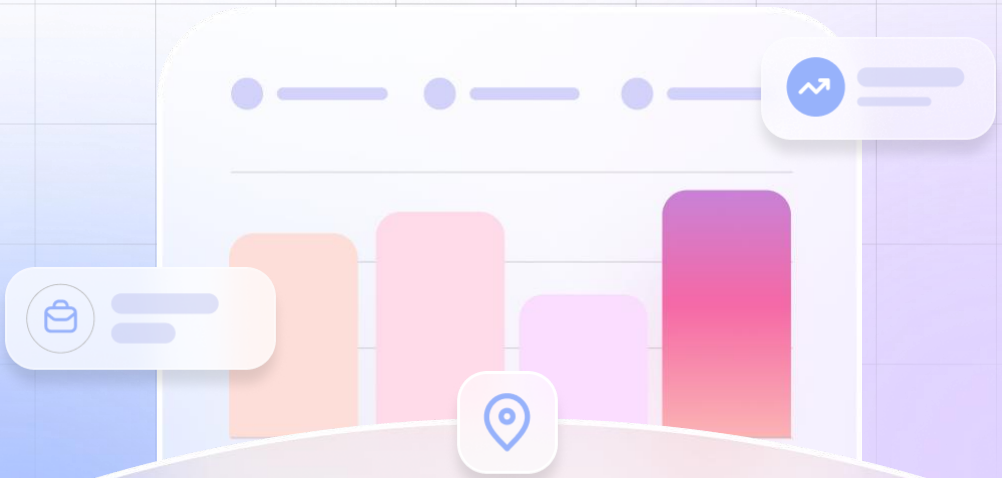




JobSpeak

March, 2026



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

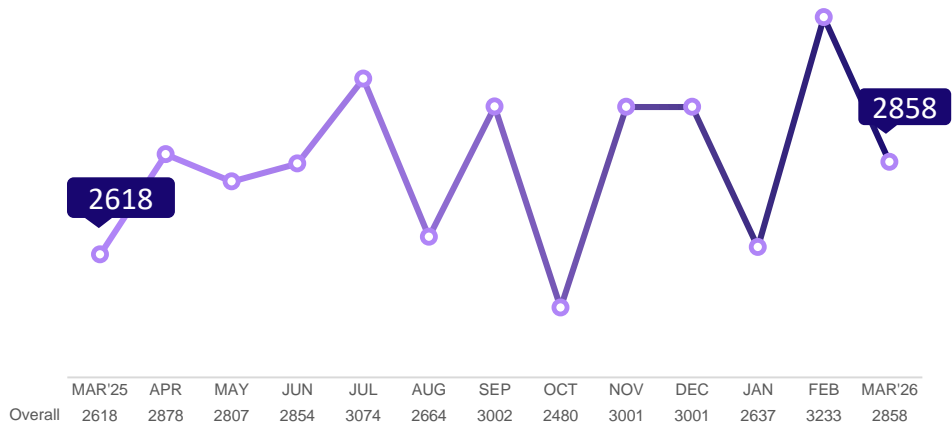


INDEX FOR MARCH 2026

March '26 records a 9% rise in white-collar hiring, as FY'26 closes at +8%, the strongest job growth in three years

✦ OVERALL HIRING TRENDS

Strong **+9%** YOY growth witnessed in hiring, driven by AI/ML roles & non-IT sectors



✦ HIGHLIGHTS

Hospitality	+21%	Banking	-6%
BPO/ITES	+18%	Telecom	-3%
Education	+15%	Auto	0%



FY'26 has closed on a distinctly stronger note than last year, marked by the sustained resilience of non-IT sectors and tier II cities. What stood out in March was high-value talent in demand across the board; from freshers commanding premium salaries to AI/ML roles seeing sharpest traction at the 50+ LPA band. The foundation heading into FY'27 looks solid.



















Dr. Pawan Goyal

Chief Business Officer, Naukri



Hiring trends by industries

 Hospitality/Travel	+21%	 Pharma/Biotech	+7%
 BPO/ITES	+18%	 FMCG	+7%
 Oil & Gas	+15%	 IT/Software Services	+1%
 Education	+15%	 Auto	0%
 Real Estate	+14%	 Telecom	-3%
 Insurance	+11%	 Banking/Fin. Services	-6%
 Retailing	+8%	 GCC	+4%
 Healthcare	+8%	 AI/ML	+37%

✦ The **Hospitality** sector posted an impressive +21% YOY growth, led by a +49% surge in **fresher hiring**.

✦ The **BPO/ITES** sector grew +18% overall, driven by surge witnessed in Southern Metros like **Chennai** (+81%) and **Hyderabad** (+14%).

✦ The **Education** sector witnessed a +15% growth, primarily led by growth in **startup hiring** (+27%).

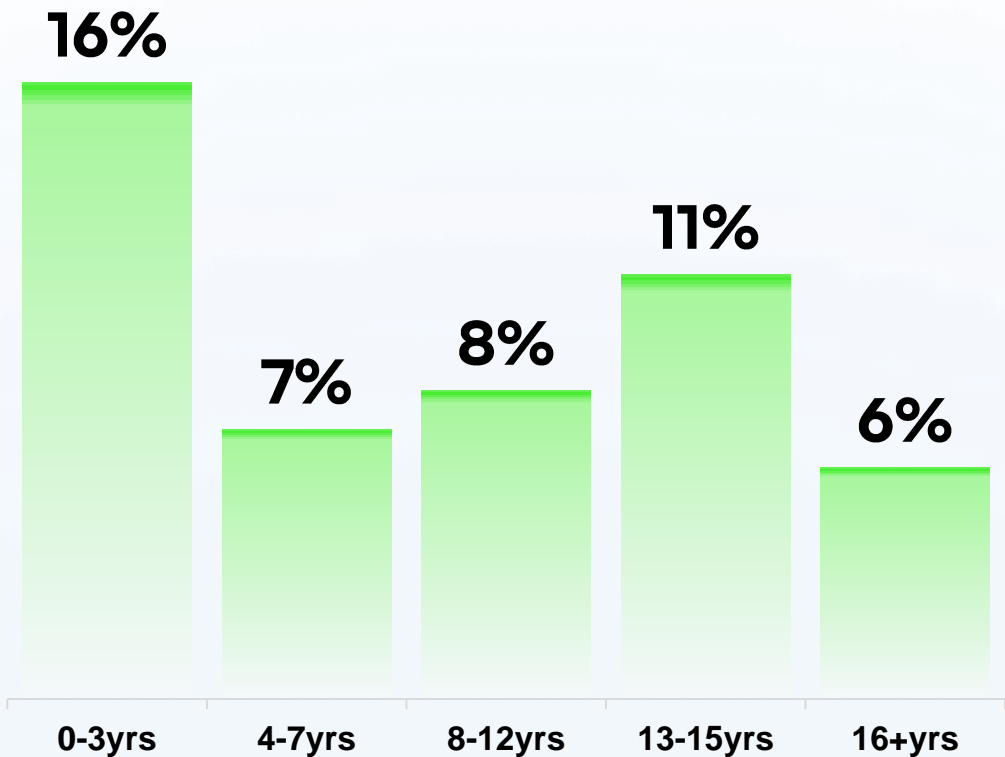
Hiring trends by experience level

16%

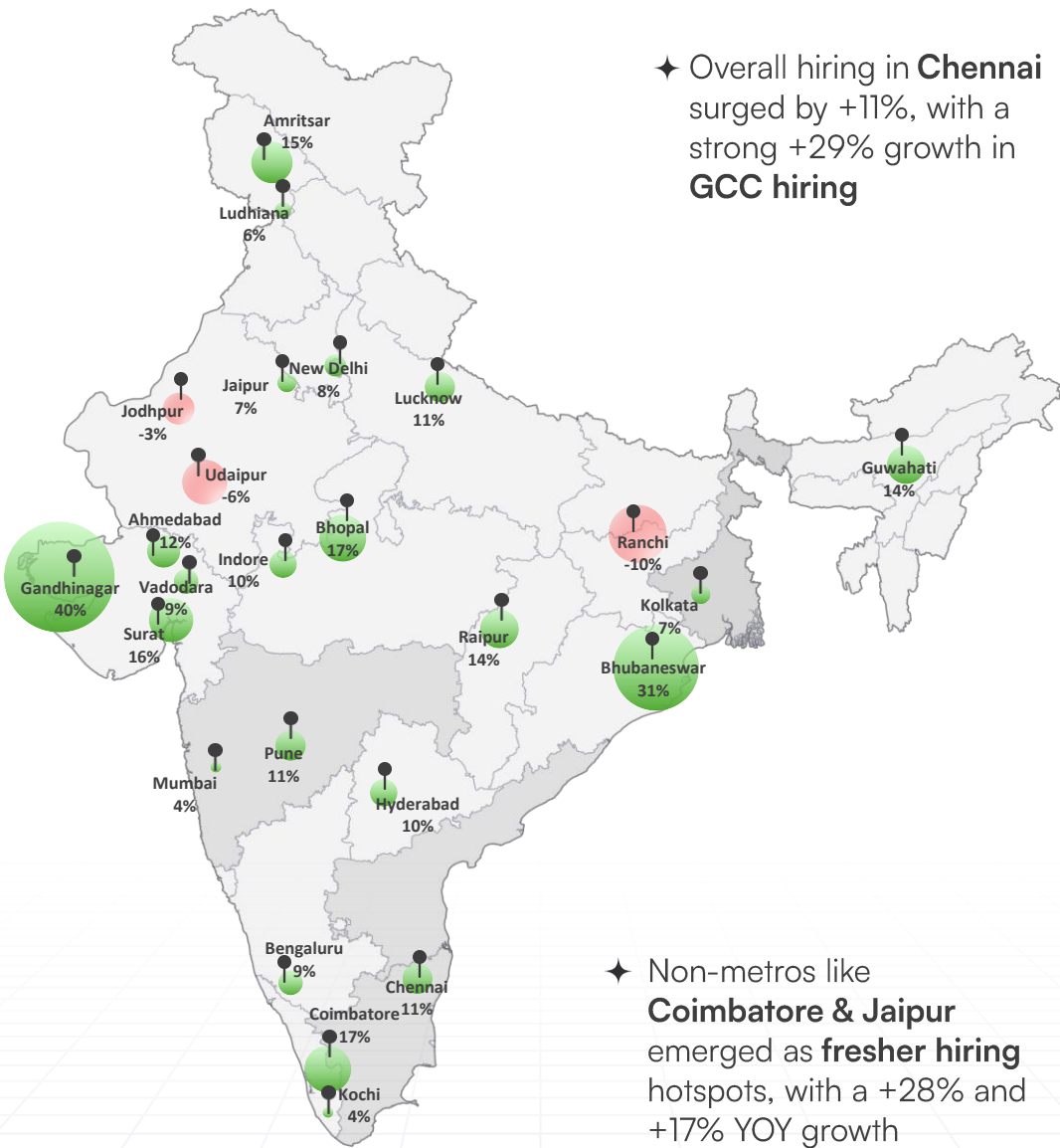
growth recorded in fresher hiring driven by non-IT sectors like **Hospitality & Insurance**.

6%

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



Hiring trends by geography



◆ Overall hiring in **Chennai** surged by +11%, with a strong +29% growth in **GCC hiring**

◆ Non-metros like **Coimbatore & Jaipur** emerged as **fresher hiring** hotspots, with a +28% and +17% YOY growth respectively

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	Mar'25	Apr'25	May'25	Jun'25	Jul'25	Aug'25	Sep'25	Oct'25	Nov'25	Dec'25	Jan'26	Feb'26	Mar'26	YOY(%)
Accounting/Finance	5926	7218	6502	6989	7947	7456	8329	6658	8975	9121	7556	9449	9055	↑53%
Advertising/PR/MR/Events	4522	4885	4794	5149	5322	5091	5536	4782	5890	5774	5530	6172	5716	↑26%
Agriculture/Dairy	1105	1321	1248	1233	1207	1166	1344	1066	1310	1271	1128	1343	1249	↑13%
Architecture/Interior Designing	3512	3390	3478	4002	4388	4492	4779	4022	5143	4980	4503	5408	4869	↑39%
Auto/Auto Ancillary	1239	1310	1296	1324	1446	1222	1349	1066	1306	1290	1149	1371	1238	↓0%
Banking/Financial Services/Broking	3546	3822	3819	3783	4026	3269	3664	2989	3535	3506	3158	3803	3322	↓6%
BPO/ITES	2095	2314	2282	2339	2450	2332	2532	2193	2475	2460	2306	2643	2477	↑18%
Chemicals/PetroChemical/Plastic/Rubber	1641	1937	1974	1971	2082	1802	1935	1585	1973	1937	1739	1988	1812	↑10%
Construction/Engineering/Cement/Metals	1168	1344	1284	1306	1369	1207	1329	1092	1377	1430	1262	1513	1324	↑13%
Consumer Durables	899	1101	1002	1085	1221	868	904	732	940	1006	863	951	942	↑5%
Courier/Transportation/Freight	2645	2835	2870	2933	3288	2785	3145	2357	2870	2791	2502	2969	2628	↓1%
Defence/Government	9646	9433	8921	9679	9007	9786	10843	8730	9587	10413	10761	10818	9730	↑1%
Education/Teaching/Training	4420	5044	4994	5020	5515	4945	5357	4831	5973	5345	4733	5532	5063	↑15%
Export/Import	1313	1347	1279	1348	1478	1269	1354	1044	1372	1263	1151	1298	1086	↓17%
Fertilizers/Pesticides	5920	6528	6521	6534	6305	6063	6325	5292	6352	5439	5225	6121	5188	↓12%
FMCG/Foods/Beverage	2082	2272	2235	2211	2224	2003	2376	1859	2349	2321	2146	2514	2218	↑7%
Gems & Jewellery	5989	6554	7140	6581	6993	6750	7119	6296	8140	8257	6829	8023	7409	↑24%
Hotels/Restaurants/Airlines/Travel	1718	1971	1939	1982	2139	1992	2086	1846	2268	2272	2040	2292	2073	↑21%
Industrial Products/Heavy Machinery	1546	1720	1622	1708	1849	1616	1715	1331	1730	1717	1561	1754	1667	↑8%
Insurance	2547	2530	2609	2780	3075	2858	3162	2586	2981	3010	2818	3370	2829	↑11%
IT-Hardware & Networking	596	615	618	621	660	510	580	519	647	689	557	694	660	↑11%
IT-Software/Software Services	3413	3573	3457	3523	3688	3111	3585	2967	3565	3531	3119	3948	3462	↑1%
Legal	5786	5762	5443	5148	6004	5191	5600	4554	4897	4978	4091	5515	4816	↓17%
Media/Dotcom/Entertainment	464	493	560	492	566	514	547	437	565	539	497	570	523	↑13%
Medical/Healthcare/Hospital	6019	6266	6338	6364	6632	5845	6995	5771	7164	6990	6217	6948	6472	↑8%
NGO/Social Services	3426	3627	4293	4274	5048	3891	4685	3465	4344	4530	3750	4427	3728	↑9%
Office Equipment/Automation	3986	4554	4590	4837	4906	4142	4883	3701	4656	4731	4284	4902	4701	↑18%
Oil and Gas/Power/Infrastructure/Energy	665	789	797	813	851	717	766	628	779	866	759	878	768	↑15%

Annexure Industry Data

Industry	Mar'25	Apr'25	May'25	Jun'25	Jul'25	Aug'25	Sep'25	Oct'25	Nov'25	Dec'25	Jan'26	Feb'26	Mar'26	YOY(%)
Pharma/Biotech/Clinical Research	2253	2607	2501	2494	2666	2269	2522	2064	2594	2631	2385	2728	2405	↑7%
Printing/Packaging	1275	1494	1375	1426	1638	1335	1420	1098	1423	1541	1294	1438	1298	↓2%
Real Estate/Property	3874	4212	4288	4316	4518	4277	4711	3765	4784	4963	4444	5125	4406	↑14%
Recruitment	662	666	685	699	703	484	545	502	681	876	762	923	954	↑44%
Retail	1429	1635	1577	1641	1712	1466	1656	1385	1611	1603	1558	1759	1538	↑8%
Security/Law Enforcement	1321	1428	1483	1778	1979	1862	1885	1320	1544	1650	1234	1383	1373	↑4%
Semiconductors/Electronics	5290	5646	5805	5584	6184	5362	5588	4461	5475	5414	4657	5432	5121	↓3%
Shipping/Marine	1077	1107	1032	1114	1183	944	1031	864	947	1025	855	1157	938	↓13%
Telcom/ISP	437	474	467	459	451	413	508	367	453	437	374	450	423	↓3%
Textiles/Garments/Accessories	2272	2557	2451	2584	2747	2356	2581	2167	2680	2611	2334	2665	2712	↑19%
Aviation / Aerospace Firms	1042	1100	1192	1049	1259	861	1113	797	1143	1348	1093	1142	1043	↑0%
Electricals / Switchgears	1973	2192	2048	2095	2239	1979	2195	1607	2183	2239	1886	2128	1872	↓5%
Facility Management	1281	1464	1412	1429	1359	1134	1259	1088	1364	1377	1335	1617	1301	↑2%
Food Processing	1293	1502	1547	1502	1620	1439	1550	1229	1529	1492	1354	1530	1442	↑12%
Internet/Ecommerce	879	944	968	910	984	878	953	762	890	855	814	924	806	↓8%
KPO / Research /Analytics	1080	1114	1094	1134	1111	999	1207	981	1083	1044	904	1090	980	↓9%
Medical Devices / Equipments	1459	1641	1662	1821	1669	1519	1745	1414	1679	1724	1519	1662	1734	↑19%
Mining	1377	1787	1759	1692	1984	1568	1826	1534	1744	2019	1648	1896	1684	↑22%
Other	1226	1389	1408	1487	1622	1346	1612	1252	1661	1643	1522	1761	1672	↑36%
Publishing	1112	1265	1236	1250	1383	1138	1253	1039	1275	1344	1179	1380	1256	↑13%
Steel	1627	1879	1838	1817	1898	1707	1813	1538	1717	1676	1549	1710	1643	↑1%
Strategy /Management Consulting Firms	1119	1093	1017	1104	1179	1017	1208	928	1211	1218	1050	1315	1146	↓2%
Water Treatment / Waste Management	1397	1624	1591	1647	1627	1464	1622	1252	1596	1743	1422	1664	1689	↑21%
Wellness / Fitness / Sports / Beauty	1238	1399	1428	1422	1518	1371	1599	1331	1587	1507	1389	1507	1535	↓24%

Annexure City Data

State	City	Mar'25	Mar'26	MOM(%)	YOY(%)
Andhra Pradesh	Nellore	1171	1295	-6%	↑11%
	Vijayawada	1123	1168	-11%	↑4%
	Visakhapatnam/Vizag	922	973	-21%	↑6%
Assam	Guwahati	1095	1251	-6%	↑14%
Bihar	Patna	1254	1177	-18%	↓6%
Chandigarh (UT)	Chandigarh	1575	1576	-8%	↑0.1%
Chhattisgarh	Raipur	1620	1853	-10%	↑14%
Dadra & Nagar Haveli (UT)	Dadra & Nagar Haveli and Daman & Diu	1410	1508	-10%	↑7%
Delhi (NCR)	Delhi / NCR	2586	2805	-11%	↑8%
Gujarat	Ahmedabad	5615	6296	-9%	↑12%
	Vadodara/Baroda	3101	3395	-11%	↑9%
	Bharuch	1171	1324	-5%	↑13%
	Gandhinagar	1304	1822	-7%	↑40%
	Jamnagar	1421	1643	-9%	↑16%
	Rajkot	1458	1764	-4%	↑21%
Jammu & Kashmir	Surat	1438	1663	-5%	↑16%
	Jammu	1512	1423	-24%	↓6%
Jharkhand	Jamshedpur	1077	1024	-14%	↓5%
	Ranchi	1417	1282	-19%	↓10%
Karnataka	Bangalore/Bengaluru	2781	3033	-12%	↑9%
	Hubli	1160	1252	-18%	↑8%
	Mangaluru/Mangalore	1007	1000	-13%	↓1%
	Mysore/Mysuru	1168	1123	-16%	↓4%
Kerala	Kochi/Cochin	3910	4084	-11%	↑4%
	Calicut/Kozhikode	828	902	-16%	↑9%
	Cannanore/Kannur	860	762	-21%	↓11%
	Kollam/Quilon	912	850	-19%	↓7%
	Trivandrum/Thiruvananthapuram	609	638	-26%	↑5%
Madhya Pradesh	Bhopal	1197	1406	-8%	↑17%
	Gwalior	1427	1326	-14%	↓7%
	Indore	1273	1404	-15%	↑10%
	Jabalpur	1203	1309	2%	↑9%

Annexure City Data

State	City	Mar'25	Mar'26	MOM(%)	YOY(%)
Maharashtra	Mumbai	2010	2087	-13%	↑4%
	Pune	3640	4039	-11%	↑11%
	Aurangabad	1143	1203	-15%	↑5%
	Kolhapur	874	872	-11%	↓0.2%
	Nagpur	1008	1075	-10%	↑7%
	Nasik/Nashik	1195	1232	-6%	↑3%
Odisha	Bhubaneswar	1116	1458	-11%	↑31%
Puducherry (UT)	Pondicherry/Puducherry	943	888	-12%	↓6%
Punjab	Amritsar	960	1103	-8%	↑15%
	Ludhiana	1189	1262	-14%	↑6%
Rajasthan	Jaipur	4741	5055	-10%	↑7%
	Jodhpur	1570	1528	-12%	↓3%
	Kota	1283	1314	-6%	↑2%
	Udaipur	1376	1299	-12%	↓6%
Tamil Nadu	Chennai	2124	2353	-8%	↑11%
	Coimbatore	3228	3782	-5%	↑17%
	Madurai	1099	1132	-12%	↑3%
	Salem	1354	1479	-3%	↑9%
	Tiruchirapalli/Trichy	1061	1081	-14%	↑2%
	Vellore	1068	1236	-13%	↑16%
Telangana	Hyderabad/Secunderabad	3420	3758	-14%	↑10%
Uttar Pradesh	Agra	1162	1385	-7%	↑19%
	Allahabad/Prayagraj	998	896	-22%	↓10%
	Bareilly	1149	1071	-9%	↓7%
	Kanpur	1171	1288	-9%	↑10%
	Lucknow	1227	1358	-10%	↑11%
	Varanasi/Benaras	1309	1425	-8%	↑9%
Uttarakhand	Dehradun	1386	1267	-19%	↓9%
	Haridwar	1696	1610	-11%	↓5%
West Bengal	Kolkata	3231	3444	-15%	↑7%
	Siliguri	1239	1241	-18%	↑0.2%