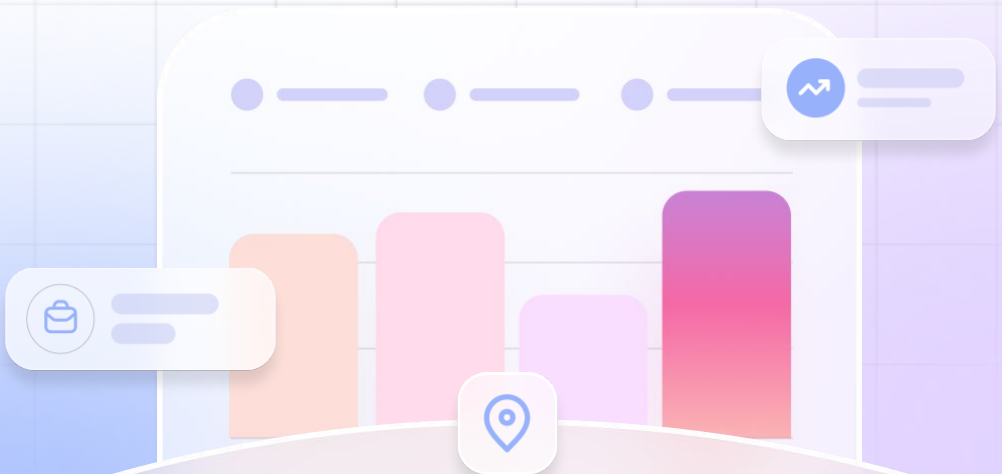




JobSpeak

November, 2025



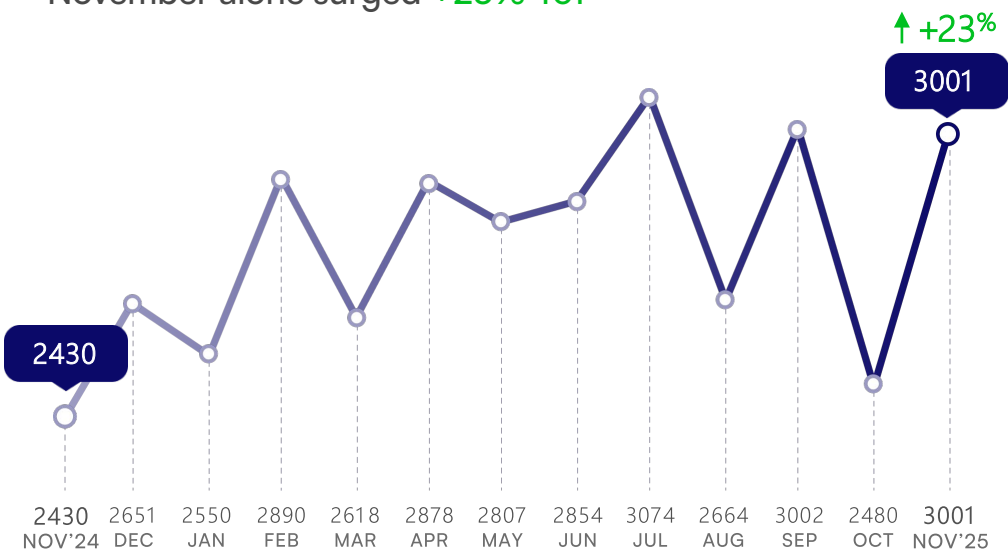
In-depth hiring trends by city,
industry & experience



White-Collar Hiring picks up pace post the festive lull, Oct-Nov period reports 6% consolidated growth

OVERALL HIRING TRENDS

Oct-Nov consolidated hiring grew a healthy **+6% YoY**;
November alone surged **+23% YoY**



HIGHLIGHTS

Education **+44%**
Hospitality **+40%**
Real Estate **+40%**

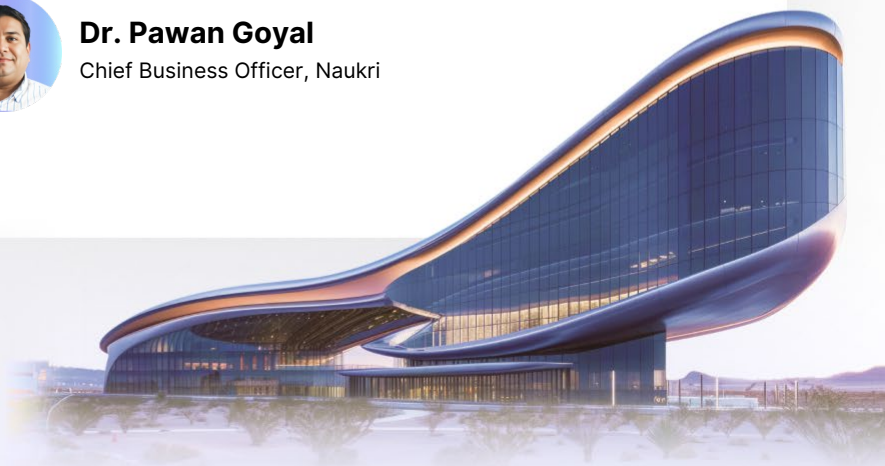
Banking **+4%**
IT **+14%**
Auto **+14%**

“ The growth in Indian **white collar hiring** continues to be in the **6-7%** range this fiscal & this period was no exception. Shift towards Non-IT sectors & demand for high-value roles, continues. One early trend we are observing on the platform is the **increased digital hiring** adoption among smaller businesses.



Dr. Pawan Goyal

Chief Business Officer, Naukri



Hiring trends by industries

 Education	+44%	 Retail	+23%
 Hospitality / Travel	+40%	 Oil & Gas Power	+18%
 Real Estate / Property	+40%	 Auto / Auto Ancillary	+14%
 Insurance	+36%	 IT / Software Services	+14%
 BPO/ITES	+31%	 Banking / Finance / Broking	+4%
 Healthcare	+26%	 Telecom / ISP	+4%
 Pharma / Clinical Research	+25%	 AI / ML	+72%
 FMCG	+24%	 GCC	+18%

✦ The **IT sector** grew **+14%** overall, with a notable **+16%** surge in hiring by **IT Unicorns**

✦ The **Hospitality/Travel** sector grew **+40%** overall, driven by a strong **+75%** surge in **fresher hiring**

✦ The **Education** sector posted **+44%** overall growth, driven by strong gains in key metros like **Bengaluru (+52%), Pune (+43%)** and **Chennai (+41%)**

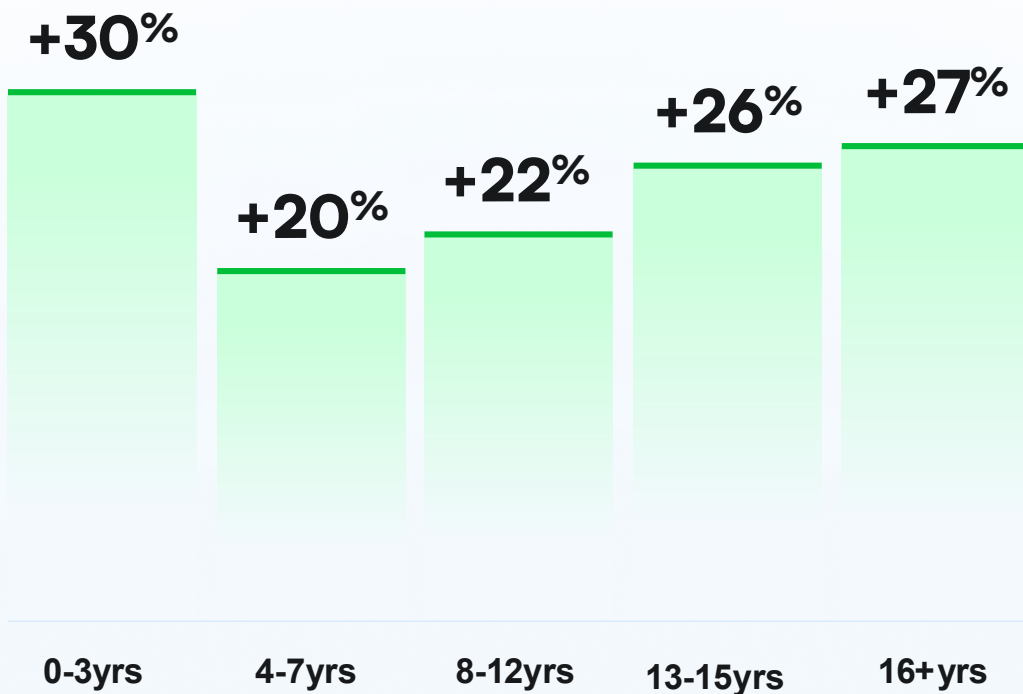
Hiring trends by experience level

+30%

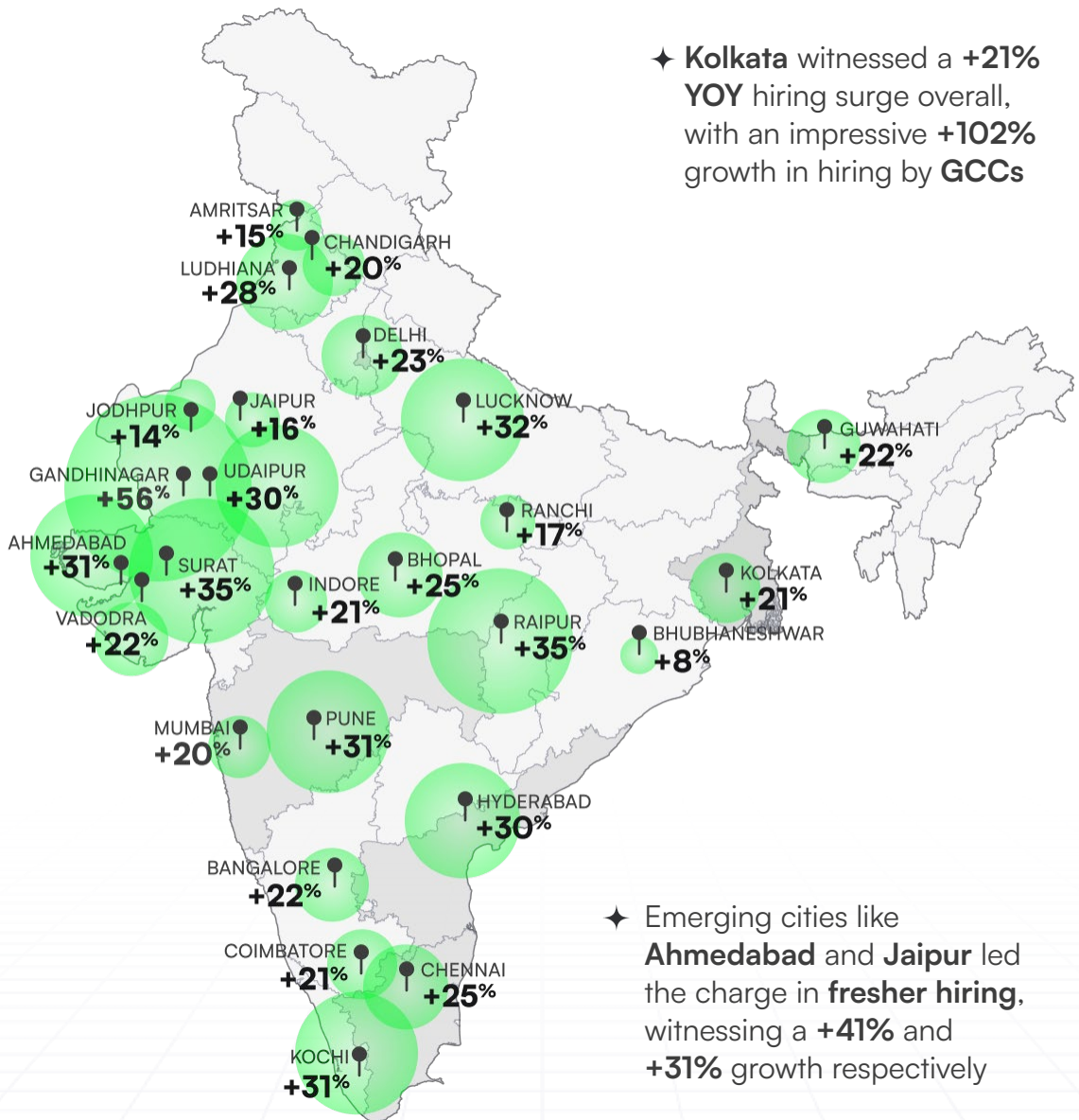
surge in fresher hiring, driven by service-led sectors like **Hospitality (+75%)** and **Education (+71%)**

+27%

surge in hiring for professionals with **16+ years** of experience, driven by hiring surge in traditional sectors like **Healthcare (+36%)** and **IT (+19%)**



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	Nov'24	Dec'24	Jan'25	Feb'25	Mar'25	Apr'25	May'25	Jun'25	Jul'25	Aug'25	Sep'25	Oct'25	Nov'25	YOY(%)
Accounting / Finance	5319	5979	5167	6513	5926	7218	6502	6989	7947	7456	8329	6658	8975	↑ 69%
Advertising / PR / MR / Events	4037	4264	4575	5189	4522	4885	4794	5149	5322	5091	5536	4782	5890	↑ 46%
Agriculture / Dairy	921	1061	1202	1111	1105	1321	1248	1233	1207	1166	1344	1066	1310	↑ 42%
Architecture / Interior Designing	2830	3146	3119	3528	3512	3390	3478	4002	4388	4492	4779	4022	5143	↑ 82%
Auto / Auto Ancillary	1146	1291	1250	1374	1239	1310	1296	1324	1446	1222	1349	1066	1306	↑ 14%
Banking / Financial Services / Broking	3412	3770	3736	3992	3546	3822	3819	3783	4026	3269	3664	2989	3535	↑ 4%
BPO / ITES	1887	1984	1909	2171	2095	2314	2282	2339	2450	2332	2532	2193	2475	↑ 31%
Chemicals / PetroChemical / Plastic / Rubber	1598	1786	1746	1867	1641	1937	1974	1971	2082	1802	1935	1585	1973	↑ 23%
Construction / Engineering / Cement / Metals	1084	1265	1240	1287	1168	1344	1284	1306	1369	1207	1329	1092	1377	↑ 27%
Consumer Durables	761	931	930	1019	899	1101	1002	1085	1221	868	904	732	940	↑ 24%
Courier / Transportation / Freight	2547	2702	2809	2802	2645	2835	2870	2933	3288	2785	3145	2357	2870	↑ 13%
Defence / Government	7822	8003	6872	7747	9646	9433	8921	9679	9007	9786	10843	8730	9587	↑ 23%
Education / Teaching / Training	4159	4899	4613	5010	4420	5044	4994	5020	5515	4945	5357	4831	5973	↑ 44%
Export / Import	1019	1251	1161	1353	1313	1347	1279	1348	1478	1269	1354	1044	1372	↑ 35%
Fertilizers / Pesticides	5455	5743	6234	6430	5920	6528	6521	6534	6305	6063	6325	5292	6352	↑ 16%
FMCG / Foods / Beverage	1891	2173	2225	2248	2082	2272	2235	2211	2224	2003	2376	1859	2349	↑ 24%
Gems & Jewellery	5694	6496	6137	6459	5989	6554	7140	6581	6993	6750	7119	6296	8140	↑ 43%
Hotels / Restaurants / Airlines / Travel	1615	1757	1767	1991	1718	1971	1939	1982	2139	1992	2086	1846	2268	↑ 40%
Industrial Products / Heavy Machinery	1395	1586	1557	1614	1546	1720	1622	1708	1849	1616	1715	1331	1730	↑ 24%
Insurance	2186	2249	2637	2641	2547	2530	2609	2780	3075	2858	3162	2586	2981	↑ 36%
IT-Hardware & Networking	521	573	578	615	596	615	618	621	660	510	580	519	647	↑ 24%
IT-Software / Software Services	3116	3266	3190	3711	3413	3573	3457	3523	3688	3111	3585	2967	3565	↑ 14%
Legal	4878	4840	5786	6423	5786	5762	5443	5148	6004	5191	5600	4554	4897	0%
Media / Dotcom / Entertainment	382	413	441	461	464	493	560	492	566	514	547	437	565	↑ 48%
Medical / Healthcare / Hospital	5693	6691	5920	6504	6019	6266	6338	6364	6632	5845	6995	5771	7164	↑ 26%
NGO / Social Services	3825	3999	3968	3999	3426	3627	4293	4274	5048	3891	4685	3465	4344	↑ 14%
Office Equipment / Automation	3285	4105	3950	4337	3986	4554	4590	4837	4906	4142	4883	3701	4656	↑ 42%
Oil and Gas / Power / Infrastructure / Energy	662	734	718	790	665	789	797	813	851	717	766	628	779	↑ 18%

Annexure Industry Data

Industry	Nov'24	Dec'24	Jan'25	Feb'25	Mar'25	Apr'25	May'25	Jun'25	Jul'25	Aug'25	Sep'25	Oct'25	Nov'25	YOY(%)
Pharma/Biotech/Clinical Research	2073	2379	2390	2535	2253	2607	2501	2494	2666	2269	2522	2064	2594	↑ 25%
Printing/Packaging	1155	1250	1269	1381	1275	1494	1375	1426	1638	1335	1420	1098	1423	↑ 23%
Real Estate/Property	3415	4092	3997	4301	3874	4212	4288	4316	4518	4277	4711	3765	4784	↑ 40%
Recruitment	578	642	613	694	662	666	685	699	703	484	545	502	681	↑ 18%
Retail	1315	1536	1518	1546	1429	1635	1577	1641	1712	1466	1656	1385	1611	↑ 23%
Security/Law Enforcement	1198	1438	1646	1532	1321	1428	1483	1778	1979	1862	1885	1320	1544	↑ 29%
Semiconductors/Electronics	4532	5286	5295	5592	5290	5646	5805	5584	6184	5362	5588	4461	5475	↑ 21%
Shipping/Marine	905	1136	1159	1266	1077	1107	1032	1114	1183	944	1031	864	947	↑ 5%
Telcom/ISP	434	475	472	505	437	474	467	459	451	413	508	367	453	↑ 4%
Textiles/Garments/Accessories	1977	2367	2434	2529	2272	2557	2451	2584	2747	2356	2581	2167	2680	↑ 36%
Animation	697	689	699	701	690	478	573	621	806	604	661	638	765	↑ 10%
Aviation / Aerospace Firms	967	1021	1113	1238	1042	1100	1192	1049	1259	861	1113	797	1143	↑ 18%
Electricals / Switchgears	1591	2001	1858	2028	1973	2192	2048	2095	2239	1979	2195	1607	2183	↑ 37%
Facility Management	1362	1335	1314	1470	1281	1464	1412	1429	1359	1134	1259	1088	1364	0%
Food Processing	1295	1372	1404	1481	1293	1502	1547	1502	1620	1439	1550	1229	1529	↑ 18%
Internet/Ecommerce	818	870	943	1003	879	944	968	910	984	878	953	762	890	↑ 9%
KPO / Research /Analytics	1079	1289	1076	1164	1080	1114	1094	1134	1111	999	1207	981	1083	0%
Medical Devices / Equipments	1214	1475	1436	1676	1459	1641	1662	1821	1669	1519	1745	1414	1679	↑ 38%
Mining	1609	1645	1671	1525	1377	1787	1759	1692	1984	1568	1826	1534	1744	↑ 8%
Other	1078	1225	1218	1315	1226	1389	1408	1487	1622	1346	1612	1252	1661	↑ 54%
Publishing	1126	1229	1136	1176	1112	1265	1236	1250	1383	1138	1253	1039	1275	↑ 13%
Steel	1578	1701	1631	1738	1627	1879	1838	1817	1898	1707	1813	1538	1717	↑ 9%
Strategy /Management Consulting Firms	1047	1075	1129	1294	1119	1093	1017	1104	1179	1017	1208	928	1211	↑ 16%
Water Treatment / Waste Management	1202	1437	1375	1576	1397	1624	1591	1647	1627	1464	1622	1252	1596	↑ 33%
Wellness / Fitness / Sports / Beauty	1163	1273	1318	1393	1238	1399	1428	1422	1518	1371	1599	1331	1587	↑ 36%

Annexure City Data

Industry	City	Nov'24	Nov'25	MOM (%)	YOY(%)
Andhra Pradesh	Nellore	1188	1302	29%	↑ 10%
	Tirupati	1190	1400	19%	↑ 18%
	Vijayawada	1025	1227	10%	↑ 20%
	Visakhapatnam/Vizag	848	1041	20%	↑ 23%
Assam	Guwahati	1047	1275	26%	↑ 22%
Bihar	Patna	1072	1309	24%	↑ 22%
Chandigarh (UT)	Chandigarh	1498	1793	25%	↑ 20%
Chhattisgarh	Raipur	1390	1870	33%	↑ 35%
Dadra & Nagar Haveli (UT)	Dadra & Nagar Haveli and Daman & Diu	1181	1671	36%	↑ 41%
Delhi (NCR)	Delhi / NCR	2429	2997	25%	↑ 23%
Gujarat	Ahmedabad	5070	6645	34%	↑ 31%
	Vadodara/Baroda	2893	3521	31%	↑ 22%
	Bharuch	1171	1442	34%	↑ 23%
	Gandhinagar	1095	1710	39%	↑ 56%
	Jamnagar	1502	1595	34%	↑ 6%
	Rajkot	1211	1685	35%	↑ 39%
	Surat	1253	1687	40%	↑ 35%
Jammu & Kashmir	Jammu	1319	1822	23%	↑ 38%
Jharkhand	Jamshedpur	1157	1098	19%	↓ -5%
	Ranchi	1132	1320	18%	↑ 17%
Karnataka	Bangalore/Bengaluru	2554	3127	18%	↑ 22%
	Hubli	1099	1408	34%	↑ 28%
	Mangaluru/Mangalore	963	1219	31	↑ 27%
	Mysore/Mysuru	986	1237	29%	↑ 25%
Kerala	Kochi/Cochin	3446	4515	16%	↑ 31%
	Calicut/Kozhikode	874	983	16	↑ 12%
	Cannanore/Kannur	953	927	35%	↓ -3%
	Kollam/Quilon	755	926	17%	↑ 23%
	Trivandrum/Thiruvananthapuram	541	738	11%	↑ 36%
Madhya Pradesh	Bhopal	1141	1428	29%	↑ 25%
	Gwalior	1295	1523	39%	↑ 18%
	Indore	1197	1453	25%	↑ 21%
	Jabalpur	1084	1221	31%	↑ 13%

Annexure City Data

Industry	City	Nov'24	Nov'25	MOM (%)	YOY(%)
Maharashtra	Mumbai	1860	2232	22%	↑ 20%
	Pune	3210	4197	22%	↑ 31%
	Aurangabad	943	1321	23%	↑ 40%
	Kolhapur	742	897	31%	↑ 21%
	Nagpur	919	1052	21%	↑ 14%
	Nasik/Nashik	1063	1347	27%	↑ 27%
Odisha	Bhubaneswar	1145	1240	14%	↑ 8%
Puducherry (UT)	Pondicherry/Puducherry	834	937	18%	↑ 12%
Punjab	Amritsar	973	1122	12%	↑ 15%
	Ludhiana	1104	1416	23%	↑ 28%
Rajasthan	Jaipur	4563	5300	29%	↑ 16%
	Jodhpur	1288	1474	24%	↑ 14%
	Kota	1070	1256	11%	↑ 17%
	Udaipur	1225	1595	21%	↑ 30%
Tamil Nadu	Chennai	1925	2406	19%	↑ 25%
	Coimbatore	3217	3878	20%	↑ 21%
	Madurai	1046	1267	24%	↑ 21%
	Salem	1284	1581	20%	↑ 23%
	Tiruchirappalli/Trichy	909	1201	21%	↑ 32%
	Vellore	1110	1270	11%	↑ 14%
Telangana	Hyderabad/Secunderabad	3071	4000	18%	↑ 30%
Uttar Pradesh	Agra	1067	1382	29%	↑ 30%
	Allahabad/Prayagraj	968	1036	12%	↑ 7%
	Bareilly	957	1300	44%	↑ 36%
	Kanpur	1210	1398	25%	↑ 16%
	Lucknow	1152	1517	30%	↑ 32%
	Varanasi/Benaras	1172	1357	6%	↑ 16%
Uttarakhand	Dehradun	1241	1496	33%	↑ 21%
	Haridwar	1457	1790	38%	↑ 23%
West Bengal	Kolkata	3113	3763	32%	↑ 21%
	Siliguri	1131	1419	36%	↑ 25%