NAUKRI JOBSPEAK REPORT

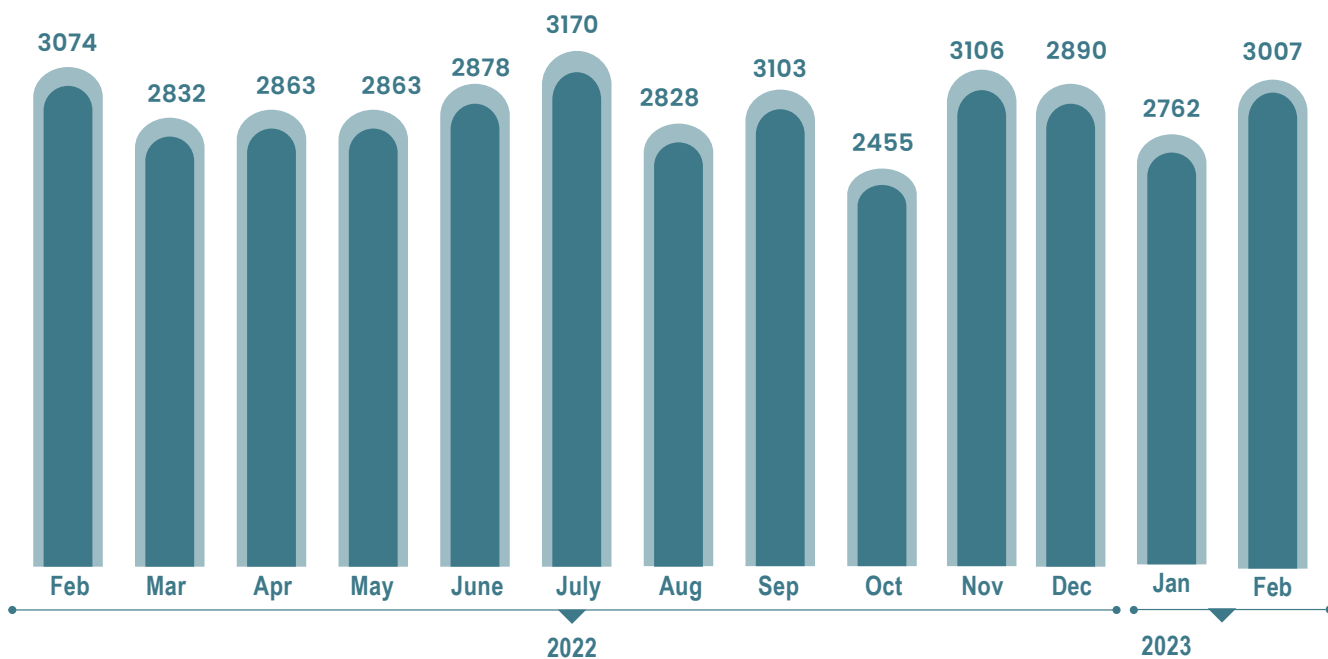Hiring Trends By City, Industry & Experience

2023
FEBRUARY

TABLE OF CONTENTS

27

INDEX FOR FEBRUARY 2023

February sees 9% sequential growth in hiring trends amidst uncertainties

OVERALL HIRING TRENDS

Month	Value
Feb (2022)	3074
Mar	2832
Apr	2863
May	2863
June	2878
July	3170
Aug	2828
Sep	3103
Oct	2455
Nov	3106
Dec	2890
Jan (2023)	2762
Feb (2023)	3007

- The hiring scenario in India displayed sequential growth in February 2023 over January 2023, while staying resilient with respect to the same month last year.

- Naukri JobSpeak stood at 3007 in February 2023, up by 9% against January 2023, but down by 2% compared to last year.

- IT sector signalled a positive comeback after witnessing a decline in the past few months.

- Real Estate and Hospitality sectors continue to shine.

- Metros re-emerge as growth drivers of job creation.

- Senior professionals continue to hold sway
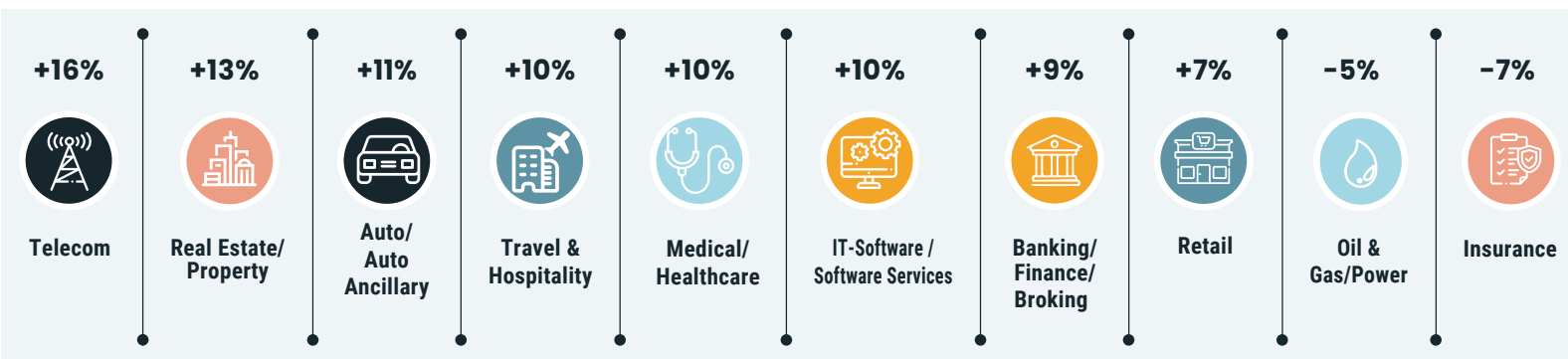
Pawan Goyal,
Chief Business Officer, Naukri.com

"At an overall level, hiring activity has seen a sequential month on month growth of 9% in February, which is slightly higher than the pre-covid growth rate of 7%. The IT sector, which had been experiencing negative trends in the past three months, showed a sequential growth of 10% in this month's JobSpeak. This growth is an indicator of changing hiring sentiments within the IT space."
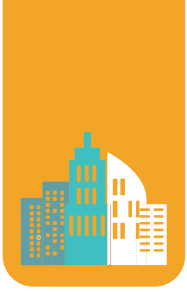
HIRING TRENDS ACROSS INDUSTRIES

- The number of new jobs in IT sector increased by 10% in February compared to the preceding month.

- Demand for specialist roles such as Analytics Managers, Big Data Engineers, Cloud System Administrators, and Augmented Reality QA Testers, have increased by 29%, 25%, 21% and 20% respectively.

- The demand for DevOps and DevSec Engineers has increased by 19% and 18%, respectively.

- This has outpaced the demand for Data Scientists and Software Developers, which has increased by 17% and 11% respectively.

- The number of new jobs in Real Estate, Hospitality, and Healthcare sectors saw double-digit sequential growth of 13%, 10%, and 10%, respectively in February 2023 over January 2023.

- Sectors such as Banking, BPO, and Retail, showed similar trends with the number of new jobs increasing by 9%, 7%, and 7%, respectively over previous month.

+16%	+13%	+11%	+10%	+10%	+10%	+9%	+7%	−5%	−7%
Telecom	Real Estate/ Property	Auto/ Auto Ancillary	Travel & Hospitality	Medical/ Healthcare	IT-Software / Software Services	Banking/ Finance/ Broking	Retail	Oil & Gas/Power	Insurance

Growth Trends: Feb'23 vs Jan'23

Industry	Feb-22	Mar-22	Apr-22	May-22	June-22	July-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	M-O-M Growth %
Telecom/ISP	621	563	607	669	622	741	664	685	517	630	612	549	636	⬆ 16%
Real Estate/ Property	3302	3171	3316	3180	3083	3261	3384	4507	3140	4105	3815	3685	4169	⬆ 13%
Auto/Auto Ancillary	1160	1038	1146	1152	1106	1183	1360	1201	1063	1240	1219	1193	1322	⬆ 11%
IT-Software/Software Services	5560	4983	4656	4711	5069	5872	4881	5283	3825	4674	4087	4010	4428	⬆ 10%
Travel & Hospitality	1432	1698	1609	1603	1468	1487	1526	1665	1492	1765	1577	1547	1705	⬆ 10%
Medical/Healthcare/Hospital	6589	6248	6323	6403	5983	6402	6546	6059	5339	6559	6674	5770	6328	⬆ 10%
Banking/Financial Services/Broking	3433	3138	3348	3299	3279	3731	3576	4496	3565	4335	4016	3919	4260	⬆ 9%
Retail	2004	1795	1992	2055	2042	1865	1621	1849	1578	1811	1798	1611	1724	⬆ 7%
BPO/ITES/CRM/Transcription	2468	2458	2659	2617	2600	2587	2325	2619	2131	2511	2249	2303	2456	⬆ 7%
Pharma/Biotech/Clinical Research	2429	2117	2108	2078	1908	2081	1871	2094	1736	2154	2128	2074	2206	⬆ 6%
FMCG/Foods/Beverage	2024	1842	1996	1960	1976	2203	1971	2176	1746	2096	2126	1842	1949	⬆ 6%
Education/Teaching/Training	5868	5753	6321	6030	5484	5311	5040	5448	4761	5346	5208	5076	5221	⬆ 3%
Oil and Gas/Power/Infrastructure/Energy	510	449	522	517	491	581	550	606	498	603	646	656	625	⬇ -5%
Insurance	2042	1541	1553	1946	1761	2124	2200	2479	2382	2398	2544	2495	2324	⬇ -7%

HIRING TRENDS
ACROSS CITIES

- Metro's back on positive hiring trajectory.

- Among the top metros, Chennai (16%), Hyderabad (14%), Bengaluru (12%), and Pune (12%), driven by IT sector, witnessed double-digit growth in hiring activity.

- Beyond IT, Auto, Banking, and Real Estate sectors contributed to new job creation in these cities.

- On the other hand, Delhi/NCR and Mumbai witnessed single-digit sequential growth, driven primarily by Insurance and Banking sectors.

- Among emerging cities, the number of new jobs in Coimbatore and Chandigarh increased robustly by 16% and 13% respectively.

- The other fast growing cities such as Ahmedabad, Jaipur, and Vadodara continued to register single-digit month-on-month growths.

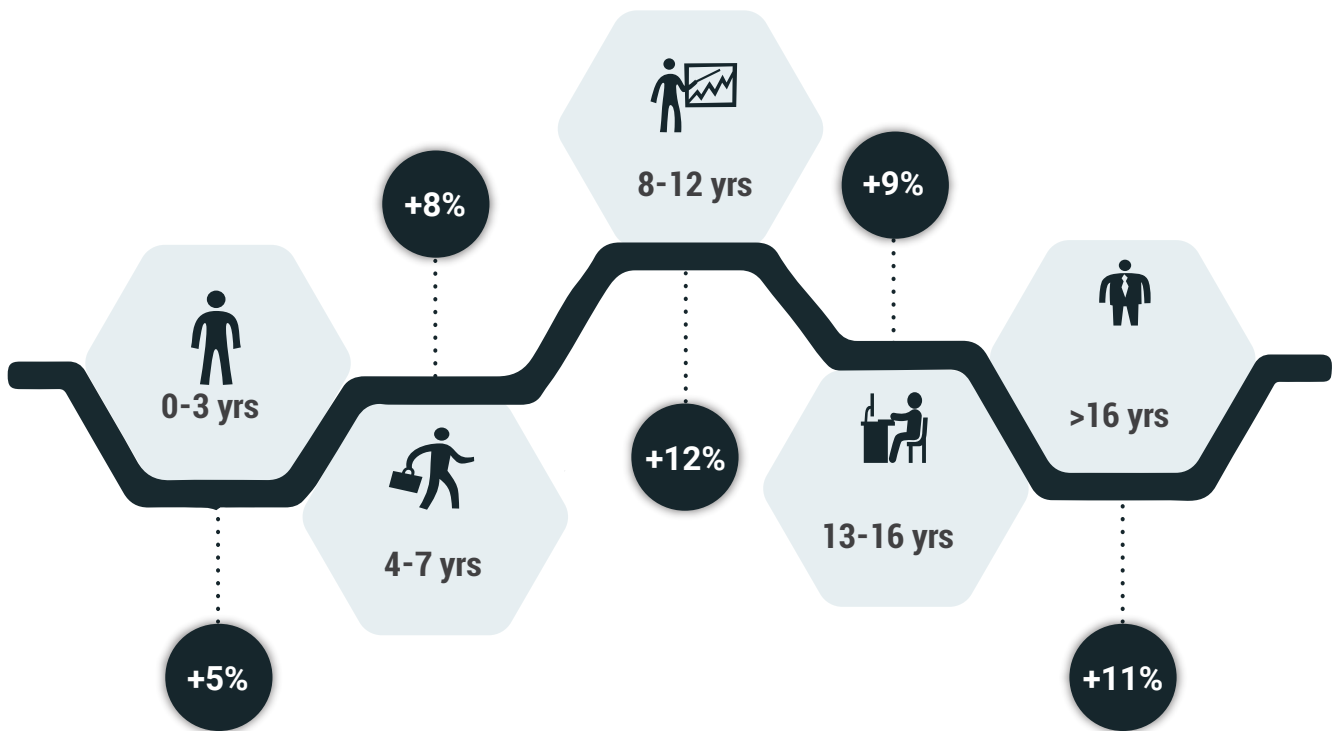- BPO, Banking and Insurance continue to drive new job creation in these emerging cities.

CHANDIGARH(+13%)

DELHI (+8%)

JAIPUR (+5%)

AHMEDABAD (+5%)

VADODRA (+6%)

KOLKATA (+10%)

MUMBAI (+7%)

PUNE (+12%)

HYDERABAD (+14%)

BANGALORE (+12%)

METRO CITIES
EMERGING CITIES

CHENNAI (+16%)

COIMBATORE (+16%)

KOCHI (+3%)

Growth Trends: Feb'23 vs Jan'23

HIRING TRENDS
ACROSS EXPERIENCE LEVELS

- Senior Professionals continue to dominate hiring trends.

- Recruitment of professionals falling in the '8-12 years' and 'More-than-16-years' of working experience brackets showed double-digit sequential growth at 12% and 11%, respectively.

- Finance and Real Estate sectors mainly witnessed this growth in demand for mid-senior experienced professionals.

- Demand for fresh graduates remained flat.

8-12 yrs

+8%

+9%

0-3 yrs

>16 yrs

+12%

4-7 yrs

13-16 yrs

+5%

+11%

Growth Trends: Feb'23 vs Jan'23

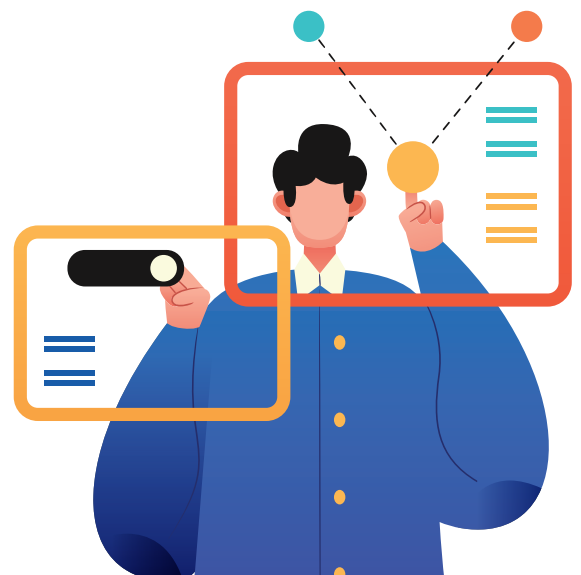| Exp Bucket	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	M-O-M Growth %	
0-3 yrs	3335	3154	3223	3170	3105	3266	2999	3265	2642	3253	3106	2926	3073	⬆	5%
4-7 yrs	3279	3018	3067	3067	3072	3386	3053	3346	2632	3293	2998	2871	3104	⬆	8%
8-12 yrs	2821	2505	2494	2557	2663	3093	2644	2914	2229	2864	2676	2568	2885	⬆	12%
13-16 yrs	2124	1922	1854	1885	2008	2298	1928	2178	1771	2342	2231	2159	2362	⬆	9%
16 + yrs	1894	1762	1713	1695	1722	2013	1693	1946	1613	2055	2184	2051	2273	⬆	11%

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 on Naukri.com. The JobSpeak Index captures hiring activity across multiple dimensions, including industries, cities, functional areas, and experience bands. July 2008 is taken as 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 enjoys 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 about 1 Crore active app installs and receives 2-3 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 8.5 Crore jobseekers, the brand serves over 100,000 unique clients through its 63 offices in 44 cities in India.

ANNEXURE INDUSTRY DATA

Industry	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	M-O-M Growth %
Advertising/PR/MR/Events	3884	4068	4469	4143	4293	4270	4290	5112	4086	5213	5498	4736	5559	⬆ 17%
Telecom/ISP	621	563	607	669	622	741	664	685	517	630	612	549	636	⬆ 16%
Textiles/Garments/Accessories	2403	2299	2504	2671	2200	2221	2012	2120	1524	2176	1971	1842	2126	⬆ 15%
Industrial Products/Heavy Machinery	1349	1345	1504	1440	1431	1454	1326	1575	1284	1619	1602	1286	1483	⬆ 15%
Legal	5892	4972	5387	5179	5031	6693	5788	6945	5283	6655	5724	5540	6272	⬆ 13%
Real Estate/Property	3302	3171	3316	3180	3083	3261	3385	4508	3140	4105	3815	3685	4169	⬆ 13%
Auto/Auto Ancillary	1160	1038	1146	1152	1106	1183	1360	1201	1063	1240	1219	1193	1322	⬆ 11%
IT-Software/Software Services	5560	4983	4656	4711	5069	5872	4881	5283	3825	4674	4087	4010	4428	⬆ 10%
Travel & Hospitality	1432	1698	1609	1603	1468	1487	1526	1665	1492	1765	1577	1547	1705	⬆ 10%
Export/Import	1461	1409	1612	1555	1486	1406	1177	1406	1063	1332	1429	1319	1451	⬆ 10%
Semiconductors/Electronics	4879	4695	5669	5040	6203	5760	4255	4832	4169	5111	5185	4727	5199	⬆ 10%
Medical/Healthcare/Hospital	6589	6248	6323	6403	5983	6402	6546	6059	5339	6559	6674	5770	6328	⬆ 10%
IT-Hardware & Networking	1181	1338	1027	1045	757	923	856	916	672	828	758	745	816	⬆ 10%
Banking/Financial Services/Broking	3433	3138	3348	3299	3279	3731	3576	4496	3565	4335	4016	3919	4260	⬆ 9%
Agriculture/Dairy	2276	1782	2006	1968	1768	1530	1521	1590	1413	1813	1641	1544	1657	⬆ 7%
Shipping/Marine	991	872	953	935	961	1143	946	1198	879	1109	1029	992	1064	⬆ 7%
Retail	2004	1795	1992	2055	2042	1865	1621	1849	1578	1811	1798	1611	1724	⬆ 7%
BPO/ITES/CRM/Transcription	2468	2458	2659	2617	2600	2587	2325	2619	2131	2511	2249	2303	2456	⬆ 7%
Fertilizers/Pesticides	5016	4126	4185	4230	4972	6604	4704	5817	4259	5676	5550	5060	5385	⬆ 6%
Pharma/Biotech/Clinical Research	2429	2117	2108	2078	1908	2081	1871	2094	1736	2154	2128	2074	2206	⬆ 6%
Accounting/Taxation/Finance	3216	2844	3124	3746	3608	5353	4053	4665	4555	5307	4740	4506	4787	⬆ 6%
FMCG/Foods/Beverage	2024	1842	1996	1960	1976	2203	1971	2176	1746	2096	2126	1842	1949	⬆ 6%
Construction/Engineering/Cement/Metals	889	828	899	872	840	875	793	907	791	1025	1050	1004	1061	⬆ 6%
Consumer Durables	964	788	918	891	896	797	805	820	656	921	842	788	831	⬆ 5%
Courier/Transportation/Freight	2826	2684	2818	3030	2712	2667	2654	2877	2729	3195	3048	2788	2931	⬆ 5%
Recruitment/Employment Firm	5253	4895	5160	4339	4021	4140	3741	4410	3277	4154	3840	3764	3950	⬆ 5%
Defence/Government	5387	4874	5504	5900	5247	4991	5200	6087	5270	7829	7254	7391	7662	⬆ 4%
Printing/Packaging	1223	1053	1188	1168	1091	1002	1220	1277	899	1102	1151	1149	1189	⬆ 3%
Education/Teaching/Training	5868	5753	6321	6030	5848	5311	5040	5448	4761	5346	5208	5076	5221	⬆ 3%
Architecture/Interior Designing	2490	2368	2565	2523	2269	2296	2324	2258	2028	2618	2434	2605	2675	⬆ 3%
Office Equipment/Automation	2201	1999	2434	2211	2528	2488	2177	2567	2464	3271	3229	4049	4148	⬆ 2%
Gems & Jewellery	4609	4609	5462	5488	4784	4709	5500	5789	4533	5713	5705	5638	5742	⬆ 2%
NGO/Social Services	2839	2761	2733	3052	2832	3272	3535	3684	2860	3706	3855	3378	3395	⬆ 1%
Chemicals/PetroChemical/Plastic/Rubber	1537	1453	1528	1775	1580	1621	1383	1504	1240	1621	1589	1699	1667	⬇ -2%
Oil and Gas/Power/Infrastructure/Energy	510	449	522	517	491	581	550	606	498	603	646	656	625	⬇ -5%
Insurance	2042	1541	1553	1946	1761	2124	2200	2479	2382	2398	2544	2495	2324	⬇ -7%
Security/Law Enforcement	1905	1832	2811	2140	2684	1977	2358	2449	1252	1735	1778	2038	1891	⬇ -7%
Media/Dotcom/Entertainment	307	291	337	378	370	387	358	427	364	455	364	450	402	⬇ -11%

ANNEXURE CITY DATA

City	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	M-O-M Growth %	
Chennai	2659	2414	2364	2394	2432	2745	2519	2726	2047	2625	2337	2207	2558	⬆	16%
Hyderabad / Secunderabad	4329	4118	4097	3967	3907	4578	3812	4246	3187	4026	3590	3431	3898	⬆	14%
Pune	4430	4012	4025	4114	4143	5035	4073	4453	3348	4221	3869	3682	4131	⬆	12%
Bengaluru / Bangalore	4085	3701	3532	3484	3722	4076	3420	3671	2843	3534	3150	3027	3389	⬆	12%
Kolkata	4071	3573	3486	3750	3760	4317	3773	4176	3040	4026	3754	3413	3754	⬆	10%
Delhi / NCR	2932	1977	2811	2782	2792	3038	2605	2959	2436	3172	2933	2782	3014	⬆	8%
Mumbai	2182	2029	2100	2188	2219	2338	2150	2373	1926	2468	2365	2264	2414	⬆	7%
Coimbatore	3699	3241	3365	3216	3466	4542	3748	3581	2888	3604	3322	3150	3647	⬆	16%
Chandigarh	2240	2053	2245	2294	2077	2014	1962	2133	1652	2167	2182	1974	2232	⬆	13%
Vadodara / Baroda	2524	2516	2798	2872	2702	2881	2512	2901	2504	3256	3416	3320	3517	⬆	6%
Ahmedabad	4614	4041	4235	4438	4598	5244	5110	5814	4519	5766	6006	5601	5856	⬆	5%
Jaipur	4461	3831	4435	4206	4272	4282	4632	4730	3895	4839	4857	4550	4768	⬆	5%
Ernakulam / Kochi / Cochin	4422	4286	4527	4596	5478	5128	4748	4076	4214	4695	4360	4495	4630	⬆	3%