

# NAUKRI JOBSPEAK REPORT

Hiring Trends By City, Industry  
& Experience



**2022**

Nov

# TABLE OF CONTENTS

1  
Overview

2  
Industry  
Analysis

3  
City  
Analysis

4  
Work Experience  
Analysis

5  
Methodology

6  
Annexure

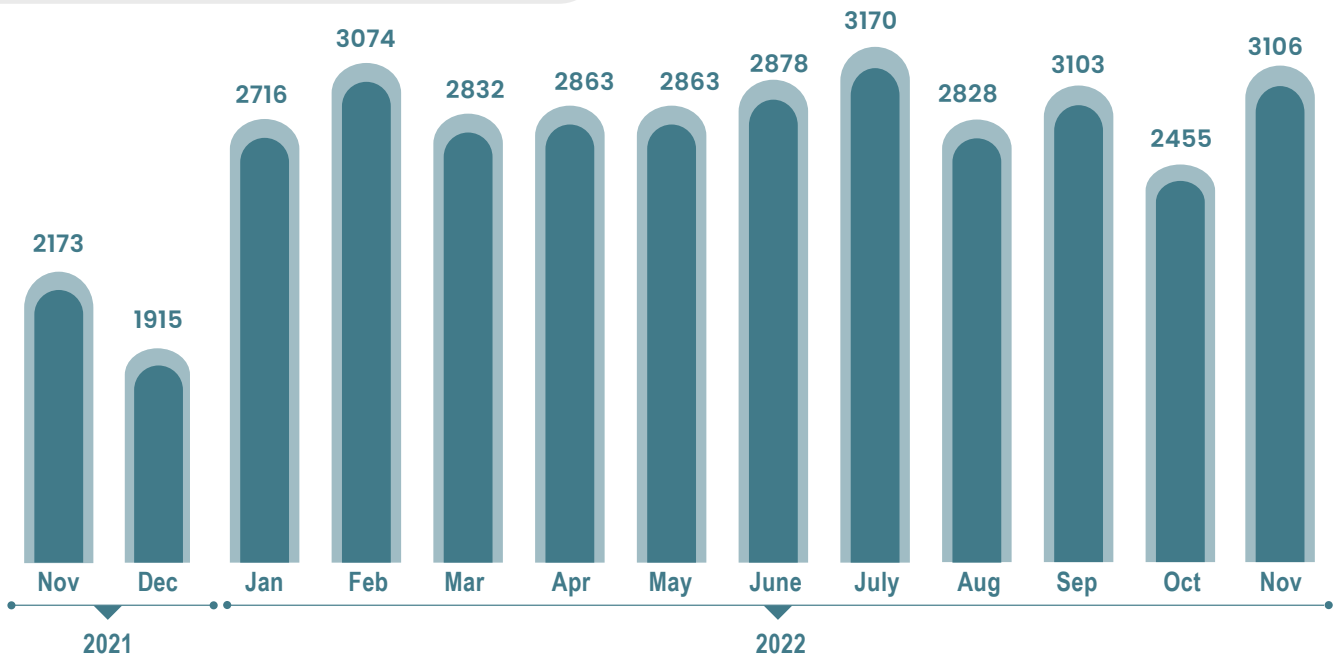




# INDEX FOR NOVEMBER 2022

Hiring Activity recovers to pre-festive level, grows 27% in Nov'22: Naukri JobSpeak

## OVERALL HIRING TRENDS



- Naukri JobSpeak, country's premier job index, emerged at 3106 for Nov'22 up from 2455 in Oct'22, recording 27% M-O-M growth and 43% Y-O-Y growth
- While overall picture looks healthy at monthly level; mixed insights emerge from sector wise analysis done vs first-half of the year
- IT and Education exhibiting slowness compared to first half of the year; while BFSI, Real Estate and Hospitality continue to shine
- Metros and emerging cities continue growing in long-term hiring trends
- Demand for senior-level professionals recorded double digit long-term growth

**Pawan Goyal,**

Chief Business Officer,  
Naukri.com



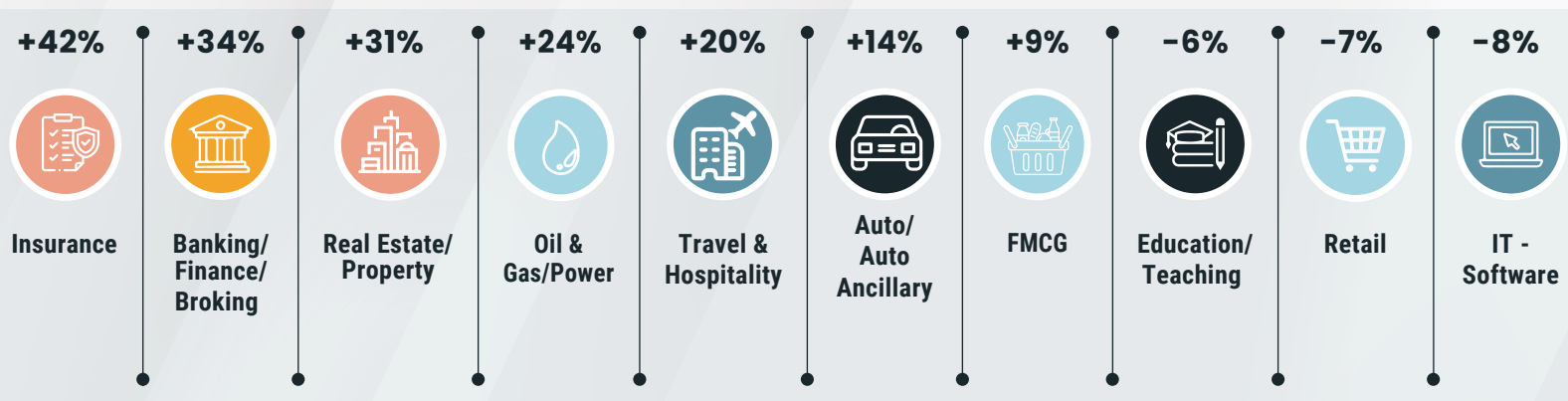
The strong recovery in overall hiring activity post festive season reaffirms the resilience of the Indian job market which is now multi-sectoral and hence balanced as well as mature. Minor isolated dips in a few sectors do corroborate hiring corrections and some cautious sentiment in the industry. However the fact that sectors like real estate, insurance, and banking are showing double-digit growth should give us a lot of confidence that the Indian job market is so far holding its own despite some turbulence at global level.





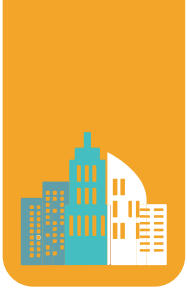
# HIRING TRENDS ACROSS INDUSTRIES

- The Insurance sector continued its dream run registering solid job growth of 42% vs the first half of the year
- Other sectors that continued to show an upward long-term hiring trend are Banking (+34%) Real Estate (+31%), Oil (+24%), Travel & Hospitality (+20%) and Auto (+14%)
- Pharma, BPO and Telecom remained flattish
- Hiring in the IT sector showed a dip of 8% vs the first half of the year pointing to isolated pockets of correction, especially in the start-up space. However, the small magnitude of the dip confirms the resilience of the Indian job market



Long-Term growth trends: Nov'22 vs H1'22  
(where H1'22 stands for monthly avg index during first 6 months of year 2022)

Industry	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	June-22	July-22	Aug-22	Sep-22	Oct-22	Nov-22	Long-Term Growth
IT-Software/Software Services	4155	3334	5370	5560	4983	4656	4711	5069	5872	4881	5283	3825	4674	↓ -8%
BPO/ITES/CRM/Transcription	1771	1567	1987	2468	2458	2659	2617	2600	2587	2325	2619	2131	2511	↑ 2%
Auto/Auto Ancillary	787	733	925	1160	1038	1146	1152	1106	1183	1360	1201	1063	1240	↑ 14%
Banking/Financial Services/Broking	2305	2145	2860	3433	3138	3348	3299	3279	3731	3576	4496	3565	4335	↑ 34%
Oil and Gas/Power/Infrastructure/Energy	378	338	423	510	449	522	517	491	581	550	606	498	603	↑ 24%
Telecom/ISP	670	374	602	621	563	607	669	622	741	664	685	517	630	↑ 3%
Insurance	822	829	1291	2042	1541	1553	1946	1761	2124	2200	2479	2382	2398	↑ 42%
Pharma/Biotech/Clinical Research	1654	1747	2169	2429	2117	2108	2078	1908	2081	1871	2094	1736	2154	↑ 1%
Travel & Hospitality	1170	1007	1014	1432	1698	1609	1603	1468	1487	1526	1665	1492	1765	↑ 20%
FMCG/Foods/Beverage	1492	1491	1737	2024	1842	1996	1960	1976	2203	1971	2176	1746	2096	↑ 9%
Education/Teaching/Training	4143	3674	4755	5868	5753	6321	6030	5484	5311	5040	5448	4761	5346	↓ -6%
Real Estate/ Property	2249	2238	2816	3302	3171	3316	3180	3083	3261	3384	4507	3140	4105	↑ 31%
Retail	1441	1300	1758	2004	1795	1992	2055	2042	1865	1621	1849	1578	1811	↓ -7%
Medical/Healthcare/Hospital	5192	3989	5260	6589	6248	6323	6403	5983	6402	6546	6059	5339	6559	↑ 7%

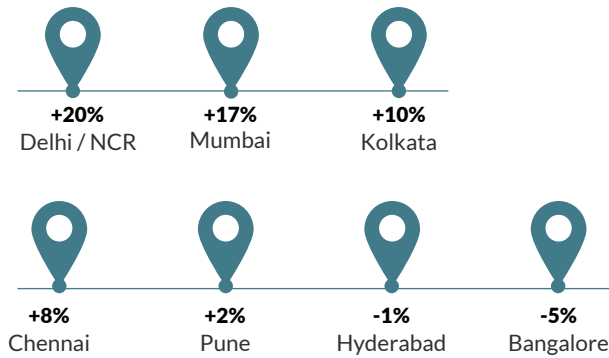


# HIRING TRENDS ACROSS CITIES

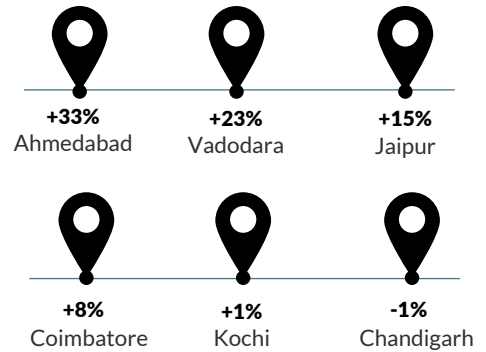
- Amongst metros, Delhi/NCR led the charts with 20% growth in long-term trends
- Other metros that showed consistent growth were Mumbai (+17%), Kolkata (+10%), and Chennai (+8%)
- IT sector dependent metros Hyderabad (-1%), Bangalore (-5%) and Pune (+2%) showed flatness in hiring activity
- Amongst non-metros, Ahmedabad led with 33% growth in long-term trends, followed by Vadodara (+23%), Jaipur (+15%), and Coimbatore (+8%), while Kochi and Chandigarh remained stagnant



## METRO CITIES



## EMERGING CITIES



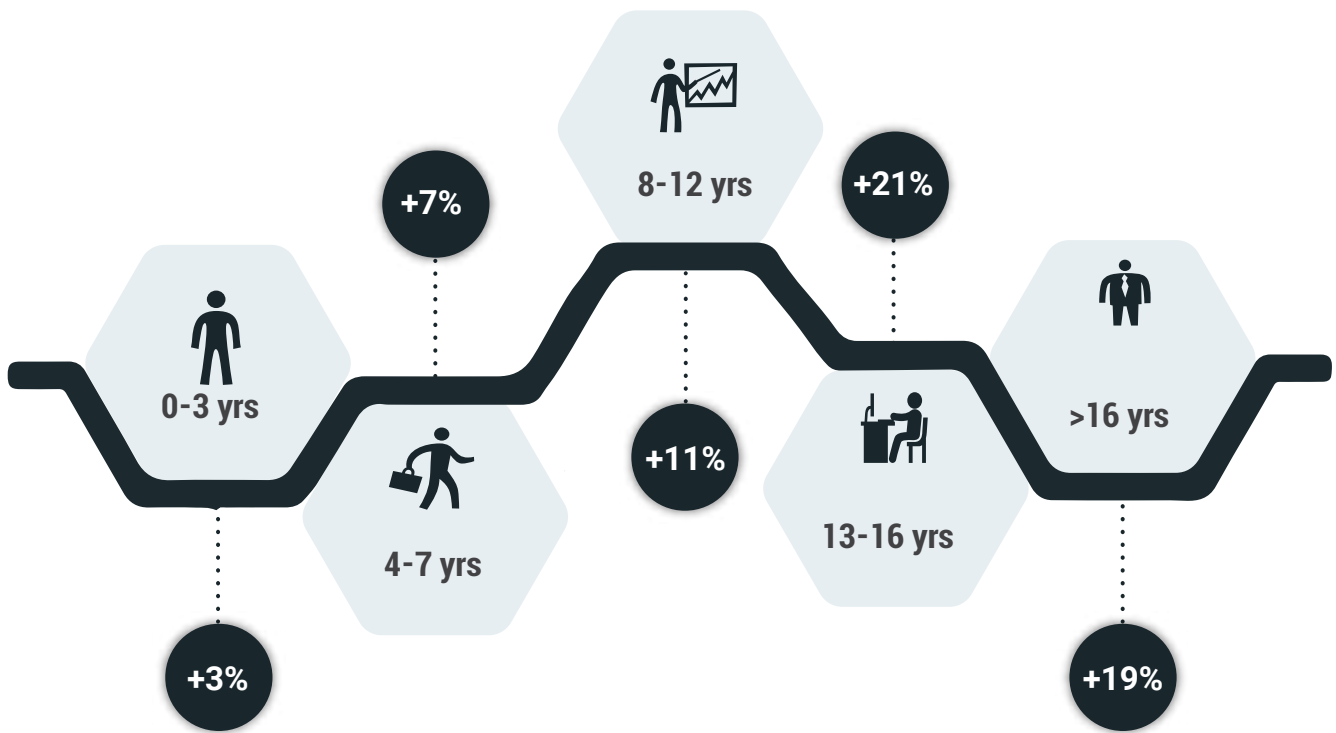
Long-Term growth trends: Nov'22 vs H1'22  
(where H1'22 stands for monthly avg index during first 6 months of year 2022)

City	Nov-21	Dec-22	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Long-Term Growth
Delhi / NCR	2194	1885	2530	2932	1977	2811	2782	2792	3038	2605	2959	2436	3172	↑ 20%
Mumbai	1619	1413	1989	2182	2029	2100	2188	2219	2338	2150	2373	1926	2468	↑ 17%
Bengaluru / Bangalore	3027	2394	3767	4085	3701	3532	3484	3722	4076	3420	3671	2843	3534	↓ -5%
Chennai	1943	1662	2336	2659	2414	2364	2394	2432	2745	2519	2726	2047	2625	↑ 8%
Hyderabad / Secunderabad	3283	2725	3908	4329	4118	4097	3967	3907	4578	3812	4246	3187	4026	↓ -1%
Pune	3285	2740	4154	4430	4012	4025	4114	4143	5035	4073	4453	3348	4221	↑ 2%
Kolkata	2608	2360	3299	4071	3573	3486	3750	3760	4317	3773	4176	3040	4026	↑ 10%
Ahmedabad	3461	3115	3997	4614	4041	4235	4438	4598	5344	5110	5814	4519	5766	↑ 33%
Chandigarh	1836	1657	2162	2240	2053	2245	2294	2077	2014	1962	2133	1652	2167	↓ -1%
Ernakulam / Kochi / Cochin	3412	2845	4534	4422	4286	4527	4596	5478	5128	4748	4076	4214	4695	↑ 1%
Vadodara / Baroda	2113	1984	2425	2524	2516	2798	2872	2702	2881	2512	2901	2504	3256	↑ 23%
Coimbatore	2528	2145	2961	3699	3241	3365	3216	3466	4542	3748	3581	2888	3604	↑ 8%
Jaipur	3241	3074	3985	4461	3831	4435	4206	4272	4282	4632	4730	3895	4839	↑ 15%

# HIRING TRENDS ACROSS EXPERIENCE LEVELS



- The long-term demand for professionals across all experience levels showed continual stability
- While it showed maximum growth of 21% for senior professionals having 13-16 years of experience, it rose by 11% for 8-12 years of experience and remained stable for freshers



Long-Term growth trends: Nov'22 vs H1'22  
(where H1'22 stands for monthly avg index during first 6 months of year 2022)

Exp Bucket	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Long Term Growth
0-3 yrs	2444	2146	2919	3335	3154	3223	3170	3105	3266	2999	3265	2642	3253	↑ 3%
4-7 yrs	2422	2055	2925	3279	3018	3067	3067	3072	3386	3053	3346	2632	3293	↑ 7%
8-12 yrs	2032	1676	2504	2821	2505	2494	2557	2663	3093	2644	2914	2229	2864	↑ 11%
13-16 yrs	1479	1243	1851	2124	1922	1854	1885	2008	2298	1928	2178	1771	2342	↑ 21%
16 + yrs	1340	1145	1585	1894	1762	1713	1695	1722	2013	1693	1946	1613	2055	↑ 19%

## METHODOLOGY:

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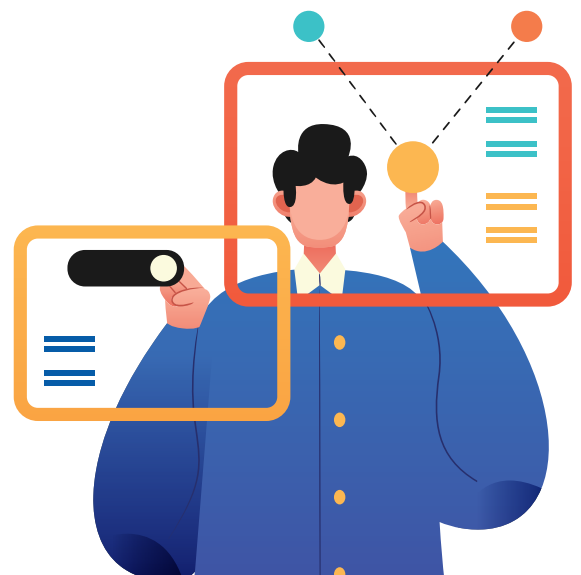
The Naukri JobSpeak is a monthly Index representing the state of Indian job market & hiring activity based on new job listings as well as job-related searches\* by recruiters on the resume database on Naukri.com. The JobSpeak Index captures hiring activity across multiple dimensions including industries, cities, functional areas, and experience bands. July 2008 is taken as the base month with an index value of 1,000 and the subsequent monthly index values are compared with the data for July 2008. The index is a highly robust and reliable indicator of white-collar hiring in India. It is aggregated based on the hiring activity of over 100,000 clients with more than 70 Lakh new job mandates every year. The report does not cover gig employment, hyperlocal hiring or campus placement. Over a long period of time, JobSpeak could be impacted by factors like internet penetration and Naukri's market share.

\*Index now includes job-related searches happening on Naukri's resume database, which helps in generating statistically significant data at a more granular level.

## ABOUT NAUKRI.COM

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Naukri.com, India's No. 1 job site and the flagship brand of Info Edge, introduced the concept of e-recruitment in India. Since its inception in 1997, Naukri.com has seen continuous growth while outperforming its competitors in every sphere. Info Edge was the first internet company to be listed in India. Being the market leader, the brand enjoys highest levels of awareness and market share amongst job seekers and recruiters for more than two decades and has become synonymous with the jobs category. The platform has about 1 Crore active app installs and receives 2-3 Million job applications every day. It provides hiring-related services to corporates, recruiters, placement agencies, and job seekers in India & overseas and offers multiple products like Resume Database Access, listings, Branding, and response management tools. With more than 70 lakh new job mandates every year and over 8.5 Crore jobseekers, the brand serves over 100,000 unique clients through its 63 offices in 44 cities in India.



ANNEXURE INDUSTRY DATA														
Industry	Annual Performance (2021-2022)													Long Term Growth
	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	
Accounting/Taxation/Finance	2007	1834	2285	3216	2844	3124	3746	3608	5353	4053	4665	4555	5307	69%
Defence/Government	2530	2355	4128	5387	4874	5504	5900	5247	4991	5200	6087	5270	7829	51%
Office Equipment/Automation	1441	1321	1682	2201	1999	2434	2211	2528	2488	2177	2567	2464	3271	50%
Media/Dotcom/Entertainment	259	196	223	307	291	337	378	370	387	358	427	364	455	43%
Insurance	822	892	1291	2042	1541	1553	1946	1761	2124	2200	2479	2382	2398	42%
Banking/Financial Services/Broking	2305	2145	2860	3433	3138	3348	3299	3279	3731	3576	4496	3565	4335	34%
Legal	3956	2968	4096	5892	4972	5387	5179	5031	6693	5788	6945	5283	6655	31%
Real Estate/Property	2249	2238	2816	3302	3171	3316	3180	3083	3261	3385	4508	3140	4105	31%
Advertising/PR/MR/Events	3060	2643	3480	3884	4068	4469	4143	4293	4270	4290	5112	4086	5213	29%
Fertilizers/Pesticides	3436	3042	4051	5016	4126	4185	4230	4972	6604	4704	5817	4259	5676	28%
NGO/Social Services	2618	2378	3393	2839	2761	2733	3052	2832	3272	3535	3684	2860	3706	26%
Oil and Gas/Power/Infrastructure/Energy	378	338	423	510	449	522	517	491	581	550	606	498	603	24%
Construction/Engineering/Cement/Metals	612	597	738	889	828	899	872	840	875	793	907	791	1025	21%
Travel & Hospitality	1170	1007	1014	1432	1698	1609	1603	1468	1487	1526	1665	1492	1765	20%
Shipping/Marine	817	738	835	991	872	953	935	961	1143	946	1198	879	1109	20%
Gems & Jewellery	4836	3830	3956	4609	4609	5462	5488	4784	4709	5500	5789	4533	5713	19%
Industrial Products/Heavy Machinery	1032	911	1153	1349	1345	1504	1440	1431	1454	1326	1575	1284	1619	18%
Courier/Transportation/Freight	2171	1953	2506	2826	2684	2818	3030	2712	2667	2654	2877	2729	3195	16%
Auto/Auto Ancillary	787	733	925	1160	1038	1146	1152	1106	1183	1360	1201	1063	1240	14%
Architecture/Interior Designing	1675	1345	1826	2490	2368	2565	2523	2269	2296	2324	2258	2028	2618	12%
FMCG/Foods/Beverage	1492	1491	1737	2024	1842	1996	1960	1976	2203	1971	2176	1746	2096	9%
Medical/Healthcare/Hospital	5192	3989	5260	6589	6248	6323	6403	5983	6402	6546	6059	5339	6559	7%
Chemicals/PetroChemical/Plastic/Rubber	1096	1042	1242	1537	1453	1528	1775	1580	1621	1383	1504	1240	1621	7%
Consumer Durables	717	649	833	964	788	918	891	896	797	805	820	656	921	4%
Telecom/ISP	670	374	602	621	563	607	669	622	741	664	685	517	630	3%
BPO/ITES/CRM/Transcription	1771	1567	1987	2468	2458	2659	2617	2600	2587	2325	2619	2131	2511	2%
Semiconductors/Electronics	3441	3010	3710	4879	4695	5669	5040	6203	5760	4255	4832	4169	5111	2%
Pharma/Biotech/Clinical Research	1654	1747	2169	2429	2117	2108	2078	1908	2081	1871	2094	1736	2154	1%
Printing/Packaging	900	771	960	1223	1053	1188	1168	1091	1002	1220	1277	899	1102	-1%
Agriculture/Dairy	1571	1208	1660	2276	1782	2006	1968	1768	1530	1521	1590	1413	1813	-5%
Education/Teaching/Training	4143	3674	4755	5868	5753	6321	6030	5848	5311	5040	5448	4761	5346	-6%
Retail	1441	1300	1758	2004	1795	1992	2055	2042	1865	1621	1849	1578	1811	-7%
IT-Software/Software Services	4155	3334	5370	5560	4983	4656	4711	5069	5872	4881	5283	3825	4674	-8%
Textiles/Garments/Accessories	1956	1640	2096	2403	2299	2504	2671	2200	2221	2012	2120	1524	2176	-8%
Recruitment/Employment Firm	3953	3249	3988	5253	4895	5160	4339	4021	4140	3741	4410	3277	4154	-10%
Export/Import	1199	908	1412	1461	1409	1612	1555	1486	1406	1177	1406	1063	1332	-11%
Security/Law Enforcement	2137	1252	1723	1905	1832	2811	2140	2684	1977	2358	2449	1252	1735	-21%
IT-Hardware & Networking	848	725	1006	1181	1338	1027	1045	757	923	856	916	672	828	-22%