

NAUKRI JOBSPEAK REPORT

Hiring Trends By City, Industry
& Experience



2024
February

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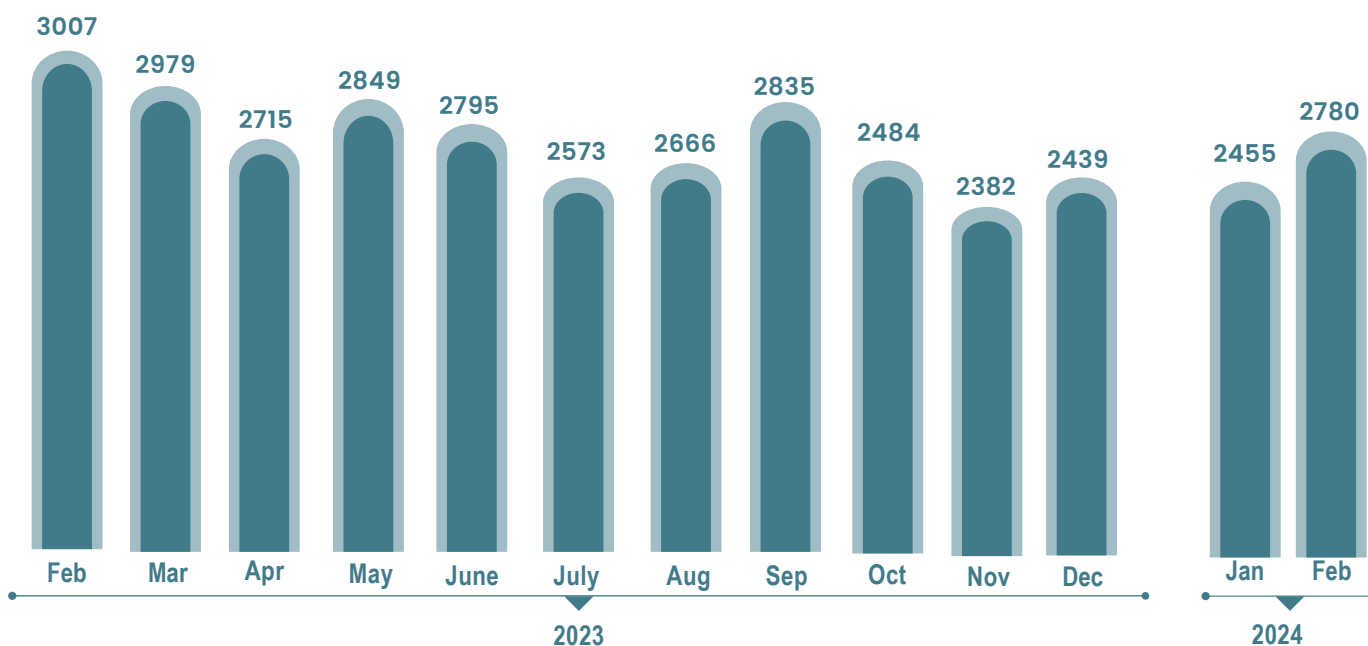




INDEX FOR FEBRUARY 2024

AI and Oil & Gas sectors show 20%+ growth in hiring in February 2024: Naukri JobSpeak

OVERALL HIRING TRENDS



- Naukri JobSpeak Index, the premier job index for white collar hiring in India, stood at 2780 in February 2024, registering an increase of 13% over the preceding month and about 8% lower than last year.
- Domestic economy driven sectors such as Oil & Gas, Pharma, and FMCG witnessed optimistic hiring sentiments in February 2024 in an otherwise cautious market.
- Non-Metro cities continued to outperform their metro counterparts and continued to play pivotal role in driving new job creation in white-collar hiring landscape.
- Senior professionals (with >12 years of experience) continued to remain most in demand.
- AI / ML job roles continued to witness a hiring spree, recording 21% growth in new job creation in February 2024 vs last year.

Pawan Goyal,

Chief Business Officer,
Naukri.com



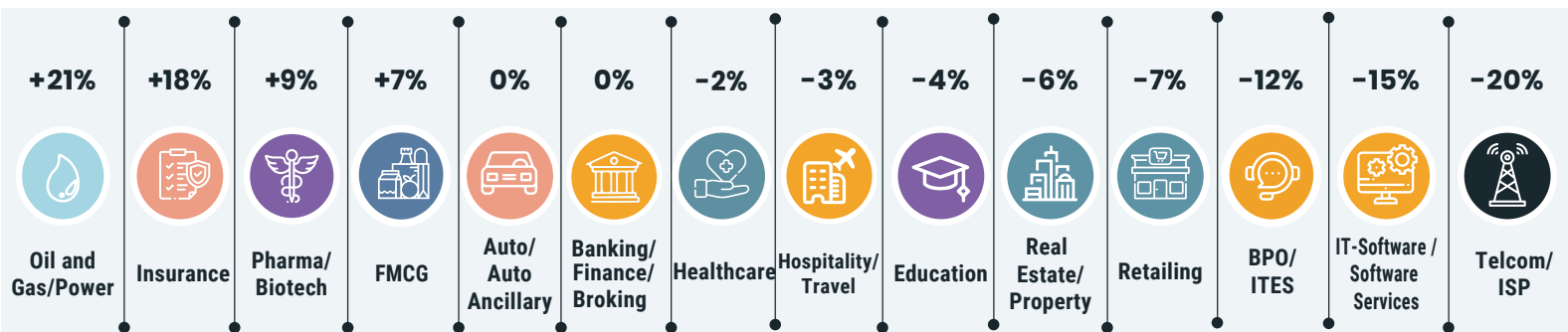
"This month's JobSpeak index underscores a transformative shift in India's hiring landscape, with remarkable hiring growth seen in Oil & Gas, Pharma, and in AI sectors, against a backdrop of cautious optimism. This resilience, especially witnessed across newly added Non-Metro cities in JobSpeak index coverage, underscores the evolving contours of India's job market".





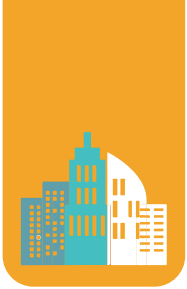
HIRING TRENDS ACROSS INDUSTRIES

- Hiring for niche AI related roles such as Machine Learning Engineer and Full Stack AI Scientist jumped a staggering 100% and 44%, respectively, in February 2024 vs last year.
- Conventional Data Scientist role also continued to witness 15% jump in hiring activity vs last year.
- Hiring in Oil & Gas sector increased by 21% in February 2024 compared to last year.
- Maximum hiring was seen for MEP Engineers, Electrical Engineers, and Factory Heads, across Ahmedabad, Delhi/NCR, and Mumbai regions.
- Hiring in the Pharma sector recorded a 9% growth in hiring trends vs same time last year.
- Roles like Biochemist, Biotechnologist, and Microbiologist witnessed prominent hiring across Ahmedabad, Mumbai, and Chennai.
- Hiring in the FMCG witnessed an increase of 7% in February this year as compared to the same month of 2023.
- Positive momentum was seen in hiring of Sales Manager, Supply Chain Manager, and Marketing Manager, across Mumbai, Kolkata and Chennai.
- Major sectors such as IT, BPO and Retail sectors, witnessed 15%, 12% and 6% decline in hiring trends respectively in February 2024 vs same time last year.



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

Industry	Feb-23	Mar-23	Apr-23	May-23	June-23	July-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Y-0-Y Growth %
Oil and Gas/Power/Infrastructure/Energy	625	608	630	675	686	632	642	641	617	581	648	679	754	↑ 21%
Insurance	2324	3212	1761	1656	1644	1775	1779	2387	2627	2386	2378	2295	2745	↑ 18%
Pharma/Biotech/Clinical Research	2206	2251	2182	2314	2176	2036	2094	2332	2072	2048	2161	2145	2409	↑ 9%
FMCG/Foods/Beverage	1949	2092	1914	1874	1800	1694	1769	1683	1838	1728	1942	1925	2088	↑ 7%
Auto/Auto Ancillary	1322	1287	1195	1271	1238	1193	1173	1270	1188	1114	1195	1158	1323	↓ 0%
Banking/Financial Services/Broking	4260	4555	3721	3768	3644	3261	3533	4817	4014	3989	3876	3916	4260	↓ 0%
Medical/Healthcare/Hospital	6328	6504	5948	6052	5696	5500	5758	6456	5957	5686	5985	6150	6229	↓ -2%
Travel & Hospitality	1705	1816	1625	1739	1634	1519	1736	2025	1675	1581	1639	1620	1662	↓ -3%
Education/Teaching/Training	5221	5638	5005	5088	4993	4561	4773	4772	4274	4145	4614	4730	4991	↓ -4%
Real Estate/ Property	4169	4163	4020	3891	3621	3427	3667	4521	3430	3257	3633	3744	3932	↓ -6%
Retailing	1724	1726	1534	1621	1579	1438	1541	1642	1535	1474	1597	1506	1605	↓ -7%
BPO/ITES/CRM/Transcription	2456	2415	2186	2256	2163	2036	2085	1952	2179	2054	1872	1939	2157	↓ -12%
IT-Software/Software Services	4428	4147	3392	3618	3511	3187	3278	2989	3302	3349	3210	3233	3748	↓ -15%
Telecom/ISP	636	636	571	645	528	459	547	499	472	474	458	428	510	↓ -20%



HIRING TRENDS ACROSS CITIES

- Non-metro cities continued to witness ever-increasing demand for new talent as hiring corrections continued in metro cities.
- To gauge this Non-Metro hiring spree at a deeper level, Jobspeak index coverage has been expanded to 13 new emerging cities.
- Amongst the newly added Non-Metro cities, Raipur lead the hiring trends with a 14% growth in new job creation compared to last year, followed by Surat, Jodhpur and Gandhinagar with 12%, 10%, and 8% growth in new job creation, respectively, in February 2024 vs last year.
- This growth was mainly led by Oil & Gas, Banking and Auto sectors.
- Although Metros witnessed a hiring dip at an overall level, certain specific sectors like Oil & Gas and Pharma, did show positive hiring sentiments across various metro cities.

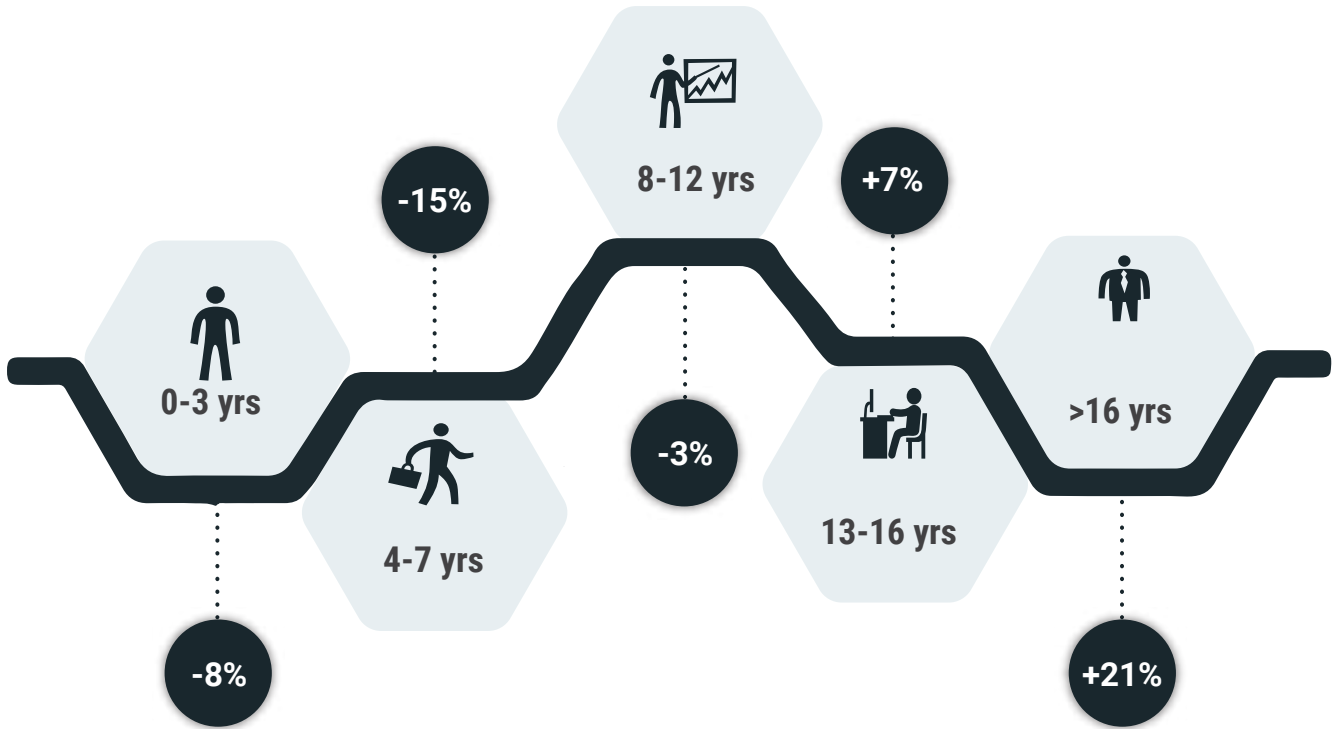


Growth Trends: Feb'24 vis-à-vis Feb'23

HIRING TRENDS ACROSS EXPERIENCE LEVELS



- Senior professionals with more than 16 years of experience continued to witness maximum job offer rollouts.
- The hiring for this experience segment went up by a staggering 21% in the February 2024 vs last year.
- New job offers for professionals falling in experience category of 13-16 years went up by almost 7%.
- However, entry-level professionals witnessed a 15% decline in new job opportunities, compared to February 2023.
- Job offers in the salary range of more than 20 lakhs per annum went up by 23% in February 2024 vs last year.
- New jobs in the salary range of 13-20 lakhs per annum saw marginal increase of 4%, while new job openings in salaries less than 12 lakhs witnessed de-growth.



Growth Trends:Feb'24 vis-à-vis Feb'23

Exp Bucket	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Y-O-Y Growth %
0-3 yrs	3073	3144	2834	2945	2890	2672	2769	2933	2642	2484	2618	2621	2822	↓ -8%
4-7 yrs	3104	3010	2725	2846	2770	2516	2567	2717	2361	2282	2316	2339	2624	↓ -15%
8-12 yrs	2885	2859	2625	2774	2724	2507	2633	2861	2431	2343	2366	2374	2797	↓ -3%
13-16 yrs	2362	2389	2217	2370	2379	2271	2372	2421	2227	2116	2195	2196	2523	↑ +7%
16 + yrs	2273	2373	2230	2355	2370	2276	2457	2522	2361	2247	2357	2429	2744	↑ +21%

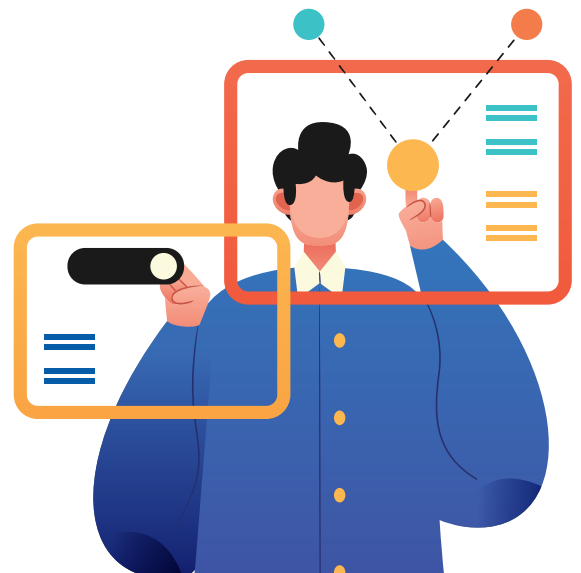
METHODOLOGY:

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	Global Market Performance (USD Billion)													Y-O-Y Growth %
	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	
NGO/Social Services	3395	3306	3242	3724	3256	3104	3541	4024	3536	3747	3457	3651	4483	📈 +32%
Fertilizers/Pesticides	5385	5223	5246	6375	5720	5373	5057	5165	6758	5567	5508	5580	6574	📈 +22%
Oil and Gas/Power/Infrastructure/Energy	625	608	630	675	686	632	641	641	617	581	648	679	754	📈 +21%
Insurance	2324	3212	1761	1656	1644	1775	1779	2387	2627	2386	2378	2295	2745	📈 +18%
Defence/Government	7662	7684	6373	8906	9560	6796	7529	7353	8049	7951	7119	6692	8923	📈 +16%
Accounting/Taxation/Finance	4787	4212	4000	3879	3554	3303	3638	3642	4989	4712	4735	4989	5535	📈 +16%
Media/Dotcom/Entertainment	402	458	455	480	434	426	397	384	385	389	441	386	456	📈 +13%
Construction/Engineering/Cement/Metals	1061	1045	1031	1083	1089	1013	1066	1138	1043	1010	1056	1126	1198	📈 +13%
Gems & Jewellery	5742	6816	5477	6250	5816	5956	6176	6251	5909	5429	6078	5846	6426	📈 +12%
Architecture/Interior Designing	2675	2728	2589	2811	2610	2612	2596	2926	2512	2368	2314	2707	2951	📈 +10%
Industrial Products/Heavy Machinery	1483	1612	1560	1489	1484	1377	1466	1387	1352	1341	1449	1416	1632	📈 +10%
Pharma/Biotech/Clinical Research	2206	2251	2182	2314	2176	2036	2332	2332	2072	2048	2161	2145	2409	📈 +9%
FMCG/Foods/Beverage	1949	2092	1914	1874	1800	1694	1683	1683	1838	1782	1942	1925	2088	📈 +7%
Textiles/Garments/Accessories	2126	2102	2095	2060	2067	1837	1997	1997	1995	1939	2292	2100	2195	📈 +3%
Printing/Packaging	1189	1183	1198	1157	1207	1260	1250	1354	1204	1110	1180	1148	1220	📈 +3%
Legal	6272	6599	5413	5851	5637	5071	5263	5357	6011	4825	5381	4839	6389	📈 +2%
Office Equipment/Automation	4148	3361	3596	3902	3786	3778	3905	3447	3536	3511	3809	3789	4212	📈 +2%
Chemicals/PetroChemical/Plastic/Rubber	1667	1709	1482	1689	1612	1499	1549	1729	1558	1407	1651	1640	1677	📈 +1%
Auto/Auto Ancillary	1322	1287	1195	1271	1238	1193	1173	1270	1188	1114	1195	1158	1323	📈 +0%
Banking/Financial Services/Broking	4260	4555	3721	3768	3644	3261	4817	4817	4014	3989	3876	4341	4260	📈 +0%
Semiconductors/Electronics	5199	5208	5004	5095	5371	5067	5096	4865	4359	4158	4769	4696	5171	📉 -1%
Medical/Healthcare/Hospital	6328	6504	5948	6052	5696	5500	6456	6456	5957	5686	5985	6150	6229	📉 -2%
Consumer Durables	831	797	750	886	825	772	754	740	795	789	815	815	816	📉 -2%
Travel & Hospitality	1705	1816	1625	1739	1634	1519	2025	2025	1675	1581	1639	1620	1662	📉 -3%
Education/Teaching/Training	5221	5638	5005	5058	4993	4561	4772	4772	4274	4145	4614	4730	4991	📉 -4%
Shipping/Marine	1064	1044	958	985	914	895	949	923	895	861	893	928	1010	📉 -5%
Real Estate/Property	4169	4163	4020	3891	3621	3427	3356	3356	3430	3257	3633	3744	3932	📉 -6%
Retailing	1724	1726	1534	1621	1579	1438	1642	1642	1535	1474	1597	1506	1605	📉 -7%
Courier/Transportation/Freight	2931	3020	2908	3030	2975	2777	2961	2661	2500	2238	2475	2425	2663	📉 -9%
Export/Import	1451	1240	1239	1405	1181	1224	1300	1204	1092	1036	1285	1219	1298	📉 -11%
BPO/ITES/CRM/Transcription	2456	2415	2186	2256	2163	2036	2085	1952	2179	2054	1872	1939	2157	📉 -12%
Advertising/PR/MR/Events	5559	5403	4607	4556	4497	4014	4458	4593	4380	4477	4423	4368	4819	📉 -13%
IT-Software/Software Services	4428	4147	3392	3618	3511	3187	3278	2989	3302	3349	3210	3233	3748	📉 -15%
Telecom/ISP	636	636	571	645	528	459	547	579	472	474	458	428	510	📉 -20%
IT-Hardware & Networking	816	863	749	733	680	581	636	657	551	492	493	566	640	📉 -22%
Security/Law Enforcement	1891	1971	2027	1804	1862	1784	1563	1662	1434	1389	1438	1250	1406	📉 -26%
Agriculture/Dairy	1657	1916	1463	1390	1308	1260	1260	1427	1219	1012	1087	1168	1224	📉 -26%
Recruitment/Employment Firm	3950	3803	2555	2411	2110	1744	1151	896	648	662	685	675	772	📉 -80%

ANNEXURE CITY DATA														
City	Annual Performance (2023)													Y-O-Y Growth %
	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	
Mumbai	2414	2369	2191	2299	2248	2039	2112	2191	1998	1883	2049	2079	2258	📉 -6%
Delhi / NCR	3014	2975	2759	2912	2650	2457	2613	2670	2558	2375	2572	2544	2814	📉 -7%
Kolkata	3754	3522	3198	3544	3375	3132	3152	2967	2857	3032	3156	3115	3323	📉 -11%
Pune	4131	3932	3550	3669	3607	3272	3382	3157	3147	3071	3218	3218	3632	📉 -12%
Hyderabad / Secunderabad	3898	3663	3377	3446	3266	2945	3009	2895	2951	2967	2777	2895	3405	📉 -13%
Chennai	2558	2478	2121	2192	2128	1927	1983	1843	1817	1856	1769	1819	2206	📉 -14%
Bengaluru / Bangalore	3389	3267	2947	3020	2945	2660	2730	2564	2576	2511	2429	2437	2917	📉 -14%
Raipur	1355	1462	1387	1445	1489	1325	1319	1362	1460	1199	1478	1596	1540	📈 +14%
Surat	1443	1552	1244	1279	1272	1233	1285	1204	1372	1191	1520	1496	1609	📈 +12%
Jodhpur	1372	1426	1297	1371	1215	1342	1304	1188	1353	1230	1459	1184	1505	📈 +10%
Gandhinagar	1433	1491	1291	1378	1387	1366	1394	1308	1311	1047	1433	1401	1552	📈 +8%
Ahmedabad	5856	6041	5402	5614	5639	5335	5531	5981	5532	4757	5817	5578	6266	📈 +7%
Lucknow	1359	1345	1194	1273	1200	1148	1182	1064	1179	1154	1304	1284	1382	📈 +2%
Jaipur	4768	4934	4823	4935	4274	4446	4844	4823	4280	4009	4642	4208	4839	📈 +1%
Udaipur	1243	1428	1188	1273	1138	1101	1128	1015	1078	987	1309	1123	1261	📈 +1%
Guwahati	1170	1199	1069	1103	1179	1052	1090	1093	1117	1087	1137	1236	1184	📈 +1%
Indore	1286	1322	1226	1234	1153	1169	1122	1053	1064	1007	1162	1115	1300	📈 +1%
Ranchi	1425	1311	1404	1384	1550	1615	1436	1442	1293	1173	1318	1431	1431	📈 0%
Vadodara / Baroda	3517	3778	3177	3507	3074	2933	2992	3013	3442	2858	3802	3213	3467	📉 -1%
Bhopal	1275	1309	1197	1251	1244	1296	1275	1124	1136	1121	1241	1215	1207	📉 -5%
Coimbatore	3647	3547	2927	3037	3165	3083	3122	3167	2698	2702	2700	2620	3292	📉 -10%
Ernakulam / Kochi / Cochin	4630	4835	4225	4528	3975	3532	3431	3212	3460	3973	3622	3390	3908	📉 -16%
Ludhiana	1583	1715	1380	1508	1459	1425	1451	1359	1255	1149	1287	1172	1314	📉 -17%
Chandigarh	2232	2176	1958	2120	2052	1819	1946	2091	1727	1595	1724	1783	1794	📉 -20%
Amritsar	1618	1638	1322	1510	1459	1466	1413	1324	1353	1182	1223	1223	1279	📉 -21%
Bhubaneswar	1378	1313	1349	1456	1231	1069	986	939	907	943	993	1078	1071	📉 -22%