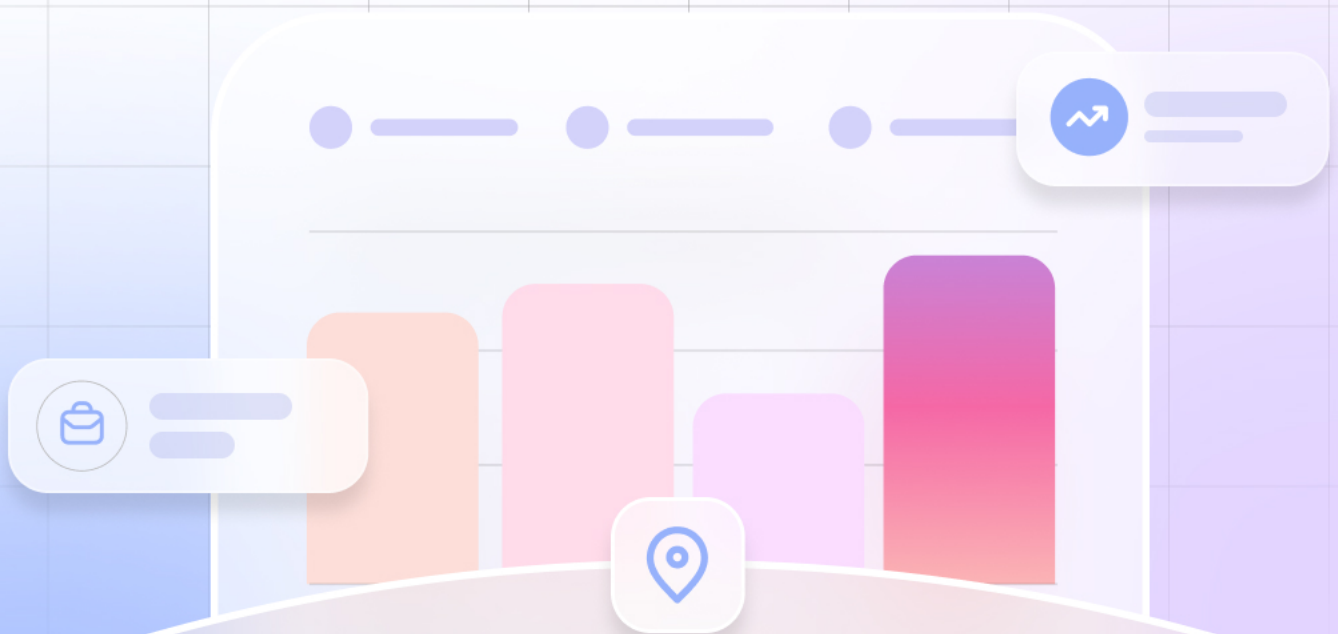




JobSpeak

July, 2025



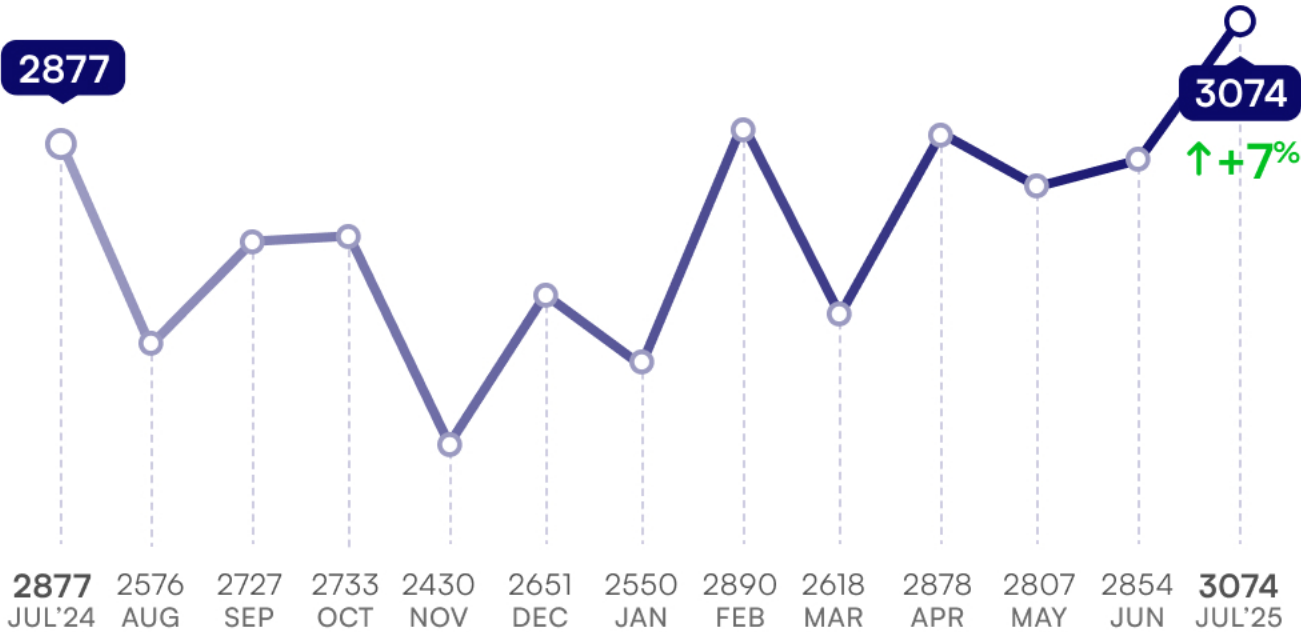
In-depth hiring trends by city,
industry & experience



White-Collar Hiring Grows 7% in July; Non-IT Takes the Lead

OVERALL HIRING TRENDS

Q2 FY'26 opens with a healthy **7%** YoY hiring growth, led by non-IT sectors



HIGHLIGHTS

Hospitality	+26%	Telecom/SIP	-9%
Insurance	+22%	Banking & Financial Services	-3%
Education	+16%	IT/Software Services	-1%



Non-IT sectors have been showing **solid hiring momentum** for a while now, especially when it comes to fresher roles. It's encouraging to see this consistent demand coming from industries like **Hospitality, Insurance, and Education.**



Dr. Pawan Goyal
Chief Business Officer, Naukri



Hiring trends by industries

 Hospitality / Travel	+26%	 FMCG	+4%
 Insurance	+22%	 Pharma / Clinical Research	+4%
 Education	+16%	 Retail	+1%
 BPO/ITES	+14%	 IT / Software Services	-1%
 Oil & Gas Power	+13%	 Banking / Finance / Broking	-3%
 Real Estate / Property	+8%	 Telecom / ISP	-9%
 Auto / Auto Ancillary	+7%	 AI / ML	+41%
 Healthcare	+4%	 GCC	+5%

✦ The **Education** sector recorded its best annual growth of **+16%**, with a **+35% boost** in fresher hiring

✦ **Hospitality** sector's **+26% growth** was majorly driven by hiring boom in metro hubs like **Bengaluru (+29%)** and **Delhi NCR (+24%)**

✦ While hiring in the **Banking & Financial Services** sector **declined by -3% overall**, **unicorn recruitment** in the sector grew **by +53%**

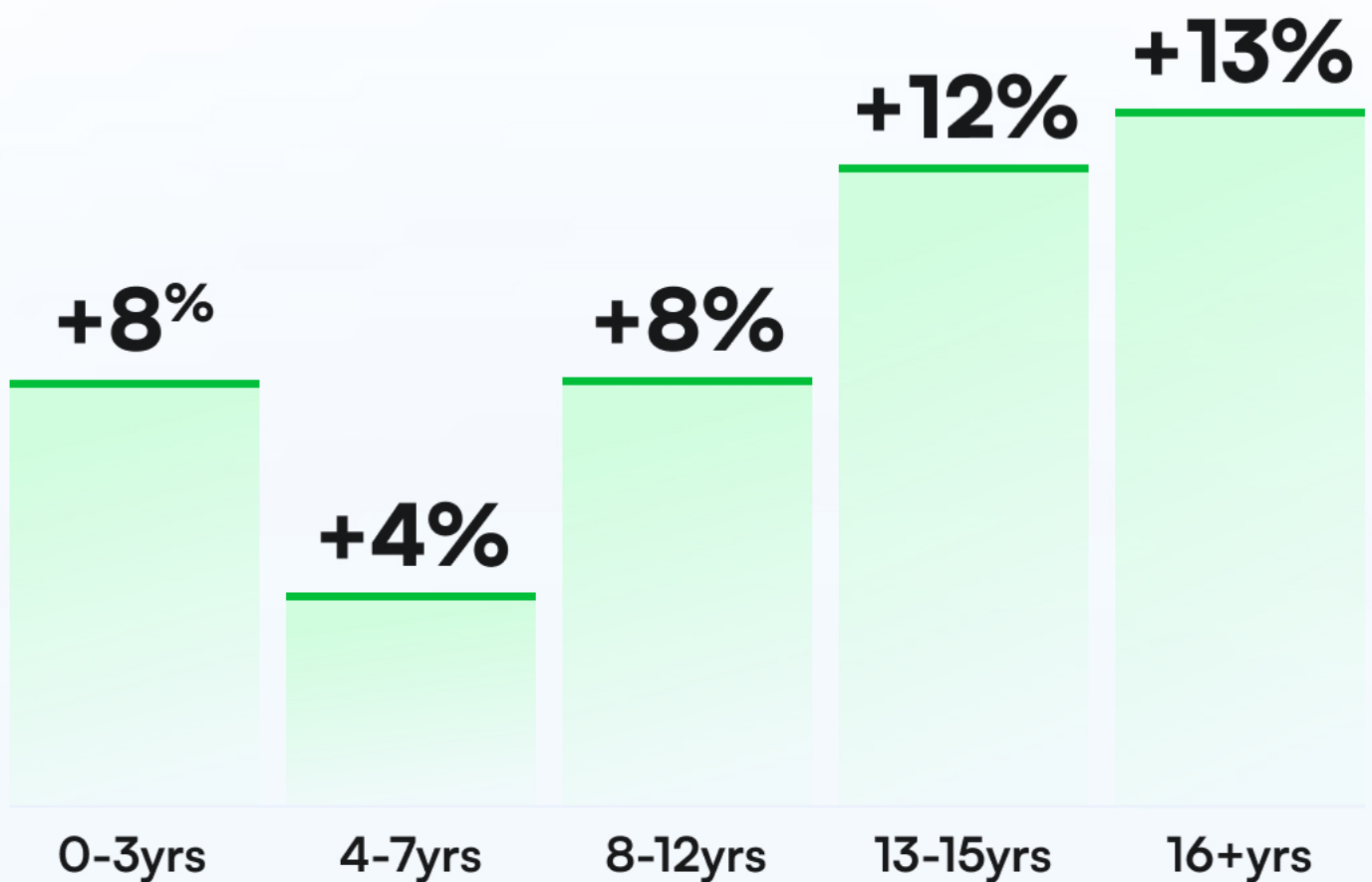
Hiring trends by experience level

+8%

growth in fresher hiring,
driven by Non IT sectors like
Education, Oil & Gas and
Real Estate

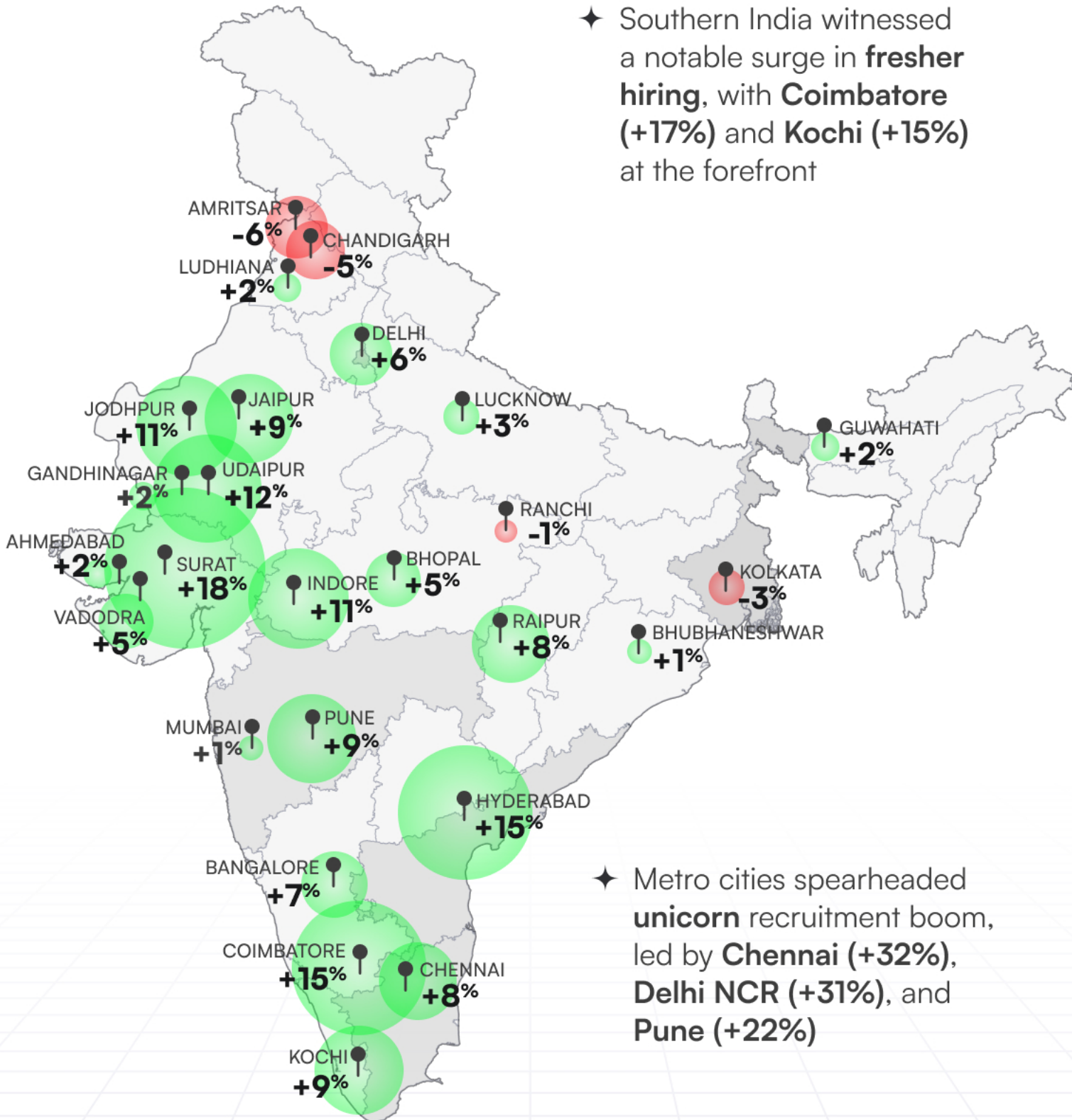
+13%

growth in hiring for 16+ years
experience band, driven by
industries like **BPO/ITES &**
Pharma/Biotech



Hiring trends by geography

◆ Southern India witnessed a notable surge in **fresher hiring**, with **Coimbatore (+17%)** and **Kochi (+15%)** at the forefront



◆ Metro cities spearheaded **unicorn** recruitment boom, led by **Chennai (+32%)**, **Delhi NCR (+31%)**, and **Pune (+22%)**

Methodology

The Naukri JobSpeak is a monthly Index that tracks Indian job market trends and hiring activity based on new job listings and recruiter searches on Naukri.com's resume database. Using July 2008 as the base month (Index value: 1,000), it analyzes hiring across industries, cities and experience levels. The Index aggregates data from over 100,000 clients, representing **70 Lakh+ new job mandates annually**. It 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 L

CLIENTS

1 CR

ACTIVE APP
INSTALLS

70 L

NEW JOB
MANDATES YEARLY

Annexure Industry Data

Industry	Jul'24	Aug'24	Sep'24	Oct'24	Nov'24	Dec'24	Jan'25	Feb'25	Mar'25	Apr'25	May'25	Jun'25	Jul'25	YOY(%)
Accounting / Finance	6036	5526	5820	5793	5319	5979	5167	6513	5926	7218	6502	6989	7947	↑32%
Advertising / PR / MR / Events	4505	4145	4475	4467	4037	4264	4575	5189	4522	4885	4794	5149	5322	↑18%
Agriculture / Dairy	1171	1111	1070	1129	921	1061	1202	1111	1105	1321	1248	1233	1207	↑3%
Architecture / Interior Designing	2796	2859	2843	3101	2830	3146	3119	3528	3512	3390	3478	4002	4388	↑57%
Auto / Auto Ancillary	1356	1258	1279	1243	1146	1291	1250	1374	1239	1310	1296	1324	1446	↑7%
Banking / Financial Services / Broking	4152	3678	3917	3915	3412	3770	3736	3992	3546	3822	3819	3783	4026	↓-3%
BPO / ITES	2157	1995	2036	2077	1887	1984	1909	2171	2095	2314	2282	2339	2450	↑14%
Chemicals / PetroChemical / Plastic / Rubber	1940	1717	1772	1759	1598	1786	1746	1867	1641	1937	1974	1971	2082	↑7%
Construction / Engineering / Cement / Metals	1256	1138	1221	1192	1084	1265	1240	1287	1168	1344	1284	1306	1369	↑9%
Consumer Durables	1009	823	907	849	761	931	930	1019	899	1101	1002	1085	1221	↑21%
Courier / Transportation / Freight	2937	2622	2788	2756	2547	2702	2809	2802	2645	2835	2870	2933	3288	↑12%
Defence / Government	8121	6968	7886	7288	7822	8003	6872	7747	9646	9433	8921	9679	9007	↑11%
Education / Teaching / Training	4750	4250	4403	4285	4159	4899	4613	5010	4420	5044	4994	5020	5515	↑16%
Export / Import	1311	1241	1183	1109	1019	1251	1161	1353	1313	1347	1279	1348	1478	↑13%
Fertilizers / Pesticides	6874	6403	6390	5834	5455	5743	6234	6430	5920	6528	6521	6534	6305	↓-8%
FMCG / Foods / Beverage	2136	1968	2075	1987	1891	2173	2225	2248	2082	2272	2235	2211	2224	↑4%
Gems & Jewellery	6248	6227	6164	6655	5694	6496	6137	6459	5989	6554	7140	6581	6993	↑12%
Hotels / Restaurants / Airlines / Travel	1695	1632	1752	1733	1615	1757	1767	1991	1718	1971	1939	1982	2139	↑26%
Industrial Products / Heavy Machinery	1649	1480	1577	1586	1395	1586	1557	1614	1546	1720	1622	1708	1849	↑12%
Insurance	2519	2299	2465	2773	2186	2249	2637	2641	2547	2530	2609	2780	3075	↑22%
IT-Hardware & Networking	670	594	656	598	521	573	578	615	596	615	618	621	660	↓-1%
IT-Software / Software Services	3713	3310	3539	3487	3116	3266	3190	3711	3413	3573	3457	3523	3688	↓-1%
Legal	6009	5158	5819	5914	4878	4840	5786	6423	5786	5762	5443	5148	6004	0%
Media / Dotcom / Entertainment	528	437	456	468	382	413	441	461	464	493	560	492	566	↑7%
Medical / Healthcare / Hospital	6371	5784	5967	6165	5693	6691	5920	6504	6019	6266	6338	6364	6632	↑4%
NGO / Social Services	4422	4108	4108	4255	3825	3999	3968	3999	3426	3627	4293	4274	5048	↑14%
Office Equipment / Automation	4197	3741	3700	3899	3285	4105	3950	4337	3986	4554	4590	4837	4906	↑17%
Oil and Gas / Power / Infrastructure / Energy	755	673	724	731	662	734	718	790	665	789	797	813	851	↑13%

Annexure Industry Data

Industry	Jul'24	Aug'24	Sep'24	Oct'24	Nov'24	Dec'24	Jan'25	Feb'25	Mar'25	Apr'25	May'25	Jun'25	Jul'25	YOY(%)
Pharma/Biotech/Clinical Research	2560	2283	2290	2325	2073	2379	2390	2535	2253	2607	2501	2494	2666	↑ 4%
Printing/Packaging	1449	1244	1417	1221	1155	1250	1269	1381	1275	1494	1375	1426	1638	↑ 13%
Real Estate/Property	4200	3617	3739	3914	3415	4092	3997	4301	3874	4212	4288	4316	4518	↑ 8%
Recruitment	697	628	645	668	578	642	613	694	662	666	685	699	703	↑ 1%
Retail	1694	1420	1572	1525	1315	1536	1518	1546	1429	1635	1577	1641	1712	↑ 1%
Security/Law Enforcement	1422	1169	1370	1588	1198	1438	1646	1532	1321	1428	1483	1778	1979	↑ 39%
Semiconductors/Electronics	5503	5061	5519	5065	4532	5286	5295	5592	5290	5646	5805	5584	6184	↑ 12%
Shipping/Marine	1175	1030	1137	1159	905	1136	1159	1266	1077	1107	1032	1114	1183	↑ 1%
Telcom/ISP	498	477	491	489	434	475	472	505	437	474	467	459	451	↓ -9%
Textiles/Garments/Accessories	2439	2267	2345	2182	1977	2367	2434	2529	2272	2557	2451	2584	2747	↑ 13%
Animation	784	652	686	678	697	689	699	701	690	478	573	621	806	↑ 3%
Aviation / Aerospace Firms	1444	1010	1272	1139	967	1021	1113	1238	1042	1100	1192	1049	1259	↓ -13%
Electricals / Switchgears	1954	1729	1927	1817	1591	2001	1858	2028	1973	2192	2048	2095	2239	↑ 15%
Facility Management	1322	1100	1231	1392	1362	1335	1314	1470	1281	1464	1412	1429	1359	↑ 3%
Food Processing	1552	1421	1512	1388	1295	1372	1404	1481	1293	1502	1547	1502	1620	↑ 4%
Internet/Ecommerce	988	914	929	936	818	870	943	1003	879	944	968	910	984	0%
KPO / Research /Analytics	1013	961	1040	1127	1079	1289	1076	1164	1080	1114	1094	1134	1111	↑ 10%
Medical Devices / Equipments	1504	1324	1512	1396	1214	1475	1436	1676	1459	1641	1662	1821	1669	↑ 11%
Mining	1742	1715	1653	1640	1609	1645	1671	1525	1377	1787	1759	1692	1984	↑ 14%
Other	1331	1249	1303	1334	1078	1225	1218	1315	1226	1389	1408	1487	1622	↑ 22%
Publishing	1453	1327	1321	1347	1126	1229	1136	1176	1112	1265	1236	1250	1383	↓ -5%
Steel	1736	1664	1707	1763	1578	1701	1631	1738	1627	1879	1838	1817	1898	↑ 9%
Strategy /Management Consulting Firms	1274	1151	1189	1282	1047	1075	1129	1294	1119	1093	1017	1104	1179	↓ -7%
Water Treatment / Waste Management	1545	1371	1401	1302	1202	1437	1375	1576	1397	1624	1591	1647	1627	↑ 5%
Wellness / Fitness / Sports / Beauty	1354	1166	1348	1299	1163	1273	1318	1393	1238	1399	1428	1422	1518	↑ 12%

Annexure City Data

Industry	City	Jul'24	Jul'25	MOM (%)	YOY(%)
Andhra Pradesh	Nellore	1282	1312	10%	↑ 2%
	Vijayawada	1213	1258	10%	↑ 4%
	Visakhapatnam/Vizag	1013	1125	12%	↑ 11%
Assam	Guwahati	1154	1180	1%	↑ 2%
Bihar	Patna	1363	1424	8%	↑ 4%
Chandigarh (UT)	Chandigarh	1934	1842	7%	↓ -5%
Chhattisgarh	Raipur	1695	1830	-5%	↑ 8%
Dadra & Nagar Haveli (UT)	Dadra & Nagar Haveli and Daman & Diu	1442	1832	10%	↑ 27%
Delhi (NCR)	Delhi / NCR	2965	3130	8%	↑ 6%
Gujarat	Ahmedabad	6409	6510	5%	↑ 2%
	Vadodara/Baroda	3662	3851	10%	↑ 5%
	Bharuch	1382	1367	2%	↓ -1%
	Gandhinagar	1582	1617	1%	↑ 2%
	Jamnagar	1693	1891	15%	↑ 12%
	Rajkot	1656	1596	7%	↓ -4%
	Surat	1537	1808	11%	↑ 18%
Jammu & Kashmir	Jammu	1376	1925	8%	↑ 40%
Jharkhand	Jamshedpur	1351	1238	0%	↓ -8%
	Ranchi	1546	1533	-5%	↓ -1%
Karnataka	Bangalore/Bengaluru	3031	3234	7%	↑ 7%
	Hubli	1540	1551	20%	↑ 1%
	Mangaluru/Mangalore	1068	1134	16%	↑ 6%
	Mysore/Mysuru	1228	1302	7	↑ 6%
Kerala	Kochi/Cochin	4006	4376	2%	↑ 9%
	Calicut/Kozhikode	1033	929	8%	↓ -10%
	Cannanore/Kannur	904	972	24	↑ 8%
	Kollam/Quilon	1006	985	12%	↓ -2%
	Trivandrum/Thiruvananthapuram	670	709	8%	↑ 6%
Madhya Pradesh	Bhopal	1377	1444	4%	↑ 5%
	Gwalior	1369	1708	13%	↑ 25%
	Indore	1343	1493	15%	↑ 11%
	Jabalpur	1247	1309	12%	↑ 5%

Annexure City Data

Industry	City	Jul'24	Jul'25	MOM (%)	YOY(%)
Maharashtra	Mumbai	2327	2341	7%	↑ 1%
	Pune	3967	4335	8%	↑ 9%
	Aurangabad	1215	1398	15%	↑ 15%
	Kolhapur	878	1063	14%	↑ 21%
	Nagpur	963	1107	9%	↑ 15%
	Nasik/Nashik	1268	1425	2%	↑ 12%
Odisha	Bhubaneswar	1245	1254	2%	↑ 1%
Puducherry (UT)	Pondicherry/Puducherry	982	1012	5%	↑ 3%
Punjab	Amritsar	1225	1149	14%	↓ -6%
	Ludhiana	1420	1455	11	↑ 2%
Rajasthan	Jaipur	5094	5576	11%	↑ 9%
	Jodhpur	1592	1768	8%	↑ 11%
	Kota	1268	1334	2%	↑ 5%
	Udaipur	1389	1556	8%	↑ 12%
Tamil Nadu	Chennai	2248	2428	10%	↑ 8%
	Coimbatore	3285	3787	11%	↑ 15%
	Madurai	1313	1287	7%	↓ -2%
	Salem	1433	1558	-5%	↑ 9%
	Tiruchirapalli/Trichy	1039	1194	10%	↑ 15%
	Vellore	1396	1313	2%	↓ -6%
Telangana	Hyderabad/Secunderabad	3501	4016	7%	↑ 15%
Uttar Pradesh	Agra	1439	1560	26%	↑ 8%
	Allahabad/Prayagraj	1142	1083	16%	↓ -5%
	Bareilly	1431	1094	-8%	↓ -24%
	Kanpur	1430	1608	13%	↑ 12%
	Lucknow	1478	1518	9%	↑ 3%
	Varanasi/Benaras	1367	1439	7%	↑ 5%
Uttarakhand	Dehradun	1538	1563	9%	↑ 2%
	Haridwar	1927	1764	7%	↓ -8%
West Bengal	Kolkata	3710	3587	3%	↓ -3%
	Siliguri	1214	1528	15%	↑ 26%