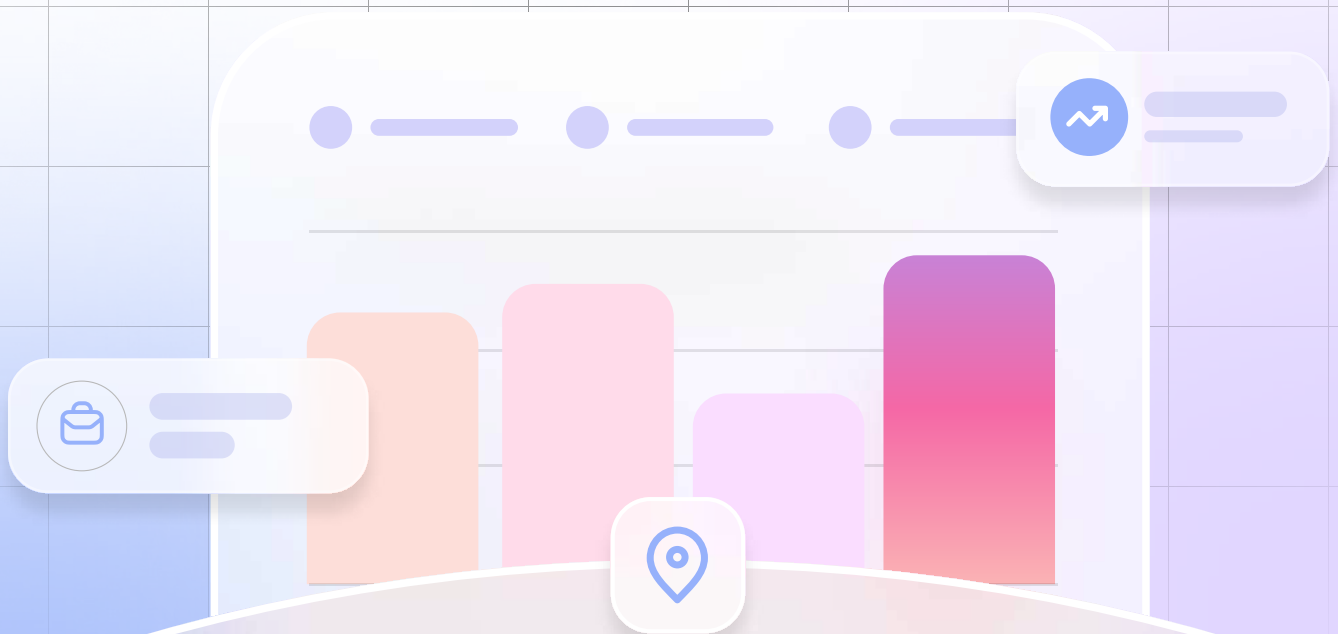




JobSpeak

May, 2025



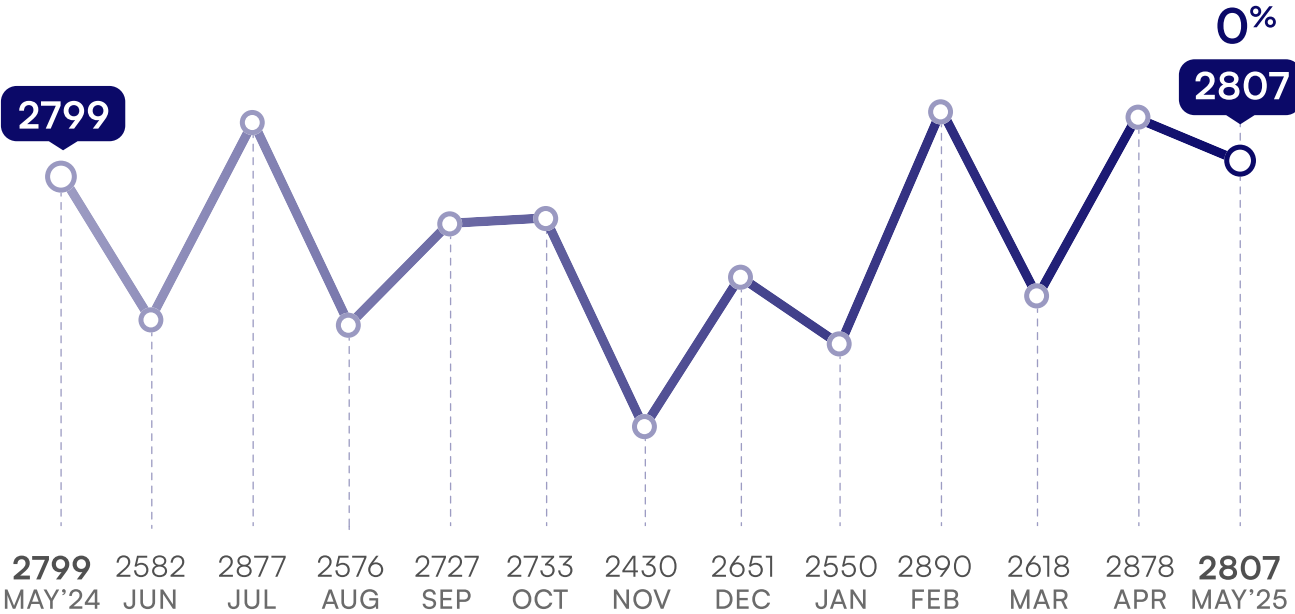
In-depth hiring trends by city,
industry & experience



Naukri JobSpeak - White collar hiring stable in May; AI/ML roles & demand for senior professionals continue to grow

OVERALL HIRING TRENDS

Stable hiring with no change; industries like Insurance & Real Estate emerged as relative bright spots



HIGHLIGHTS

Insurance	+6%	IT/Software Services	-5%
Real Estate	+5%	Retail	-9%
Oil & Gas	+4%	Banking & Financial Services	-9%

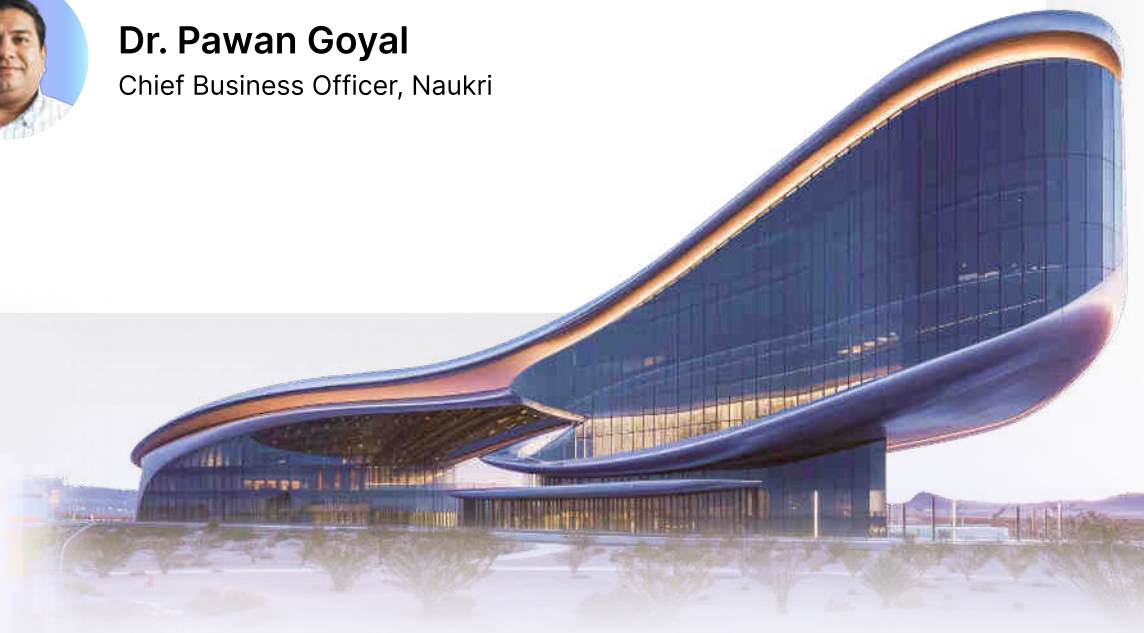


In an otherwise stable job market, what stood out in May was the continued momentum in **AI/ML hiring** across metros alongside steady demand for **senior professionals**, a trend that's held firm over the past year. It was also interesting to witness **fresher hiring** gain ground in non-tech industries which bodes well for young talent.



Dr. Pawan Goyal

Chief Business Officer, Naukri



Hiring trends by industries



AI / ML

+25%



Pharma / Clinical Research

+1%



Insurance

+6%



Auto / Auto Ancillary

-2%



Real Estate / Property

+5%



Healthcare

-3%



Oil & Gas Power

+4%



IT / Software Services

-5%



BPO/ITES

+4%



GCC

-5%



Hospitality / Travel

+4%



Telecom / ISP

-8%



Education

+3%



Retail

-9%



FMCG

+2%



Banking / Finance / Broking

-9%

✦ Hiring in the **Insurance** sector grew by **+6%**, driven by a significant surge in **fresher recruitment (+26%)**

✦ **FMCG** saw a steady overall growth at **+2%** with a strong city-level momentum in **Kolkata (+19%)** & **Bengaluru (+16%)**

✦ **Banking & Financial Services** saw an overall **-9% decline**, but **Unicorns** in the sector ramped up hiring by **+29%**

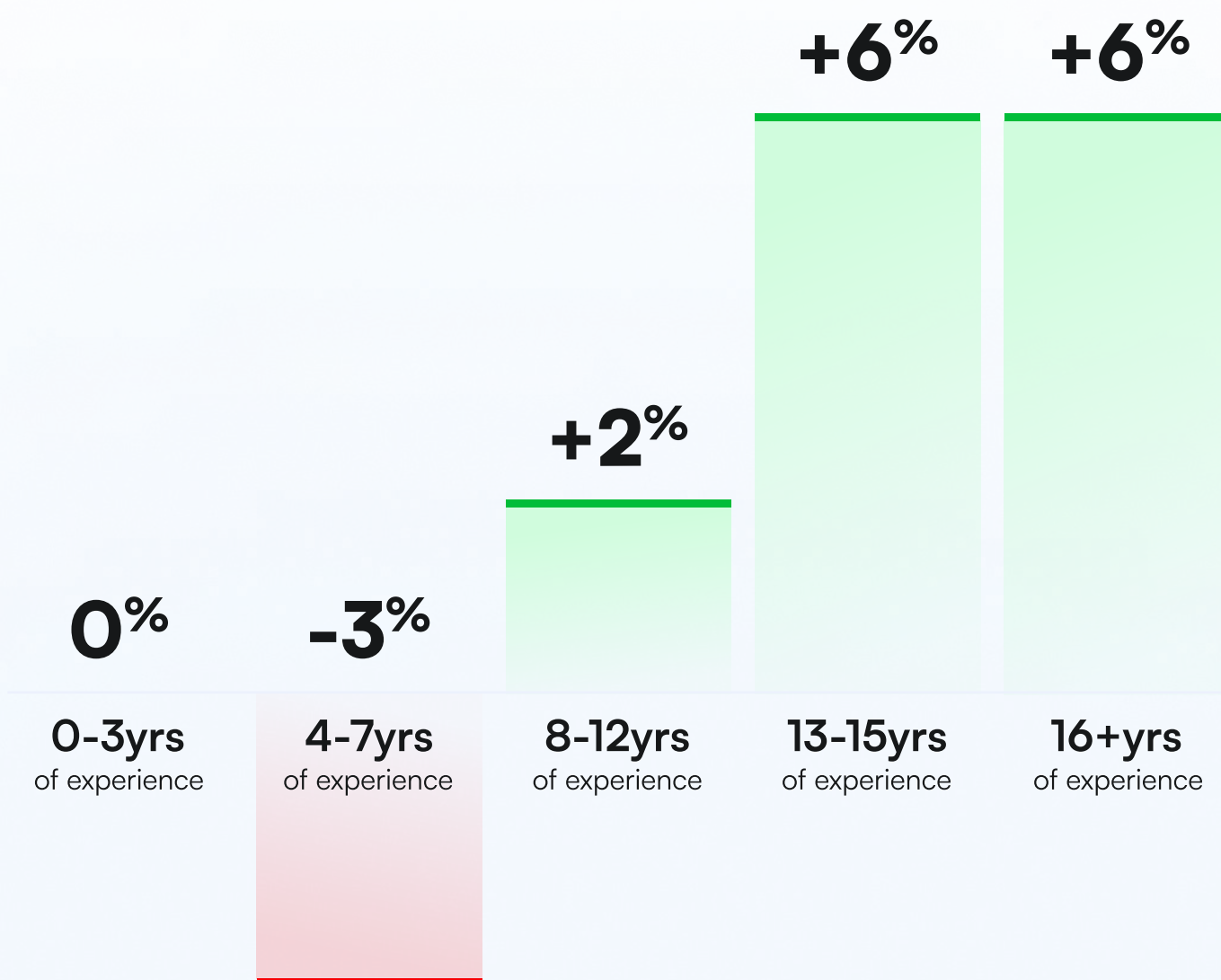
Hiring trends by experience level

0%

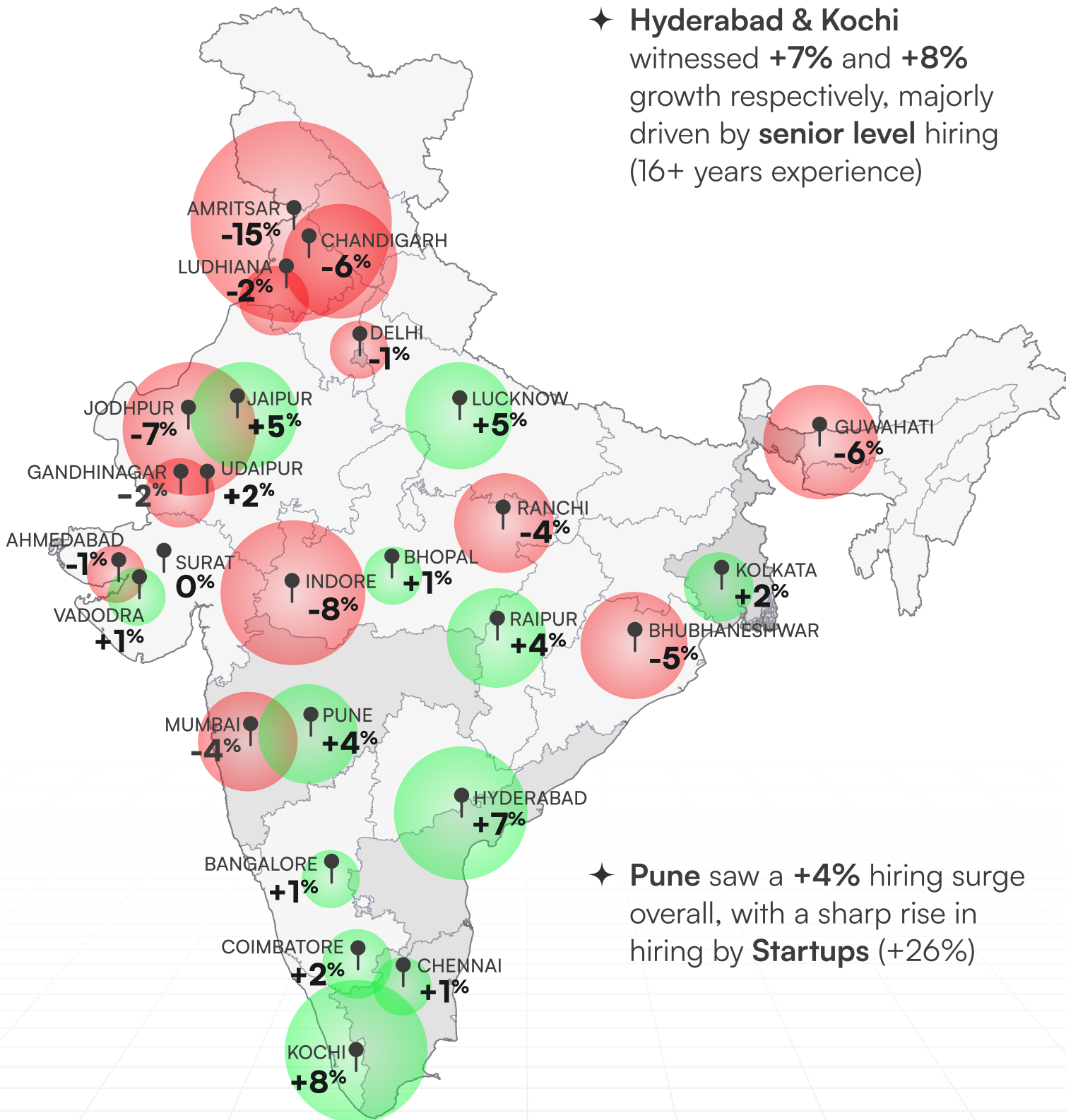
growth in **fresher hiring**;
uptick witnessed in **Media**,
Insurance & Real Estate

+6%

growth in hiring for
16+ years experience band,
driven by industries
like **Education** and **Oil & Gas**.



Hiring trends by geography



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	May'24	Jun'24	Jul'24	Aug'24	Sep'24	Oct'24	Nov'24	Dec'24	Jan'25	Feb'25	Mar'25	Apr'25	May'25	YOY(%)
Accounting / Finance	5422	5198	6036	5526	5820	5793	5319	5979	5167	6513	5926	7218	6502	↑20%
Advertising / PR / MR / Events	4595	4226	4505	4145	4475	4467	4037	4264	4575	5189	4522	4885	4794	↑4%
Agriculture / Dairy	1292	1048	1171	1111	1070	1129	921	1061	1202	1111	1105	1321	1248	↓-3%
Architecture / Interior Designing	3150	2669	2796	2859	2843	3101	2830	3146	3119	3528	3512	3390	3478	↑10%
Auto / Auto Ancillary	1324	1274	1356	1258	1279	1243	1146	1291	1250	1374	1239	1310	1296	↓-2%
Banking / Financial Services / Broking	4214	3705	4152	3678	3917	3915	3412	3770	3736	3992	3546	3822	3819	↓-9%
BPO / ITES	2195	1961	2157	1995	2036	2077	1887	1984	1909	2171	2095	2314	2282	↑4%
Chemicals / PetroChemical / Plastic / Rubber	1831	1742	1940	1717	1772	1759	1598	1786	1746	1867	1641	1937	1974	↑8%
Construction / Engineering / Cement / Metals	1208	1181	1256	1138	1221	1192	1084	1265	1240	1287	1168	1344	1284	↑6%
Consumer Durables	918	840	1009	823	907	849	761	931	930	1019	899	1101	1002	↑9%
Courier / Transportation / Freight	2729	2679	2937	2622	2788	2756	2547	2702	2809	2802	2645	2835	2870	↑5%
Defence / Government	8463	7897	8121	6968	7886	7288	7822	8003	6872	7747	9646	9433	8921	↑5%
Education / Teaching / Training	4842	4550	4750	4250	4403	4285	4159	4899	4613	5010	4420	5044	4994	↑3%
Export / Import	1307	1164	1311	1241	1183	1109	1019	1251	1161	1353	1313	1347	1279	↓-2%
Fertilizers / Pesticides	6194	5605	6874	6403	6390	5834	5455	5743	6234	6430	5920	6528	6521	↑5%
FMCG / Foods / Beverage	2196	2011	2136	1968	2075	1987	1891	2173	2225	2248	2082	2272	2235	↑2%
Gems & Jewellery	5720	6269	6248	6227	6164	6655	5694	6496	6137	6459	5989	6554	7140	↑25%
Hotels / Restaurants / Airlines / Travel	1872	1642	1695	1632	1752	1733	1615	1757	1767	1991	1718	1971	1939	↑4%
Industrial Products / Heavy Machinery	1678	1582	1649	1480	1577	1586	1395	1586	1557	1614	1546	1720	1622	↓-3%
Insurance	2450	2106	2519	2299	2465	2773	2186	2249	2637	2641	2547	2530	2609	↑6%
IT-Hardware & Networking	616	617	670	594	656	598	521	573	578	615	596	615	618	0%
IT-Software / Software Services	3630	3341	3713	3310	3539	3487	3116	3266	3190	3711	3413	3573	3457	↓-5%
Legal	6218	5229	6009	5158	5819	5914	4878	4840	5786	6423	5786	5762	5443	↓-12%
Media / Dotcom / Entertainment	476	424	528	437	456	468	382	413	441	461	464	493	560	↑18%
Medical / Healthcare / Hospital	6507	5759	6371	5784	5967	6165	5693	6691	5920	6504	6019	6266	6338	↓-3%
NGO / Social Services	4158	4259	4422	4108	4108	4255	3825	3999	3968	3999	3426	3627	4293	↑3%
Office Equipment / Automation	4115	4082	4197	3741	3700	3899	3285	4105	3950	4337	3986	4554	4590	↑12%
Oil and Gas / Power / Infrastructure / Energy	768	704	755	673	724	731	662	734	718	790	665	789	797	↑4%

Annexure Industry Data

Industry	May'24	Jun'24	Jul'24	Aug'24	Sep'24	Oct'24	Nov'24	Dec'24	Jan'25	Feb'25	Mar'25	Apr'25	May'25	YOY(%)
Pharma/Biotech/Clinical Research	2471	2314	2560	2283	2290	2325	2073	2379	2390	2535	2253	2607	2501	↑ 1%
Printing/Packaging	1288	1350	1449	1244	1417	1221	1155	1250	1269	1381	1275	1494	1375	↑ 7%
Real Estate/Property	4070	3720	4200	3617	3739	3914	3415	4092	3997	4301	3874	4212	4288	↑ 5%
Recruitment	850	723	697	628	645	668	578	642	613	694	662	666	685	↓ -19%
Retail	1736	1608	1694	1420	1572	1525	1315	1536	1518	1546	1429	1635	1577	↓ -9%
Security/Law Enforcement	1471	1351	1422	1169	1370	1588	1198	1438	1646	1532	1321	1428	1483	↑ 1%
Semiconductors/Electronics	5390	5156	5503	5061	5519	5065	4532	5286	5295	5592	5290	5646	5805	↑ 8%
Shipping/Marine	1036	986	1175	1030	1137	1159	905	1136	1159	1266	1077	1107	1032	0%
Telcom/ISP	508	463	498	477	491	489	434	475	472	505	437	474	467	↓ -8%
Textiles/Garments/Accessories	2438	2307	2439	2267	2345	2182	1977	2367	2434	2529	2272	2557	2451	↑ 1%
Animation	774	763	784	652	686	678	697	689	699	701	690	478	573	↓ -26%
Aviation / Aerospace Firms	1220	1072	1444	1010	1272	1139	967	1021	1113	1238	1042	1100	1192	↓ -2%
Electricals / Switchgears	1913	1770	1954	1729	1927	1817	1591	2001	1858	2028	1973	2192	2048	↑ 7%
Facility Management	1404	1352	1322	1100	1231	1392	1362	1335	1314	1470	1281	1464	1412	↑ 1%
Food Processing	1451	1396	1552	1421	1512	1388	1295	1372	1404	1481	1293	1502	1547	↑ 7%
Internet/Ecommerce	965	877	988	914	929	936	818	870	943	1003	879	944	968	0%
KPO / Research /Analytics	1071	953	1013	961	1040	1127	1079	1289	1076	1164	1080	1114	1094	↑ 2%
Medical Devices / Equipments	1471	1376	1504	1324	1512	1396	1214	1475	1436	1676	1459	1641	1662	↑ 13%
Mining	1768	1568	1742	1715	1653	1640	1609	1645	1671	1525	1377	1787	1759	↓ -1%
Other	1317	1286	1331	1249	1303	1334	1078	1225	1218	1315	1226	1389	1408	↑ 7%
Publishing	1463	1321	1453	1327	1321	1347	1126	1229	1136	1176	1112	1265	1236	↓ -16%
Steel	1583	1539	1736	1664	1707	1763	1578	1701	1631	1738	1627	1879	1838	↑ 16%
Strategy /Management Consulting Firms	1213	1154	1274	1151	1189	1282	1047	1075	1129	1294	1119	1093	1017	↓ -16%
Water Treatment / Waste Management	1519	1323	1545	1371	1401	1302	1202	1437	1375	1576	1397	1624	1591	↑ 5%
Wellness / Fitness / Sports / Beauty	1296	1239	1354	1166	1348	1299	1163	1273	1318	1393	1238	1399	1428	↑ 10%

Annexure City Data

Industry	City	May'24	May'25	MOM (%)	YOY(%)
Andhra Pradesh	Nellore	1248	1128	1%	↓-10%
	Tirupati	1188	1256	-2%	↑ 6%
	Vijayawada	1118	1163	5%	↑ 4%
	Visakhapatnam/Vizag	963	1002	-3%	↑ 4%
Assam	Guwahati	1245	1165	-1%	↓ -6%
Bihar	Patna	1285	1313	-7%	↑ 2%
Chandigarh (UT)	Chandigarh	1880	1771	-7%	↓ -6%
Chhattisgarh	Raipur	1770	1844	-5%	↑ 4%
Dadra & Nagar Haveli (UT)	Dadra & Nagar Haveli and Daman & Diu	1564	1575	-5%	↑ 1%
Delhi (NCR)	Delhi / NCR	2952	2922	0%	↓ -1%
Gujarat	Ahmedabad	6248	6172	-2%	↓ -1%
	Vadodara/Baroda	3513	3563	-1%	↑ 1%
	Bharuch	1335	1252	-11%	↓ -6%
	Gandhinagar	1566	1534	1%	↓ -2%
	Jamnagar	1566	1597	-5%	↑ 2%
	Rajkot	1585	1586	5%	0%
	Surat	1572	1577	1%	0%
Jammu & Kashmir	Jammu	1388	1539	-15%	↑ 11%
Jharkhand	Jamshedpur	1466	1232	0%	↓-16%
	Ranchi	1462	1403	3%	↓ -4%
Karnataka	Bangalore/Bengaluru	2876	2904	-4%	↑ 1%
	Hubli	1451	1273	-11%	↓-12%
	Mangaluru/Mangalore	943	962	-13	↑ 2%
	Mysore/Mysuru	1324	1160	-13%	↓-12%
Kerala	Kochi/Cochin	3654	3953	4%	↑ 8%
	Calicut/Kozhikode	982	797	-4	↓-19%
	Cannanore/Kannur	872	742	-23%	↓-15%
	Kollam/Quilon	978	929	-4%	↓ -5%
	Trivandrum/Thiruvananthapuram	582	639	6%	↑10%
Madhya Pradesh	Bhopal	1416	1436	1%	↑ 1%
	Gwalior	1354	1674	4%	↑24%
	Indore	1408	1300	-12%	↓ -8%
	Jabalpur	1257	1255	-8%	0%

Annexure City Data

Industry	City	May'24	May'25	MOM (%)	YOY(%)
Maharashtra	Mumbai	2253	2161	-7%	↓ -4%
	Pune	3791	3928	-5%	↑ 4%
	Aurangabad	1153	1216	-9%	↑ 5%
	Kolhapur	929	849	-21%	↓ -9%
	Nagpur	1002	1086	2%	↑ 8%
	Nasik/Nashik	1252	1364	-2%	↑ 9%
Odisha	Bhubaneswar	1301	1239	-18%	↓ -5%
Puducherry (UT)	Pondicherry/Puducherry	1038	933	4%	↓ -10%
Punjab	Amritsar	1293	1100	-6%	↓ -15%
	Ludhiana	1362	1331	-1	↓ -2%
Rajasthan	Jaipur	4852	5097	-4%	↑ 5%
	Jodhpur	1638	1524	-15%	↓ -7%
	Kota	1329	1477	21%	↑ 11%
	Udaipur	1463	1490	-4%	↑ 2%
Tamil Nadu	Chennai	2187	2198	0%	↑ 1%
	Coimbatore	3189	3259	-6%	↑ 2%
	Madurai	1160	1179	1%	↑ 2%
	Salem	1421	1389	1%	↓ -2%
	Tiruchirapalli/Trichy	1004	999	-9%	↓ -1%
	Vellore	1257	1347	1%	↑ 7%
Telangana	Hyderabad/Secunderabad	3399	3634	-2%	↑ 7%
Uttar Pradesh	Agra	1358	1333	17%	↓ -2%
	Allahabad/Prayagraj	1204	1092	6%	↓ -9%
	Bareilly	1366	1252	7%	↓ -8%
	Kanpur	1464	1490	-2%	↑ 2%
	Lucknow	1436	1507	6%	↑ 5%
	Varanasi/Benaras	1545	1283	-2%	↓ -17%
Uttarakhand	Dehradun	1533	1484	-7%	↓ -3%
	Haridwar	1957	1895	-5%	↓ -3%
West Bengal	Kolkata	3577	3644	-2%	↑ 2%
	Siliguri	1233	1395	14%	↑ 13%