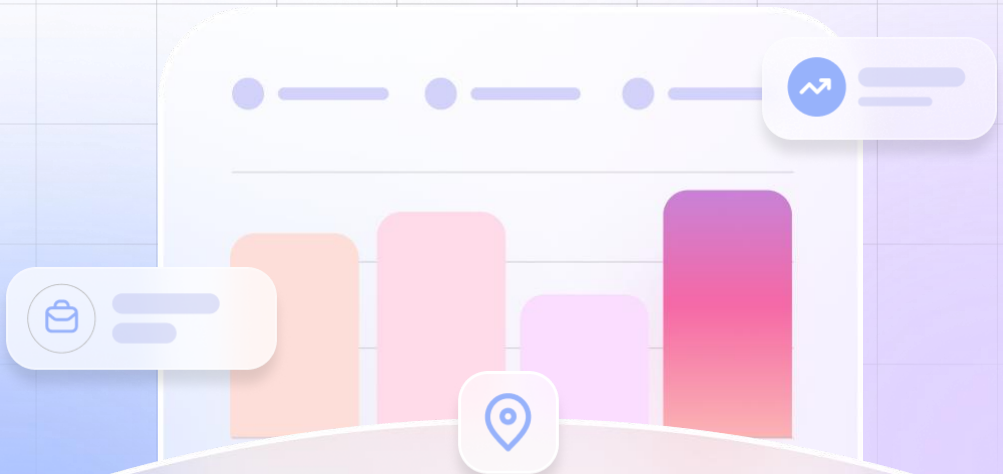




JobSpeak

July, 2026



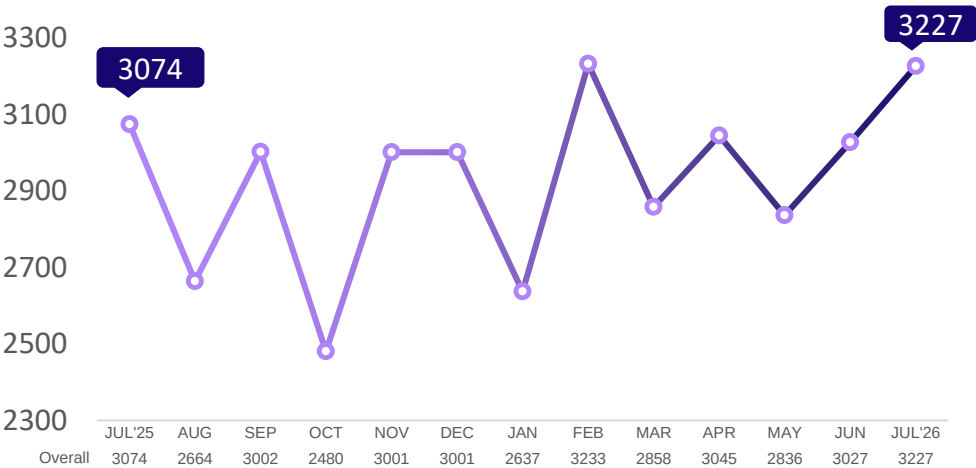
A Naukri report on hiring
trends by city, industry &
experience



White collar hiring grows 5% in July; AI-ML roles rise 33%, IT hiring turns positive

OVERALL HIRING TRENDS

Modest +5% YOY growth, driven by surge in hiring for AI/ML roles



HIGHLIGHTS

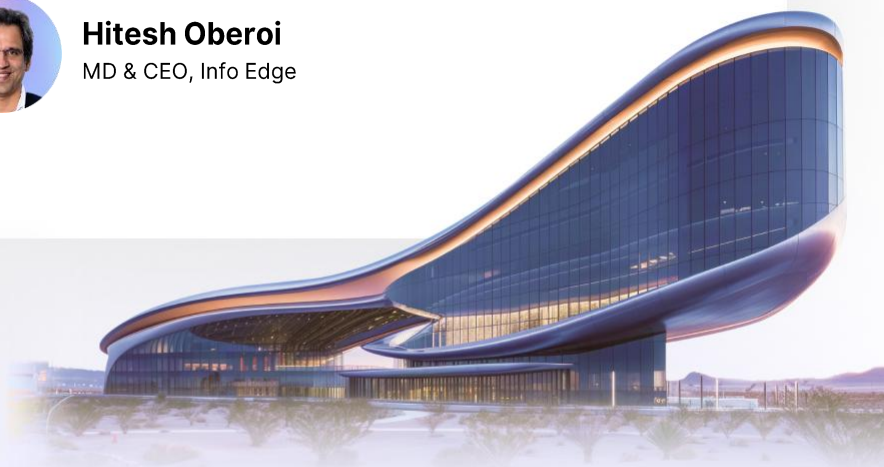
Insurance	+10%	Education	-12%
Real Estate	+8%	Hospitality	-7%
IT/Software Services	+6%	Pharma	-6%



The July hiring trends point to a market that is steadily **gaining momentum**. Growth in **IT hiring**, sustained demand for **AI talent**, and continued expansion in **fresher recruitment** indicate that employers are investing in both **future-ready** skills and workforce expansion. The growing contribution of **emerging cities** alongside established technology hubs also reflects the increasing depth and resilience of India's talent ecosystem.



Hitesh Oberoi
MD & CEO, Info Edge



Hiring trends by industries

 Insurance	+10%	 Oil & Gas	0%
 Real Estate	+8%	 Telecom	-4%
 IT/Software Services	+6%	 Banking/Fin. Services	-5%
 Healthcare	+6%	 Pharma/Biotech	-6%
 BPO/ITES	+5%	 Hospitality	-7%
 FMCG	+5%	 Education	-12%
 Retail	+3%	 GCC	+5%
 Auto	+1%	 AI/ML	+33%

- ✦ The **Insurance** sector posted a strong +10% YOY growth, driven by metros like **Chennai and Delhi NCR** (+11% each).
- ✦ Hiring in the **IT sector** grew by +6% overall, alongside a +5% increase in hiring by **IT startups**.
- ✦ The **Real Estate** sector grew +8% overall, with a +19% surge witnessed in **fresher hiring**.

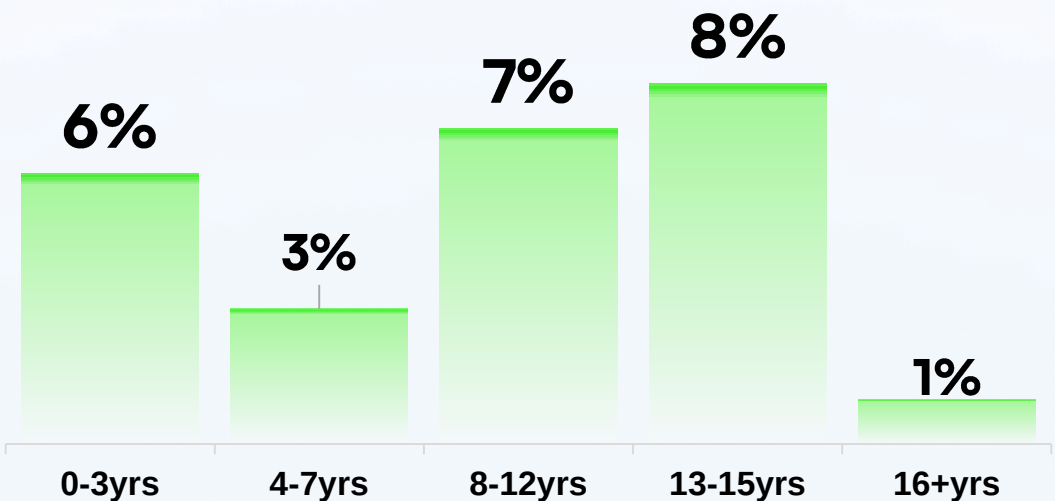
Hiring trends by experience level

6%

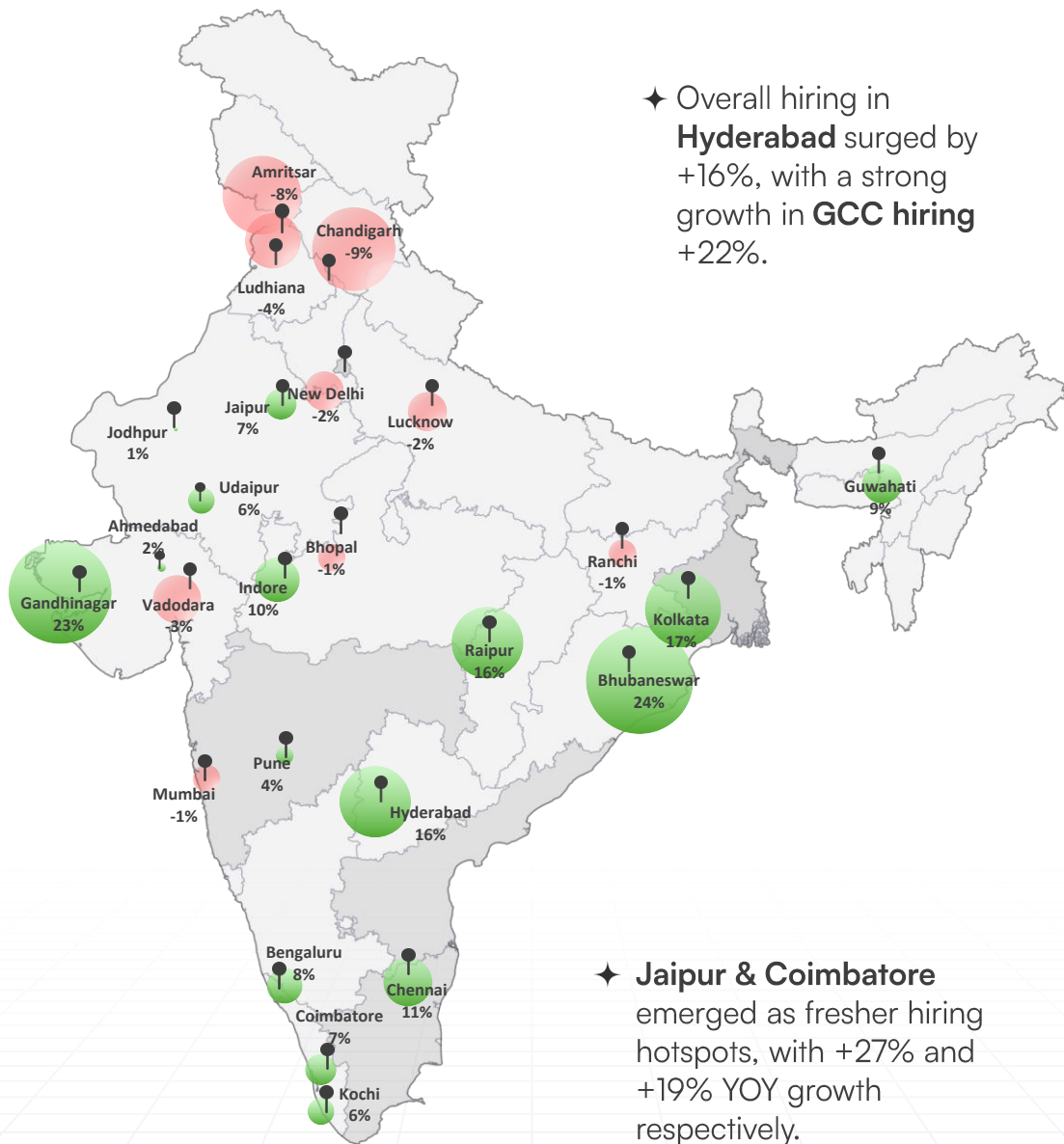
growth recorded in fresher hiring driven by non-IT sectors like **Insurance** & **FMCG**.

1%

growth recorded in hiring for seasoned professionals (>16 years of experience) with key sectors largely remaining muted.



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	Jul'25	Aug'25	Sep'25	Oct'25	Nov'25	Dec'25	Jan'26	Feb'26	Mar'26	Apr'26	May'26	Jun'26	Jul'26	YOY(%)
Accounting/Finance	7947	7456	8329	6658	8975	9121	7556	9449	9055	9495	8969	8750	8742	↑10%
Advertising/PR/IR/Events	5322	5091	5536	4782	5890	5774	5530	6172	5716	5857	5765	5534	5482	↓3%
Agriculture/Dairy	1207	1166	1344	1066	1310	1271	1128	1343	1249	1243	1169	1104	1159	↓4%
Architecture/Interior Designing	4388	4492	4779	4022	5143	4980	4503	5408	4869	5169	4725	4959	4958	↑13%
Auto/Auto Ancillary	1446	1222	1349	1066	1306	1290	1149	1371	1238	1309	1207	1308	1460	↑1%
Banking/Financial Services/Broking	4026	3269	3664	2989	3535	3506	3158	3803	3322	3427	3251	3322	3825	↓5%
BPO/ITES	2450	2332	2532	2193	2475	2460	2306	2643	2477	2672	2483	2422	2572	↑5%
Chemicals/PetroChemical/Plastic/Rubber	2082	1802	1935	1585	1973	1937	1739	1988	1812	1876	1834	1851	2061	↓1%
Construction/Engineering/Cement/Metals	1369	1207	1329	1092	1377	1430	1262	1513	1324	1398	1298	1408	1492	↑9%
Consumer Durables	1221	868	904	732	940	1006	863	951	942	981	912	947	1160	↓5%
Courier/Transportation/Freight	3288	2785	3145	2357	2870	2791	2502	2969	2628	2839	2605	2913	3156	↓4%
Defence/Government	9007	9786	10843	8730	9587	10413	10761	10818	9730	10257	9956	11146	10538	↑17%
Education/Teaching/Training	5515	4945	5357	4831	5973	5345	4733	5532	5063	5506	4712	4815	4853	↓12%
Export/Import	1478	1269	1354	1044	1372	1263	1151	1298	1086	1189	1141	1137	1434	↓3%
Fertilizers/Pesticides	6305	6063	6325	5292	6352	5439	5225	6121	5188	5634	4677	5252	5422	↓14%
FMCG/Foods/Beverage	2224	2003	2376	1859	2349	2321	2146	2514	2218	2383	2260	2362	2335	↑5%
Gems & Jewellery	6993	6750	7119	6296	8140	8257	6829	8023	7409	7879	7431	7179	7972	↑14%
Hotels/Restaurants/Airlines/Travel	2139	1992	2086	1846	2268	2272	2040	2292	2073	2085	2045	1913	1989	↓7%
Industrial Products/Heavy Machinery	1849	1616	1715	1331	1730	1717	1561	1754	1667	1778	1686	1741	1886	↑2%
Insurance	3075	2858	3162	2586	2981	3010	2818	3370	2829	3069	3096	3224	3383	↑10%
IT-Hardware & Networking	660	510	580	519	647	689	557	694	660	675	597	633	601	↓9%
IT-Software/Software Services	3688	3111	3585	2967	3565	3531	3119	3948	3462	3605	3205	3415	3909	↑6%
Legal	6004	5191	5600	4554	4897	4978	4091	5515	4816	4675	4159	4202	5043	↓16%
Media/Dotcom/Entertainment	566	514	547	437	565	539	497	570	523	540	492	489	543	↓4%
Medical/Healthcare/Hospital	6632	5845	6995	5771	7164	6990	6217	6948	6472	6937	6739	6476	7030	↑6%
NGO/Social Services	5048	3891	4685	3465	4344	4530	3750	4427	3728	3966	3552	3580	4695	↓7%
Office Equipment/Automation	4906	4142	4883	3701	4656	4731	4284	4902	4701	5027	4699	5006	5298	↑8%
Oil and Gas/Power/Infrastructure/Energy	851	717	766	628	779	866	759	878	768	819	749	809	851	0%

Annexure Industry Data

Industry	Jul'25	Aug'25	Sep'25	Oct'25	Nov'25	Dec'25	Jan'26	Feb'26	Mar'26	Apr'26	May'26	Jun'26	Jul'26	YOY(%)
Pharma/Biotech/Clinical Research	2666	2269	2522	2064	2594	2631	2385	2728	2405	2600	2289	2598	2506	↓6%
Printing/Packaging	1638	1335	1420	1098	1423	1541	1294	1438	1298	1296	1240	1276	1458	↓11%
Real Estate/Property	4518	4277	4711	3765	4784	4963	4444	5125	4406	4707	4360	4515	4879	↑8%
Recruitment	703	484	545	502	681	876	762	923	954	959	1055	1042	1083	↑54%
Retail	1712	1466	1656	1385	1611	1603	1558	1759	1538	1709	1586	1611	1763	↑3%
Security/Law Enforcement	1979	1862	1885	1320	1544	1650	1234	1383	1373	1575	1293	1340	1682	↓15%
Semiconductors/Electronics	6184	5362	5588	4461	5475	5414	4657	5432	5121	5526	5164	5298	5751	↓7%
Shipping/Marine	1183	944	1031	864	947	1025	855	1157	938	973	868	962	1088	↓8%
Telcom/ISP	451	413	508	367	453	437	374	450	423	420	413	486	433	↓4%
Textiles/Garments/Accessories	2747	2356	2581	2167	2680	2611	2334	2665	2712	2666	2634	2531	2747	0%
Aviation / Aerospace Firms	1259	861	1113	797	1143	1348	1093	1142	1043	1260	1007	1073	1397	↑11%
Electricals / Switchgears	2239	1979	2195	1607	2183	2239	1886	2128	1872	2000	2031	2224	2261	↑1%
Facility Management	1359	1134	1259	1088	1364	1377	1335	1617	1301	1382	1175	1414	1359	0%
Food Processing	1620	1439	1550	1229	1529	1492	1354	1530	1442	1499	1475	1484	1669	↑3%
Internet/Ecommerce	984	878	953	762	890	855	814	924	806	825	867	927	876	↓11%
KPO / Research /Analytics	1111	999	1207	981	1083	1044	904	1090	980	1044	954	1013	1055	↓5%
Medical Devices / Equipments	1669	1519	1745	1414	1679	1724	1519	1662	1734	1808	1579	1706	1669	0%
Mining	1984	1568	1826	1534	1744	2019	1648	1896	1684	1781	1679	1840	2044	↑3%
Other	1622	1346	1612	1252	1661	1643	1522	1761	1672	1691	1732	1898	1800	↑11%
Publishing	1383	1138	1253	1039	1275	1344	1179	1380	1256	1298	1258	1186	1217	↓12%
Steel	1898	1707	1813	1538	1717	1676	1549	1710	1643	1812	1823	1767	1879	↓1%
Strategy /Management Consulting Firms	1179	1017	1208	928	1211	1218	1050	1315	1146	1193	1075	1228	1273	↑8%
Water Treatment / Waste Management	1627	1464	1622	1252	1596	1743	1422	1664	1689	1675	1712	1615	1627	0%
Wellness / Fitness / Sports / Beauty	1518	1371	1599	1331	1587	1507	1389	1507	1535	1648	1560	1622	1579	↑4%

Annexure City Data

State	City	Jul'25	Jul'26	MOM(%)	YOY(%)
Andhra Pradesh	Nellore	1312	1551	8%	↑18%
	Vijayawada	1258	1293	5%	↑3%
	Visakhapatnam/Vizag	1125	1173	-4%	↑4%
Assam	Guwahati	1180	1286	1%	↑9%
Bihar	Patna	1424	1491	4%	↑5%
Chandigarh (UT)	Chandigarh	1842	1682	5%	↓9%
Chhattisgarh	Raipur	1830	2122	7%	↑16%
Dadra & Nagar Haveli (UT)	Dadra & Nagar Haveli and Daman & Diu	1832	1607	-1%	↓12%
Delhi (NCR)	Delhi / NCR	3130	3081	6%	↓2%
Gujarat	Ahmedabad	6510	6644	3%	↑2%
	Vadodara/Baroda	3851	3733	7%	↓3%
	Bharuch	1367	1457	5%	↑7%
	Gandhinagar	1617	1993	12%	↑23%
	Jamnagar	1891	1796	-8%	↓5%
	Rajkot	1596	1854	6%	↑16%
	Surat	1808	1800	6%	0%
Jammu & Kashmir	Jammu	1925	1852	4%	↓4%
Jharkhand	Jamshedpur	1238	1246	6%	↑1%
	Ranchi	1533	1521	5%	↓1%
Karnataka	Bangalore/Bengaluru	3234	3507	9%	↑8%
	Hubli	1551	1545	2%	0%
	Mangaluru/Mangalore	1134	1182	5%	↑4%
	Mysore/Mysuru	1302	1383	14%	↑6%
Kerala	Kochi/Cochin	4376	4642	6%	↑6%
	Calicut/Kozhikode	929	1006	18%	↑8%
	Cannanore/Kannur	972	929	21%	↓4%
	Kollam/Quilon	985	933	9%	↓5%
	Trivandrum/Thiruvananthapuram	709	632	3%	↓11%
Madhya Pradesh	Bhopal	1444	1424	9%	↓1%
	Gwalior	1708	1483	-9%	↓13%
	Indore	1493	1645	10%	↑10%
	Jabalpur	1309	1410	15%	↑8%

Annexure City Data

State	City	Jul'25	Jul'26	MOM(%)	YOY(%)
Maharashtra	Mumbai	2341	2307	5%	↓1%
	Pune	4335	4530	8%	↑4%
	Aurangabad	1398	1265	2%	↓10%
	Kolhapur	1063	1007	4%	↓5%
	Nagpur	1107	1142	3%	↑3%
	Nasik/Nashik	1425	1551	8%	↑9%
Odisha	Bhubaneswar	1254	1554	4%	↑24%
Puducherry (UT)	Pondicherry/Puducherry	1012	933	5%	↓8%
Punjab	Amritsar	1149	1059	-7%	↓8%
	Ludhiana	1455	1392	4%	↓4%
Rajasthan	Jaipur	5576	5965	10%	↑7%
	Jodhpur	1768	1778	13%	↑1%
	Kota	1334	1470	2%	↑10%
	Udaipur	1556	1644	16%	↑6%
Tamil Nadu	Chennai	2428	2693	10%	↑11%
	Coimbatore	3787	4049	7%	↑7%
	Madurai	1287	1265	11%	↓2%
	Salem	1558	1665	14%	↑7%
	Tiruchirapalli/Trichy	1194	1187	7%	↓1%
	Vellore	1313	1284	6%	↓2%
Telangana	Hyderabad/Secunderabad	4016	4645	12%	↑16%
Uttar Pradesh	Agra	1560	1440	17%	↓8%
	Allahabad/Prayagraj	1083	1032	-2%	↓5%
	Bareilly	1094	1305	6%	↑19%
	Kanpur	1608	1554	10%	↓3%
	Lucknow	1518	1492	-1%	↓2%
	Varanasi/Benaras	1439	1439	8%	0%
Uttarakhand	Dehradun	1563	1512	6%	↓3%
	Haridwar	1764	1886	8%	↑7%
West Bengal	Kolkata	3587	4191	7%	↑17%
	Siliguri	1528	1560	11%	↑2%