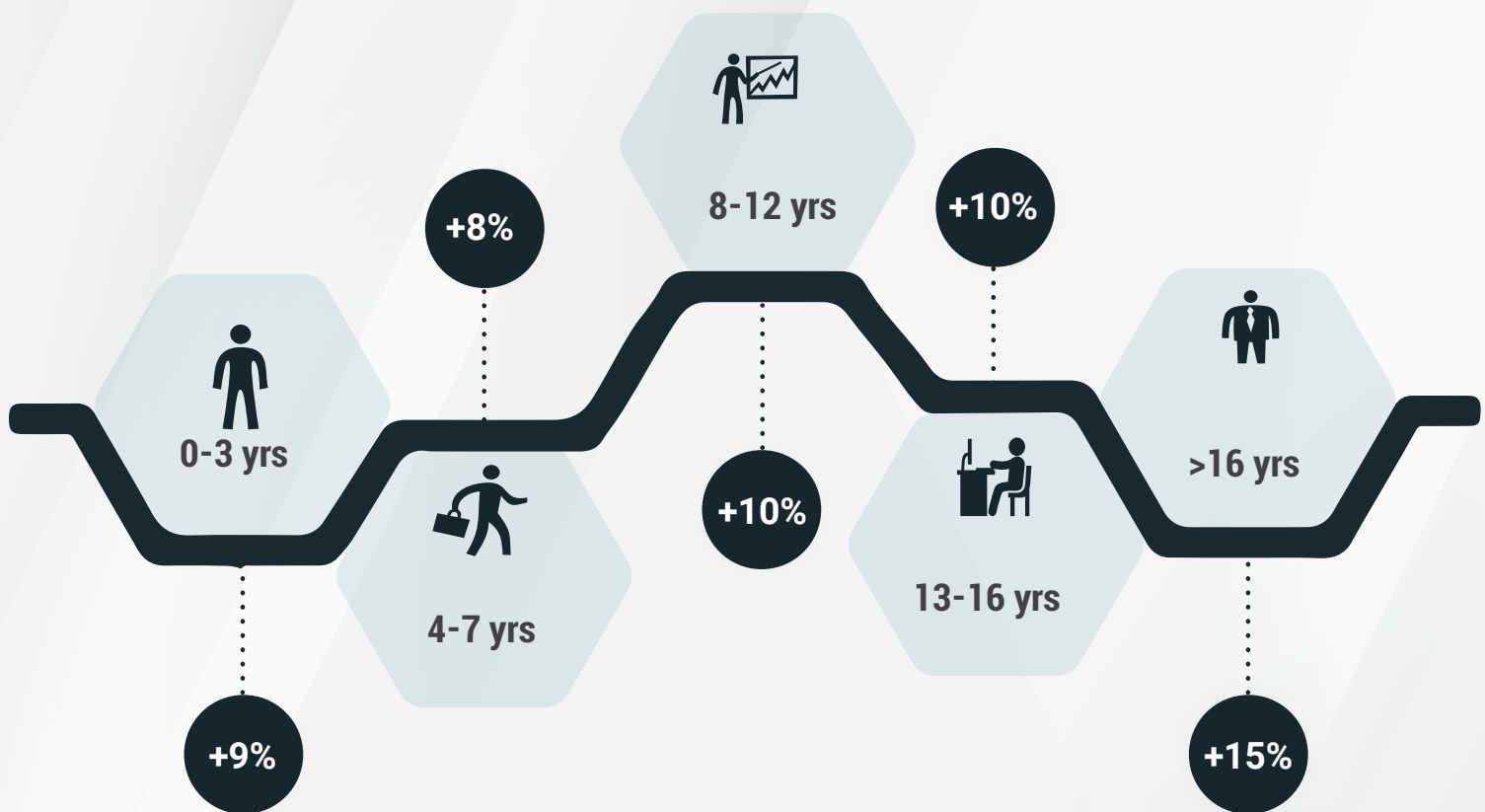
Figures are percentage change in Sep-22 over average of Sep-21

City*	Sep-21	Oct-21	Nov-21	Dec-22	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	YOY-Growth
Delhi / NCR	2753	2452	2194	1885	2530	2932	1977	2811	2782	2792	3038	2605	2959	↑ 7%
Mumbai	1875	1787	1619	1413	1989	2182	2029	2100	2188	2219	2338	2150	2373	↑ 27%
Bengaluru / Bangalore	3979	3398	3027	2394	3767	4085	3701	3532	3484	3722	4076	3420	3671	↓ -8%
Chennai	2394	2158	1943	1662	2336	2659	2414	2364	2394	2432	2745	2519	2726	↑ 14%
Hyderabad / Secunderabad	4146	3638	3283	2725	3908	4329	4118	4097	3967	3907	4578	3812	4246	↑ 2%
Pune	4333	3742	3285	2740	4154	4430	4012	4025	4114	4143	5035	4073	4453	↑ 3%
Kolkata	3479	2639	2608	2360	3299	4071	3573	3486	3750	3760	4317	3773	4176	↑ 20%
Ahmedabad	4729	4201	3461	3115	3997	4614	4041	4235	4438	4598	5344	5110	5814	↑ 23%
Chandigarh	2394	2158	1836	1657	2162	2240	2053	2245	2294	2077	2014	1962	2133	↓ -11%
Ernakulam / Kochi / Cochin	4086	4013	3412	2845	4534	4422	4286	4527	4596	5478	5128	4748	4076	↑ 0%
Vadodara / Baroda	3012	2411	2113	1984	2425	2524	2516	2798	2872	2702	2881	2512	2901	↓ -4%
Coimbatore	2869	2811	2528	2145	2961	3699	3241	3365	3216	3466	4542	3748	3581	↑ 25%
Jaipur	4026	3615	3241	3074	3985	4461	3831	4435	4206	4272	4282	4632	4730	↑ 17%

# HIRING TRENDS ACROSS EXPERIENCE LEVELS



- The demand for professionals across all experienced bands remained steady in Sep'22 vs last year.
- Professionals with >16 years of work experience saw the steepest uptick at +15% followed by 13-16 years of work experience band recording +10% growth.
- Professionals with 8-12, 4-7, and 0-3 years of experience exhibited positive growth at +10%, +8% and +9% respectively



Sep'22 vis-a-vis Sep'21

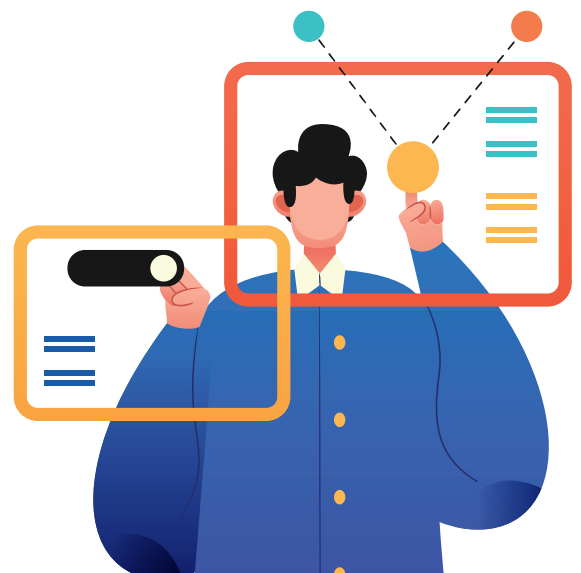


## METHODOLOGY:

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 63 offices in 44 cities in India.





ANNEXURE SECTORAL DATA													
Industry*	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22
IT-Software/Software Services	5648	4686	4155	3334	5370	5560	4983	4656	4711	5069	5872	-10%	-6%
BPO/ITES/CRM/Transcription	2229	2044	1771	1567	1987	2468	2458	2659	2617	2600	2587	17%	18%
Construction/Engineering/Cement/Metals	781	726	612	597	738	889	828	899	872	840	875	15%	16%
Auto/Auto Ancillary	978	896	787	733	925	1160	1038	1146	1152	1106	1183	29%	23%
Banking/Financial Services/Broking	2736	2549	2305	2145	2860	3433	3138	3348	3299	3279	3731	43%	64%
Oil and Gas/Power/Infrastructure/Energy	422	372	378	338	423	510	449	522	517	491	581	3%	43%
Telecom/ISP	645	642	670	374	602	621	563	607	669	622	741	5%	6%
Insurance	1308	1234	822	892	1291	2042	1541	1553	1946	1761	2124	87%	90%
Industrial Produ cts/Heavy Machinery	1168	1106	1032	911	1153	1349	1345	1504	1440	1431	1454	21%	35%
Pharma/Biotech/Clinical Research	1988	1836	1654	1747	2169	2429	2117	2108	2078	1908	2081	-3%	5%
Travel & Hospitality	1124	1207	1170	1007	1014	1432	1698	1609	1603	1468	1487	56%	48%
FMCG/Foods/Beverage	1820	1625	1492	1491	1737	2024	1842	1996	1960	1976	2203	15%	20%
Chemicals/PetroChemical/Plastic/Rubber	1205	1228	1096	1042	1242	1537	1453	1528	1775	1580	1621	25%	25%
Education/Teaching/Training	4993	4548	4143	3674	4755	5868	5753	6321	6030	5484	5311	8%	9%
IT-Hardware & Networking	1038	888	848	725	1006	1181	1338	1027	1045	757	923	0%	-12%
Retail	1587	1587	1441	1300	1758	2004	1795	1992	2055	2042	1865	18%	17%
Media/Dotcom/Entertainment	262	281	259	196	223	307	291	337	378	370	387	53%	63%
Medical/Healthcare/Hospital	6433	6170	5192	3989	5260	6589	6248	6323	6403	5983	6402	13%	-6%
Real Estate/Property	2723	2616	2249	2238	2816	3302	3171	3316	3180	3083	3261	24%	66%
Recruitment/Employment Firm	4613	4512	3953	3249	3988	5253	4895	5160	4339	4021	4140	-15%	-4%
Consumer Durables	869	892	717	649	833	964	788	918	891	896	797	3%	-6%
Accounting/Taxation/Finance	2494	2322	2007	1834	2285	3216	2844	3124	3746	3608	5353	84%	87%
Advertising/PR/MR/Events	3061	3068	3060	2643	3480	3884	4068	4469	4143	4293	4270	50%	67%
Textiles/Garments/Accessories	2164	1834	1956	1640	2096	2403	2299	2504	2671	2200	2221	1%	-2%
Semiconductors/Electronics	3797	3999	3441	3010	3710	4879	4695	5669	5040	6203	5760	21%	27%
Courier/Transportation/Freight	2386	2391	2171	1953	2506	2826	2684	2818	3030	2712	2667	29%	21%
Architecture/Interior Designing	2078	1807	1675	1345	1826	2490	2368	2565	2523	2269	2296	36%	9%
Export/Import	1447	1143	1199	908	1412	1461	1409	1612	1555	1486	1406	-14%	-3%
Printing/Packaging	1191	890	900	771	960	1223	1053	1188	1168	1091	1002	20%	7%
Shipping/Marine	790	705	817	738	835	991	872	953	935	961	1143	24%	52%
Agriculture/Dairy	1981	1702	1571	1208	1660	2276	1782	2006	1968	1768	1530	-10%	-20%
Office Equipment/Automation	1615	1553	1441	1321	1682	2201	1999	2434	2211	2528	2488	44%	59%
Fresher/Trainee	53	52	16	52	141	297	134	104	74	74	22	-22%	-72%
NGO/Social Services	3073	2896	2618	2378	3393	2839	2761	2733	3052	2832	3272	28%	20%
Gems & Jewellery	4983	4232	4386	3830	3956	4609	4609	5462	5488	4784	4709	27%	16%
Paper	623	490	416	427	490	615	414	565	590	553	640	50%	-15%
Legal	5092	3873	3956	2968	4096	5892	4972	5387	5179	5031	6693	56%	36%
Fertilizers/Pesticides	4431	4170	3436	3042	4051	5016	4126	4185	4230	4972	6604	13%	31%
Security/Law Enforcement	1761	1505	2137	1252	1723	1905	1832	2811	2140	2684	1977	16%	39%
Defence/Government	3736	3218	2530	2355	4128	5387	4874	5504	5900	5247	4991	74%	63%