

NAUKRI JOBSPEAK REPORT

Hiring Trends By City, Industry
& Experience



2022

Dec

TABLE OF CONTENTS

1 Overview

2 Industry Analysis

3 City Analysis

4 Work Experience Analysis

5 Methodology

6 Annexure

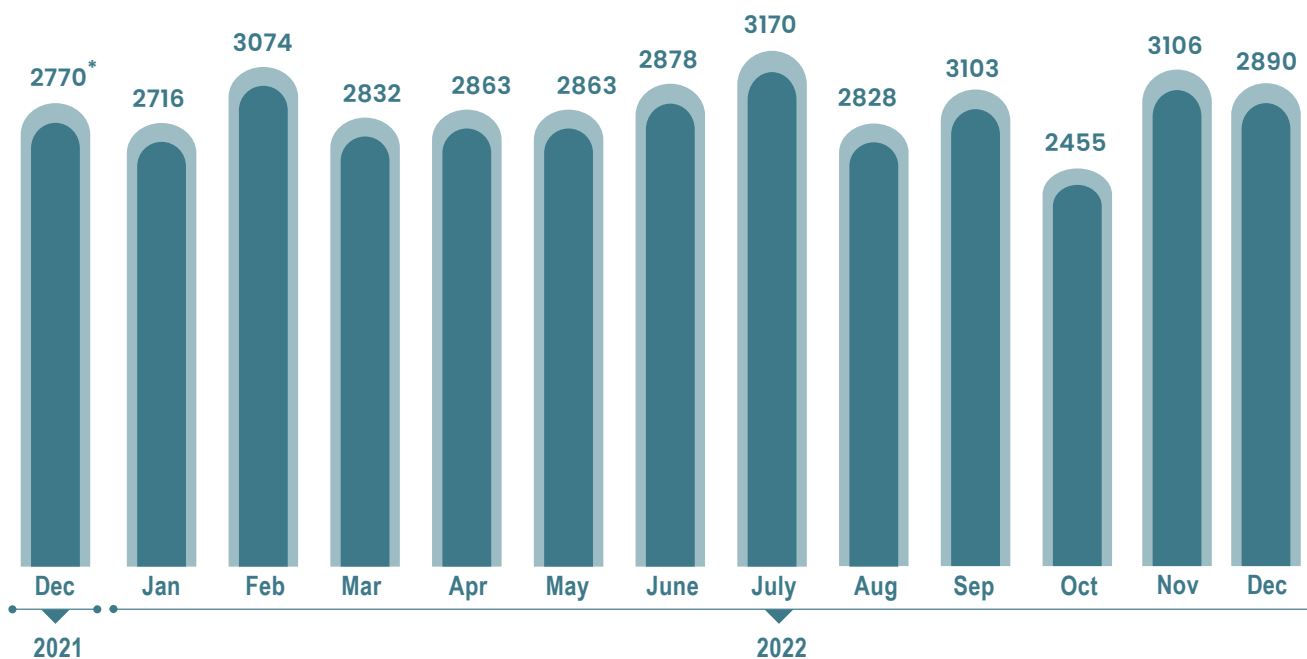




INDEX FOR DECEMBER 2022

With 4% growth, December hiring activity similar to last year base, sector wise trends a mixed bag: Naukri JobSpeak Dec'22

OVERALL HIRING TRENDS



- The hiring activity in Indian white collar professional segment showed resilience and long-term stability in Dec'22.
- Naukri JobSpeak index emerged at 2890 in Dec'22 up from 2770 during Dec'21.
- The momentum generated in the beginning of 2022 sustained into the second half of this year,
- In light of the worrying signs visible in global markets, December hiring activity in India ended up +4% compared to Dec'21.
- A sector wise analysis comparing Dec'22 to first half of 2022 (Jan-Jun period) reveals a mixed trend. The growth in domestic economy driven sectors has offset the slowdown seen IT & BPO, resulting in stability at aggregate level.
- Non Metro's continue to drive job growth
- Demand for senior professionals continues showing double-digit growth

Pawan Goyal,

Chief Business Officer,
Naukri.com



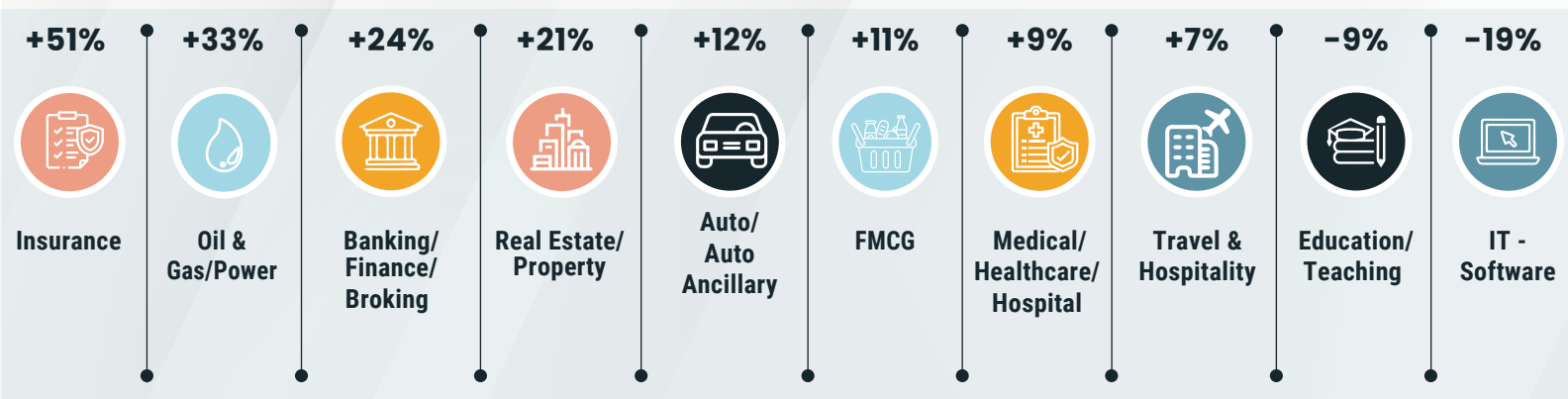
The Indian job market exhibited favorable hiring activity in 2022, with a 20% increase in new job creation compared to the full year base of 2021. However, we do witness a correction in key sectors like IT and BPO towards latter half of the year currently being offset by hiring activity uptick in Non-IT sectors like Insurance, Banking and Real Estate. This reaffirms the multi-sectoral and balanced footprint of the Indian white-collar job market. As we enter 2023, the positive trends observed in non-IT sectors and smaller cities, keep us watchful yet optimistic with respect to 2023.





HIRING TRENDS ACROSS INDUSTRIES

- Compared to Dec'21 , stable growth was seen across multiple sectors.
- But the mix shifted in the second half of 2022, with domestic-economy driven sectors recording stronger growths.
- Dec'22 numbers when compared to the first half of 2022, showed a robust 51% growth in hiring activity for insurance sector.
- Other sectors, which recorded an upward trend vs first half of 2022, include Oil (33%), Banking (24%), Real estate (21%), and Auto (12%).
- However, IT & BPOs - sectors linked to global markets declined by 19% and 9% respectively in Dec'22 vs first half of the year, with start-up hiring impacted the most.



Long-Term growth trends: Dec'22 vs H1'22
Where H1'22 stands for monthly avg index during 1st 6 months of year 2022)

Industry	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	June-22	July-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Long-Term Growth
Insurance	1202	1291	2042	1541	1553	1946	1761	2124	2200	2479	2382	2398	2544	↑ 51%
Oil and Gas/Power/Infrastructure/Energy	478	423	510	449	522	517	491	581	550	606	498	603	646	↑ 33%
Banking/Financial Services/Broking	2944	2860	3433	3138	3348	3299	3279	3731	3576	4496	3565	4335	4016	↑ 24%
Real Estate/ Property	2986	2816	3302	3171	3316	3180	3083	3261	3384	4507	3140	4105	3815	↑ 21%
Auto/Auto Ancillary	985	925	1160	1038	1146	1152	1106	1183	1360	1201	1063	1240	1219	↑ 12%
FMCG/Foods/Beverage	2002	1737	2024	1842	1996	1960	1976	2203	1971	2176	1746	2096	2126	↑ 11%
Medical/Healthcare/Hospital	5289	5260	6589	6248	6323	6403	5983	6402	6546	6059	5339	6559	6674	↑ 9%
Travel & Hospitality	1285	1014	1432	1698	1609	1603	1468	1487	1526	1665	1492	1765	1577	↑ 7%
Telecom/ISP	584	602	621	563	607	669	622	741	664	685	517	630	612	↓ 0%
Pharma/Biotech/Clinical Research	2359	2169	2429	2117	2108	2078	1908	2081	1871	2094	1736	2154	2128	↓ 0%
Retail	1861	1758	2004	1795	1992	2055	2042	1865	1621	1849	1578	1811	1798	↓ -7%
Education/Teaching/Training	4837	4755	5868	5753	6321	6030	5484	5311	5040	5448	4761	5346	5208	↓ -9%
BPO/ITES/CRM/Transcription	2041	1987	2468	2458	2659	2617	2600	2587	2325	2619	2131	2511	2249	↓ -9%
IT-Software/Software Services	5240	5370	5560	4983	4656	4711	5069	5872	4881	5283	3825	4674	4087	↓ -19%



HIRING TRENDS ACROSS CITIES

- Amongst non-metros, Ahmedabad led the list with 39% growth, followed by Vadodara at 29% and Jaipur at 16%.
- Among the top-tier metro cities, Delhi/NCR and Mumbai led the charts with 12% growth in new jobs created compared to the monthly average of the first half of the year.
- Similar trend was observed for Kolkata as well where new jobs created grew by 3%.
- On the contrary, Chennai, Pune, Hyderabad, and Bengaluru, largely dependent on IT sector, showed a decline of -4%, -7%, -11%, -15% respectively.

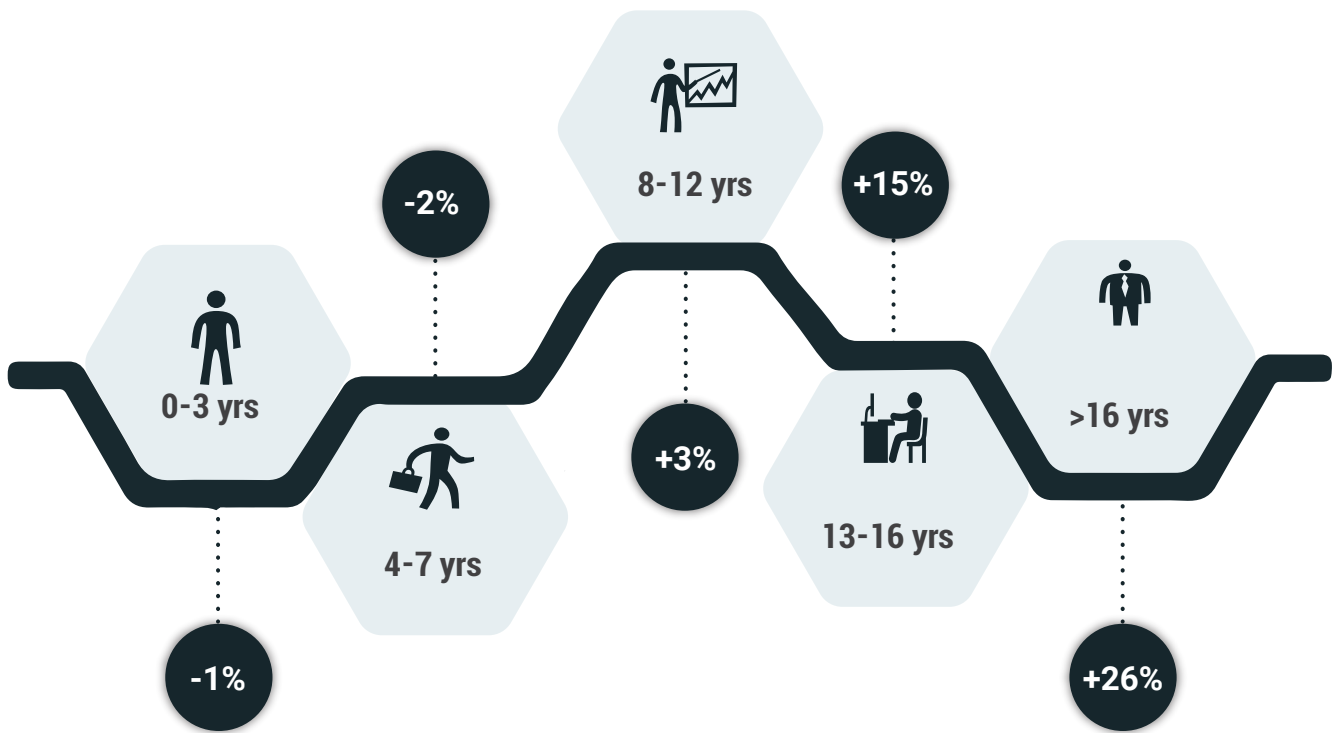


Long-Term growth trends: Dec'22 vs H1'22
(where H1'22 stands for monthly avg index during first 6 months of year 2022)

HIRING TRENDS ACROSS EXPERIENCE LEVELS



- The long-term demand for professionals across levels was stable throughout the year.
- However, the highlight was the massive demand surge for senior executives. Professionals having 16+ years reported 26% of growth.
- The growth for jobs requiring 13-16 years of experience also rose by 15%. However, the hiring growth for fresher's and mid experience professionals remained flat.



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

Exp Bucket	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Long Term Growth
0-3 yrs	3003	2919	3335	3154	3223	3170	3105	3266	2999	3265	2642	3253	3106	↓ -1%
4-7 yrs	2958	2925	3279	3018	3067	3067	3072	3386	3053	3346	2632	3293	2998	↓ -2%
8-12 yrs	2510	2504	2821	2505	2494	2557	2663	3093	2644	2914	2229	2864	2676	↑ 3%
13-16 yrs	1852	1851	2124	1922	1854	1885	2008	2298	1928	2178	1771	2342	2231	↑ 15%
16 + yrs	1667	1585	1894	1762	1713	1695	1722	2013	1693	1946	1613	2055	2184	↑ 26%

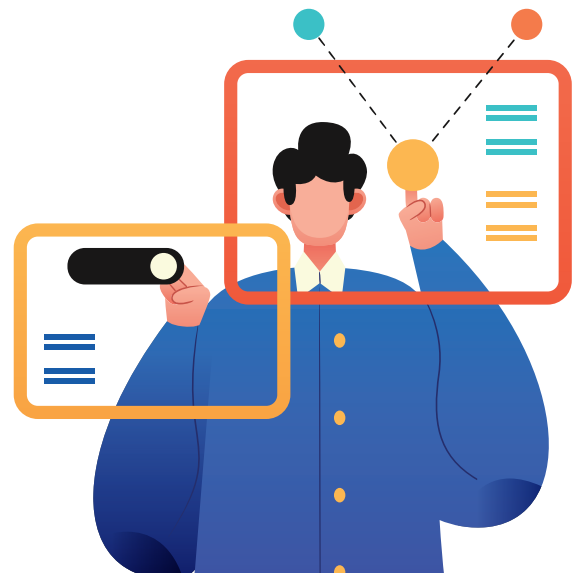
METHODOLOGY:

The Naukri JobSpeak is a monthly Index representing the state of the 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

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)													Growth
	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Long Term Growth
Accounting/Taxation/Finance	2506	2285	3216	2844	3124	3746	3608	5353	4053	4665	4555	5307	4740	📈 51%
Insurance	1202	1291	2042	1541	1553	1946	1761	2124	2200	2479	2382	2398	2544	📈 51%
Office Equipment/Automation	1771	1682	2201	1999	2434	2211	2528	2488	2177	2567	2464	3271	3229	📈 48%
Defence/Government	3288	4128	5387	4874	5504	5900	5247	4991	5200	6087	5270	7829	7254	📈 40%
Advertising/PR/MR/Events	3462	3480	3884	4068	4469	4143	4293	4270	4290	5112	4086	5213	5498	📈 36%
Oil and Gas/Power/Infrastructure/Energy	478	423	510	449	522	517	491	581	550	606	498	603	646	📈 33%
NGO/Social Services	3087	3393	2839	2761	2733	3052	2832	3272	3535	3684	2860	3706	3855	📈 31%
Fertilizers/Pesticides	4200	4051	5016	4126	4185	4230	4972	6604	4704	5817	4259	5676	5550	📈 25%
Banking/Financial Services/Broking	2944	2860	3433	3138	3348	3299	3279	3731	3576	4496	3565	4335	4016	📈 24%
Construction/Engineering/Cement/Metals	824	738	889	828	899	872	840	875	793	907	791	1025	1050	📈 24%
Real Estate/Property	2986	2816	3302	3171	3316	3180	3083	3261	3385	4508	3140	4105	3815	📈 21%
Gems & Jewellery	5073	3956	4609	4609	5462	5488	4784	4709	5500	5789	4533	5713	5705	📈 18%
Industrial Products/Heavy Machinery	1198	1153	1349	1345	1504	1440	1431	1454	1326	1575	1284	1619	1602	📈 17%
Media/Dotcom/Entertainment	288	223	307	291	337	378	370	387	358	427	364	455	364	📈 15%
Legal	3962	4096	5892	4972	5387	5179	5031	6693	5788	6945	5283	6655	5724	📈 12%
Auto/Auto Ancillary	985	925	1160	1038	1146	1152	1106	1183	1360	1201	1063	1240	1219	📈 12%
Shipping/Marine	898	835	991	872	953	935	961	1143	946	1198	879	1109	1029	📈 11%
FMCG/Foods/Beverage	2002	1737	2024	1842	1996	1960	1976	2203	1971	2176	1746	2096	2126	📈 11%
Courier/Transportation/Freight	2595	2506	2826	2684	2818	3030	2712	2667	2654	2877	2729	3195	3048	📈 10%
Medical/Healthcare/Hospital	5289	5260	6589	6248	6323	6403	5983	6402	6546	6059	5339	6559	6674	📈 9%
Travel & Hospitality	1285	1014	1432	1698	1609	1603	1468	1487	1526	1665	1492	1765	1577	📈 7%
Chemicals/PetroChemical/Plastic/Rubber	1385	1242	1537	1453	1528	1775	1580	1621	1383	1504	1240	1621	1589	📈 5%
Architecture/Interior Designing	1851	1826	2490	2368	2565	2523	2269	2296	2324	2258	2028	2618	2434	📈 4%
Printing/Packaging	1082	960	1223	1053	1188	1168	1091	1002	1220	1277	899	1102	1151	📈 3%
Semiconductors/Electronics	4085	3710	4879	4695	5669	5040	6203	5760	4255	4832	4169	5111	5185	📈 3%
Pharma/Biotech/Clinical Research	2359	2169	2429	2117	2108	2078	1908	2081	1871	2094	1736	2154	2128	📉 0%
Telecom/ISP	584	602	621	563	607	669	622	741	664	685	517	630	612	📉 0%
Export/Import	1309	1412	1461	1409	1612	1555	1486	1406	1177	1406	1063	1332	1429	📉 -4%
Consumer Durables	935	833	964	788	918	891	896	797	805	820	656	921	842	📉 -4%
Retail	1861	1758	2004	1795	1992	2055	2042	1865	1621	1849	1578	1811	1798	📉 -7%
Education/Teaching/Training	4837	4755	5868	5753	6321	6030	5848	5311	5040	5448	4761	5346	5208	📉 -9%
BPO/ITES/CRM/Transcription	2041	1987	2468	2458	2659	2617	2600	2587	2325	2619	2131	2511	2249	📉 -9%
Agriculture/Dairy	1614	1660	2276	1782	2006	1968	1768	1530	1521	1590	1413	1813	1641	📉 -14%
Textiles/Garments/Accessories	2175	2096	2403	2299	2504	2671	2200	2221	2012	2120	1524	2176	1971	📉 -17%
Recruitment/Employment Firm	4447	3988	5253	4895	5160	4339	4021	4140	3741	4410	3277	4154	3840	📉 -17%
Security/Law Enforcement	1723	1723	1905	1832	2811	2140	2684	1977	2358	2449	1252	1735	1778	📉 -19%
IT-Software/Software Services	5240	5370	5560	4983	4656	4711	5069	5872	4881	5283	3825	4674	4087	📉 -19%
IT-Hardware & Networking	1015	1006	1181	1338	1027	1045	757	923	856	916	672	828	758	📉 -28%

ANNEXURE CITY DATA

City	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Long-Term Growth
Mumbai	2021	1989	2182	2029	2100	2188	2219	2338	2150	2373	1926	2468	2365	 12%
Delhi / NCR	2553	2530	2932	1977	2811	2782	2792	3038	2605	2959	2436	3172	2933	 11%
Kolkata	3357	3299	4071	3573	3486	3750	3760	4317	3773	4176	3040	4026	3754	 3%
Chennai	2389	2336	2659	2414	2364	2394	2432	2745	2519	2726	2047	2625	2337	 -4%
Pune	4045	4154	4430	4012	4025	4114	4143	5035	4073	4453	3348	4221	3869	 -7%
Hyderabad / Secunderabad	3996	3908	4329	4118	4097	3967	3907	4578	3812	4246	3187	4026	3590	 -11%
Bengaluru / Bangalore	3697	3767	4085	3701	3532	3484	3722	4076	3420	3671	2843	3534	3150	 -15%
Ahmedabad	4360	3997	4614	4041	4235	4438	4598	5244	5110	5814	4519	5766	6006	 39%
Vadodara / Baroda	2684	2425	2524	2516	2798	2872	2702	2881	2512	2901	2504	3256	3416	 29%
Jaipur	4286	3985	4461	3831	4435	4206	4272	4282	4632	4730	3895	4839	4857	 16%
Chandigarh	2266	2162	2240	2053	2245	2294	2077	2014	1962	2133	1652	2167	2182	 0%
Coimbatore	2935	2961	3699	3241	3365	3216	3466	4542	3748	3581	2888	3604	3322	 0%
Ernakulam / Kochi / Cochin	3988	4534	4422	4286	4527	4596	5478	5128	4748	4076	4214	4695	4360	 -6%