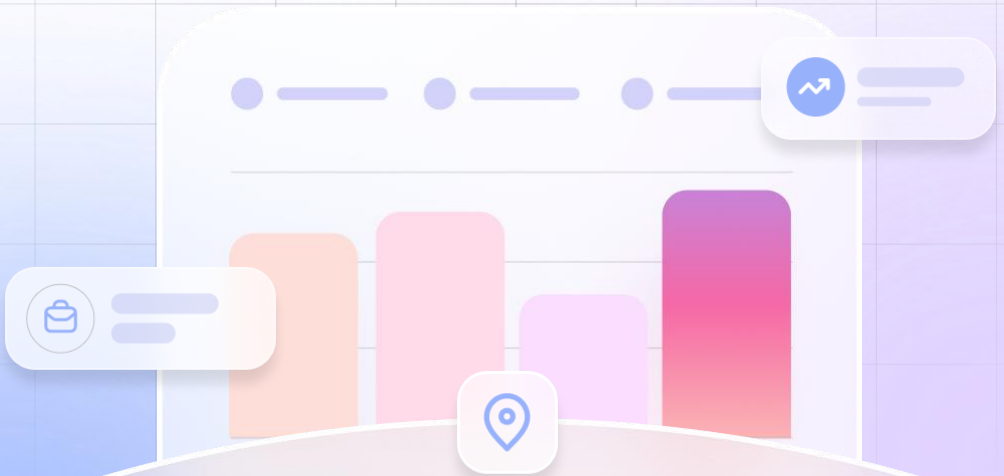




JobSpeak

August, 2026



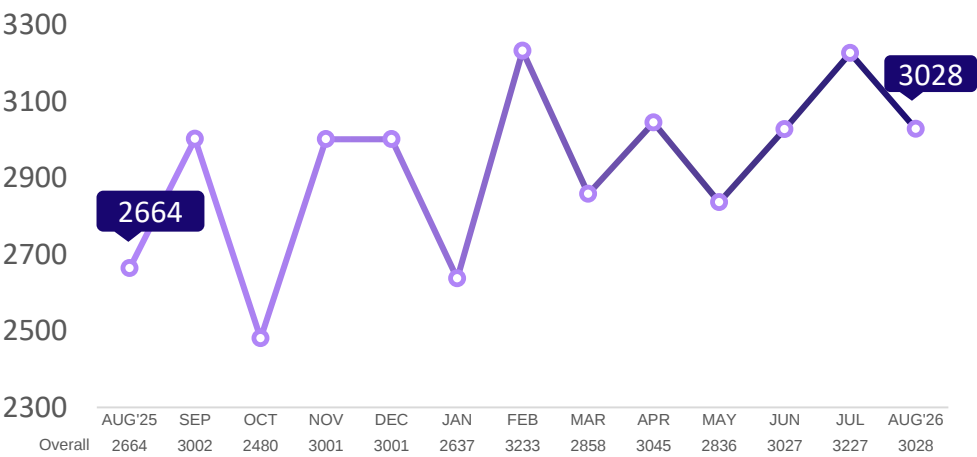
A Naukri report on hiring
trends by city, industry &
experience



White-collar hiring grows 14% in Aug; fresher hiring & AI roles lead

OVERALL HIRING TRENDS

Strong **+14%** YOY growth, driven by surge in hiring for freshers & AI/ML roles



HIGHLIGHTS

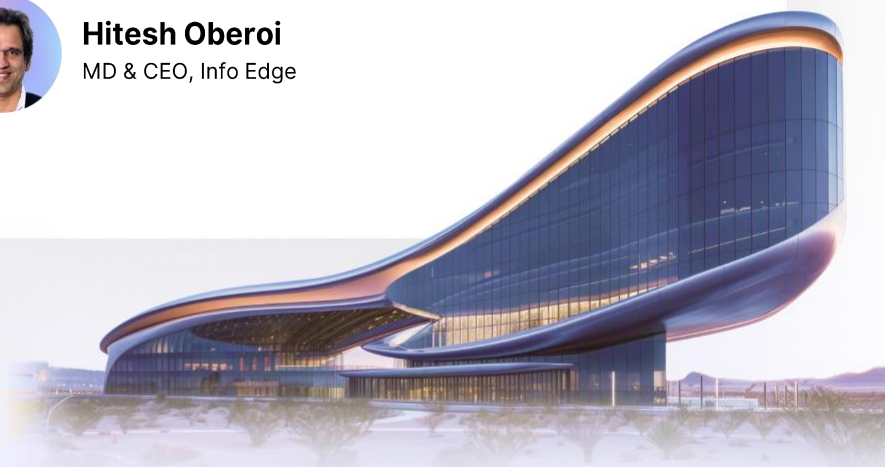
Auto	+19%	Pharma	+2%
Healthcare	+16%	Hospitality	-4%
Retail	+15%	Education	-8%



August saw hiring growth across both **IT** and **non-IT** sectors and across experience levels. At the same time, the growth needs to be viewed in the context of the **festive calendar**, with a larger part of the festive period falling in August last year and shifting to September this year. We will have a clearer view of the underlying hiring trend as we move through the festive quarter.



Hitesh Oberoi
MD & CEO, Info Edge



Hiring trends by industries

 Auto	+19%	 Oil & Gas	+8%
 Healthcare	+16%	 Real estate	+8%
 Retailing	+15%	 Telecom	+6%
 Insurance	+12%	 Pharma/Biotech	+2%
 IT/Software Services	+11%	 Hospitality	-4%
 Banking/Fin. Services	+10%	 Education	-8%
 FMCG	+10%	 GCC	+10%
 BPO/ITES	+8%	 AI/ML	+31%

- ✦ The **Auto** sector posted a strong +19% YOY growth, driven by cities like **Pune** (+32%) and **Mumbai** (+22%).
- ✦ The **Healthcare** sector witnessed a +16% growth, primarily led by growth in hiring by **Foreign MNCs** (+32%).
- ✦ The **Insurance** sector grew +12% overall, with a +37% surge witnessed in **fresher hiring**.

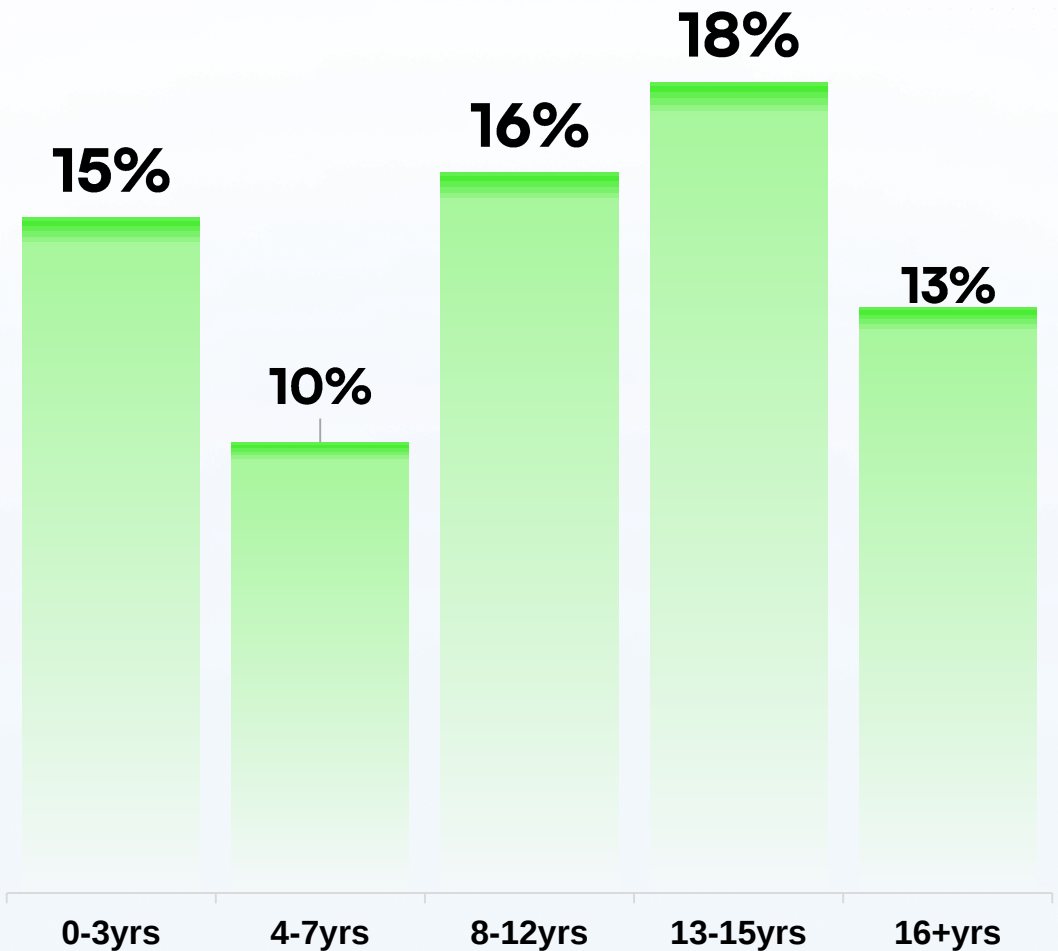
Hiring trends by experience level

15%

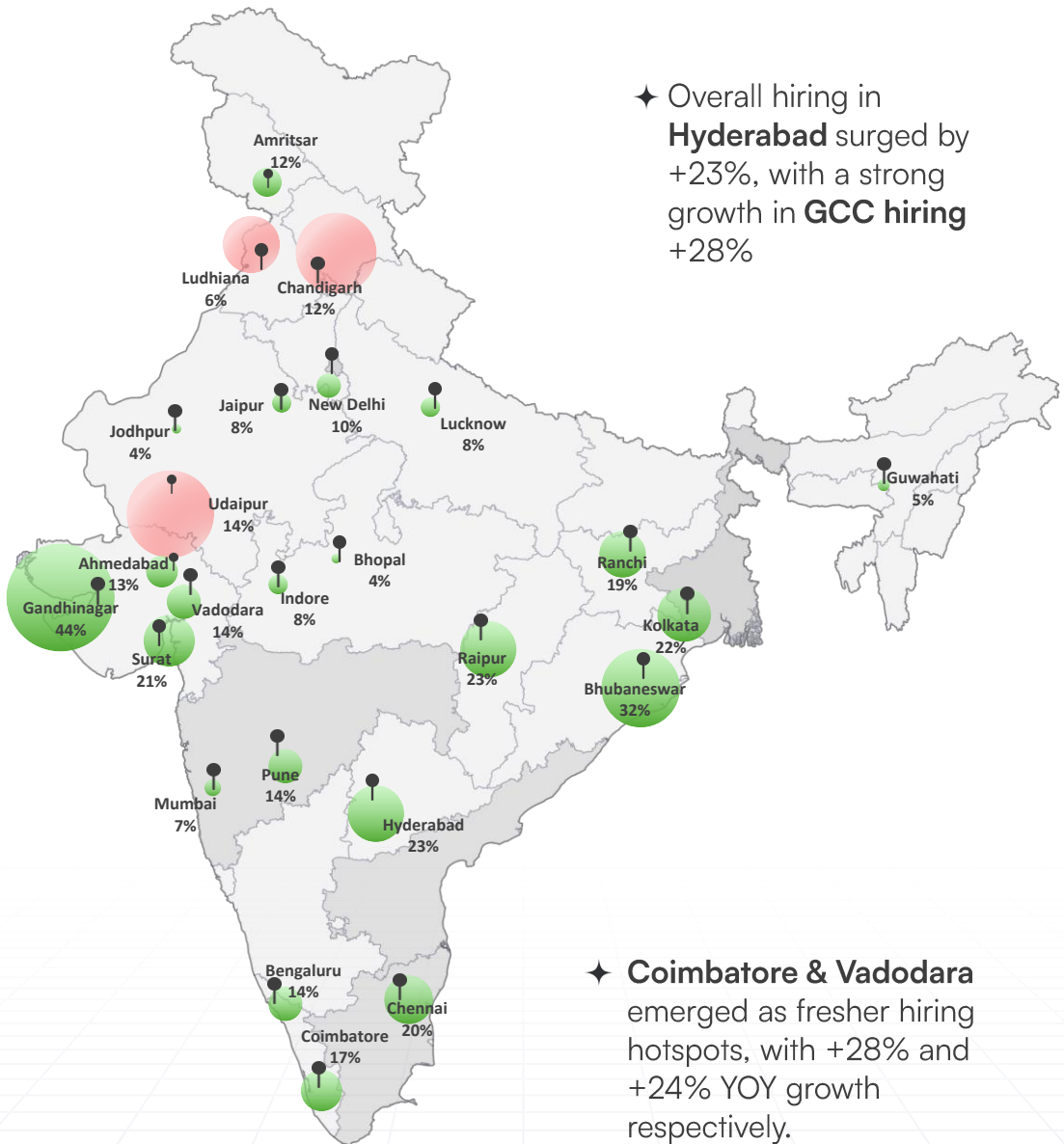
growth recorded in fresher hiring driven by non-IT sectors like **Telecom** & **Insurance**.

13%

growth recorded in hiring for seasoned professionals (>16 years of experience) driven by sectors like **Auto** & **FMCG**.



Hiring trends by geography



Methodology

The Naukri JobSpeak is a monthly index that tracks trends in India's job market and hiring activity, based on new job postings (including free job listings) and recruiter searches on Naukri.com's resume database. Using July 2008 as the base month (Index = 1,000), the index analyses hiring patterns across industries, cities, and experience levels. It aggregates data from over 150,000 clients, covering 80 lakh+ new job mandates annually. **Following the inclusion of free listings, hiring activity is witnessing a transient uplift due to higher participation from small and medium businesses, which is expected to normalise once the base adjusts over the next few months. The index 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

1.5 L

CLIENTS

1 CR

ACTIVE APP
INSTALLS

80 L

NEW JOB
MANDATES YEARLY

Annexure Industry Data

Industry	Aug '25	Sep'25	Oct'25	Nov'25	Dec'25	Jan'26	Feb'26	Mar'26	Apr'26	May'26	Jun'26	Jul'26	Aug'26	YOY(%)
Accounting/Finance	7456	8329	6658	8975	9121	7556	9449	9055	9495	8969	8750	8742	8511	↑14%
Advertising/PR/IR/Events	5091	5536	4782	5890	5774	5530	6172	5716	5857	5765	5534	5482	5336	↓5%
Agriculture/Dairy	1166	1344	1066	1310	1271	1128	1343	1249	1243	1169	1104	1159	1125	↓4%
Architecture/Interior Designing	4492	4779	4022	5143	4980	4503	5408	4869	5169	4725	4959	4958	5249	↑17%
Auto/Auto Ancillary	1222	1349	1066	1306	1290	1149	1371	1238	1309	1207	1308	1460	1457	↑19%
Banking/Financial Services/Broking	3269	3664	2989	3535	3506	3158	3803	3322	3427	3251	3322	3825	3602	↑10%
BPO/ITES	2332	2532	2193	2475	2460	2306	2643	2477	2672	2483	2422	2572	2526	↑8%
Chemicals/PetroChemical/Plastic/Rubber	1802	1935	1585	1973	1937	1739	1988	1812	1876	1834	1851	2061	1993	↑11%
Construction/Engineering/Cement/Metals	1207	1329	1092	1377	1430	1262	1513	1324	1398	1298	1408	1492	1385	↑15%
Consumer Durables	868	904	732	940	1006	863	951	942	981	912	947	1160	1179	↑36%
Courier/Transportation/Freight	2785	3145	2357	2870	2791	2502	2969	2628	2839	2605	2913	3156	2973	↑7%
Defence/Government	9786	10843	8730	9587	10413	10761	10818	9730	10257	9956	11146	10538	9700	↓1%
Education/Teaching/Training	4945	5357	4831	5973	5345	4733	5532	5063	5506	4712	4815	4853	4566	↓8%
Export/Import	1269	1354	1044	1372	1263	1151	1298	1086	1189	1141	1137	1434	1514	↑19%
Fertilizers/Pesticides	6063	6325	5292	6352	5439	5225	6121	5188	5634	4677	5252	5422	5539	↓9%
FMCG/Foods/Beverage	2003	2376	1859	2349	2321	2146	2514	2218	2383	2260	2362	2335	2212	↑10%
Gems & Jewellery	6750	7119	6296	8140	8257	6829	8023	7409	7879	7431	7179	7972	8321	↑23%
Hotels/Restaurants/Airlines/Travel	1992	2086	1846	2268	2272	2040	2292	2073	2085	2045	1913	1989	1919	↓4%
Industrial Products/Heavy Machinery	1616	1715	1331	1730	1717	1561	1754	1667	1778	1686	1741	1886	1813	↑12%
Insurance	2858	3162	2586	2981	3010	2818	3370	2829	3069	3096	3224	3383	3207	↑12%
IT-Hardware & Networking	510	580	519	647	689	557	694	660	675	597	633	601	554	↓9%
IT-Software/Software Services	3111	3585	2967	3565	3531	3119	3948	3462	3605	3205	3415	3909	3450	↑11%
Legal	5191	5600	4554	4897	4978	4091	5515	4816	4675	4159	4202	5043	4815	↓7%
Media/Dotcom/Entertainment	514	547	437	565	539	497	570	523	540	492	489	543	441	↓14%
Medical/Healthcare/Hospital	5845	6995	5771	7164	6990	6217	6948	6472	6937	6739	6476	7030	6800	↑16%
NGO/Social Services	3891	4685	3465	4344	4530	3750	4427	3728	3966	3552	3580	4695	4168	↑7%
Office Equipment/Automation	4142	4883	3701	4656	4731	4284	4902	4701	5027	4699	5006	5298	5177	↑25%
Oil and Gas/Power/Infrastructure/Energy	717	766	628	779	866	759	878	768	819	749	809	851	777	↓8%

Annexure Industry Data

Industry	Aug '25	Sep '25	Oct '25	Nov '25	Dec '25	Jan '26	Feb '26	Mar '26	Apr '26	May '26	Jun '26	Jul '26	Aug '26	YOY(%)
Pharma/Biotech/Clinical Research	2269	2522	2064	2594	2631	2385	2728	2405	2600	2289	2598	2506	2320	↑2%
Printing/Packaging	1335	1420	1098	1423	1541	1294	1438	1298	1296	1240	1276	1458	1368	↑2%
Real Estate/Property	4277	4711	3765	4784	4963	4444	5125	4406	4707	4360	4515	4879	4619	↑8%
Recruitment	484	545	502	681	876	762	923	954	959	1055	1042	1083	1012	↑109%
Retail	1466	1656	1385	1611	1603	1558	1759	1538	1709	1586	1611	1763	1679	↑15%
Security/Law Enforcement	1862	1885	1320	1544	1650	1234	1383	1373	1575	1293	1340	1682	1395	↓25%
Semiconductors/Electronics	5362	5588	4461	5475	5414	4657	5432	5121	5526	5164	5298	5751	5533	↑3%
Shipping/Marine	944	1031	864	947	1025	855	1157	938	973	868	962	1088	1146	↑21%
Telcom/ISP	413	508	367	453	437	374	450	423	420	413	486	433	438	↑6%
Textiles/Garments/Accessories	2356	2581	2167	2680	2611	2334	2665	2712	2666	2634	2531	2747	2759	↑17%
Aviation / Aerospace Firms	861	1113	797	1143	1348	1093	1142	1043	1260	1007	1073	1397	1144	↑33%
Electricals / Switchgears	1979	2195	1607	2183	2239	1886	2128	1872	2000	2031	2224	2261	2070	↑5%
Facility Management	1134	1259	1088	1364	1377	1335	1617	1301	1382	1175	1414	1359	1407	↑24%
Food Processing	1439	1550	1229	1529	1492	1354	1530	1442	1499	1475	1484	1669	1435	↓0.3%
Internet/Ecommerce	878	953	762	890	855	814	924	806	825	867	927	876	848	↓3%
KPO / Research /Analytics	999	1207	981	1083	1044	904	1090	980	1044	954	1013	1055	994	↓1%
Medical Devices / Equipments	1519	1745	1414	1679	1724	1519	1662	1734	1808	1579	1706	1669	1623	↑7%
Mining	1568	1826	1534	1744	2019	1648	1896	1684	1781	1679	1840	2044	2013	↑28%
Other	1346	1612	1252	1661	1643	1522	1761	1672	1691	1732	1898	1800	1774	↑32%
Publishing	1138	1253	1039	1275	1344	1179	1380	1256	1298	1258	1186	1217	1085	↓5%
Steel	1707	1813	1538	1717	1676	1549	1710	1643	1812	1823	1767	1879	1912	↑12%
Strategy /Management Consulting Firms	1017	1208	928	1211	1218	1050	1315	1146	1193	1075	1228	1273	1132	↑11%
Water Treatment / Waste Management	1464	1622	1252	1596	1743	1422	1664	1689	1675	1712	1615	1627	1637	↑12%
Wellness / Fitness / Sports / Beauty	1371	1599	1331	1587	1507	1389	1507	1535	1648	1560	1622	1579	1617	↑18%

Annexure City Data

State	City	Aug'25	Aug'26	MOM(%)	YOY(%)
Andhra Pradesh	Nellore	1147	1453	-6%	↑27%
	Vijayawada	1056	1214	-6%	↑15%
	Visakhapatnam/Vizag	882	1112	-5%	↑26%
Assam	Guwahati	1134	1189	-8%	↑5%
Bihar	Patna	1234	1435	-4%	↑16%
Chandigarh (UT)	Chandigarh	1725	1515	-10%	↓12%
Chhattisgarh	Raipur	1655	2032	-4%	↑23%
Dadra & Nagar Haveli (UT)	Dadra & Nagar Haveli and Daman & Diu	1550	1513	-6%	↓2%
Delhi (NCR)	Delhi / NCR	2683	2952	-4%	↑10%
Gujarat	Ahmedabad	5687	6449	-3%	↑13%
	Vadodara/Baroda	3184	3629	-3%	↑14%
	Bharuch	1275	1416	-3%	↑11%
	Gandhinagar	1398	2009	1%	↑44%
	Jamnagar	1606	1765	-2%	↑10%
	Rajkot	1399	1804	-3%	↑29%
	Surat	1527	1844	2%	↑21%
Jammu & Kashmir	Jammu	1594	1711	-8%	↑7%
Jharkhand	Jamshedpur	1125	1318	6%	↑17%
	Ranchi	1273	1513	-1%	↑19%
Karnataka	Bangalore/Bengaluru	2790	3192	-9%	↑14%
	Hubli	1328	1171	-24%	↓12%
	Mangaluru/Mangalore	968	1040	-12%	↑7%
	Mysore/Mysuru	1208	1102	-20%	↓9%
Kerala	Kochi/Cochin	3954	3938	-15%	↓0.4%
	Calicut/Kozhikode	865	858	-15%	↓1%
	Cannanore/Kannur	878	763	-18%	↓13%
	Kollam/Quilon	808	838	-10%	↑4%
	Trivandrum/Thiruvananthapuram	674	558	-12%	↓17%
Madhya Pradesh	Bhopal	1289	1343	-6%	↑4%
	Gwalior	1329	1522	3%	↑15%
	Indore	1337	1446	-12%	↑8%
	Jabalpur	1171	1301	-8%	↑11%

Annexure City Data

State	City	Aug'25	Aug'26	MOM(%)	YOY(%)
Maharashtra	Mumbai	2011	2157	-7%	↑7%
	Pune	3684	4207	-7%	↑14%
	Aurangabad	1225	1195	-6%	↓2%
	Kolhapur	944	951	-6%	↑1%
	Nagpur	977	1019	-11%	↑4%
	Nasik/Nashik	1251	1380	-11%	↑10%
Odisha	Bhubaneswar	1068	1408	-9%	↑32%
Puducherry (UT)	Pondicherry/Puducherry	913	935	0%	↑2%
Punjab	Amritsar	1098	1225	16%	↑12%
	Ludhiana	1319	1243	-11%	↓6%
Rajasthan	Jaipur	5047	5463	-8%	↑8%
	Jodhpur	1523	1585	-11%	↑4%
	Kota	1295	1256	-15%	↓3%
	Udaipur	1676	1445	-12%	↓14%
Tamil Nadu	Chennai	2064	2477	-8%	↑20%
	Coimbatore	3281	3826	-6%	↑17%
	Madurai	1093	1226	-3%	↑12%
	Salem	1386	1556	-7%	↑12%
	Tiruchirapalli/Trichy	1042	1122	-5%	↑8%
	Vellore	1249	1438	12%	↑15%
Telangana	Hyderabad/Secunderabad	3401	4181	-10%	↑23%
Uttar Pradesh	Agra	1289	1324	-8%	↑3%
	Allahabad/Prayagraj	974	947	-8%	↓3%
	Bareilly	1144	1258	-4%	↑10%
	Kanpur	1296	1510	-3%	↑17%
	Lucknow	1314	1419	-5%	↑8%
	Varanasi/Benaras	1205	1505	5%	↑25%
Uttarakhand	Dehradun	1362	1472	-3%	↑8%
	Haridwar	1611	1779	-6%	↑10%
West Bengal	Kolkata	3081	3769	-10%	↑22%
	Siliguri	1356	1431	-8%	↑6%