NAUKRI JOBSPEAK REPORT

Hiring Trends By City, Industry & Experience

2023

January

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INDEX FOR
JANUARY 2023

Hiring activity kicks off on a stable note in 2023

OVERALL HIRING TRENDS

Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec	Jan
2716	3074	2832	2863	2863	2878	3170	2828	3103	2455	3106	2890	2762

2022 ... **2023**
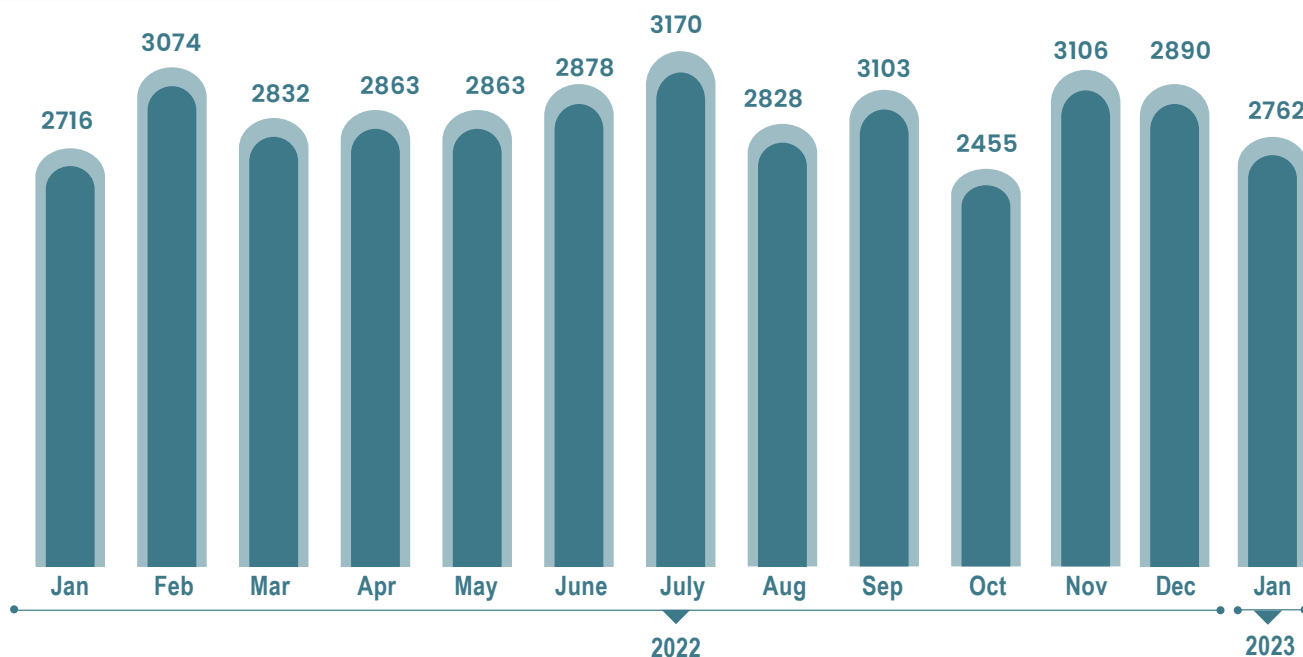
- 2023 begins on a cautiously optimistic note as Naukri JobSpeak index emerged at 2762 tabling a 2% growth in Jan'23 compared to 2716 in Jan'22.

- The 2% growth is noteworthy as it has been recorded despite a 25% decline in IT sector hiring.

- The dip in IT sector hiring has been more or less compensated by a hiring spree in the Non-IT sectors such as Insurance, Oil, Hospitality and Banking.

- Non-metro cities continue to shine in driving job creation.

- Senior professionals continue to remain in demand.

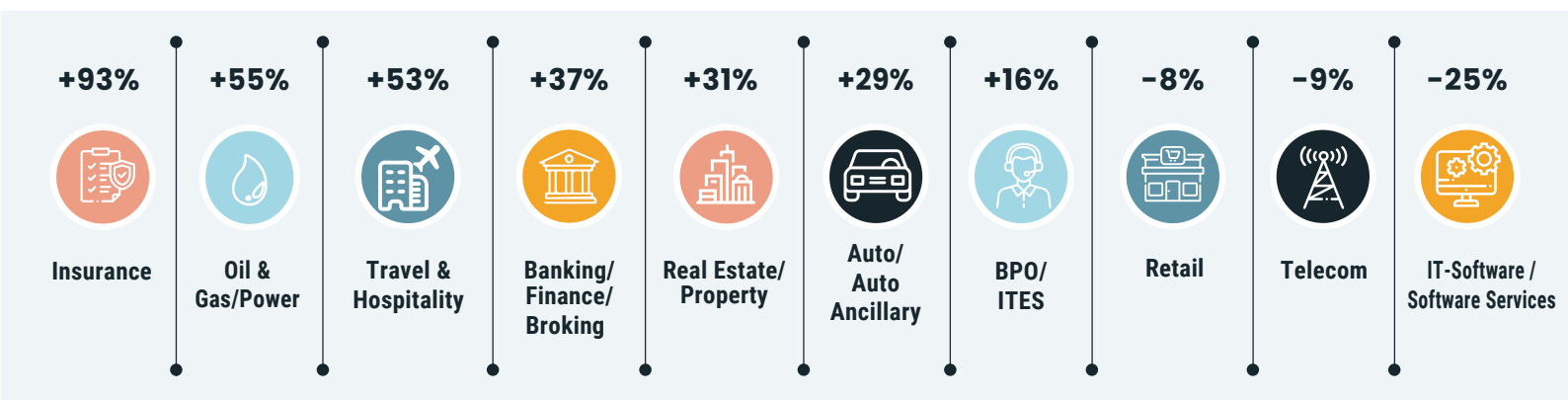**Pawan Goyal,**
Chief Business Officer,
Naukri.com

"As the year begins, Non IT sectors hold the fort for hiring activity in India with Insurance, Oil, and Hospitality flying high. Interestingly, IT-linked metros, which were the main growth drivers last year, were overshadowed by emerging cities like Ahmedabad and Baroda. Overall, this gives a multi-dimensional outlook to the Indian Job market and makes us optimistic about the New Year."
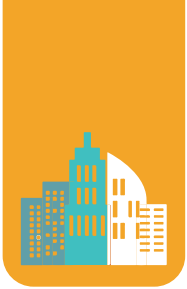
HIRING TRENDS ACROSS INDUSTRIES

- Non-IT sectors are off to a flying start, recording a double-digit growth at the beginning of 2023.

- The most prominent is the Insurance sector, which has recorded 93% growth.

- Other Non-IT industries that recorded an upward trend in hiring activity include Oil (55%), Hospitality (53%), Banking (37%), Real Estate (31%), and Auto (29%).

- Due to corrections in hiring in the IT industry, job growth in the Indian IT sector has declined by 25% vs. last year.

- The hiring intent declined across both large IT giants and unicorns, while trends across other IT startups remained stable vs. last year.

- Selected Non-IT sectors that showed cautious hiring sentiments are Telecom, Retail, and Pharma with a 9%, 8%, and 4% dip in hiring activity respectively vs. last year.

+93%	+55%	+53%	+37%	+31%	+29%	+16%	−8%	−9%	−25%
Insurance	Oil & Gas/Power	Travel & Hospitality	Banking/Finance/Broking	Real Estate/Property	Auto/Auto Ancillary	BPO/ITES	Retail	Telecom	IT-Software / Software Services

Growth Trends: Jan'23 vs Jan'22

Industry	Jan-22	Feb-22	Mar-22	Apr-22	May-22	June-22	July-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Long-Term Growth
Insurance	1291	2042	1541	1553	1946	1761	2124	2200	2479	2382	2398	2544	2495	⬆ 93%
Oil and Gas/Power/Infrastructure/Energy	423	510	449	522	517	491	581	550	606	498	603	646	656	⬆ 55%
Travel & Hospitality	1014	1432	1698	1609	1603	1468	1487	1526	1665	1492	1765	1577	1547	⬆ 53%
Banking/Financial Services/Broking	2860	3433	3138	3348	3299	3279	3731	3576	4496	3565	4335	4016	3919	⬆ 37%
Real Estate/ Property	2816	3302	3171	3316	3180	3083	3261	3384	4507	3140	4105	3815	3685	⬆ 31%
Auto/Auto Ancillary	925	1160	1038	1146	1152	1106	1183	1360	1201	1063	1240	1219	1193	⬆ 29%
BPO/ITES/CRM/Transcription	1987	2468	2458	2659	2617	2600	2587	2325	2619	2131	2511	2249	2303	⬆ 16%
Medical/Healthcare/Hospital	5260	6589	6248	6323	6403	5983	6402	6546	6059	5339	6559	6674	5770	⬆ 10%
Education/Teaching/Training	4755	5868	5753	6321	6030	5484	5311	5040	5448	4761	5346	5208	5076	⬆ 7%
FMCG/Foods/Beverage	1737	2024	1842	1996	1960	1976	2203	1971	2176	1746	2096	2126	1842	⬆ 6%
Pharma/Biotech/Clinical Research	2169	2429	2117	2108	2078	1908	2081	1871	2094	1736	2154	2128	2074	⬇ -4%
Retail	1758	2004	1795	1992	2055	2042	1865	1621	1849	1578	1811	1798	1611	⬇ -8%
Telecom/ISP	602	621	563	607	669	622	741	664	685	517	630	612	549	⬇ -9%
IT-Software/Software Services	5370	5560	4983	4656	4711	5069	5872	4881	5283	3825	4674	4087	4010	⬇ -25%

HIRING TRENDS
ACROSS CITIES

- Non-metro cities continue to drive the hiring activity in the New Year.

- Amongst non-metros, Ahmedabad leads the way in hiring trends recording 40% growth, followed by Baroda with 37% growth, while Jaipur recorded a 14% growth vs. last year.

- Insurance, Healthcare, and Banking were key sectors which led to the job growth in these emerging cities.

- Amongst metro cities, Mumbai & Delhi recorded positive hiring trends registering 14% and 10% growth respectively.

- On the contrary, metro cities like Bangalore, Hyderabad, Pune, and Chennai, which are heavily dependent on the IT sector for driving job creation, have shown a decline of 20%, 12%, 11%, and 6%.

- Non-IT sectors that are most significantly driving job growth in each of these metros are Insurance, Banking, Auto and Oil.

CHANDIGARH(-9%)

DELHI (+10%)

JAIPUR (+14%)

AHMEDABAD (+40%)

VADODRA (+37%)

KOLKATA (+3%)

MUMBAI (+14%)

PUNE (-11%)

HYDERABAD (-12%)

BANGALORE (-20%)

METRO CITIES
EMERGING CITIES

CHENNAI (-6%)

COIMBATORE (+6%)

KOCHI (-1%)

Growth Trends: Jan'23 vs Jan'22

HIRING TRENDS
ACROSS EXPERIENCE LEVELS

- In the era of hiring corrections, increasing demand for senior professionals with 12+ years of experience continues to dominate.

- The hiring activity for senior professional at the beginning of 2023 recorded more than 20% growth vs. last year.

- Hiring activity remains stable for freshers and mid-experience level professionals.

-2%

8-12 yrs

+17%

0-3 yrs

>16 yrs

+3%

4-7 yrs

13-16 yrs

0%

+29%
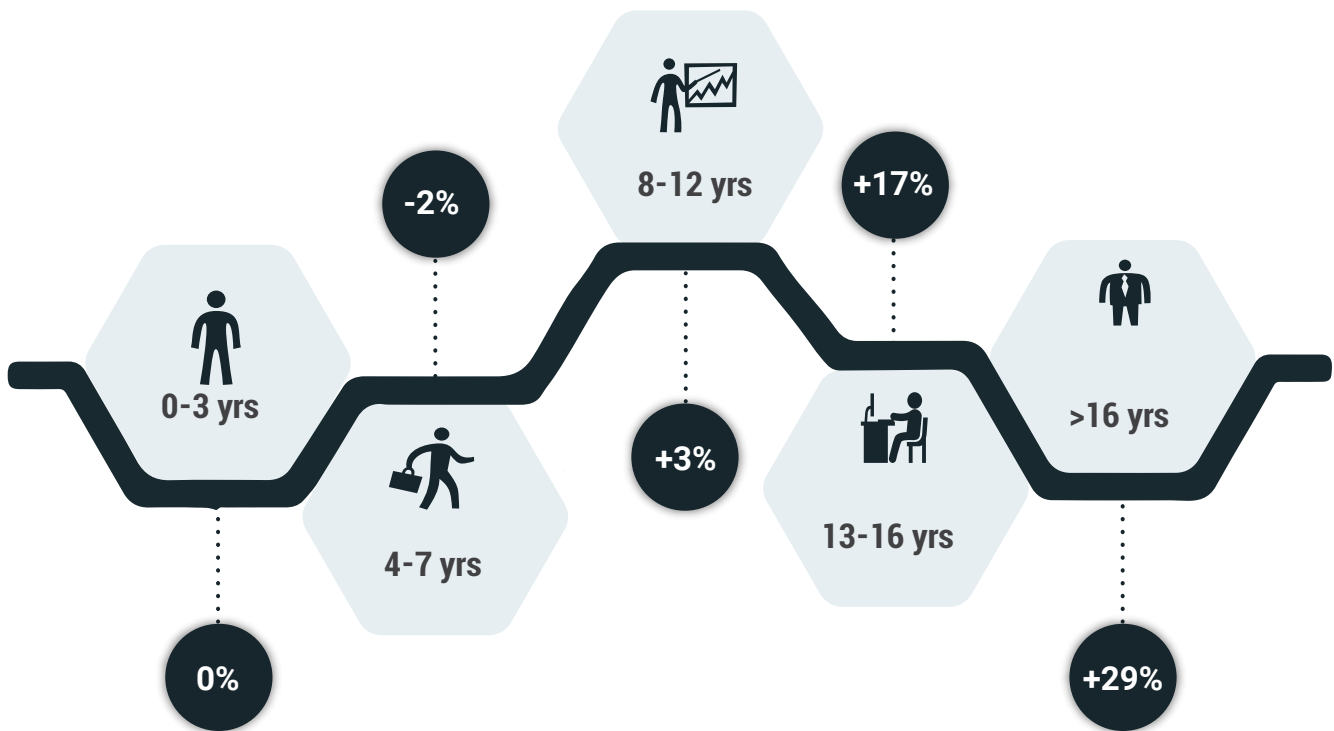
Growth Trends: Jan'23 vs Jan'22

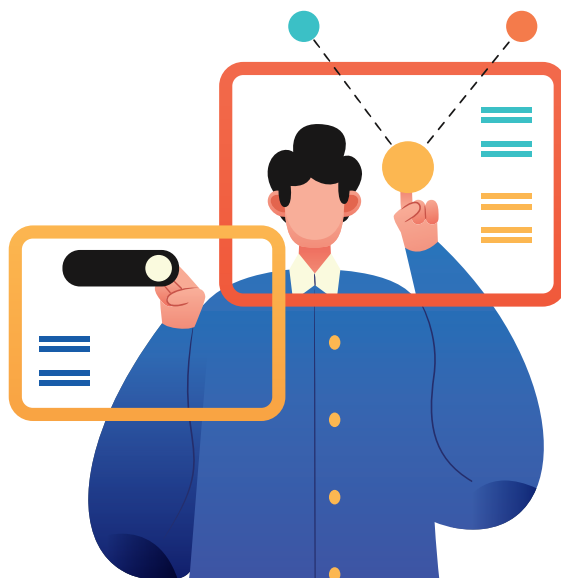| Exp Bucket	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Long Term Growth	
0-3 yrs	2919	3335	3154	3223	3170	3105	3266	2999	3265	2642	3253	3106	2926	⬆	0%
4-7 yrs	2925	3279	3018	3067	3067	3072	3386	3053	3346	2632	3293	2998	2958	⬇	-2%
8-12 yrs	2504	2821	2505	2494	2557	2663	3093	2644	2914	2229	2864	2676	2568	⬆	3%
13-16 yrs	1851	2124	1922	1854	1885	2008	2298	1928	2178	1771	2342	2231	2159	⬆	17%
16 + yrs	1585	1894	1762	1713	1695	1722	2013	1693	1946	1613	2055	2184	2051	⬆	29%

METHODOLOGY:

The Naukri JobSpeak is a monthly Index representing the state of the Indian job market & hiring activity based on new job listings as well as 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 more than 70 Lakh new job mandates every year. The report does not cover gig employment, hyperlocal hiring or campus placement. Over a long period of time, JobSpeak could be impacted by factors like internet penetration and Naukri's market share.

*Index now includes job-related searches happening on Naukri's resume database, which helps in generating 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 seen continuous growth while outperforming its competitors in every sphere. Info Edge was the first internet company to be listed in India. Being the market leader, the brand enjoys highest levels of awareness and market share amongst job seekers and recruiters for more than two decades and has become synonymous with the jobs category. The platform has about 1 Crore active app installs and receives 2-3 Million job applications every day. It provides hiring-related services to corporates, recruiters, placement agencies, and job seekers in India & overseas and 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	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-22	Long Term Growth
Office Equipment/Automation	1682	2201	1999	2434	2211	2528	2488	2177	2567	2464	3271	3229	4049	⬆ 141%
Media/Dotcom/Entertainment	223	307	291	337	378	370	387	358	427	364	455	364	450	⬆ 102%
Accounting/Taxation/Finance	2285	3216	2844	3124	3746	3608	5353	4053	4665	4555	5307	4740	4506	⬆ 97%
Insurance	1291	2042	1541	1553	1946	1761	2124	2200	2479	2382	2398	2544	2495	⬆ 93%
Defence/Government	4128	5387	4874	5504	5900	5247	4991	5200	6087	5270	7829	7254	7391	⬆ 79%
Oil and Gas/Power/Infrastructure/Energy	423	510	449	522	517	491	581	550	606	498	603	646	656	⬆ 55%
Travel & Hospitality	1014	1432	1698	1609	1603	1468	1487	1526	1665	1492	1765	1577	1547	⬆ 53%
Architecture/Interior Designing	1826	2490	2368	2565	2523	2269	2296	2324	2258	2028	2618	2434	2605	⬆ 43%
Gems & Jewellery	3956	4609	4609	5462	5488	4784	4709	5500	5789	4533	5713	5705	5638	⬆ 43%
Banking/Financial Services/Broking	2860	3433	3138	3348	3299	3279	3731	3576	4496	3565	4335	4016	3919	⬆ 37%
Chemicals/PetroChemical/Plastic/Rubber	1242	1537	1453	1528	1775	1580	1621	1383	1504	1240	1621	1589	1699	⬆ 37%
Advertising/PR/MR/Events	3480	3884	4068	4469	4143	4293	4270	4290	5112	4086	5213	5498	4736	⬆ 36%
Construction/Engineering/Cement/Metals	738	889	828	899	872	840	875	793	907	791	1025	1050	1004	⬆ 36%
Legal	4096	5892	4972	5387	5179	5031	6693	5788	6945	5283	6655	5724	5540	⬆ 35%
Real Estate/Property	2816	3302	3171	3316	3180	3083	3261	3385	4508	3140	4105	3815	3685	⬆ 31%
Auto/Auto Ancillary	925	1160	1038	1146	1152	1106	1183	1360	1201	1063	1240	1219	1193	⬆ 29%
Semiconductors/Electronics	3710	4879	4695	5669	5040	6203	5760	4255	4832	4169	5111	5185	4727	⬆ 27%
Fertilizers/Pesticides	4051	5016	4126	4185	4230	4972	6604	4704	5817	4259	5676	5550	5060	⬆ 25%
Printing/Packaging	960	1223	1053	1188	1168	1091	1002	1220	1277	899	1102	1151	1149	⬆ 20%
Shipping/Marine	835	991	872	953	935	961	1143	946	1198	879	1109	1029	992	⬆ 19%
Security/Law Enforcement	1723	1905	1832	2811	2140	2684	1977	2358	2449	1252	1735	1778	2038	⬆ 18%
BPO/ITES/CRM/Transcription	1987	2468	2458	2659	2617	2600	2587	2325	2619	2131	2511	2249	2303	⬆ 16%
Industrial Products/Heavy Machinery	1153	1349	1345	1504	1440	1431	1454	1326	1575	1284	1619	1602	1286	⬆ 12%
Courier/Transportation/Freight	2506	2826	2684	2818	3030	2712	2667	2654	2877	2729	3195	3048	2788	⬆ 11%
Medical/Healthcare/Hospital	5260	6589	6248	6323	6403	5983	6402	6546	6059	5339	6559	6674	5770	⬆ 10%
Education/Teaching/Training	4755	5868	5753	6321	6030	5848	5311	5040	5448	4761	5346	5208	5076	⬆ 7%
FMCG/Foods/Beverage	1737	2024	1842	1996	1960	1976	2203	1971	2176	1746	2096	2126	1842	⬆ 6%
NGO/Social Services	3393	2839	2761	2733	3052	2832	3272	3535	3684	2860	3706	3855	3378	⬇ 0%
Pharma/Biotech/Clinical Research	2169	2429	2117	2108	2078	1908	2081	1871	2094	1736	2154	2128	2074	⬇ -4%
Consumer Durables	833	964	788	918	891	896	797	805	820	656	921	842	788	⬇ -5%
Recruitment/Employment Firm	3988	5253	4895	5160	4339	4021	4140	3741	4410	3277	4154	3840	3764	⬇ -6%
Export/Import	1412	1461	1409	1612	1555	1486	1406	1177	1406	1063	1332	1429	1319	⬇ -7%
Agriculture/Dairy	1660	2276	1782	2006	1968	1768	1530	1521	1590	1413	1813	1641	1544	⬇ -7%
Retail	1758	2004	1795	1992	2055	2042	1865	1621	1849	1578	1811	1798	1611	⬇ -8%
Telecom/ISP	602	621	563	607	669	622	741	664	685	517	630	612	549	⬇ -9%
Textiles/Garments/Accessories	2096	2403	2299	2504	2671	2200	2221	2012	2120	1524	2176	1971	1842	⬇ -12%
IT-Software/Software Services	5370	5560	4983	4656	4711	5069	5872	4881	5283	3825	4674	4087	4010	⬇ -25%
IT-Hardware & Networking	1006	1181	1338	1027	1045	757	923	856	916	672	828	758	745	⬇ -26%

ANNEXURE CITY DATA

City	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Long-Term Growth	
Mumbai	1989	2182	2029	2100	2188	2219	2338	2150	2373	1926	2468	2365	2264	⬆	14%
Delhi / NCR	2530	2932	1977	2811	2782	2792	3038	2605	2959	2436	3172	2933	2782	⬆	10%
Kolkata	3299	4071	3573	3486	3750	3760	4317	3773	4176	3040	4026	3754	3413	⬆	3%
Chennai	2336	2659	2414	2364	2394	2432	2745	2519	2726	2047	2625	2337	2207	⬇	-6%
Pune	4154	4430	4012	4025	4114	4143	5035	4073	4453	3348	4221	3869	3682	⬇	-11%
Hyderabad / Secunderabad	3908	4329	4118	4097	3967	3907	4578	3812	4246	3187	4026	3590	3431	⬇	-12%
Bengaluru / Bangalore	3767	4085	3701	3532	3484	3722	4076	3420	3671	2843	3534	3150	3027	⬇	-20%
Ahmedabad	3997	4614	4041	4235	4438	4598	5244	5110	5814	4519	5766	6006	5601	⬆	40%
Vadodara / Baroda	2425	2524	2516	2798	2872	2702	2881	2512	2901	2504	3256	3416	3320	⬆	37%
Jaipur	3985	4461	3831	4435	4206	4272	4282	4632	4730	3895	4839	4857	4550	⬆	14%
Coimbatore	2961	3699	3241	3365	3216	3466	4542	3748	3581	2888	3604	3322	3150	⬆	6%
Ernakulam / Kochi / Cochin	4534	4422	4286	4527	4596	5478	5128	4748	4076	4214	4695	4360	4495	⬇	-1%
Chandigarh	2162	2240	2053	2245	2294	2077	2014	1962	2133	1652	2167	2182	1974	⬇	-9%