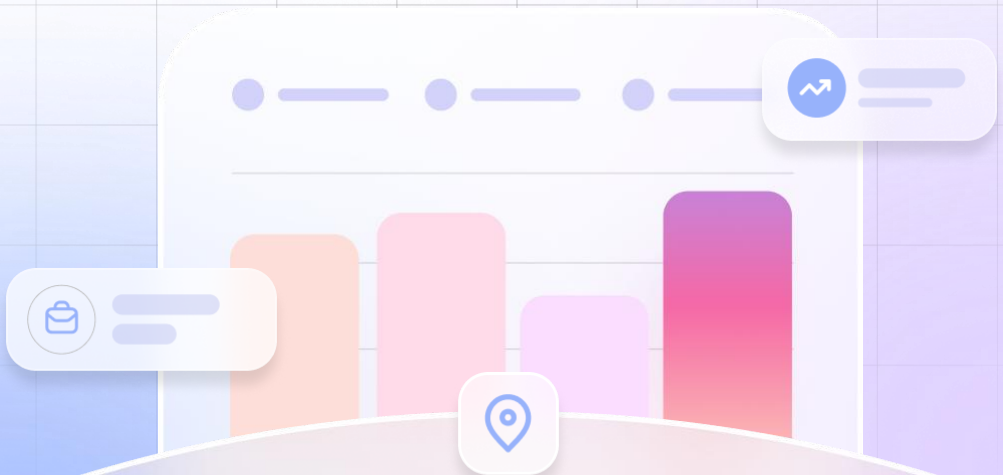




JobSpeak

January, 2026



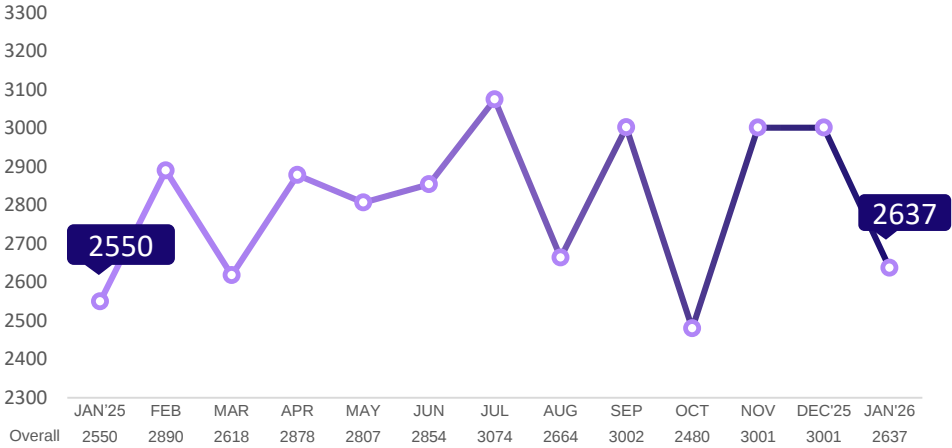
A Naukri report on hiring
trends by city, industry &
experience



White-Collar Hiring Opens 2026 with 3% YoY Growth, Driven by Non-IT Sectors and Fresher Hiring

OVERALL HIRING TRENDS

+3% YOY growth witnessed in hiring, driven by non-IT sectors



HIGHLIGHTS

BPO/ITES	+21%	Banking	-15%
Hospitality	+15%	Auto	-8%
Real Estate	+11%	FMCG	-4%

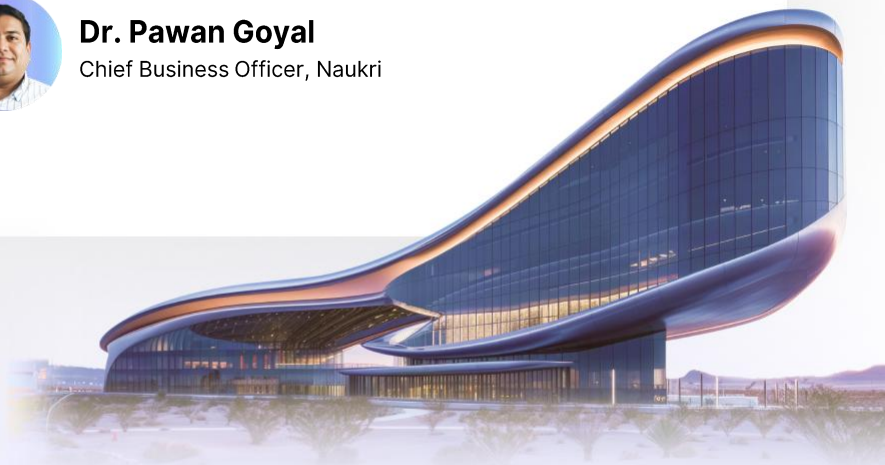


It's encouraging to see sustained year-on-year growth in key sectors like **BPO/ITES** and **Hospitality**. These areas have shown consistent momentum over recent months and have kicked off 2026 on a strong, **positive** note. Equally promising is the robust performance from **Indian IT MNCs**, which bodes well for the overall job market.



Dr. Pawan Goyal

Chief Business Officer, Naukri



Hiring trends by industries

 BPO/ITES	+21%	 Pharma/Biotech	0%
 Hospitality/Travel	+15%	 IT/Software Services	-2%
 Real Estate	+11%	 FMCG	-4%
 Insurance	+7%	 Auto	-8%
 Oil & Gas	+6%	 Banking/Fin. Services	-15%
 Healthcare	+5%	 Telecom	-21%
 Education	+3%	 GCC	-3%
 Retail	+3%	 AI/ML	+34%

- ✦ The BPO/ITES sector recorded **+21%** overall growth, driven by a +39% surge in **fresher hiring**.
- ✦ The Hospitality sector grew **+15%** overall, led by metros like **Delhi NCR** (+21%) and (+14%). **Mumbai**
- ✦ While growth in the IT sector remained flat, hiring by **Indian MNCs** in the sector grew by **+32%** YOY.

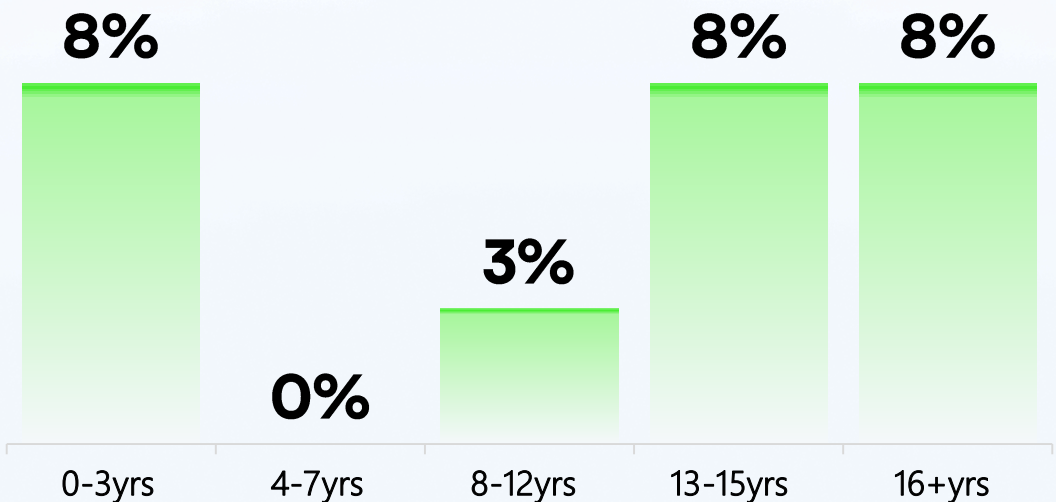
Hiring trends by experience level

8%

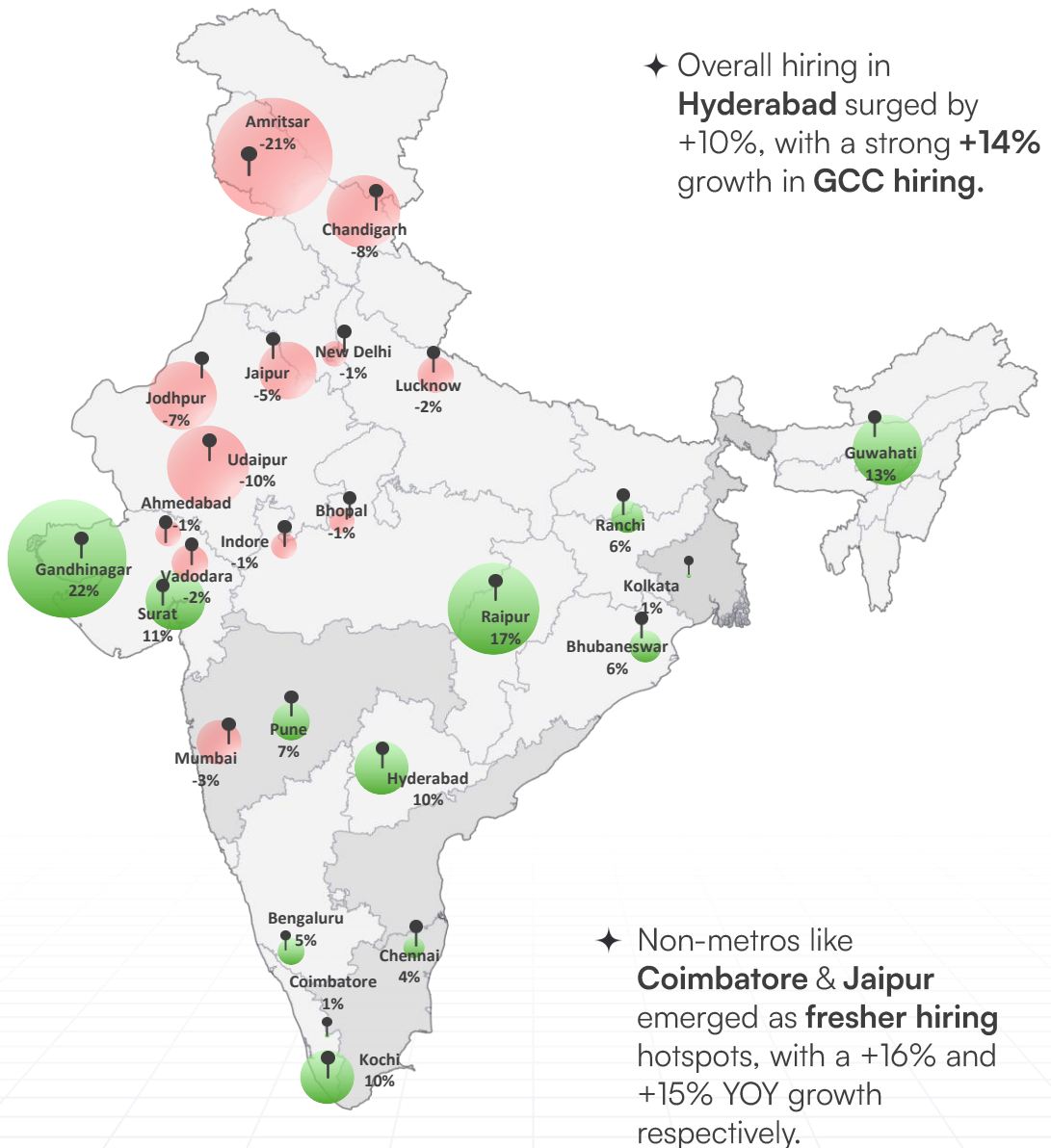
growth recorded in fresher hiring driven by non-IT sectors like **Hospitality & Insurance**.

8%

growth in seasoned professional hiring (>16 years of experience) driven by sectors like **Real Estate** and **Oil & Gas**



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	Jan'25	Feb'25	Mar'25	Apr'25	May'25	Jun'25	Jul'25	Aug'25	Sep'25	Oct'25	Nov'25	Dec'25	Jan'26	YOY(%)
Accounting/Finance	5167	6513	5926	7218	6502	6989	7947	7456	8329	6658	8975	9121	7556	↑46%
Advertising/PR/MR/Events	4575	5189	4522	4885	4794	5149	5322	5091	5536	4782	5890	5774	5530	↑21%
Agriculture/Dairy	1202	1111	1105	1321	1248	1233	1207	1166	1344	1066	1310	1271	1128	↓6%
Architecture/Interior Designing	3119	3528	3512	3390	3478	4002	4388	4492	4779	4022	5143	4980	4503	↑44%
Auto/Auto Ancillary	1250	1374	1239	1310	1296	1324	1446	1222	1349	1066	1306	1290	1149	↓8%
Banking/Financial Services/Broking	3736	3992	3546	3822	3819	3783	4026	3269	3664	2989	3535	3506	3158	↓15%
BPO/ITES	1909	2171	2095	2314	2282	2339	2450	2332	2532	2193	2475	2460	2306	↑21%
Chemicals/PetroChemical/Plastic/Rubber	1746	1867	1641	1937	1974	1971	2082	1802	1935	1585	1973	1937	1739	↓0%
Construction/Engineering/Cement/Metals	1240	1287	1168	1344	1284	1306	1369	1207	1329	1092	1377	1430	1262	↑2%
Consumer Durables	930	1019	899	1101	1002	1085	1221	868	904	732	940	1006	863	↓7%
Courier/Transportation/Freight	2809	2802	2645	2835	2870	2933	3288	2785	3145	2357	2870	2791	2502	↓11%
Defence/Government	6872	7747	9646	9433	8921	9679	9007	9786	10843	8730	9587	10413	10761	↑57%
Education/Teaching/Training	4613	5010	4420	5044	4994	5020	5515	4945	5357	4831	5973	5345	4733	↑3%
Export/Import	1161	1353	1313	1347	1279	1348	1478	1269	1354	1044	1372	1263	1151	↓1%
Fertilizers/Pesticides	6234	6430	5920	6528	6521	6534	6305	6063	6325	5292	6352	5439	5225	↓16%
FMCG/Foods/Beverage	2225	2248	2082	2272	2235	2211	2224	2003	2376	1859	2349	2321	2146	↓4%
Gems & Jewellery	6137	6459	5989	6554	7140	6581	6993	6750	7119	6296	8140	8257	6829	↑11%
Hotels/Restaurants/Airlines/Travel	1767	1991	1718	1971	1939	1982	2139	1992	2086	1846	2268	2272	2040	↑15%
Industrial Products/Heavy Machinery	1557	1614	1546	1720	1622	1708	1849	1616	1715	1331	1730	1717	1561	0%
Insurance	2637	2641	2547	2530	2609	2780	3075	2858	3162	2586	2981	3010	2818	↑7%
IT-Hardware & Networking	578	615	596	615	618	621	660	510	580	519	647	689	557	↓4%
IT-Software/Software Services	3190	3711	3413	3573	3457	3523	3688	3111	3585	2967	3565	3531	3119	↓2%
Legal	5786	6423	5786	5762	5443	5148	6004	5191	5600	4554	4897	4978	4091	↓29%
Media/Dotcom/Entertainment	441	461	464	493	560	492	566	514	547	437	565	539	497	↑13%
Medical/Healthcare/Hospital	5920	6504	6019	6266	6338	6364	6632	5845	6995	5771	7164	6990	6217	↑5%
NGO/Social Services	3968	3999	3426	3627	4293	4274	5048	3891	4685	3465	4344	4530	3750	↓5%
Office Equipment/Automation	3950	4337	3986	4554	4590	4837	4906	4142	4883	3701	4656	4731	4284	↑8%
Oil and Gas/Power/Infrastructure/Energy	718	790	665	789	797	813	851	717	766	628	779	866	759	↓6%

Annexure Industry Data

Industry	Jan'25	Feb'25	Mar'25	Apr'25	May'25	Jun'25	Jul'25	Aug'25	Sep'25	Oct'25	Nov'25	Dec'25	Jan'26	YOY(%)
Pharma/Biotech/Clinical Research	2390	2535	2253	2607	2501	2494	2666	2269	2522	2064	2594	2631	2385	0%
Printing/Packaging	1269	1381	1275	1494	1375	1426	1638	1335	1420	1098	1423	1541	1294	↑2%
Real Estate/Property	3997	4301	3874	4212	4288	4316	4518	4277	4711	3765	4784	4963	4444	↑11%
Recruitment	613	694	662	666	685	699	703	484	545	502	681	876	762	↑24%
Retail	1518	1546	1429	1635	1577	1641	1712	1466	1656	1385	1611	1603	1558	↑3%
Security/Law Enforcement	1646	1532	1321	1428	1483	1778	1979	1862	1885	1320	1544	1650	1234	↓25%
Semiconductors/Electronics	5295	5592	5290	5646	5805	5584	6184	5362	5588	4461	5475	5414	4657	↓12%
Shipping/Marine	1159	1266	1077	1107	1032	1114	1183	944	1031	864	947	1025	855	↓26%
Telcom/ISP	472	505	437	474	467	459	451	413	508	367	453	437	374	↓21%
Textiles/Garments/Accessories	2434	2529	2272	2557	2451	2584	2747	2356	2581	2167	2680	2611	2334	↓4%
Aviation / Aerospace Firms	1113	1238	1042	1100	1192	1049	1259	861	1113	797	1143	1348	1093	↓2%
Electricals / Switchgears	1858	2028	1973	2192	2048	2095	2239	1979	2195	1607	2183	2239	1886	↑2%
Facility Management	1314	1470	1281	1464	1412	1429	1359	1134	1259	1088	1364	1377	1335	↑2%
Food Processing	1404	1481	1293	1502	1547	1502	1620	1439	1550	1229	1529	1492	1354	↓4%
Internet/Ecommerce	943	1003	879	944	968	910	984	878	953	762	890	855	814	↓14%
KPO / Research /Analytics	1076	1164	1080	1114	1094	1134	1111	999	1207	981	1083	1044	904	↓16%
Medical Devices / Equipments	1436	1676	1459	1641	1662	1821	1669	1519	1745	1414	1679	1724	1519	↑6%
Mining	1671	1525	1377	1787	1759	1692	1984	1568	1826	1534	1744	2019	1648	↓1%
Other	1218	1315	1226	1389	1408	1487	1622	1346	1612	1252	1661	1643	1522	↑25%
Publishing	1136	1176	1112	1265	1236	1250	1383	1138	1253	1039	1275	1344	1179	↑4%
Steel	1631	1738	1627	1879	1838	1817	1898	1707	1813	1538	1717	1676	1549	↓5%
Strategy /Management Consulting Firms	1129	1294	1119	1093	1017	1104	1179	1017	1208	928	1211	1218	1050	↑7%
Water Treatment / Waste Management	1375	1576	1397	1624	1591	1647	1627	1464	1622	1252	1596	1743	1422	↑3%
Wellness / Fitness / Sports / Beauty	1318	1393	1238	1399	1428	1422	1518	1371	1599	1331	1587	1507	1389	↑5%

Annexure City Data

State	City	Jan'25	Jan'26	MOM(%)	YOY(%)
Andhra Pradesh	Nellore	1180	1197	-5%	↑1%
	Tirupati	1059	1177	-12%	↑11%
	Vijayawada	1036	1077	-23%	↑4%
	Visakhapatnam/Vizag	906	944	-14%	↑4%
Assam	Guwahati	1073	1212	2%	↑13%
Bihar	Patna	1331	1279	-9%	↓4%
Chandigarh (UT)	Chandigarh	1694	1551	-10%	↓8%
Chhattisgarh	Raipur	1705	1987	-3%	↑17%
Dadra & Nagar Haveli (UT)	Dadra & Nagar Haveli and Daman & Diu	1486	1419	-11%	↓5%
Delhi (NCR)	Delhi / NCR	2689	2664	-11%	↓1%
Gujarat	Ahmedabad	5940	5863	-15%	↓1%
	Vadodara/Baroda	3268	3202	-9%	↓2%
	Bharuch	1361	1344	-3%	↓1%
	Gandhinagar	1401	1703	-10%	↑22%
	Jamnagar	1504	1605	-8%	↑7%
	Rajkot	1527	1688	-2%	↑11%
	Surat	1516	1684	-4%	↑11%
Jammu & Kashmir	Jammu	1672	1521	-17%	↓9%
Jharkhand	Jamshedpur	1091	1101	-1%	↑1%
	Ranchi	1356	1434	-10%	↑6%
Karnataka	Bangalore/Bengaluru	2528	2645	-14%	↑5%
	Hubli	1229	1202	-24%	↓2%
	Mangaluru/Mangalore	1030	1058	-6%	↑3%
	Mysore/Mysuru	945	963	-28%	↑2%
Kerala	Kochi/Cochin	3586	3952	-13%	↑10%
	Calicut/Kozhikode	929	913	-4%	↓2%
	Cannanore/Kannur	978	810	-12%	↓17%
	Kollam/Quilon	967	978	8%	↑1%
	Trivandrum/Thiruvananthapuram	592	653	-11%	↑10%
Madhya Pradesh	Bhopal	1290	1272	-8%	↓1%
	Gwalior	1702	1476	-8%	↓13%
	Indore	1392	1381	-10%	↓1%
	Jabalpur	1302	1225	-13%	↓6%

Annexure City Data

State	City	Jan'25	Jan'26	MOM(%)	YOY(%)
Maharashtra	Mumbai	2071	1999	-12%	↓3%
	Pune	3408	3654	-12%	↑7%
	Aurangabad	1259	1202	-15%	↓5%
	Kolhapur	966	865	-8%	↓10%
	Nagpur	1045	1054	-5%	↑1%
	Nasik/Nashik	1232	1214	-17%	↓1%
Odisha	Bhubaneswar	1204	1281	-6%	↑6%
Puducherry (UT)	Pondicherry/Puducherry	859	806	-10%	↓6%
Punjab	Amritsar	1317	1044	-12%	↓21%
	Ludhiana	1319	1316	-7%	0%
Rajasthan	Jaipur	5094	4859	-13%	↓5%
	Jodhpur	1600	1493	-2%	↓7%
	Kota	1280	1210	0%	↓5%
	Udaipur	1485	1338	-12%	↓10%
Tamil Nadu	Chennai	1885	1968	-16%	↑4%
	Coimbatore	3115	3144	-16%	↑1%
	Madurai	1051	1040	-18%	↓1%
	Salem	1316	1323	-10%	↑1%
	Tiruchirapalli/Trichy	924	976	-18%	↑6%
	Vellore	1129	1149	-3%	↑2%
Telangana	Hyderabad/Secunderabad	3022	3311	-16%	↑10%
Uttar Pradesh	Agra	1311	1330	-16%	↑1%
	Allahabad/Prayagraj	1157	1027	-2%	↓11%
	Bareilly	1412	1172	-20%	↓17%
	Kanpur	1429	1372	-4%	↓4%
	Lucknow	1313	1289	-12%	↓2%
	Varanasi/Benaras	1404	1370	-9%	↓2%
Uttarakhand	Dehradun	1319	1392	-11%	↑6%
	Haridwar	1835	1747	1%	↓5%
West Bengal	Kolkata	3189	3216	-16%	↑1%
	Siliguri	1136	1265	-7%	↑11%