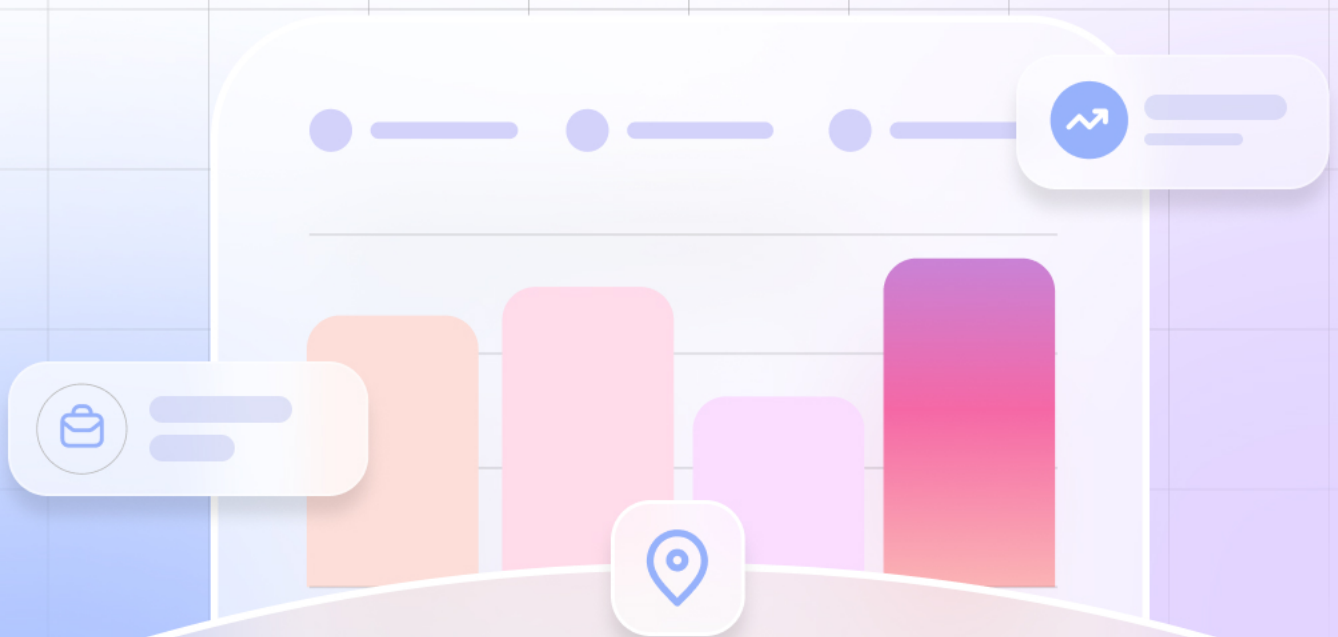




JobSpeak

August, 2025



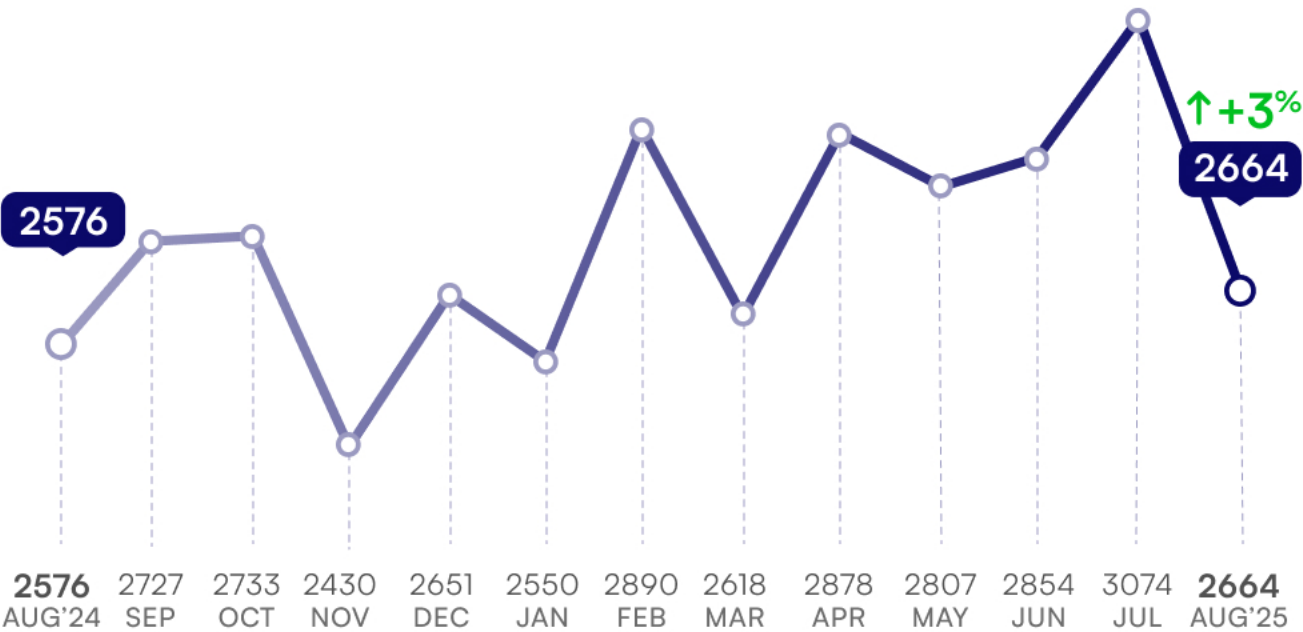
In-depth hiring trends by city,
industry & experience



White-Collar Hiring Grows 3% in August; AI-ML Roles and Non-IT Sectors Drive Hiring Activity

OVERALL HIRING TRENDS

Modest **3% YoY** growth, with Insurance & Hospitality sectors emerging as frontrunners



HIGHLIGHTS

Insurance	+24%	Banking & Financial Services	-11%
Hospitality	+22%	IT/Software Service	-6%
Real Estate	+18%	Auto	-3%

“ In August, two trends stand out. One being that **non-IT sectors** continue to anchor job-market growth, a pattern visible over recent months. The other, interestingly, is **Hyderabad's** emergence as a hotbed of **startup hiring** making it the leading metro in terms of overall job growth.



Dr. Pawan Goyal

Chief Business Officer, Naukri



Hiring trends by industries

 Insurance	+24%	 Healthcare	+1%
 Hospitality / Travel	+22%	 Pharma / Clinical Research	-1%
 Real Estate / Property	+18%	 Auto / Auto Ancillary	-3%
 BPO/ITES	+17%	 IT / Software Services	-6%
 Education	+16%	 Banking / Finance / Broking	-11%
 Oil & Gas Power	+7%	 Telecom / ISP	-13%
 Retail	+3%	 AI / ML	+54%
 FMCG	+2%	 GCC	-0.3%

✦ The **Hospitality sector** continued on its growth streak, posting a **+22% YoY** jump in hiring. **Fresher hiring** in the sector surged by **+44%** in August.

✦ While the **IT sector** witnessed an overall **-6% decline**, IT **Unicorns** bucked the trend by witnessing a **+10% growth in hiring**.

✦ **Real Estate's +18%** growth was mainly driven by hiring surge in Southern cities like **Chennai (+22%)** and **Hyderabad (+18%)**.

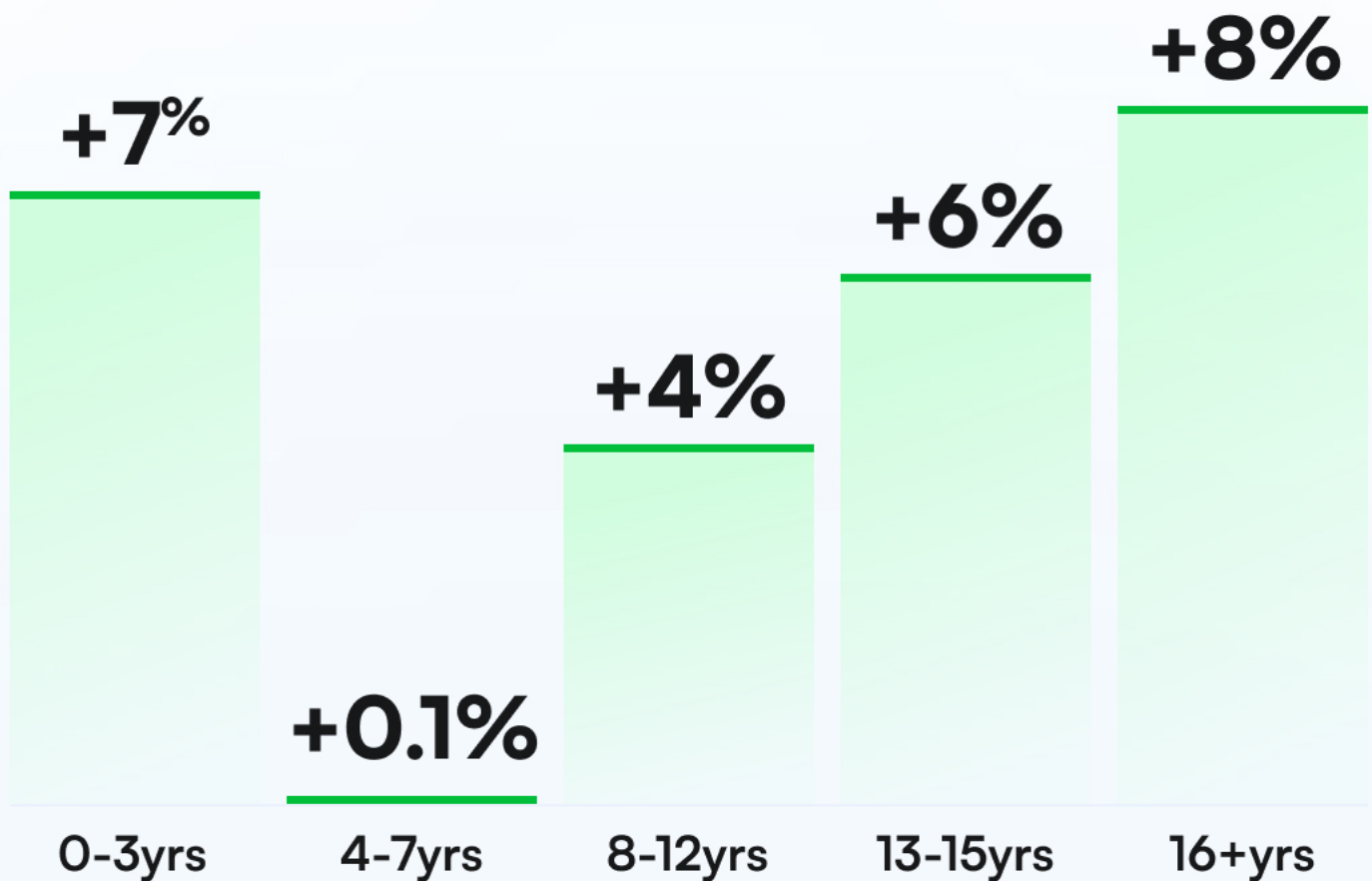
Hiring trends by experience level

+7%

growth in **fresher hiring**,
driven by **Non IT sectors**
like **Hospitality, Real Estate**
& **Education**

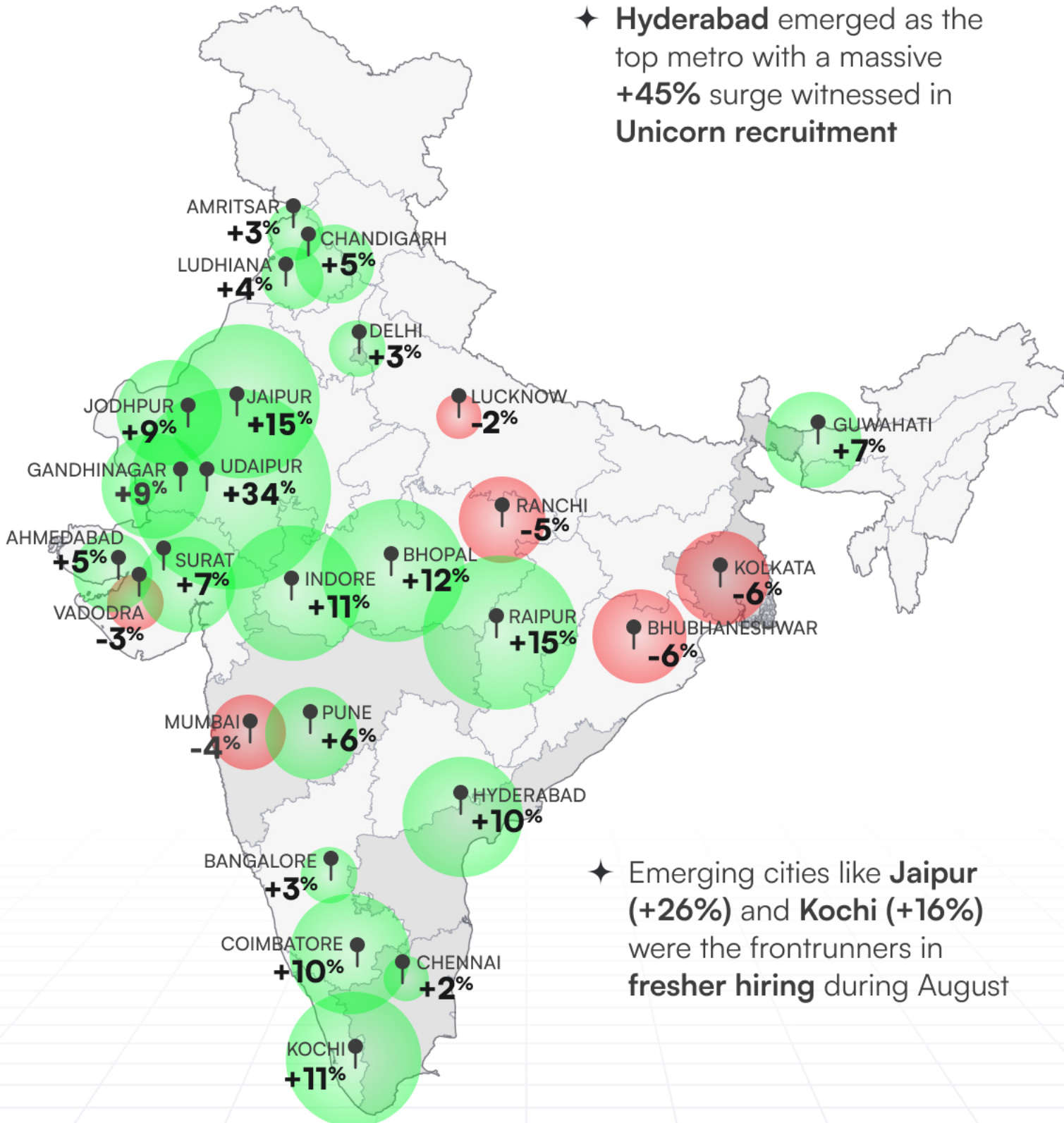
+8%

growth in hiring for
16+ years experience band,
driven by traditional industries
like **Oil & Gas & Healthcare**



Hiring trends by geography

✦ **Hyderabad** emerged as the top metro with a massive **+45%** surge witnessed in **Unicorn recruitment**



✦ Emerging cities like **Jaipur** (+26%) and **Kochi** (+16%) were the frontrunners in **fresher hiring** during August

Methodology

The Naukri JobSpeak is a monthly Index that tracks Indian job market trends and hiring activity based on new job listings and recruiter searches on Naukri.com's resume database. Using July 2008 as the base month (Index value: 1,000), it analyzes hiring across industries, cities and experience levels. The Index aggregates data from over 100,000 clients, representing **70 Lakh+ new job mandates annually**. It excludes gig employment, hyperlocal hiring, and campus placements.

About naukri

Naukri, pioneering e-recruitment in India since 1997, is the country's **leading job site** and Info Edge's flagship brand. As the first internet company to be listed in India, Info Edge through Naukri has maintained the **highest market share** and brand awareness among both job seekers and recruiters for over two decades. The platform has consistently outperformed competitors, making it synonymous with online job search in India.

30 L

DAILY JOB
APPLICATIONS

1 L

CLIENTS

1 CR

ACTIVE APP
INSTALLS

70 L

NEW JOB
MANDATES YEARLY

Annexure Industry Data

Industry	Aug'24	Sep'24	Oct'24	Nov'24	Dec'24	Jan'25	Feb'25	Mar'25	Apr'25	May'25	Jun'25	Jul'25	Aug'25	YOY(%)
Accounting / Finance	5526	5820	5793	5319	5979	5167	6513	5926	7218	6502	6989	7947	7456	↑35%
Advertising / PR / MR / Events	4145	4475	4467	4037	4264	4575	5189	4522	4885	4794	5149	5322	5091	↑23%
Agriculture / Dairy	1111	1070	1129	921	1061	1202	1111	1105	1321	1248	1233	1207	1166	↑5%
Architecture / Interior Designing	2859	2843	3101	2830	3146	3119	3528	3512	3390	3478	4002	4388	4492	↑57%
Auto / Auto Ancillary	1258	1279	1243	1146	1291	1250	1374	1239	1310	1296	1324	1446	1222	↓-3%
Banking / Financial Services / Broking	3678	3917	3915	3412	3770	3736	3992	3546	3822	3819	3783	4026	3269	↓-11%
BPO / ITES	1995	2036	2077	1887	1984	1909	2171	2095	2314	2282	2339	2450	2332	↑17%
Chemicals / PetroChemical / Plastic / Rubber	1717	1772	1759	1598	1786	1746	1867	1641	1937	1974	1971	2082	1802	↑5%
Construction / Engineering / Cement / Metals	1138	1221	1192	1084	1265	1240	1287	1168	1344	1284	1306	1369	1207	↑6%
Consumer Durables	823	907	849	761	931	930	1019	899	1101	1002	1085	1221	868	↑5%
Courier / Transportation / Freight	2622	2788	2756	2547	2702	2809	2802	2645	2835	2870	2933	3288	2785	↑6%
Defence / Government	6968	7886	7288	7822	8003	6872	7747	9646	9433	8921	9679	9007	9786	↑40%
Education / Teaching / Training	4250	4403	4285	4159	4899	4613	5010	4420	5044	4994	5020	5515	4945	↑16%
Export / Import	1241	1183	1109	1019	1251	1161	1353	1313	1347	1279	1348	1478	1269	↑2%
Fertilizers / Pesticides	6403	6390	5834	5455	5743	6234	6430	5920	6528	6521	6534	6305	6063	↓-5%
FMCG / Foods / Beverage	1968	2075	1987	1891	2173	2225	2248	2082	2272	2235	2211	2224	2003	↑2%
Gems & Jewellery	6227	6164	6655	5694	6496	6137	6459	5989	6554	7140	6581	6993	6750	↑8%
Hotels / Restaurants / Airlines / Travel	1632	1752	1733	1615	1757	1767	1991	1718	1971	1939	1982	2139	1992	↑22%
Industrial Products / Heavy Machinery	1480	1577	1586	1395	1586	1557	1614	1546	1720	1622	1708	1849	1616	↑9%
Insurance	2299	2465	2773	2186	2249	2637	2641	2547	2530	2609	2780	3075	2858	↑24%
IT-Hardware & Networking	594	656	598	521	573	578	615	596	615	618	621	660	510	↓-14%
IT-Software / Software Services	3310	3539	3487	3116	3266	3190	3711	3413	3573	3457	3523	3688	3111	↓-6%
Legal	5158	5819	5914	4878	4840	5786	6423	5786	5762	5443	5148	6004	5191	↑1%
Media / Dotcom / Entertainment	437	456	468	382	413	441	461	464	493	560	492	566	514	↑18%
Medical / Healthcare / Hospital	5784	5967	6165	5693	6691	5920	6504	6019	6266	6338	6364	6632	5845	↑1%
NGO / Social Services	4108	4108	4255	3825	3999	3968	3999	3426	3627	4293	4274	5048	3891	↓-5%
Office Equipment / Automation	3741	3700	3899	3285	4105	3950	4337	3986	4554	4590	4837	4906	4142	↑11%
Oil and Gas / Power / Infrastructure / Energy	673	724	731	662	734	718	790	665	789	797	813	851	717	↑7%

Annexure Industry Data

Industry	Aug'24	Sep'24	Oct'24	Nov'24	Dec'24	Jan'25	Feb'25	Mar'25	Apr'25	May'25	Jun'25	Jul'25	Aug'25	YOY(%)
Pharma/Biotech/Clinical Research	2283	2290	2325	2073	2379	2390	2535	2253	2607	2501	2494	2666	2269	↓ -1%
Printing/Packaging	1244	1417	1221	1155	1250	1269	1381	1275	1494	1375	1426	1638	1335	↑ 7%
Real Estate/Property	3617	3739	3914	3415	4092	3997	4301	3874	4212	4288	4316	4518	4277	↑ 18%
Recruitment	628	645	668	578	642	613	694	662	666	685	699	703	484	↓ -23%
Retail	1420	1572	1525	1315	1536	1518	1546	1429	1635	1577	1641	1712	1466	↑ 3%
Security/Law Enforcement	1169	1370	1588	1198	1438	1646	1532	1321	1428	1483	1778	1979	1862	↑ 59%
Semiconductors/Electronics	5061	5519	5065	4532	5286	5295	5592	5290	5646	5805	5584	6184	5362	↑ 6%
Shipping/Marine	1030	1137	1159	905	1136	1159	1266	1077	1107	1032	1114	1183	944	↓ -8%
Telcom/ISP	477	491	489	434	475	472	505	437	474	467	459	451	413	↓ -13%
Textiles/Garments/Accessories	2267	2345	2182	1977	2367	2434	2529	2272	2557	2451	2584	2747	2356	↑ 4%
Animation	652	686	678	697	689	699	701	690	478	573	621	806	604	↑ -7%
Aviation / Aerospace Firms	1010	1272	1139	967	1021	1113	1238	1042	1100	1192	1049	1259	861	↓ -15%
Electricals / Switchgears	1729	1927	1817	1591	2001	1858	2028	1973	2192	2048	2095	2239	1979	↑ 14%
Facility Management	1100	1231	1392	1362	1335	1314	1470	1281	1464	1412	1429	1359	1134	↑ 3%
Food Processing	1421	1512	1388	1295	1372	1404	1481	1293	1502	1547	1502	1620	1439	↑ 1%
Internet/Ecommerce	914	929	936	818	870	943	1003	879	944	968	910	984	878	↓ -4%
KPO / Research /Analytics	961	1040	1127	1079	1289	1076	1164	1080	1114	1094	1134	1111	999	↑ 4%
Medical Devices / Equipments	1324	1512	1396	1214	1475	1436	1676	1459	1641	1662	1821	1669	1519	↑ 15%
Mining	1715	1653	1640	1609	1645	1671	1525	1377	1787	1759	1692	1984	1568	↑ -9%
Other	1249	1303	1334	1078	1225	1218	1315	1226	1389	1408	1487	1622	1346	↑ 8%
Publishing	1327	1321	1347	1126	1229	1136	1176	1112	1265	1236	1250	1383	1138	↓ -14%
Steel	1664	1707	1763	1578	1701	1631	1738	1627	1879	1838	1817	1898	1707	↑ 3%
Strategy /Management Consulting Firms	1151	1189	1282	1047	1075	1129	1294	1119	1093	1017	1104	1179	1017	↓ -12%
Water Treatment / Waste Management	1371	1401	1302	1202	1437	1375	1576	1397	1624	1591	1647	1627	1464	↑ 7%
Wellness / Fitness / Sports / Beauty	1166	1348	1299	1163	1273	1318	1393	1238	1399	1428	1422	1518	1371	↑ 18%

Annexure City Data

Industry	City	Aug'24	Aug'25	MOM (%)	YOY(%)
Andhra Pradesh	Nellore	1136	1147	-13%	↑ 1%
	Vijayawada	1173	1056	-16%	↓ -10%
	Visakhapatnam/Vizag	881	882	-22%	0%
Assam	Guwahati	1058	1134	-4%	↑ 7%
Bihar	Patna	1256	1234	-13%	↓ -2%
Chandigarh (UT)	Chandigarh	1642	1725	-6%	↑ 5%
Chhattisgarh	Raipur	1433	1655	-10%	↑ 15%
Dadra & Nagar Haveli (UT)	Dadra & Nagar Haveli and Daman & Diu	1316	1550	-15%	↑ 18%
Delhi (NCR)	Delhi / NCR	2610	2683	-14%	↑ 3%
Gujarat	Ahmedabad	5419	5687	-13%	↑ 5%
	Vadodara/Baroda	3267	3184	-17%	↓ -3%
	Bharuch	1240	1275	-7%	↑ 3%
	Gandhinagar	1280	1398	-14%	↑ 9%
	Jamnagar	1618	1606	-15%	↓ -1%
	Rajkot	1482	1399	-12%	↓ -6%
	Surat	1424	1527	-16%	↑ 7%
Jammu & Kashmir	Jammu	1545	1594	-17%	↑ 3%
Jharkhand	Jamshedpur	1160	1125	-9%	↓ -3%
	Ranchi	1347	1273	-17%	↓ -5%
Karnataka	Bangalore/Bengaluru	2700	2790	-14%	↑ 3%
	Hubli	1255	1328	-14%	↑ 6%
	Mangaluru/Mangalore	1034	968	-15%	↓ -6%
	Mysore/Mysuru	1040	1208	-7	↑ 16%
Kerala	Kochi/Cochin	3553	3954	-10%	↑ 11%
	Calicut/Kozhikode	892	865	-7%	↓ -3%
	Cannanore/Kannur	800	878	-10	↑ 10%
	Kollam/Quilon	885	808	-18%	↓ -9%
	Trivandrum/Thiruvananthapuram	565	674	-5%	↑ 19%
Madhya Pradesh	Bhopal	1146	1289	-11%	↑ 12%
	Gwalior	1304	1329	-22%	↑ 2%
	Indore	1207	1337	-10%	↑ 11%
	Jabalpur	1148	1171	-11%	↑ 2%

Annexure City Data

Industry	City	Aug'24	Aug'25	MOM (%)	YOY(%)
Maharashtra	Mumbai	2090	2011	-14%	↓ -4%
	Pune	3461	3684	-15%	↑ 6%
	Aurangabad	1072	1225	-12%	↑ 14%
	Kolhapur	863	944	-11%	↑ 9%
	Nagpur	861	977	-12%	↑ 13%
	Nasik/Nashik	1116	1251	-12%	↑ 12%
Odisha	Bhubaneswar	1136	1068	-15%	↓ -6%
Puducherry (UT)	Pondicherry/Puducherry	897	913	-10%	↑ 2%
Punjab	Amritsar	1070	1098	-4%	↑ 3%
	Ludhiana	1267	1319	-9	↑ 4%
Rajasthan	Jaipur	4379	5047	-9%	↑ 15%
	Jodhpur	1400	1523	-14%	↑ 9%
	Kota	1162	1295	-3%	↑ 11%
	Udaipur	1254	1676	8%	↑ 34%
Tamil Nadu	Chennai	2024	2064	-15%	↑ 2%
	Coimbatore	2990	3281	-13%	↑ 10%
	Madurai	1196	1093	-15%	↓ -9%
	Salem	1310	1386	-11%	↑ 6%
	Tiruchirapalli/Trichy	1005	1042	-13%	↑ 4%
	Vellore	1196	1249	-5%	↑ 4%
Telangana	Hyderabad/Secunderabad	3078	3401	-15%	↑ 10%
Uttar Pradesh	Agra	1261	1289	-17%	↑ 2%
	Allahabad/Prayagraj	1106	974	-10%	↓ -12%
	Bareilly	1233	1144	5%	↓ -7%
	Kanpur	1409	1296	-19%	↓ -8%
	Lucknow	1347	1314	-13%	↓ -2%
	Varanasi/Benaras	1239	1205	-16%	↓ -3%
Uttarakhand	Dehradun	1438	1362	-13%	↓ -5%
	Haridwar	1793	1611	-9%	↓ -10%
West Bengal	Kolkata	3274	3081	-14%	↓ -6%
	Siliguri	1134	1356	-11%	↑ 20%