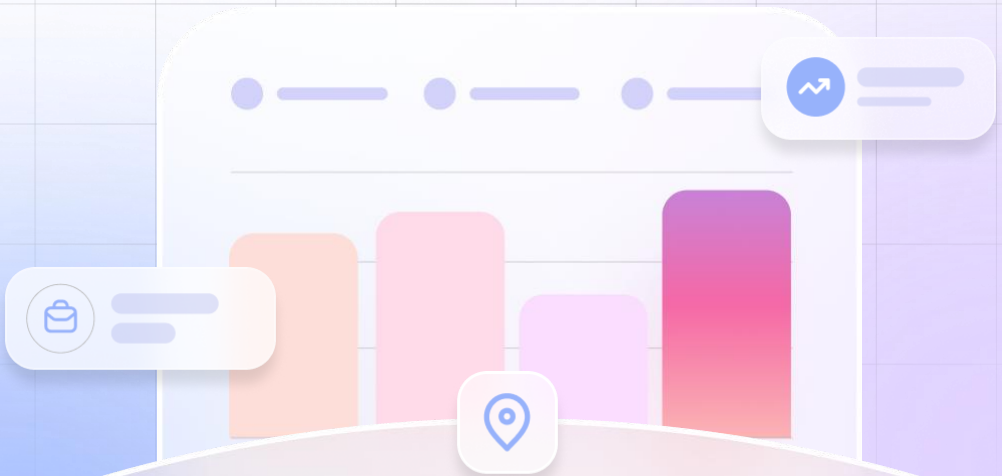




JobSpeak

September, 2026



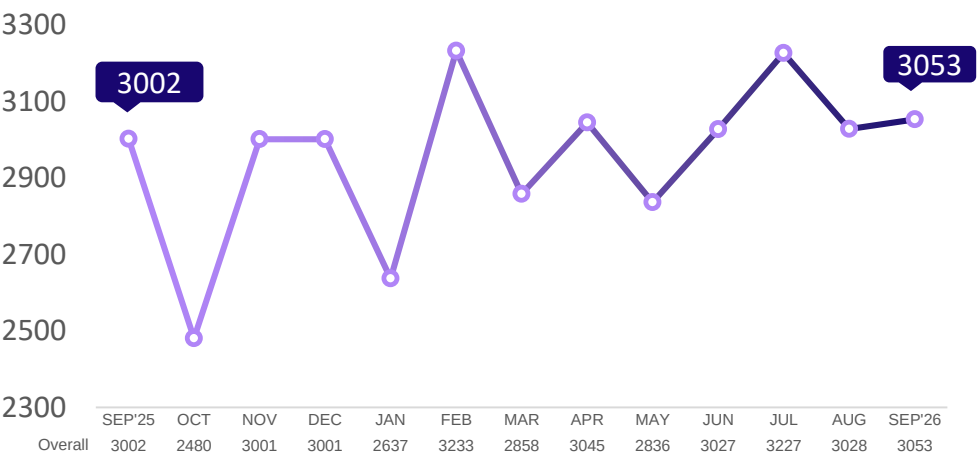
A Naukri report on hiring
trends by city, industry &
experience



White-collar hiring holds steady in September; AI/ML roles continue to grow

OVERALL HIRING TRENDS

Steady **2%** YOY growth; however AI/ML roles saw a 20% YOY growth



HIGHLIGHTS

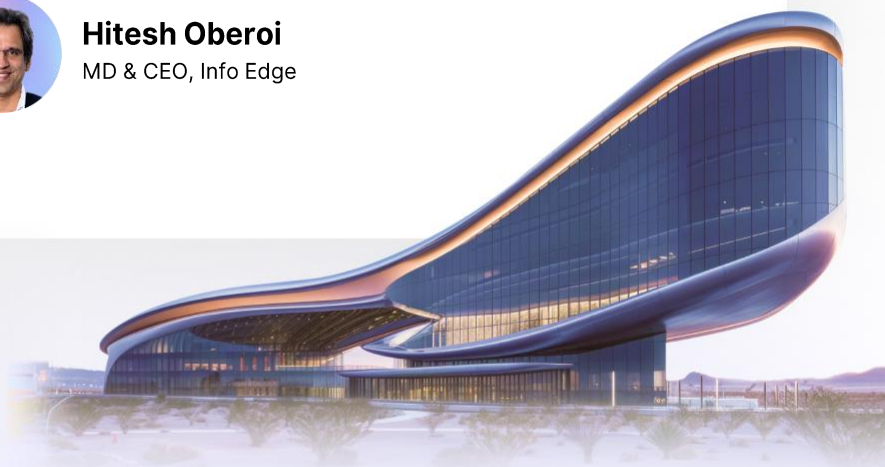
Auto	+11%	IT/Software Services	-4%
BPO/ITES	+4%	Hospitality	-11%
Insurance	+1%	Education	-18%



September's numbers reflect a hiring market that remains steady, but more **selective**. While overall hiring was broadly **stable**, demand continued to move towards specialised skills, particularly **AI**, and more experienced professionals. The variation across sectors and cities also highlights that hiring is increasingly being driven by specific business and capability needs.



Hitesh Oberoi
MD & CEO, Info Edge



Hiring trends by industries

 Auto	+11%	 IT/Software Services	-4%
 BPO/ITES	+4%	 Pharma/Biotech	-4%
 Insurance	+1%	 FMCG	-4%
 Retailing	+1%	 Hospitality	-11%
 Banking/Fin. Services	0%	 Telecom	-12%
 Real estate	0%	 Education	-18%
 Oil & Gas	-1%	 GCC	+4%
 Healthcare	-3%	 AI/ML	+20%

- ✦ The **Auto** sector posted a strong +11% YOY growth, driven by southern cities like **Hyderabad (+26%), Chennai (+19%) & Bangalore (+18%)**.

✦ While the **Banking & Financial Services** sector was **stable**, it witnessed a **+14%** surge in **fresher hiring**.
- ✦ **BPO/ITES** sector witnessed a modest +4% growth. However, GCC hiring in the sector grew by **+59%**.

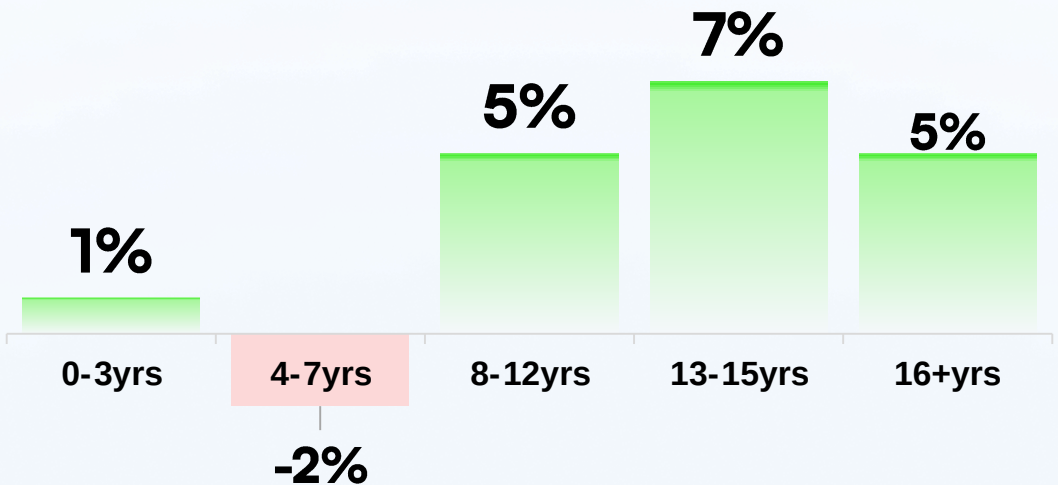
Hiring trends by experience level

1%

growth in fresher hiring overall. However, non-IT sectors like **Oil & Gas** and **Banking & Financial Services** saw double-digit growth.

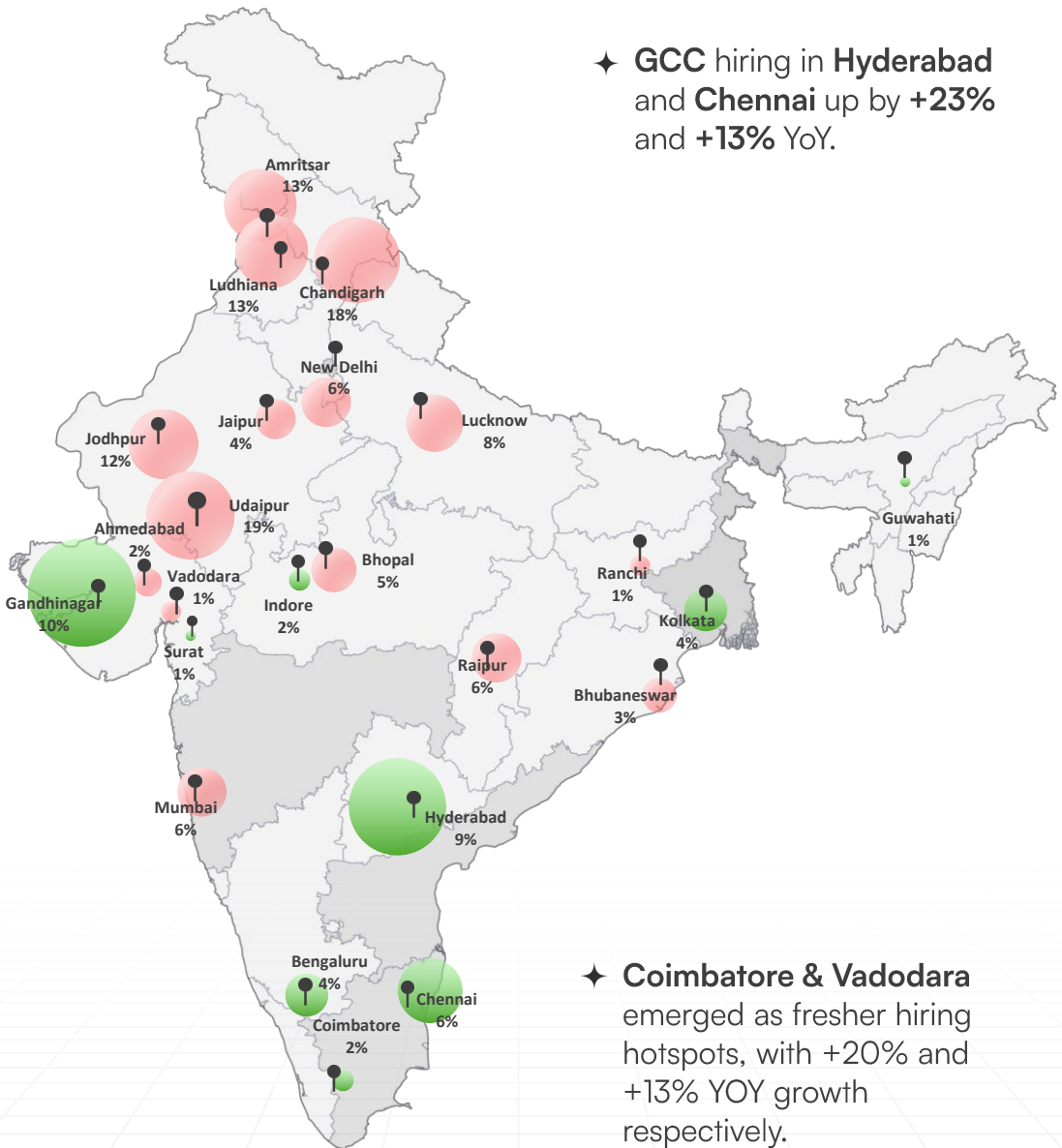
5%

growth recorded in hiring for seasoned professionals (>16 years of experience), while sectors like **Auto** and **BPO/ITES** saw strong growth.



Hiring trends by geography

✦ **GCC hiring in Hyderabad and Chennai up by +23% and +13% YoY.**



✦ **Coimbatore & Vadodara** emerged as fresher hiring hotspots, with +20% and +13% YOY growth respectively.

Methodology

The Naukri JobSpeak is a monthly index that tracks trends in India's job market and hiring activity, based on new job postings (including free job listings) and recruiter searches on Naukri.com's resume database. Using July 2008 as the base month (Index = 1,000), the index analyses hiring patterns across industries, cities, and experience levels. It aggregates data from over 150,000 clients, covering 80 lakh+ new job mandates annually. **Following the inclusion of free listings, hiring activity is witnessing a transient uplift due to higher participation from small and medium businesses, which is expected to normalise once the base adjusts over the next few months. The index 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

1.5 L

CLIENTS

1 CR

ACTIVE APP
INSTALLS

80 L

NEW JOB
MANDATES YEARLY

Annexure Industry Data

Industry	Sep'25	Oct'25	Nov'25	Dec'25	Jan'26	Feb'26	Mar'26	Apr'26	May'26	Jun'26	Jul'26	Aug'26	Sep'26	YOY(%)
Accounting/Finance	8329	6658	8975	9121	7556	9449	9055	9495	8969	8750	8742	8511	8379	↑1%
Advertising/PR/IR/Events	5536	4782	5890	5774	5530	6172	5716	5857	5765	5534	5482	5336	5262	↓5%
Agriculture/Dairy	1344	1066	1310	1271	1128	1343	1249	1243	1169	1104	1159	1125	1053	↓22%
Architecture/Interior Designing	4779	4022	5143	4980	4503	5408	4869	5169	4725	4959	4958	5249	4823	↑1%
Auto/Auto Ancillary	1349	1066	1306	1290	1149	1371	1238	1309	1207	1308	1460	1457	1495	↑11%
Banking/Financial Services/Broking	3664	2989	3535	3506	3158	3803	3322	3427	3251	3322	3825	3602	3681	↑0%
BPO/ITES	2532	2193	2475	2460	2306	2643	2477	2672	2483	2422	2572	2526	2638	↑4%
Chemicals/PetroChemical/Plastic/Rubber	1935	1585	1973	1937	1739	1988	1812	1876	1834	1851	2061	1993	1942	↑0%
Construction/Engineering/Cement/Metals	1329	1092	1377	1430	1262	1513	1324	1398	1298	1408	1492	1385	1390	↑5%
Consumer Durables	904	732	940	1006	863	951	942	981	912	947	1160	1179	1102	↑22%
Courier/Transportation/Freight	3145	2357	2870	2791	2502	2969	2628	2839	2605	2913	3156	2973	2938	↓7%
Defence/Government	10843	8730	9587	10413	10761	10818	9730	10257	9956	11146	10538	9700	11409	↑5%
Education/Teaching/Training	5357	4831	5973	5345	4733	5532	5063	5506	4712	4815	4853	4566	4386	↓18%
Export/Import	1354	1044	1372	1263	1151	1298	1086	1189	1141	1137	1434	1514	1455	↑7%
Fertilizers/Pesticides	6325	5292	6352	5439	5225	6121	5188	5634	4677	5252	5422	5539	5365	↓15%
FMCG/Foods/Beverage	2376	1859	2349	2321	2146	2514	2218	2383	2260	2362	2335	2212	2276	↓4%
Gems & Jewellery	7119	6296	8140	8257	6829	8023	7409	7879	7431	7179	7972	8321	8469	↑19%
Hotels/Restaurants/Airlines/Travel	2086	1846	2268	2272	2040	2292	2073	2085	2045	1913	1989	1919	1866	↓11%
Industrial Products/Heavy Machinery	1715	1331	1730	1717	1561	1754	1667	1778	1686	1741	1886	1813	1842	↑7%
Insurance	3162	2586	2981	3010	2818	3370	2829	3069	3096	3224	3383	3207	3197	↑1%
IT-Hardware & Networking	580	519	647	689	557	694	660	675	597	633	601	554	549	↓5%
IT-Software/Software Services	3585	2967	3565	3531	3119	3948	3462	3605	3205	3415	3909	3450	3432	↓4%
Legal	5600	4554	4897	4978	4091	5515	4816	4675	4159	4202	5043	4815	4409	↓21%
Media/Dotcom/Entertainment	547	437	565	539	497	570	523	540	492	489	543	441	477	↓13%
Medical/Healthcare/Hospital	6995	5771	7164	6990	6217	6948	6472	6937	6739	6476	7030	6800	6782	↓3%
NGO/Social Services	4685	3465	4344	4530	3750	4427	3728	3966	3552	3580	4695	4168	4194	↓10%
Office Equipment/Automation	4883	3701	4656	4731	4284	4902	4701	5027	4699	5006	5298	5177	4881	↓0%
Oil and Gas/Power/Infrastructure/Energy	766	628	779	866	759	878	768	819	749	809	851	777	760	↓1%

Annexure Industry Data

Industry	Sep'25	Oct'25	Nov'25	Dec'25	Jan'26	Feb'26	Mar'26	Apr'26	May'26	Jun'26	Jul'26	Aug'26	Sep'26	YOY(%)
Pharma/Biotech/Clinical Research	2522	2064	2594	2631	2385	2728	2405	2600	2289	2598	2506	2320	2417	↓4%
Printing/Packaging	1420	1098	1423	1541	1294	1438	1298	1296	1240	1276	1458	1368	1469	↑3%
Real Estate/Property	4711	3765	4784	4963	4444	5125	4406	4707	4360	4515	4879	4619	4723	↑0%
Recruitment	545	502	681	876	762	923	954	959	1055	1042	1083	1012	995	↑83%
Retail	1656	1385	1611	1603	1558	1759	1538	1709	1586	1611	1763	1679	1678	↑1%
Security/Law Enforcement	1885	1320	1544	1650	1234	1383	1373	1575	1293	1340	1682	1395	1545	↓18%
Semiconductors/Electronics	5588	4461	5475	5414	4657	5432	5121	5526	5164	5298	5751	5533	5655	↑1%
Shipping/Marine	1031	864	947	1025	855	1157	938	973	868	962	1088	1146	1105	↑7%
Telcom/ISP	508	367	453	437	374	450	423	420	413	486	433	438	445	↓12%
Textiles/Garments/Accessories	2581	2167	2680	2611	2334	2665	2712	2666	2634	2531	2747	2759	2701	↑5%
Aviation / Aerospace Firms	1113	797	1143	1348	1093	1142	1043	1260	1007	1073	1397	1144	1087	↓2%
Electricals / Switchgears	2195	1607	2183	2239	1886	2128	1872	2000	2031	2224	2261	2070	2122	↓3%
Facility Management	1259	1088	1364	1377	1335	1617	1301	1382	1175	1414	1359	1407	1391	↑10%
Food Processing	1550	1229	1529	1492	1354	1530	1442	1499	1475	1484	1669	1435	1581	↑2.0%
Internet/Ecommerce	953	762	890	855	814	924	806	825	867	927	876	848	911	↓4%
KPO / Research /Analytics	1207	981	1083	1044	904	1090	980	1044	954	1013	1055	994	976	↓19%
Medical Devices / Equipments	1745	1414	1679	1724	1519	1662	1734	1808	1579	1706	1669	1623	1795	↑3%
Mining	1826	1534	1744	2019	1648	1896	1684	1781	1679	1840	2044	2013	2022	↑11%
Other	1612	1252	1661	1643	1522	1761	1672	1691	1732	1898	1800	1774	1707	↑6%
Publishing	1253	1039	1275	1344	1179	1380	1256	1298	1258	1186	1217	1085	1127	↓10%
Steel	1813	1538	1717	1676	1549	1710	1643	1812	1823	1767	1879	1912	1848	↑2%
Strategy /Management Consulting Firms	1208	928	1211	1218	1050	1315	1146	1193	1075	1228	1273	1132	1157	↓4%
Water Treatment / Waste Management	1622	1252	1596	1743	1422	1664	1689	1675	1712	1615	1627	1637	1653	↑2%
Wellness / Fitness / Sports / Beauty	1599	1331	1587	1507	1389	1507	1535	1648	1560	1622	1579	1617	1581	↓1%

Annexure City Data

State	City	Sep'25	Sep'26	MOM(%)	YOY(%)
Andhra Pradesh	Nellore	1248	1414	-3%	↑13%
	Vijayawada	1191	1287	6%	↑8%
	Visakhapatnam/Vizag	1023	1064	-4%	↑4%
Assam	Guwahati	1294	1301	9%	↑1%
Bihar	Patna	1447	1438	0%	↓1%
Chandigarh (UT)	Chandigarh	1922	1584	5%	↓18%
Chhattisgarh	Raipur	2007	1891	-7%	↓6%
Dadra & Nagar Haveli (UT)	Dadra & Nagar Haveli and Daman & Diu	1768	1573	4%	↓11%
Delhi (NCR)	Delhi / NCR	3092	2896	-2%	↓6%
Gujarat	Ahmedabad	6579	6441	0%	↓2%
	Vadodara/Baroda	3653	3626	0%	↓1%
	Bharuch	1459	1473	4%	↑1%
	Gandhinagar	1731	1910	-5%	↑10%
	Jamnagar	1604	1869	6%	↑17%
	Rajkot	1660	1678	-7%	↑1%
	Surat	1743	1765	-4%	↑1%
Jammu & Kashmir	Jammu	1874	1542	-10%	↓18%
Jharkhand	Jamshedpur	1119	1152	-13%	↑3%
	Ranchi	1514	1497	-1%	↓1%
Karnataka	Bangalore/Bengaluru	3139	3267	2%	↑4%
	Hubli	1511	1257	7%	↓17%
	Mangaluru/Mangalore	1099	1023	-2%	↓7%
	Mysore/Mysuru	1194	1263	15%	↑6%
Kerala	Kochi/Cochin	4047	4043	3%	↓0.1%
	Calicut/Kozhikode	917	951	11%	↑4%
	Cannanore/Kannur	830	782	2%	↓6%
	Kollam/Quilon	780	848	1%	↑9%
	Trivandrum/Thiruvananthapuram	741	581	4%	↓22%
Madhya Pradesh	Bhopal	1419	1342	0%	↓5%
	Gwalior	1694	1428	-6%	↓16%
	Indore	1448	1480	2%	↑2%
	Jabalpur	1362	1315	-8%	↓3%

Annexure City Data

State	City	Sep'25	Sep'26	MOM(%)	YOY(%)
Maharashtra	Mumbai	2282	2140	-1%	↓6%
	Pune	4161	4167	-1%	↑0.1%
	Aurangabad	1317	1143	-4%	↓13%
	Kolhapur	945	932	-2%	↓1%
	Nagpur	1090	1095	7%	↑0.5%
	Nasik/Nashik	1374	1323	-4%	↓4%
Odisha	Bhubaneswar	1269	1226	-13%	↓3%
Puducherry (UT)	Pondicherry/Puducherry	975	924	-1%	↓5%
Punjab	Amritsar	1310	1143	-7%	↓13%
	Ludhiana	1521	1326	7%	↓13%
Rajasthan	Jaipur	5602	5381	-2%	↓4%
	Jodhpur	1724	1524	-4%	↓12%
	Kota	1505	1371	9%	↓9%
	Udaipur	1719	1391	-4%	↓19%
Tamil Nadu	Chennai	2330	2459	-1%	↑6%
	Coimbatore	3746	3834	0%	↑2%
	Madurai	1233	1168	-5%	↓5%
	Salem	1594	1677	8%	↑5%
	Tiruchirapalli/Trichy	1171	1096	-2%	↓6%
	Vellore	1302	1282	-11%	↓2%
Telangana	Hyderabad/Secunderabad	3889	4237	1%	↑9%
Uttar Pradesh	Agra	1430	1351	2%	↓6%
	Allahabad/Prayagraj	1213	978	3%	↓19%
	Bareilly	1428	1320	5%	↓8%
	Kanpur	1538	1384	-8%	↓10%
	Lucknow	1525	1403	-1%	↓8%
	Varanasi/Benaras	1504	1417	-6%	↓6%
Uttarakhand	Dehradun	1462	1428	-3%	↓2%
	Haridwar	1802	1920	8%	↑7%
West Bengal	Kolkata	3446	3575	-5%	↑4%
	Siliguri	1340	1436	0%	↑7%