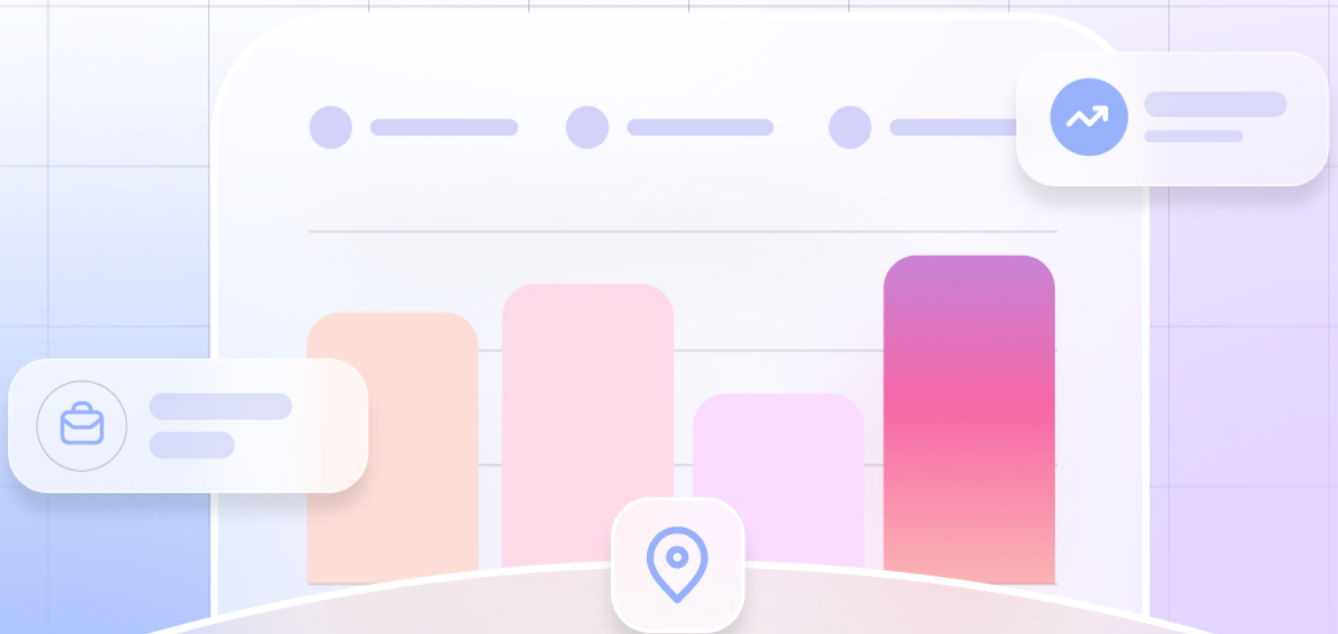




JobSpeak

September, 2025



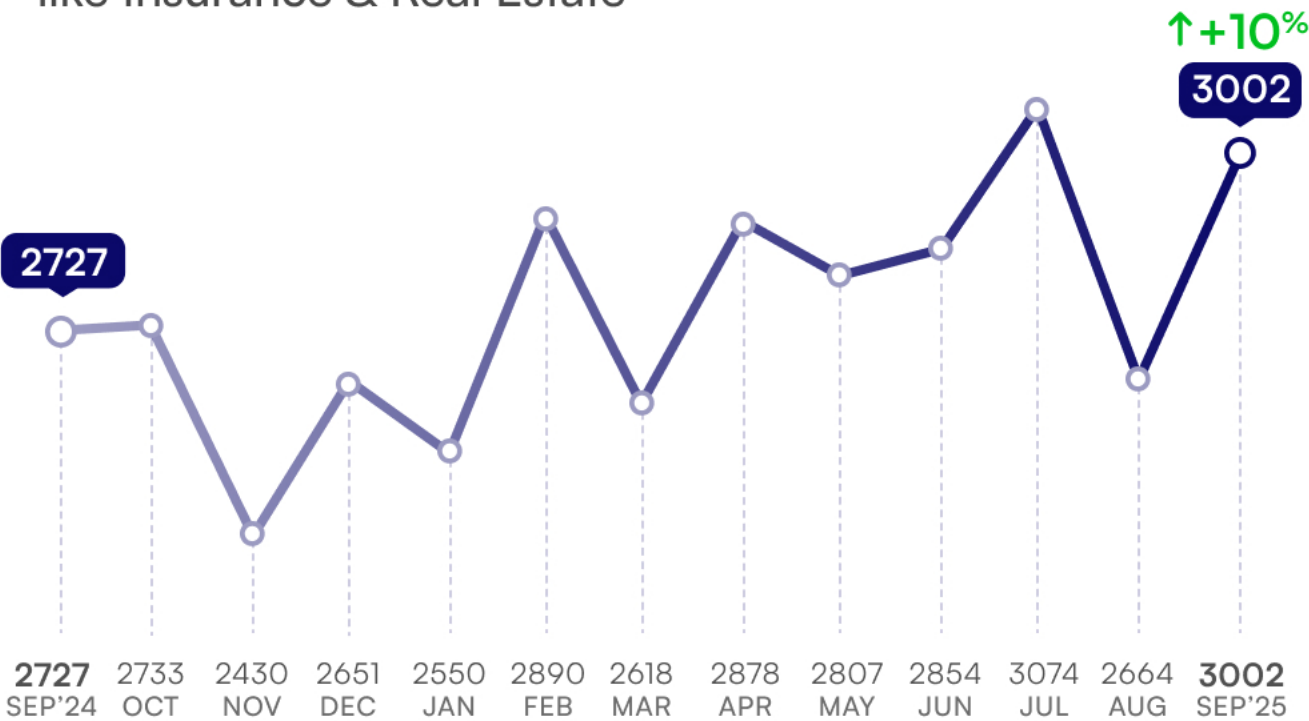
In-depth hiring trends by city,
industry & experience



White-Collar Hiring Ends Q2 FY'26 on a Strong Note with 10% YoY Growth in September

OVERALL HIRING TRENDS

Strong **10% YoY** growth, driven by key non-IT sectors like Insurance & Real Estate



HIGHLIGHTS

Insurance	+28%	Auto	+5%
Real Estate	+26%	IT/Software Services	+1%
BPO/ITES	+24%	Banking & Financial Services	-6%

“ The 10% growth in September rounds out a solid Q2 FY'26, with a **7% overall increase** in **white-collar hiring** during the quarter. It's particularly notable how sectors like **Insurance and Hospitality** have sustained their momentum over the last 3 quarters, while fresher hiring continues to witness positive growth alongside.



Dr. Pawan Goyal

Chief Business Officer, Naukri



Hiring trends by industries

 Insurance	+28%	 Oil & Gas Power	+6%
 Real Estate / Property	+26%	 Retail	+5%
 BPO/ITES	+24%	 Auto / Auto Ancillary	+5%
 Education	+22%	 Telecom / ISP	+3%
 Hospitality / Travel	+19%	 IT / Software Services	+1%
 Healthcare	+17%	 Banking / Finance / Broking	-6%
 FMCG	+15%	 AI / ML	+61%
 Pharma / Clinical Research	+10%	 GCC	+6%

✦ The **Insurance** sector's **+28%** growth was majorly driven by a significant **+36%** uptick in **fresher hiring** in the sector

✦ While the **IT sector** remained stable at **+1%** overall, **IT Unicorns** bucked the trend by witnessing a **+38%** growth in hiring,

✦ **Real Estate's +26%** growth was mainly driven by hiring surge in metros like **Chennai (+41%)** and **Bengaluru (+34%)**.

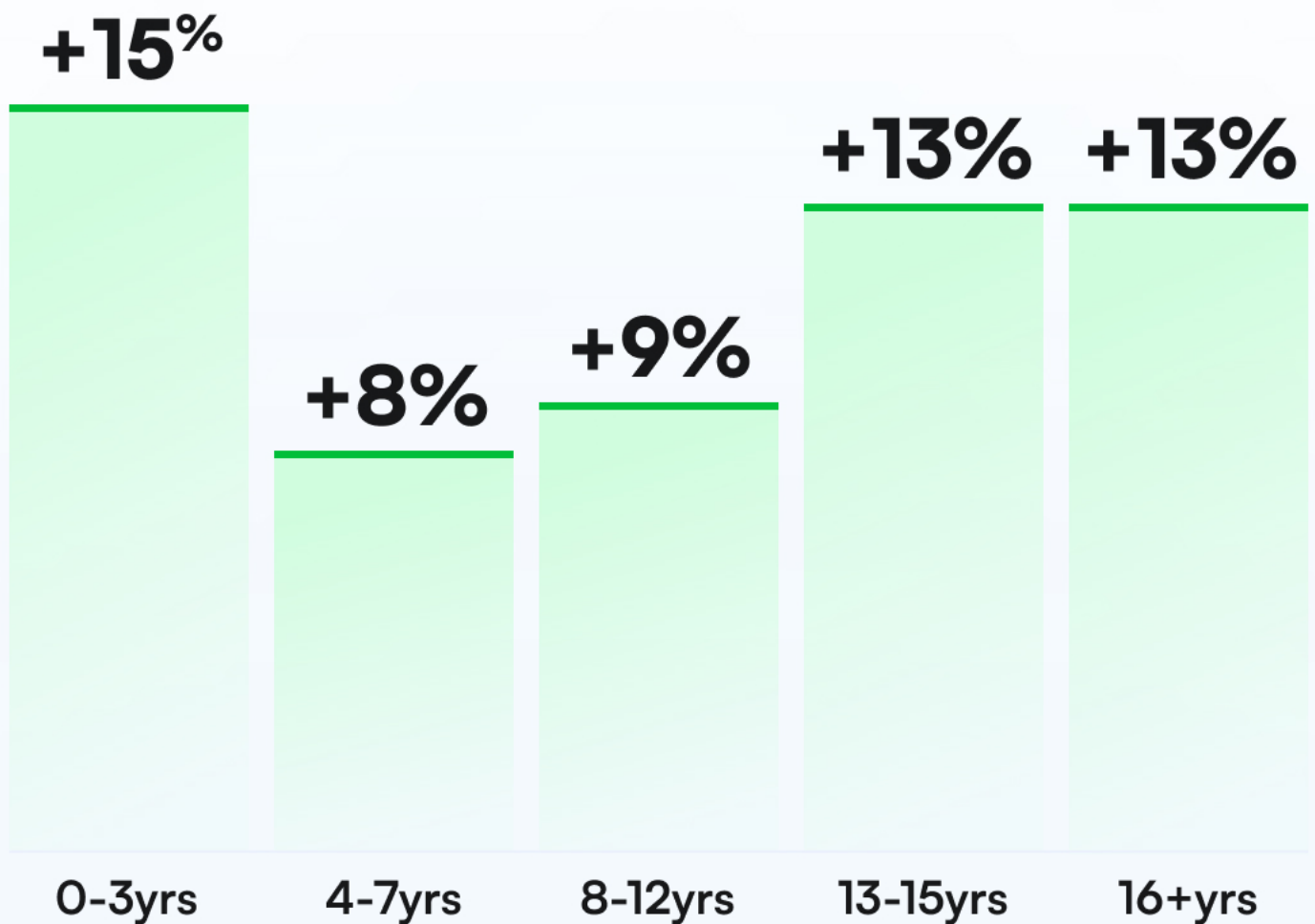
Hiring trends by experience level

+15%

growth in **fresher hiring**,
driven by Non IT sectors like
**Insurance, Hospitality &
Real Estate**

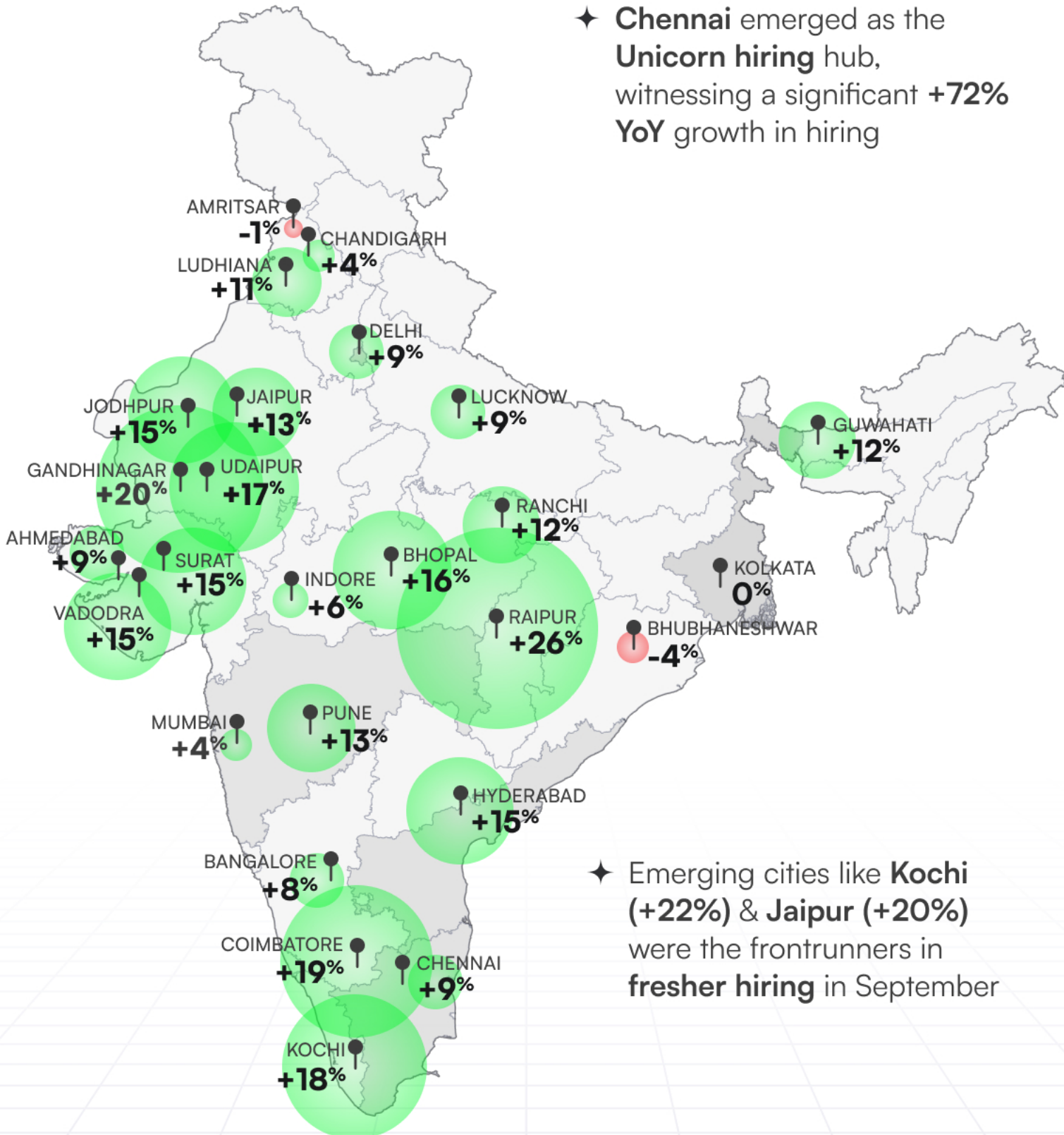
+13%

growth in **hiring for
16+ years** experience band,
driven by industries like
Healthcare & Education



Hiring trends by geography

✦ **Chennai** emerged as the **Unicorn hiring** hub, witnessing a significant **+72%** YoY growth in hiring



✦ Emerging cities like **Kochi** (+22%) & **Jaipur** (+20%) were the frontrunners in **fresher hiring** in September

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	Sep'24	Oct'24	Nov'24	Dec'24	Jan'25	Feb'25	Mar'25	Apr'25	May'25	Jun'25	Jul'25	Aug'25	Sep'25	YOY(%)
Accounting / Finance	5820	5793	5319	5979	5167	6513	5926	7218	6502	6989	7947	7456	8329	↑43%
Advertising / PR / MR / Events	4475	4467	4037	4264	4575	5189	4522	4885	4794	5149	5322	5091	5536	↑24%
Agriculture / Dairy	1070	1129	921	1061	1202	1111	1105	1321	1248	1233	1207	1166	1344	↑26%
Architecture / Interior Designing	2843	3101	2830	3146	3119	3528	3512	3390	3478	4002	4388	4492	4779	↑68%
Auto / Auto Ancillary	1279	1243	1146	1291	1250	1374	1239	1310	1296	1324	1446	1222	1349	↑5%
Banking / Financial Services / Broking	3917	3915	3412	3770	3736	3992	3546	3822	3819	3783	4026	3269	3664	↓-6%
BPO / ITES	2036	2077	1887	1984	1909	2171	2095	2314	2282	2339	2450	2332	2532	↑24%
Chemicals / PetroChemical / Plastic / Rubber	1772	1759	1598	1786	1746	1867	1641	1937	1974	1971	2082	1802	1935	↑9%
Construction / Engineering / Cement / Metals	1221	1192	1084	1265	1240	1287	1168	1344	1284	1306	1369	1207	1329	↑9%
Consumer Durables	907	849	761	931	930	1019	899	1101	1002	1085	1221	868	904	0%
Courier / Transportation / Freight	2788	2756	2547	2702	2809	2802	2645	2835	2870	2933	3288	2785	3145	↑13%
Defence / Government	7886	7288	7822	8003	6872	7747	9646	9433	8921	9679	9007	9786	10843	↑38%
Education / Teaching / Training	4403	4285	4159	4899	4613	5010	4420	5044	4994	5020	5515	4945	5357	↑22%
Export / Import	1183	1109	1019	1251	1161	1353	1313	1347	1279	1348	1478	1269	1354	↑14%
Fertilizers / Pesticides	6390	5834	5455	5743	6234	6430	5920	6528	6521	6534	6305	6063	6325	↓-1%
FMCG / Foods / Beverage	2075	1987	1891	2173	2225	2248	2082	2272	2235	2211	2224	2003	2376	↑15%
Gems & Jewellery	6164	6655	5694	6496	6137	6459	5989	6554	7140	6581	6993	6750	7119	↑15%
Hotels / Restaurants / Airlines / Travel	1752	1733	1615	1757	1767	1991	1718	1971	1939	1982	2139	1992	2086	↑19%
Industrial Products / Heavy Machinery	1577	1586	1395	1586	1557	1614	1546	1720	1622	1708	1849	1616	1715	↑9%
Insurance	2465	2773	2186	2249	2637	2641	2547	2530	2609	2780	3075	2858	3162	↑28%
IT-Hardware & Networking	656	598	521	573	578	615	596	615	618	621	660	510	580	↓-12%
IT-Software / Software Services	3539	3487	3116	3266	3190	3711	3413	3573	3457	3523	3688	3111	3585	↑1%
Legal	5819	5914	4878	4840	5786	6423	5786	5762	5443	5148	6004	5191	5600	↓-4%
Media / Dotcom / Entertainment	456	468	382	413	441	461	464	493	560	492	566	514	547	↑20%
Medical / Healthcare / Hospital	5967	6165	5693	6691	5920	6504	6019	6266	6338	6364	6632	5845	6995	↑17%
NGO / Social Services	4108	4255	3825	3999	3968	3999	3426	3627	4293	4274	5048	3891	4685	↑14%
Office Equipment / Automation	3700	3899	3285	4105	3950	4337	3986	4554	4590	4837	4906	4142	4883	↑32%
Oil and Gas / Power / Infrastructure / Energy	724	731	662	734	718	790	665	789	797	813	851	717	766	↑6%

Annexure Industry Data

Industry	Sep'24	Oct'24	Nov'24	Dec'24	Jan'25	Feb'25	Mar'25	Apr'25	May'25	Jun'25	Jul'25	Aug'25	Sep'25	YOY(%)
Pharma/Biotech/Clinical Research	2290	2325	2073	2379	2390	2535	2253	2607	2501	2494	2666	2269	2522	↑10%
Printing/Packaging	1417	1221	1155	1250	1269	1381	1275	1494	1375	1426	1638	1335	1420	0%
Real Estate/Property	3739	3914	3415	4092	3997	4301	3874	4212	4288	4316	4518	4277	4711	↑26%
Recruitment	645	668	578	642	613	694	662	666	685	699	703	484	545	↓-16%
Retail	1572	1525	1315	1536	1518	1546	1429	1635	1577	1641	1712	1466	1656	↑5%
Security/Law Enforcement	1370	1588	1198	1438	1646	1532	1321	1428	1483	1778	1979	1862	1885	↑38%
Semiconductors/Electronics	5519	5065	4532	5286	5295	5592	5290	5646	5805	5584	6184	5362	5588	↑1%
Shipping/Marine	1137	1159	905	1136	1159	1266	1077	1107	1032	1114	1183	944	1031	↓-9%
Telcom/ISP	491	489	434	475	472	505	437	474	467	459	451	413	508	↑3%
Textiles/Garments/Accessories	2345	2182	1977	2367	2434	2529	2272	2557	2451	2584	2747	2356	2581	↑10%
Animation	686	678	697	689	699	701	690	478	573	621	806	604	661	↓-4%
Aviation / Aerospace Firms	1272	1139	967	1021	1113	1238	1042	1100	1192	1049	1259	861	1113	↓-13%
Electricals / Switchgears	1927	1817	1591	2001	1858	2028	1973	2192	2048	2095	2239	1979	2195	↑14%
Facility Management	1231	1392	1362	1335	1314	1470	1281	1464	1412	1429	1359	1134	1259	↑2%
Food Processing	1512	1388	1295	1372	1404	1481	1293	1502	1547	1502	1620	1439	1550	↑3%
Internet/Ecommerce	929	936	818	870	943	1003	879	944	968	910	984	878	953	↑3%
KPO / Research /Analytics	1040	1127	1079	1289	1076	1164	1080	1114	1094	1134	1111	999	1207	↑16%
Medical Devices / Equipments	1512	1396	1214	1475	1436	1676	1459	1641	1662	1821	1669	1519	1745	↑15%
Mining	1653	1640	1609	1645	1671	1525	1377	1787	1759	1692	1984	1568	1826	↑10%
Other	1303	1334	1078	1225	1218	1315	1226	1389	1408	1487	1622	1346	1612	↑24%
Publishing	1321	1347	1126	1229	1136	1176	1112	1265	1236	1250	1383	1138	1253	↓-5%
Steel	1707	1763	1578	1701	1631	1738	1627	1879	1838	1817	1898	1707	1813	↑6%
Strategy /Management Consulting Firms	1189	1282	1047	1075	1129	1294	1119	1093	1017	1104	1179	1017	1208	↑2%
Water Treatment / Waste Management	1401	1302	1202	1437	1375	1576	1397	1624	1591	1647	1627	1464	1622	↑16%
Wellness / Fitness / Sports / Beauty	1348	1299	1163	1273	1318	1393	1238	1399	1428	1422	1518	1371	1599	↑19%

Annexure City Data

Industry	City	Sep'24	Sep'25	MOM (%)	YOY(%)
Andhra Pradesh	Nellore	1205	1248	9%	↑ 4%
	Tirupati	1279	1286	6%	↑ 1%
	Vijayawada	1065	1191	13%	↑ 12%
	Visakhapatnam/Vizag	942	1023	16%	↑ 9%
Assam	Guwahati	1155	1294	14%	↑ 12%
Bihar	Patna	1225	1447	17%	↑ 18%
Chandigarh (UT)	Chandigarh	1849	1922	11%	↑ 4%
Chhattisgarh	Raipur	1593	2007	21%	↑ 26%
Dadra & Nagar Haveli (UT)	Dadra & Nagar Haveli and Daman & Diu	1447	1768	14%	↑ 22%
Delhi (NCR)	Delhi / NCR	2828	3092	15%	↑ 9%
Gujarat	Ahmedabad	6054	6579	16%	↑ 9%
	Vadodara/Baroda	3185	3653	15%	↑ 15%
	Bharuch	1288	1459	14%	↑ 13%
	Gandhinagar	1447	1731	24%	↑ 20%
	Jamnagar	1639	1604	0%	↓ -2%
	Rajkot	1530	1660	19%	↑ 9%
	Surat	1519	1743	14%	↑ 15%
Jammu & Kashmir	Jammu	1485	1874	18%	↑ 26%
Jharkhand	Jamshedpur	1115	1119	-1%	0%
	Ranchi	1351	1514	19%	↑ 12%
Karnataka	Bangalore/Bengaluru	2895	3139	13%	↑ 8%
	Hubli	1248	1511	14%	↑ 21%
	Mangaluru/Mangalore	1042	1099	14	↑ 5%
	Mysore/Mysuru	1043	1194	-1%	↑ 14%
Kerala	Kochi/Cochin	3430	4047	2%	↑ 18%
	Calicut/Kozhikode	792	917	6	↑ 16%
	Cannanore/Kannur	819	830	-5%	↑ 1%
	Kollam/Quilon	880	780	-3%	↓ -11%
	Trivandrum/Thiruvananthapuram	546	741	10%	↑ 36%
Madhya Pradesh	Bhopal	1221	1419	10%	↑ 16%
	Gwalior	1422	1694	27%	↑ 19%
	Indore	1370	1448	8%	↑ 6%
	Jabalpur	1144	1362	16%	↑ 19%

Annexure City Data

Industry	City	Sep'24	Sep'25	MOM (%)	YOY(%)
Maharashtra	Mumbai	2186	2282	13%	↑ 4%
	Pune	3672	4161	13%	↑ 13%
	Aurangabad	1169	1317	8%	↑ 13%
	Kolhapur	861	945	0%	↑ 10%
	Nagpur	1041	1090	12%	↑ 5%
	Nasik/Nashik	1271	1374	10%	↑ 8%
Odisha	Bhubaneswar	1328	1269	19%	↓ -4%
Puducherry (UT)	Pondicherry/Puducherry	971	975	7%	0%
Punjab	Amritsar	1317	1310	19%	↓ -1%
	Ludhiana	1368	1521	15	↑ 11%
Rajasthan	Jaipur	4953	5602	11%	↑ 13%
	Jodhpur	1495	1724	13%	↑ 15%
	Kota	1254	1505	16%	↑ 20%
	Udaipur	1463	1719	3%	↑ 18%
Tamil Nadu	Chennai	2144	2330	13%	↑ 9%
	Coimbatore	3147	3746	14%	↑ 19%
	Madurai	1237	1233	13%	0%
	Salem	1352	1594	15%	↑ 18%
	Tiruchirapalli/Trichy	1018	1171	12%	↑ 15%
	Vellore	1251	1302	4%	↑ 4%
Telangana	Hyderabad/Secunderabad	3387	3889	14%	↑ 15%
Uttar Pradesh	Agra	1357	1430	11%	↑ 5%
	Allahabad/Prayagraj	1037	1213	25%	↑ 17%
	Bareilly	1572	1428	25%	↓ -9%
	Kanpur	1450	1538	19%	↑ 6%
	Lucknow	1401	1525	16%	↑ 9%
	Varanasi/Benaras	1372	1504	25%	↑ 10%
Uttarakhand	Dehradun	1418	1462	7%	↑ 3%
	Haridwar	1905	1802	12%	↓ -5%
West Bengal	Kolkata	3445	3446	12%	0%
	Siliguri	1216	1340	-1%	↑ 10%