

NAUKRI JOBSPEAK REPORT

Hiring Trends By City, Industry
& Experience



2024

April

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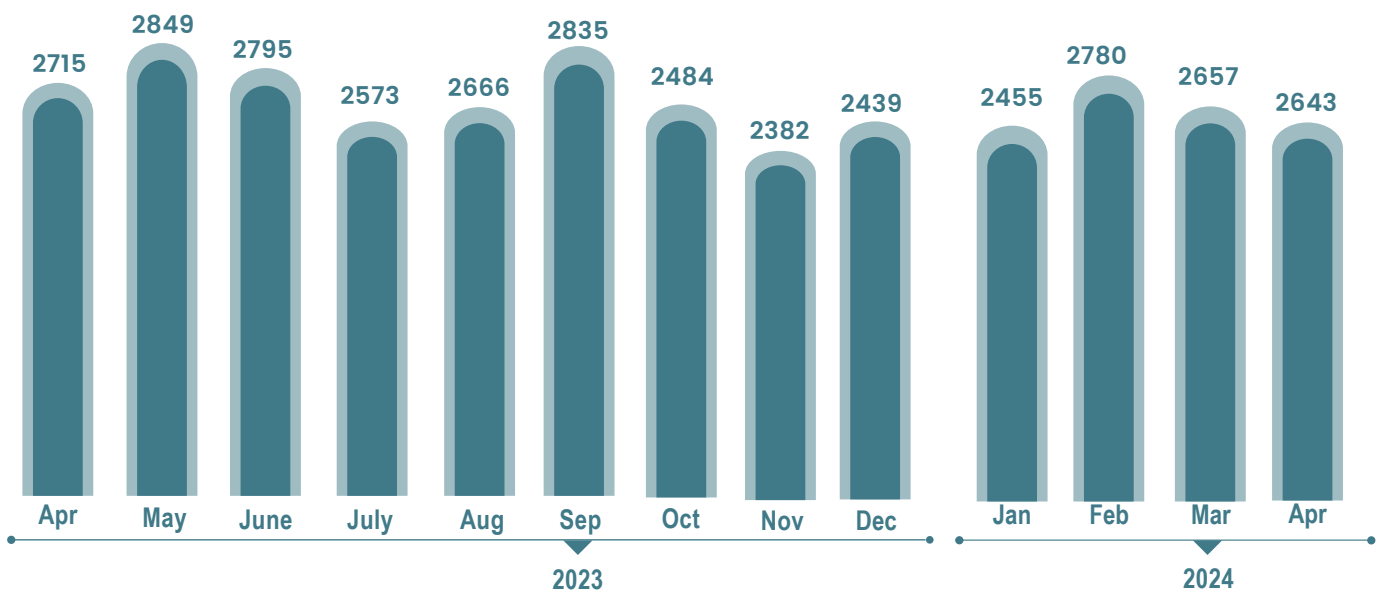




INDEX FOR APRIL 2024

Hospitality, Oil & Gas, FMCG lead the charge in April 2024: Naukri JobSpeak

OVERALL HIRING TRENDS



- In April 2024, the Naukri JobSpeak Index, India's most comprehensive measure of white-collar hiring, stood at 2643, reflecting a 1% dip compared to the previous month and a 3% dip as compared to April last year.
- Despite the cautious market sentiments, especially within IT & Software, there were a few bright spots seen this month.
- Oil & Gas sector displayed buoyant hiring trends growing at a robust 15% vs last year.
- Demand for Senior-level professionals with experience of 16 years or more, outpaced all other cohorts; clocking a robust 21% growth year-on-year.

Pawan Goyal,

Chief Business Officer,
Naukri



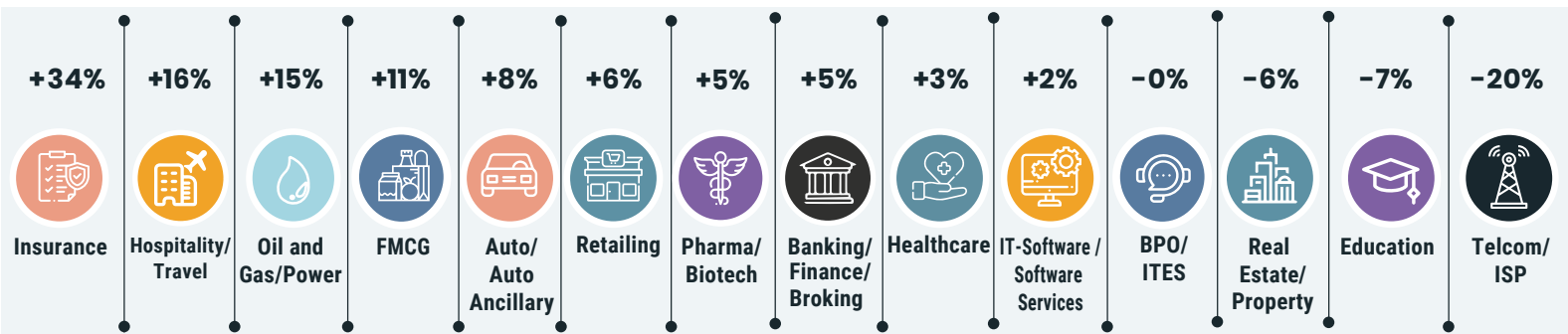
"While the overall Index is flat, the new financial year is off to a positive start with remarkable hiring growth recorded in Hospitality, Oil & Gas and FMCG. Non-metros continue to outshine the bigger cities and this bodes well for the Indian hiring market in the months to come."





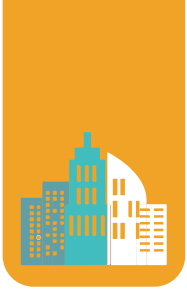
HIRING TRENDS ACROSS INDUSTRIES

- The Oil & Gas industry recorded a 15% year-on-year increase in new job creation in April 2024. Roles like Petroleum Engineers, Drilling Engineers, and Production Operators were sought after, particularly in locations like Ahmedabad, Vadodara, and Jaipur.
- Hiring in the FMCG sector witnessed an 11% upswing this month compared to April 2023, fueled by rising demand in rural areas.
- The Hospitality and Travel sector witnessed a remarkable 16% surge in hiring activity compared to April 2023, driven by the resurgence of travel and tourism.
- Particularly noteworthy is the substantial growth witnessed by unicorn in the IT-Software/Software Services space, boasting a staggering 49% year-on-year increase in hiring activity.



Growth Trends: Apr'24 vis-à-vis Apr'23

Industry	Apr-23	May-23	June-23	July-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	Y-O-Y Growth %
Insurance	1761	1656	1644	1775	1779	2387	2627	2386	2378	2295	2745	2514	2361	↑ 34%
Travel & Hospitality	1625	1739	1634	1519	1736	2025	1675	1581	1639	1620	1662	1801	1877	↑ 16%
Oil and Gas/Power/Infrastructure/Energy	630	675	686	632	642	641	617	581	648	679	754	743	722	↑ 15%
FMCG/Foods/Beverage	1914	1874	1800	1694	1769	1683	1838	1728	1942	1925	2088	2016	2133	↑ 11%
Auto/Auto Ancillary	1195	1271	1238	1193	1173	1270	1188	1114	1195	1158	1323	1232	1294	↑ 8%
Retailing	1534	1621	1579	1438	1541	1642	1535	1474	1597	1506	1605	1637	1625	↑ 6%
Pharma/Biotech/Clinical Research	2182	2314	2176	2036	2094	2332	2072	2048	2161	2145	2409	2286	2290	↑ 5%
Banking/Financial Services/Broking	3721	3768	3644	3261	3533	4817	4014	3989	3876	3916	4260	3858	3890	↑ 5%
Medical/Healthcare/Hospital	5948	6052	5696	5500	5758	6456	5957	5686	5985	6150	6229	6269	6095	↑ 3%
IT-Software/Software Services	3392	3618	3511	3187	3278	2989	3302	3349	3210	3233	3748	3501	3456	↑ 2%
BPO/ITES/CRM/Transcription	2186	2256	2163	2036	2085	1952	2179	2054	1872	1939	2157	2264	2181	↓ -0%
Real Estate/Property	4020	3891	3621	3427	3667	4521	3430	3257	3633	3744	3932	3873	3798	↓ -6%
Education/Teaching/Training	5005	5088	4993	4561	4773	4772	4274	4145	4614	4730	4991	5146	4644	↓ -7%
Telecom/ISP	571	645	528	459	547	499	472	474	458	428	510	441	458	↓ -20%



HIRING TRENDS ACROSS CITIES

- Mini-metros shine, and metros hold steady. Non-metro cities like Ahmedabad (+10% year-on-year) and Vadodara (+8%) emerged as hiring hotspots, while metro cities like Delhi-NCR, Mumbai, and Pune witnessed stable hiring trends.

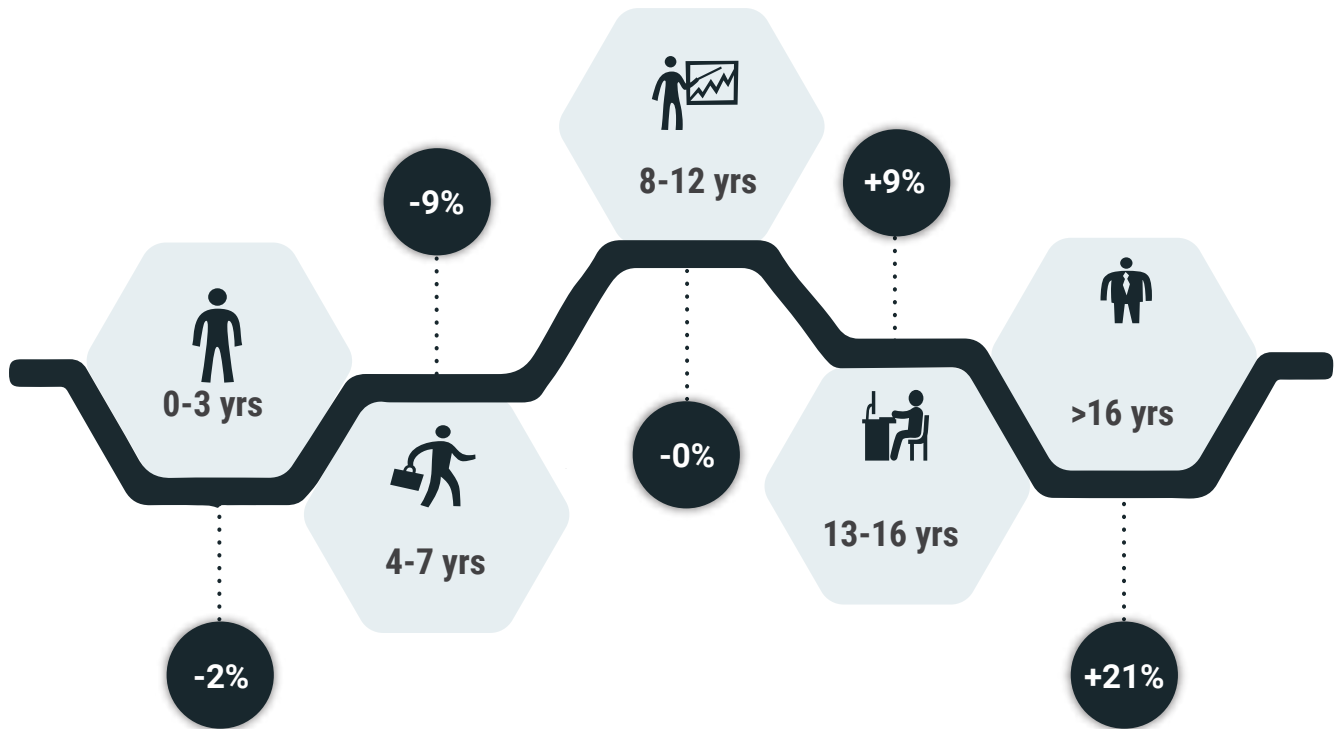


Growth Trends: Apr'24 vis-à-vis Apr'23

HIRING TRENDS ACROSS EXPERIENCE LEVELS



- The hiring for 16+ years of experience segment went up by 21% in April 2024 vs last year.
- However, entry-level professionals witnessed a 2% dip in new job opportunities, compared to April 2023.



Growth Trends: Apr'24 vis-à-vis Apr'23

Exp Bucket	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	Y-O-Y Growth %
0-3 yrs	2834	2945	2890	2672	2769	2933	2642	2484	2618	2621	2822	2788	2783	↓ -2%
4-7 yrs	2725	2846	2770	2516	2567	2717	2361	2282	2316	2339	2624	2482	2471	↓ -9%
8-12 yrs	2625	2774	2724	2507	2633	2861	2431	2343	2366	2374	2797	2655	2619	↓ -0%
13-16 yrs	2217	2370	2379	2271	2372	2421	2227	2116	2195	2196	2523	2412	2407	↑ +9%
16 + yrs	2230	2355	2370	2276	2457	2522	2361	2247	2357	2429	2744	2640	2690	↑ +21%

METHODOLOGY:

The Naukri JobSpeak is a monthly Index representing the state of the Indian job market & hiring activity based on new job listings and job-related searches by recruiters on the resume database of Naukri.com. The JobSpeak Index captures hiring activity across multiple dimensions, including industries, cities, functional areas, and experience bands. July 2008 is the base month with an index value of 1,000, and the subsequent monthly index values are compared with the data for July 2008. The Index is a highly robust and reliable indicator of white-collar hiring in India. It is aggregated based on the hiring activity of over 100,000 clients with over 70 Lakh new job mandates yearly. The report does not cover gig employment, hyperlocal hiring, or campus placement. Over an extended period, JobSpeak could be impacted by factors like internet penetration and Naukri's market share.

*Index now includes job-related searches on Naukri's resume database, which helps generate statistically significant data at a more granular level.

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 continuously grown while outperforming its competitors in every sphere. Info Edge was the first internet company to be listed in India. As the market leader, the brand has enjoyed the highest awareness and market share amongst job seekers and recruiters for over two decades. It has become synonymous with the jobs category. The platform has over 1 Crore active app installs and receives over 3 Million job applications daily. It provides hiring-related services to corporates, recruiters, placement agencies, and job seekers in India & overseas. It offers multiple products like Resume Database Access, listings, Branding, and response management tools. With more than 70 lakh new job mandates every year and over 9 Crore jobseekers, the brand serves over 100,000 unique clients through its 63 offices in 56 cities in India.



ANNEXURE INDUSTRY DATA														
Industry	2023 Performance (Q1-Q4)													
	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	Y-O-Y Growth %
Accounting/Taxation/Finance	4000	3879	3554	3303	3638	3642	4989	4712	4735	4989	5535	5440	5792	📈 +45%
Insurance	1761	1656	1644	1775	1779	2387	2627	2386	2378	2295	2745	2514	2361	📈 +34%
Architecture/Interior Designing	2589	2811	2610	2612	2596	2926	2512	2368	2314	2707	2951	2856	2179	📈 +28%
NGO/Social Services	3242	3724	3256	3104	3541	4024	3536	3747	3457	3651	4483	3995	4119	📈 +27%
Fertilizers/Pesticides	5246	6375	5720	5373	5057	5165	6758	5567	5508	5580	6574	6018	6685	📈 +27%
Chemicals/PetroChemical/Plastic/Rubber	1482	1689	1612	1499	1549	1729	1558	1407	1651	1640	1677	1694	1763	📈 +19%
Textiles/Garments/Accessories	2095	2060	2067	1837	1997	1997	1995	1939	2292	2100	2195	2367	2431	📈 +16%
Travel & Hospitality	1625	1739	1634	1519	2025	2025	1675	1581	1639	1620	1662	1801	1877	📈 +16%
Oil and Gas/Power/Infrastructure/Energy	630	675	686	632	641	641	617	581	648	679	754	743	722	📈 +15%
Consumer Durables	750	886	825	772	754	740	795	789	815	815	816	823	852	📈 +14%
Printing/Packaging	1198	1157	1207	1260	1250	1354	1204	1110	1180	1148	1220	1262	1366	📈 +14%
Defence/Government	6373	8906	9560	6796	7529	7353	8049	7951	7119	6692	8923	7599	7289	📈 +14%
Gems & Jewellery	5477	6250	5816	5956	6176	6251	5909	5429	6078	5846	6426	6305	6242	📈 +14%
Office Equipment/Automation	3596	3902	3786	3778	3905	3447	3536	3511	3809	3789	4212	4102	4069	📈 +13%
Construction/Engineering/Cement/Metals	1031	1083	1089	1013	1066	1138	1043	1010	1056	1126	1198	1178	1155	📈 +12%
FMCG/Foods/Beverage	1914	1874	1800	1694	1683	1683	1838	1782	1942	1925	2088	2016	2133	📈 +12%
Shipping/Marine	958	985	914	895	949	923	895	861	893	928	1010	938	1068	📈 +12%
Auto/Auto Ancillary	1195	1271	1238	1193	1173	1270	1188	1114	1195	1158	1323	1232	1294	📈 +8%
Retailing	1534	1621	1579	1438	1642	1642	1535	1474	1597	1506	1605	1637	1625	📈 +6%
Banking/Financial Services/Broking	3721	3768	3644	3261	4817	4817	4014	3989	3876	4341	4260	3858	3890	📈 +5%
Media/Dotcom/Entertainment	455	480	434	426	397	384	385	389	441	386	456	438	477	📈 +5%
Pharma/Biotech/Clinical Research	2182	2314	2176	2036	2332	2332	2072	2048	2161	2145	2409	2286	2290	📈 +5%
Legal	5413	5851	5637	5071	5263	5357	6011	4825	5381	4839	6389	5980	5619	📈 +4%
Medical/Healthcare/Hospital	5948	6052	5696	5500	6456	6456	5957	5686	5985	6150	6229	6269	6095	📈 +3%
Semiconductors/Electronics	5004	5095	5371	5067	5096	4865	4359	4158	4769	4696	5171	5016	5124	📈 +2%
IT-Software/Software Services	3392	3618	3511	3187	3278	2989	3302	3349	3210	3233	3748	3501	3456	📈 +2%
Export/Import	1239	1405	1181	1224	1300	1204	1092	1036	1285	1219	1298	1281	1258	📈 +2%
BPO/ITES/CRM/Transcription	2186	2256	2163	2036	2085	1952	2179	2054	1872	1939	2157	2264	2181	📉 -0%
Industrial Products/Heavy Machinery	1560	1489	1484	1377	1466	1387	1352	1341	1449	1416	1632	1552	1557	📉 -0%
Real Estate/Property	4020	3891	3621	3427	3356	3356	3430	3257	3633	3744	3932	3873	3798	📉 -6%
Advertising/PR/MR/Events	4607	4556	4497	4014	4458	4593	4380	4477	4423	4368	4819	4449	4352	📉 -6%
Education/Teaching/Training	5005	5058	4993	4561	4772	4772	4274	4145	4614	4730	4991	5146	4644	📉 -7%
Courier/Transportation/Freight	2908	3030	2975	2777	2961	2661	2500	2238	2475	2425	2663	2700	2431	📉 -16%
Agriculture/Dairy	1463	1390	1308	1260	1260	1427	1219	1012	1087	1168	1224	1080	1210	📉 -18%
Telecom/ISP	571	645	528	459	547	579	472	474	458	428	510	441	458	📉 -20%
IT-Hardware & Networking	749	733	680	581	636	657	551	492	493	566	640	564	552	📉 -26%
Security/Law Enforcement	2027	1804	1862	1784	1563	1662	1434	1389	1438	1250	1406	1601	1406	📉 -31%
Recruitment/Employment Firm	2555	2411	2110	1744	1151	896	648	662	685	675	772	724	764	📉 -70%

ANNEXURE CITY DATA														
City	Annual Performance (2023-2024)													Y-O-Y Growth %
	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	
Mumbai	2191	2299	2248	2039	2112	2191	1998	1883	2049	2079	2258	2154	2180	📉 -1%
Delhi / NCR	2759	2912	2650	2457	2613	2670	2558	2375	2572	2544	2814	2744	2744	📉 -1%
Kolkata	3198	3544	3375	3132	3152	2967	2857	3032	3156	3115	3323	3236	3335	📈 +4%
Pune	3550	3669	3607	3272	3382	3157	3147	3071	3218	3218	3632	3471	3550	📉 -0%
Hyderabad / Secunderabad	3377	3446	3266	2945	3009	2895	2951	2967	2777	2895	3405	3211	3145	📉 -7%
Chennai	2121	2192	2128	1927	1983	1843	1817	1856	1769	1819	2206	2063	2048	📉 -3%
Bengaluru / Bangalore	2947	3020	2945	2660	2730	2564	2576	2511	2429	2437	2917	2705	2652	📉 -10%
Raipur	1387	1445	1489	1325	1319	1362	1460	1199	1478	1596	1540	1566	1636	📈 +18%
Surat	1244	1279	1272	1233	1285	1204	1372	1191	1520	1496	1609	1486	1481	📈 +19%
Jodhpur	1297	1371	1215	1342	1304	1188	1353	1230	1459	1184	1505	1620	1613	📈 +24%
Gandhinagar	1291	1378	1387	1366	1394	1308	1311	1047	1433	1401	1552	1487	1529	📈 +18%
Ahmedabad	5402	5614	5639	5335	5531	5981	5532	4757	5817	5578	6266	5832	5965	📈 +10%
Lucknow	1194	1273	1200	1148	1182	1064	1179	1154	1304	1284	1382	1341	1357	📈 +14%
Jaipur	4823	4935	4274	4446	4844	4823	4280	4009	4642	4208	4839	4692	4892	📈 +1%
Udaipur	1188	1273	1138	1101	1128	1015	1078	987	1309	1123	1261	1308	1277	📈 +8%
Guwahati	1069	1103	1179	1052	1090	1093	1117	1087	1137	1236	1184	1273	1145	📈 +7%
Indore	1226	1234	1153	1169	1122	1053	1064	1007	1162	1115	1300	1268	1282	📈 +5%
Ranchi	1404	1384	1550	1615	1436	1442	1293	1173	1318	1431	1431	1308	1416	📈 +1%
Vadodara / Baroda	3177	3507	3074	2933	2992	3013	3442	2858	3802	3213	3467	3427	3436	📈 +8%
Bhopal	1197	1251	1244	1296	1275	1124	1136	1121	1241	1215	1207	1251	1296	📈 +8%
Coimbatore	2927	3037	3165	3083	3122	3167	2698	2702	2700	2620	3292	3137	3011	📈 +3%
Ernakulam / Kochi / Cochin	4225	4528	3975	3532	3431	3212	3460	3973	3622	3390	3908	3654	3494	📉 -17%
Ludhiana	1380	1508	1459	1425	1451	1359	1255	1149	1287	1172	1314	1225	1353	📉 -2%
Chandigarh	1958	2120	2052	1819	1946	2091	1727	1595	1724	1783	1794	1740	1801	📉 -8%
Amritsar	1322	1510	1459	1466	1413	1324	1353	1182	1223	1223	1279	1161	1309	📉 -1%
Bhubaneswar	1349	1456	1231	1069	986	939	907	943	993	1078	1071	1141	1141	📉 -15%