

# NAUKRI JOBSPEAK REPORT

Hiring Trends By City, Industry  
& Experience



**2023**

October

# TABLE OF CONTENTS

1  
Overview

2  
Industry Analysis

3  
City Analysis

4  
Work Experience Analysis

5  
Methodology

6  
Annexure

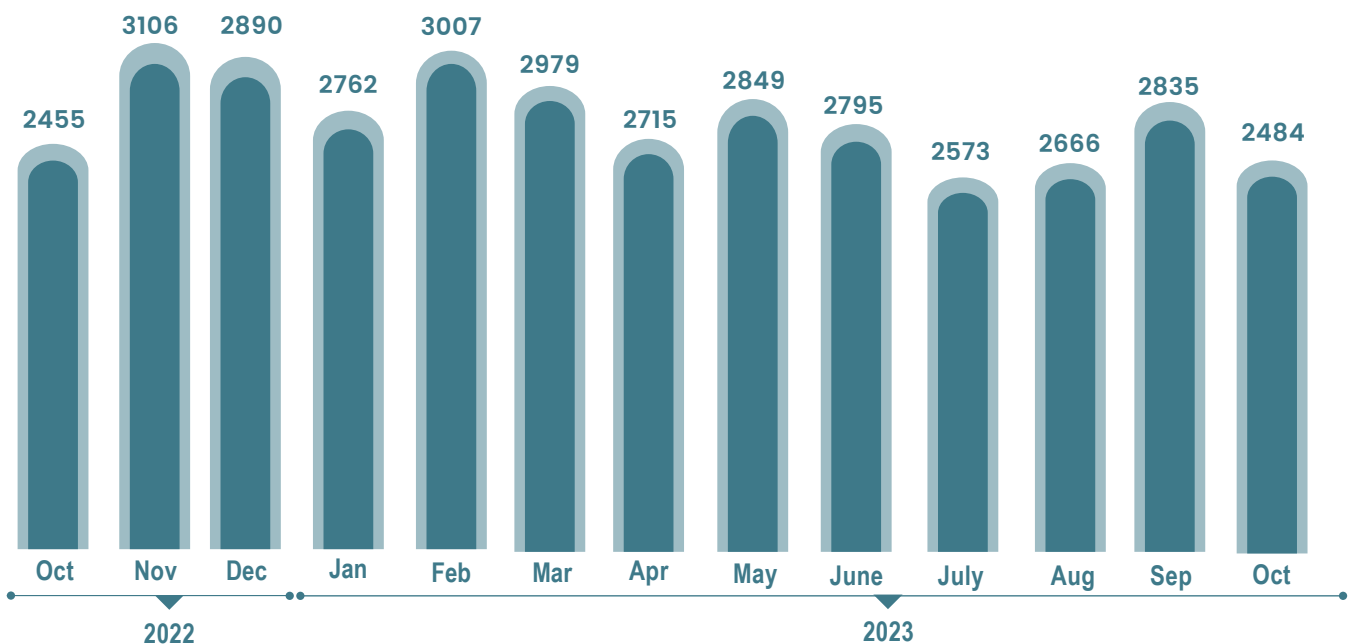




# INDEX FOR OCTOBER 2023

Oil & Gas, Pharma and Banking lead the way in job creation in Oct 2023: Naukri JobSpeakv

## OVERALL HIRING TRENDS



- Naukri JobSpeak Index, the authoritative measure of white-collar hiring in India, stood at 2484 in October 2023, flattish over 2455 recorded in October 2022.
- A broad range of sectors recorded positive job creation due to the low base effect last year (due to Diwali being in October 2022).
- The sectors with the highest job growth included Oil & Gas, Pharma/Biotech and Banking/Financial Services, followed by Healthcare, Auto and Hospitality.

**Pawan Goyal,**

Chief Business Officer,  
Naukri.com



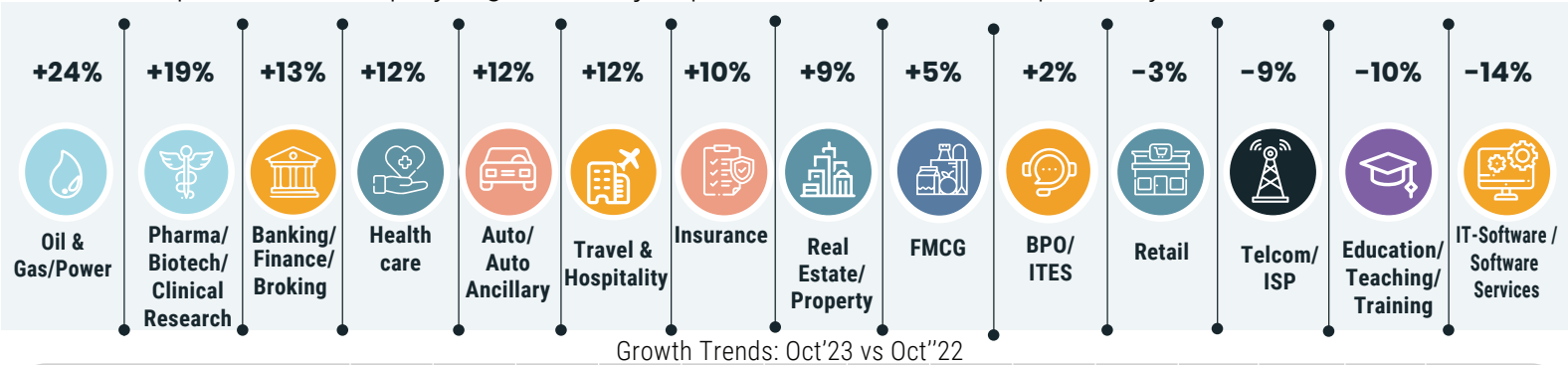
Positive job growth numbers across a wide range of sectors excluding IT continue to augur well for the diversification of job market to non-IT sectors of India. The reported job growth numbers are however also benefiting from the low base effect of last year's festival season in October and may moderate in the coming month.





# HIRING TRENDS ACROSS INDUSTRIES

- Oil & Gas witnessed the highest growth among all major sectors, jumping by 24% compared to October 2022.
- Driven by new projects of domestic and global energy giants, the growth was highest in the cities of Ahmedabad, Delhi NCR and Pune. Roles such as Maintenance Engineer, Industrial Engineer and Maintenance Head were in highest demand, especially for 16+ years of experience.
- Pharma/Biotech sector saw the second highest growth with a 19% increase in new jobs compared to October 2022.
- Driven by a rapid increase in Pharma R&D, the demand was highest for Clinical Research Assistants and Lab Technicians.
- The demand is highest in the cities of Vadodara, Ahmedabad and Coimbatore, as well as for experienced professionals with more than 16 years of experience.
- Banking and Financial Services sector continued its bull run and registered a yearly growth of 13% in October 2023 compared to last year.
- Opening of new branches by the major banks and small-finance banks led to a significant increase in demand for Branch Managers, Business Development Managers and Accounts Executives.
- Among the sub-sectors, NBFC and Fintech/Payments sector jobs grew by 40% and 27% respectively, while jobs in Banking, Financial Services and Investment Banking/Venture Capital/Private Equity registered a jump of 10%, 6% and 3% respectively.



Growth Trends: Oct'23 vs Oct'22

Industry	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23	May-23	June-23	July-23	Aug-23	Sep-23	Sep-23	Y-O-Y Growth %
Oil and Gas/Power/Infrastructure/Energy	498	603	646	656	625	608	630	675	686	632	642	641	617	↑ 24%
Pharma/Biotech/Clinical Research	1736	2154	2128	2074	2206	2251	2182	2314	2176	2036	2094	2332	2072	↑ 19%
Banking/Financial Services/Broking	3565	4335	4016	3919	4260	4555	3721	3768	3644	3261	3533	4817	4014	↑ 13%
Medical/Healthcare/Hospital	5339	6559	6674	5770	6328	6504	5948	6052	5696	5500	5758	6456	5957	↑ 12%
Auto/Auto Ancillary	1063	1240	1219	1193	1322	1287	1195	1271	1238	1193	1173	1270	1188	↑ 12%
Travel & Hospitality	1492	1765	1577	1547	1705	1816	1625	1739	1634	1519	1736	2025	1675	↑ 12%
Insurance	2382	2398	2544	2495	2324	3212	1761	1656	1644	1775	1779	2387	2627	↑ 10%
Real Estate/ Property	3140	4105	3815	3685	4169	4163	4020	3891	3621	3427	3667	4521	3430	↑ -9%
FMCG/Foods/Beverage	1746	2096	2126	1842	1949	2092	1914	1874	1800	1694	1769	1683	1838	↑ 5%
BPO/ITES/CRM/Transcription	2131	2511	2249	2303	2456	2415	2186	2256	2163	2036	2085	1952	2179	↑ 2%
Retail	1578	1811	1798	1611	1724	1726	1534	1621	1579	1438	1541	1642	1535	↓ -3%
Telecom/ISP	517	630	612	549	636	636	571	645	528	459	547	499	472	↓ -9%
Education/Teaching/Training	4761	5346	5208	5076	5221	5638	5005	5088	4993	4561	4773	4772	4274	↓ -10%
IT-Software/Software Services	3825	4674	4087	4010	4428	4147	3392	3618	3511	3187	3278	2989	3302	↓ -14%



# HIRING TRENDS ACROSS CITIES

- Job growth scenario in metros showed mixed trends in October 2023. While Delhi NCR and Mumbai clocked 5% and 4% growth in new job offers, Kolkata and IT-focused metros such as Bangalore, Hyderabad, Pune and Chennai saw de-growth of 6-11%.
- Among the new hubs of job creation, Vadodra, Ahmedabad, Jaipur and Chandigarh witnessed increase in hiring of 37%, 22%, 10% and 5%, respectively. Jobs in IT-focused cities of Cochin and Coimbatore continue a negative growth, of 18% and 7% respectively.

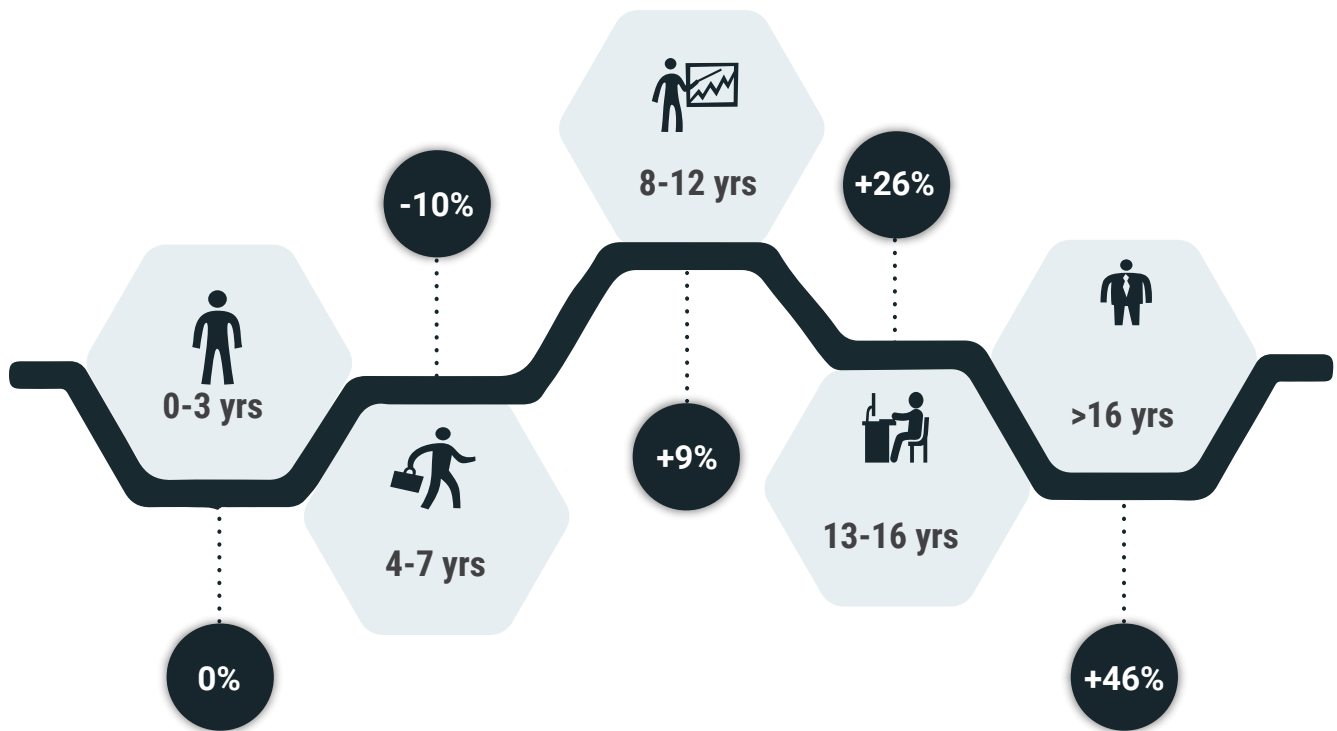


Growth Trends: Oct'23 vs Oct'22

# HIRING TRENDS ACROSS EXPERIENCE LEVELS



- The job market has shown preferences for experienced professionals in the latest month.
- The hiring for professionals with more than 16 years of experience jumped about 29% in September 2023 over September 2022.
- The hiring numbers for professionals with 13-16 years of experience increased by 11%.
- The new job offers for professionals with 8-12 years of experience and for people with 4-7 years of experience contracted by 2% and 19% respectively.
- The hiring for freshers decreased by 10% in September 2023.



Growth Trends: Oct'23 vs Oct'22

Exp Bucket	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Y-O-Y Growth %
0-3 yrs	2642	3253	3106	2926	3073	3144	2834	2945	2890	2672	2769	2933	2642	↓ 0%
4-7 yrs	2632	3293	2998	2871	3104	3010	2725	2846	2770	2516	2567	2717	2361	↓ -10%
8-12 yrs	2229	2864	2676	2568	2885	2859	2625	2774	2724	2507	2633	2861	2431	↓ +9%
13-16 yrs	1771	2342	2231	2159	2362	2389	2217	2370	2379	2271	2372	2421	2227	↑ +26%
16 + yrs	1613	2055	2184	2051	2273	2373	2230	2355	2370	2276	2457	2522	2361	↑ +46%

## METHODOLOGY:

---

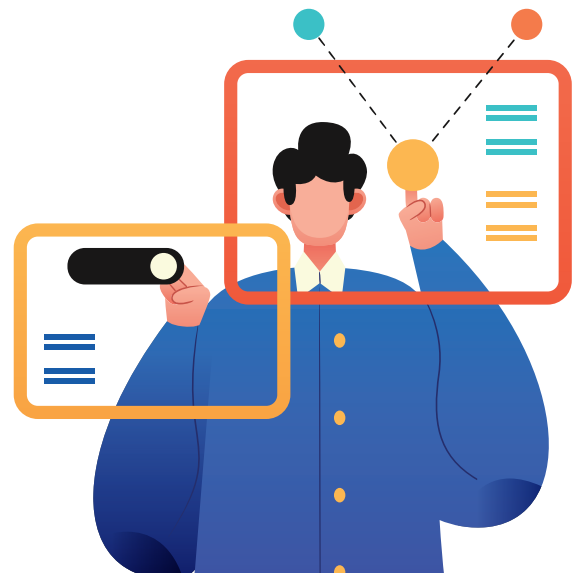
The Naukri JobSpeak is a monthly Index representing the state of the Indian job market & hiring activity based on new job listings and job-related searches\* by recruiters on the resume database of Naukri.com. The JobSpeak Index captures hiring activity across multiple dimensions, including industries, cities, functional areas, and experience bands. July 2008 is 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 over 70 Lakh new job mandates yearly. The report does not cover gig employment, hyperlocal hiring, or campus placement. Over an extended period, JobSpeak could be impacted by factors like internet penetration and Naukri's market share.

\*Index now includes job-related searches on Naukri's resume database, which helps generate

## ABOUT NAUKRI.COM

---

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 continuously grown while outperforming its competitors in every sphere. Info Edge was the first internet company to be listed in India. As the market leader, the brand has enjoyed the highest awareness and market share amongst job seekers and recruiters for over two decades. It has become synonymous with the jobs category. The platform has over 1 Crore active app installs and receives over 3 Million job applications daily. It provides hiring-related services to corporates, recruiters, placement agencies, and job seekers in India & overseas. It 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 9 Crore jobseekers, the brand serves over 100,000 unique clients through its 63 offices in 56 cities in India.



Global Market Performance Analysis - Q4 2023														
Industry	North America					Europe					Asia-Pacific			
	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Y-o-Y Growth %
Fertilizers/Pesticides	4259	5676	5550	5060	5385	5223	5246	6375	5720	5373	5057	5165	6758	<span>⬆️</span> -59%
Defence/Government	5270	7829	7254	7391	7662	7684	6373	8906	9560	6796	7529	7353	8049	<span>⬆️</span> -53%
Office Equipment/Automation	2464	3271	3229	4049	4148	3361	3596	3902	3786	3778	3905	3447	3536	<span>⬆️</span> -44%
Printing/Packaging	899	1102	1151	1149	1189	1183	1198	1157	1207	1260	1250	1354	1204	<span>⬆️</span> -34%
Construction/Engineering/Cement/Metals	791	1025	1050	1004	1061	1045	1031	1083	1089	1013	1066	1138	1043	<span>⬆️</span> -32%
Textiles/Garments/Accessories	1524	2176	1971	1842	2126	2102	2095	2060	2067	1837	1997	1997	1995	<span>⬆️</span> -31%
Gems & Jewellery	4533	5713	5705	5638	5742	6816	5477	6250	5816	5956	6176	6251	5909	<span>⬆️</span> -30%
Chemicals/PetroChemical/Plastic/Rubber	1240	1621	1589	1699	1667	1709	1482	1689	1612	1499	1549	1729	1558	<span>⬆️</span> -26%
NGO/Social Services	2860	3706	3855	3378	3395	3306	3242	3724	3256	3104	3541	4024	3536	<span>⬆️</span> -24%
Architecture/Interior Designing	2028	2618	2434	2605	2675	2728	2589	2811	2610	2612	2596	2926	2512	<span>⬆️</span> -24%
Oil and Gas/Power/Infrastructure/Energy	498	603	646	656	625	608	630	675	686	632	641	641	617	<span>⬆️</span> -24%
Consumer Durables	656	921	842	788	831	797	750	886	825	772	754	740	795	<span>⬆️</span> -21%
Pharma/Biotech/Clinical Research	1736	2154	2128	2074	2206	2251	2182	2314	2176	2036	2332	2332	2072	<span>⬆️</span> -19%
Security/Law Enforcement	1252	1735	1778	2038	1891	1971	2027	1804	1862	1784	1563	1662	1434	<span>⬆️</span> -15%
Legal	5283	6655	5724	5540	6272	6599	5413	5851	5637	5071	5263	5357	6011	<span>⬆️</span> -14%
Banking/Financial Services/Broking	3565	4335	4016	3919	4260	4555	3721	3768	3644	3261	4817	4817	4014	<span>⬆️</span> -13%
Travel & Hospitality	1492	1765	1577	1547	1705	1816	1625	1739	1634	1519	2025	2025	1675	<span>⬆️</span> -12%
Medical/Healthcare/Hospital	5339	6559	6674	5770	6328	6504	5948	6052	5696	5500	6456	6456	5957	<span>⬆️</span> -12%
Auto/Auto Ancillary	1063	1240	1219	1193	1322	1287	1195	1271	1238	1193	1173	1270	1188	<span>⬆️</span> -12%
Insurance	2382	2398	2544	2495	2324	3212	1761	1656	1644	1775	1779	2387	2627	<span>⬆️</span> -10%
Accounting/Taxation/Finance	4555	5307	4740	4506	4787	4212	4000	3879	3554	3303	3638	3642	4989	<span>⬆️</span> -10%
Real Estate/Property	3140	4105	3815	3685	4169	4163	4020	3891	3621	3427	3356	3356	3430	<span>⬆️</span> -9%
Advertising/PR/MR/Events	4086	5213	5498	4736	5559	5403	4607	4556	4497	4014	4458	4593	4380	<span>⬆️</span> -7%
Media/Dotcom/Entertainment	364	455	364	450	402	458	455	480	434	426	397	384	385	<span>⬆️</span> -6%
Semiconductors/Electronics	4169	5111	5185	4727	5199	5208	5004	5095	5371	5067	5096	4865	4359	<span>⬆️</span> -5%
Industrial Products/Heavy Machinery	1284	1619	1602	1286	1483	1612	1560	1489	1484	1377	1466	1387	1352	<span>⬆️</span> -5%
FMCG/Foods/Beverage	1746	2096	2126	1842	1949	2092	1914	1874	1800	1694	1683	1683	1838	<span>⬆️</span> -5%
Export/Import	1063	1332	1429	1319	1451	1240	1239	1405	1181	1224	1300	1204	1092	<span>⬆️</span> -3%
Shipping/Marine	879	1109	1029	992	1064	1044	958	985	914	895	949	923	895	<span>⬆️</span> -2%
BPO/ITES/CRM/Transcription	2131	2511	2249	2303	2456	2415	2186	2256	2163	2036	2085	1952	2179	<span>⬆️</span> -2%
Retail	1578	1811	1798	1611	1724	1726	1534	1621	1579	1438	1642	1642	1535	<span>⬆️</span> -3%
Courier/Transportation/Freight	2729	3195	3048	2788	2931	3020	2908	3030	2975	2777	2961	2661	2500	<span>⬆️</span> -8%
Telecom/ISP	517	630	612	549	636	636	571	645	528	459	547	579	472	<span>⬆️</span> -9%
Education/Teaching/Training	4761	5346	5208	5076	5221	5638	5005	5058	4993	4561	4772	4772	4274	<span>⬆️</span> -10%
Agriculture/Dairy	1413	1813	1641	1544	1657	1916	1463	1390	1308	1260	1260	1427	1219	<span>⬆️</span> -14%
IT-Software/Software Services	3825	4674	4087	4010	4428	4147	3392	3618	3511	3187	3278	2989	3302	<span>⬆️</span> -14%
IT-Hardware & Networking	672	828	758	745	816	863	749	733	680	581	636	657	551	<span>⬆️</span> -18%
Recruitment/Employment Firm	3277	4154	3840	3764	3950	3803	2555	2411	2110	1744	1151	896	648	<span>⬆️</span> -80%



# ANNEXURE CITY DATA

City	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Y-O-Y Growth %
Delhi / NCR	2436	3172	2933	2782	3014	2975	2759	2912	2650	2457	2613	2670	2558	<span>↑</span> +5%
Mumbai	1926	2468	2365	2264	2414	2369	2191	2299	2248	2039	2112	2191	1998	<span>↑</span> +4%
Kolkata	3040	4026	3754	3413	3754	3522	3198	3544	3375	3132	3152	2967	2857	<span>↓</span> -6%
Pune	3348	4221	3869	3682	4131	3932	3550	3669	3607	3272	3382	3157	3147	<span>↓</span> -6%
Bengaluru / Bangalore	2843	3534	3150	3027	3389	3267	2947	3020	2945	2660	2730	2564	2576	<span>↓</span> -9%
Chennai	2047	2625	2337	2207	2558	2478	2121	2192	2128	1927	1983	1843	1817	<span>↓</span> -11%
Hyderabad / Secunderabad	3187	4026	3590	3431	3898	3663	3377	3446	3266	2945	3009	2895	2951	<span>↓</span> -7%
Vadodara / Baroda	2504	3256	3416	3320	3517	3778	3177	3507	3074	2933	2992	3013	3442	<span>↑</span> +37%
Ahmedabad	4519	5766	6006	5601	5856	6041	5402	5614	5639	5335	5531	5981	5532	<span>↑</span> +22%
Jaipur	3895	4839	4857	4550	4768	4934	4823	4935	4274	4446	4844	4823	4280	<span>↑</span> +10%
Chandigarh	1652	2167	2182	1974	2232	2176	1958	2120	2052	1819	1946	2091	1727	<span>↑</span> +5%
Coimbatore	2888	3604	3322	3150	3647	3547	2927	3037	3165	3083	3122	3167	2698	<span>↓</span> -7%
Ernakulam / Kochi / Cochin	4214	4695	4360	4495	4630	4835	4225	4528	3975	3532	3431	3212	3460	<span>↓</span> -18%