



A REPORT ON HIRING ACTIVITY IN INDIA

by: Location, Industry and Experience



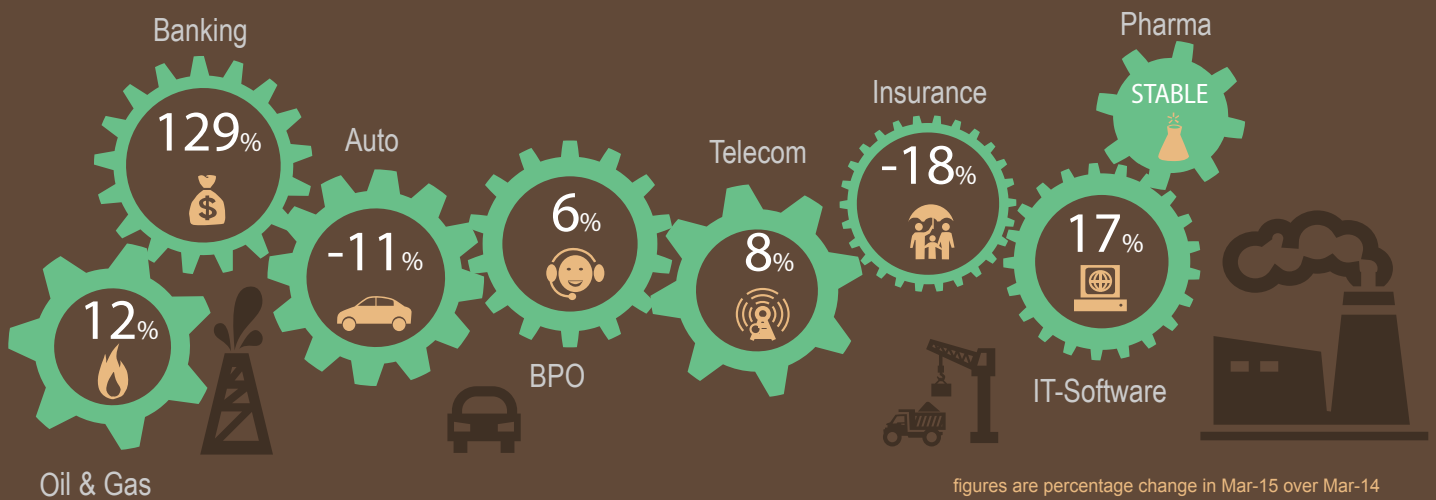
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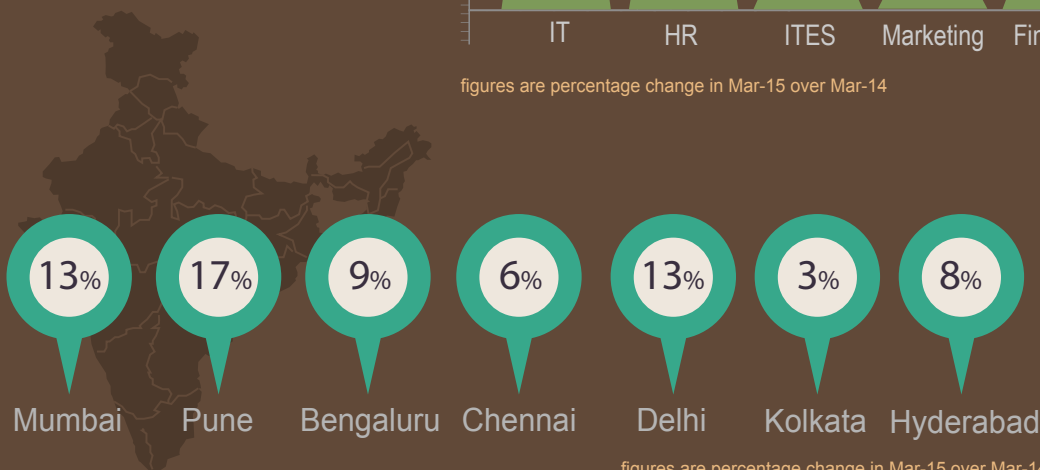
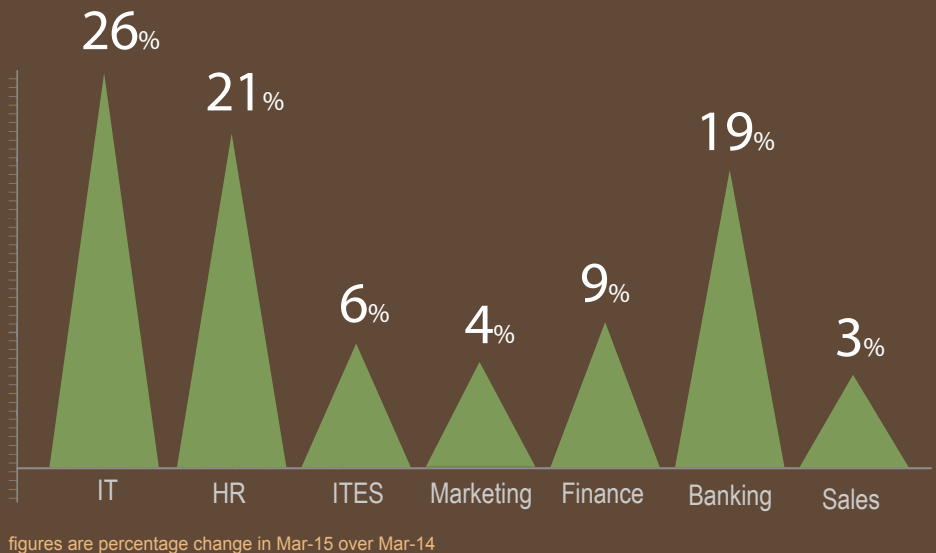
Hiring activity sees 9% growth in March 2015 over March 2014: Naukri Jobspeak

- The BFSI sector has shown a record Y-o-Y growth of 129% in March 2015
- The IT sector has shown a Y-o-Y growth to the tune of 17% in March 2015
- Among the metros, Pune recorded the maximum increase in hiring activity
- Auto and Insurance have registered decline in hiring activity in March 2015 over March 2014
- The demand for IT professionals grew to the tune of 31% in March 2015 over March 2014

Hiring trends across top industry sectors



Hiring trends across functional areas



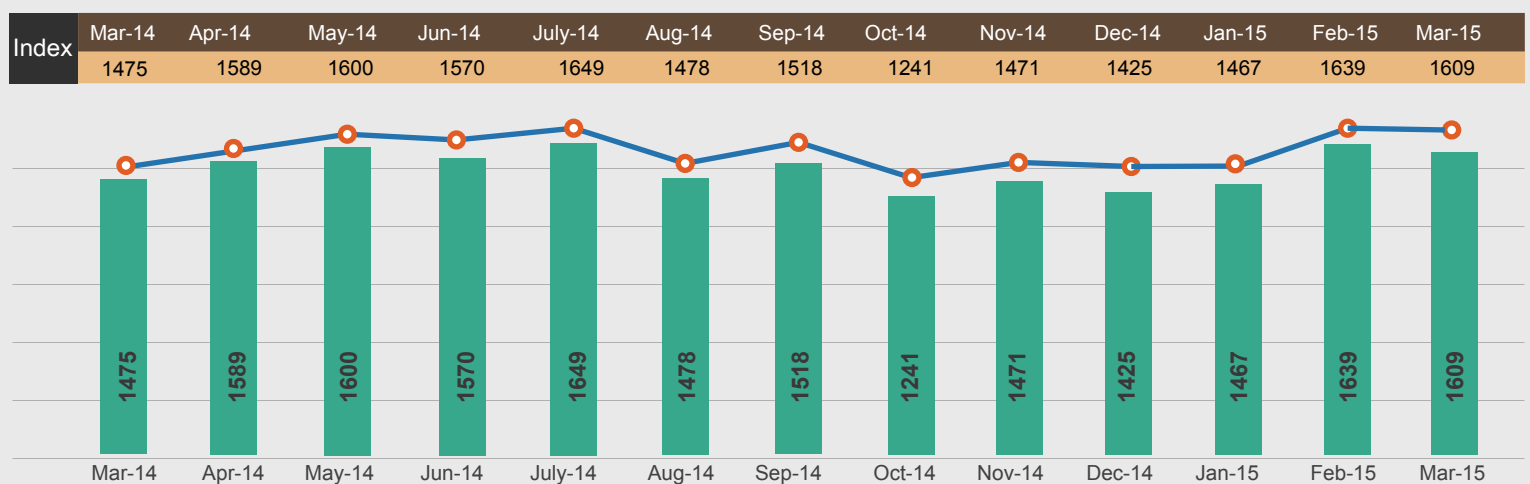
Hiring Trends Across Top Cities

OVERALL JOB INDEX

Naukri Job Speak Index for the month of March 2015 recorded a 9% increase in hiring activity over March 2014 and stood at 1609 as opposed to the last three years, wherein, March trends have seen either a decline or stability in hiring activity. The sectors which recorded the maximum Y-o-Y growth were Banking and Financial Services (BFSI) and Accounting and Finance. Among the metros, Pune continues its trend of recording the maximum Y-o-Y increase in hiring activity and registered an increase of 17%. It was followed by Delhi and Mumbai with a Y-o-Y growth of 13% each.

V. Suresh, Executive Vice President and Chief Sales Officer, Naukri.com said, "The Job Market seems to sustain the momentum gained in February 2015. We can expect the index to move further north as the mood is positive and there is sign of cautious optimism across sectors. In my view the year 2015-16 will bring cheer to jobseekers across cities and industries".

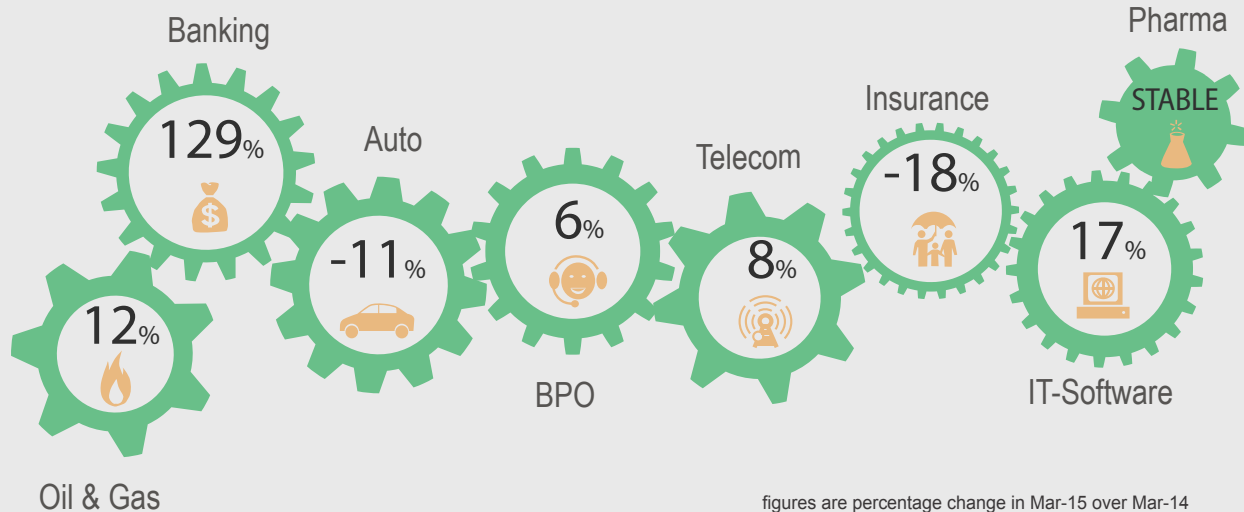
Overall Hiring Trends



SECTORAL ANALYSIS

- Sectors like Accounting and Finance, IT, Advertising/PR/MR and Oil and Gas registered a Y-o-Y growth of 43%, 27% and 12% respectively in the March'15 index
- The Telecom and BPO sectors witnessed a spike of 8% and 6% growth respectively in March 2015 in comparison to March 2014
- Few sectors such as Construction and Engineering, Auto, and Insurance have shown a year on year decline to the tunes of 6%, 11% and 18% respectively

Hiring trends across top industry sectors



Industry	Jul 08	Mar-14	Apr-14	May-14	Jun-14	July-14	Aug-14	Sep-14	Oct-14	Nov-14	Dec-14	Jan-15	Feb-15	Mar-15
IT- Software	↑ 1000	↑ 1861	↑ 1915	↑ 2133	↑ 2085	↑ 2317	↓ 1929	↑ 1956	↓ 1643	↑ 1850	↓ 1835	↑ 1955	↑ 2204	↓ 2171
BPO and ITeS	↑ 1000	↓ 1284	↑ 1501	↑ 1774	↓ 1492	↑ 1517	↓ 1426	↓ 1305	↓ 1087	↑ 1313	↓ 1251	↓ 1191	↑ 1405	↓ 1365
Construction and Engineering	↑ 1000	↓ 740	↑ 769	↓ 745	↑ 788	↑ 791	↓ 698	↑ 771	↓ 626	↑ 687	↓ 655	↑ 693	↑ 724	↓ 699
Auto and Auto Ancillary	↑ 1000	↓ 1003	↑ 1066	↓ 1038	↑ 1138	↑ 1167	↓ 957	↓ 924	↓ 769	↑ 923	↑ 927	↓ 889	↑ 990	↓ 889
Banking and Financial Services	↑ 1000	↓ 1003	↑ 1531	↓ 1453	↑ 1542	↑ 1683	↓ 1567	↑ 1863	↓ 1480	↑ 1726	↓ 1571	↑ 1973	↑ 2529	↓ 2294
Oil and Gas	↑ 1000	↓ 928	↓ 870	↓ 900	↑ 1020	↓ 859	↓ 816	↑ 1048	↓ 894	↑ 1152	↑ 1228	↓ 971	↑ 1027	↑ 1038
Telecom	↑ 1000	↓ 690	↑ 848	↓ 785	↓ 693	↓ 809	↓ 827	↓ 761	↓ 612	↑ 862	↓ 691	↑ 784	↑ 875	↓ 744
Insurance	↑ 1000	↓ 661	↑ 871	↓ 671	↑ 681	↑ 685	↑ 712	↓ 645	↓ 494	↑ 610	↑ 656	↓ 639	↓ 628	↓ 543
Capital Goods	↑ 1000	↓ 883	↑ 983	↓ 911	↓ 911	↓ 903	↓ 783	↑ 801	↓ 644	↑ 851	↓ 801	↓ 688	↑ 876	↓ 835
Pharma & Biotech	↑ 1000	↑ 1721	↑ 1933	↓ 1728	↓ 1663	↓ 1706	↓ 1602	↑ 1655	↓ 1292	↑ 1657	↓ 1473	↓ 1631	↑ 1786	↓ 1722

No. of new jobs posted in July '08 for each industry was scaled to 1000; all months have been compared with previous column

FUNCTIONAL AREA ANALYSIS

- The demand for professionals in IT and Consulting saw a Y-o-Y growth of 31% and 27% respectively in March 2015 in comparison with March 2014
- The demand for professionals in HR grew by 21% in March 2015 over March 2014
- Banking/ Finance and Accounts registered an Y-o-Y upward movement in hiring activity by 19% and 9% respectively
- In contrast, the demand for professionals working in Packaging and Supply Chain saw a Y-o-Y decline of 6% and 20% respectively in the March'15 index

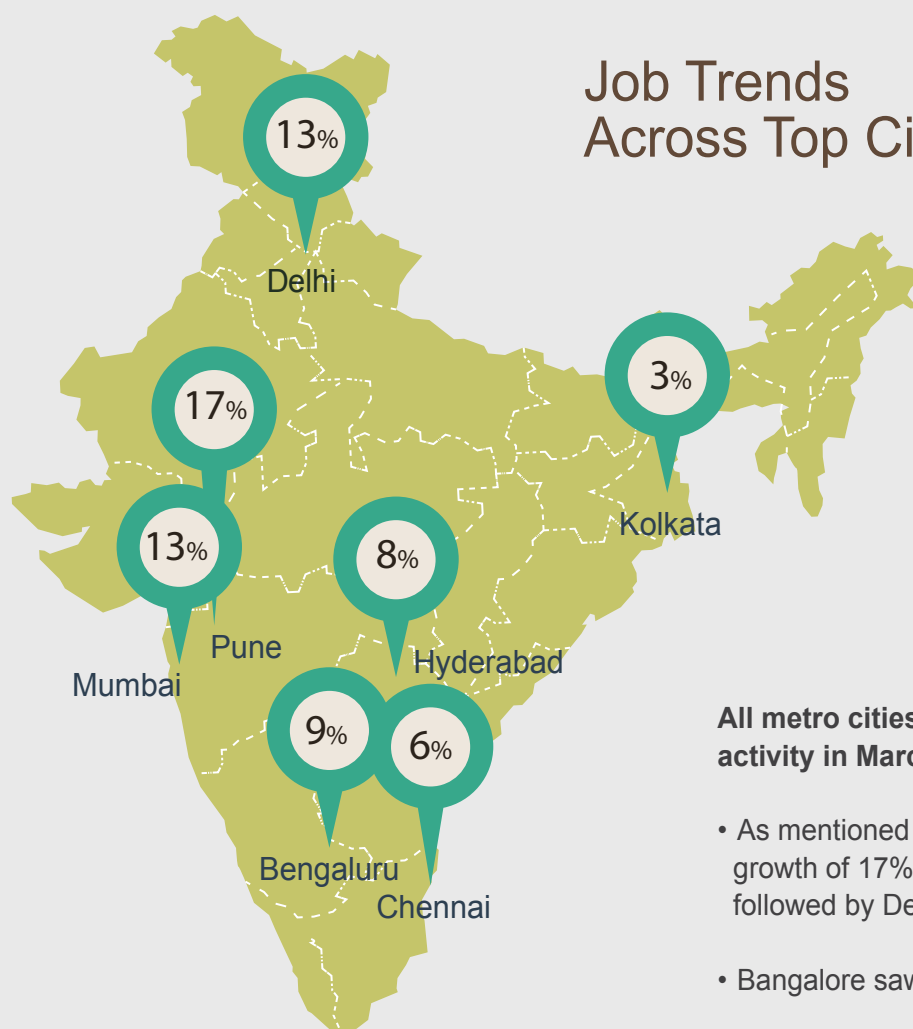


Functional Area	Jul 08	Mar-14	Apr-14	May-14	Jun-14	July-14	Aug-14	Sep-14	Oct-14	Nov-14	Dec-14	Jan-15	Feb-15	Mar-15
IT-Software	↑1000	↑1724	↑1794	↑1993	↓1937	↑2181	↓1834	↑1843	↓1603	↑1875	↓1849	↑1913	↑2186	↓2178
Sales and Business Development	↑1000	↓1697	↑1865	↑1812	↓1793	↑1814	↓1641	↑1703	↓1354	↑1650	↓1538	↑1704	↑1780	↓1754
ITES and BPO	↑1000	↓1686	↑1965	↑2207	↓1961	↑1963	↓1824	↓1719	↓1348	↑1653	↓1603	↑1613	↑1891	↓1784
Production and Maintenance	↑1000	↑1298	↓1250	↓1171	↑1284	↑1204	↓1125	↑1210	↓867	↑1042	↑1043	↓972	↑1129	↓1047
Accounts and Finance	↑1000	↑1098	↑1179	↑1161	↓1110	↑1186	↓1091	↑1153	↓937	↑1134	↓1068	↓1049	↑1184	↑1197
HR & Administration	↑1000	↑1376	↑1562	↑1512	↓1442	↑1524	↓1449	↑1467	↓1192	↑1537	↓1429	↑1498	↑1614	↑1661
Project Management	↑1000	↑802	↓763	↓697	↑779	↓690	↓681	↑746	↓576	↑605	↑654	↑674	↑695	↓674
Marketing and Advertising	↑1000	↑1083	↑1175	↑1002	↑1131	↑1214	↓1007	↑1099	↓867	↑1043	↓975	↑1022	↑1111	↑1131
Banking and Insurance	↑1000	↓807	↑957	↑754	↑820	↑889	↓869	↑904	↓644	↑785	↑861	↓785	↑1022	↓964
Engineering Design	↑1000	↑992	↑1002	↑1043	↓1010	↑1026	↓993	↓976	↓785	↑898	↓877	↓873	↑926	↓923

No. of new jobs posted in July '08 for each F-Area was scaled to 1000; all months have been compared with previous column

CITY BASED HIRING SCENARIO

Job Trends Across Top Cities



figures are percentage change in Mar-15 over Mar-14

All metro cities registered an increase in hiring activity in March 2015 in comparison to March 2014

- As mentioned above, Pune led the pack with a Y-o-Y growth of 17% in hiring activity in the March'15 index, followed by Delhi and Mumbai.
- Bangalore saw a Y-o-Y increase of 9% in hiring activity
- Hyderabad and Chennai recorded a Y-o-Y increase on 8% and 6% respectively in the March'15 index
- Kolkata also witnessed a Y-o-Y growth of 3% in March 2015 over March 2014

City	Jul 08	Mar-14	Apr-14	May-14	Jun-14	July-14	Aug-14	Sep-14	Oct-14	Nov-14	Dec-14	Jan-15	Feb-15	Mar-15
Delhi-NCR	↑1000	↓1607	↓1798	↓1490	↓1235	↑1894	↓1676	↓1611	↓1218	↑1573	↓1501	↑1540	↑1707	↑1813
Mumbai	↑1000	↓1204	↑1319	↑1349	↓1245	↑1377	↓1231	↑1287	↓1026	↑1266	↓1170	↑1283	↑1350	↑1365
Bangalore	↑1000	↑1807	↑1810	↑1909	↓1896	↑2027	↓1799	↑1856	↓1603	↑1810	↓1684	↑1812	↑2005	↓1967
Chennai	↑1000	↑1282	↑1287	↑1453	↓1447	↑1546	↓1338	↓1282	↓1108	↑1356	↓1287	↓1269	↑1496	↓1354
Hyderabad	↑1000	↑1584	↑1632	↑1776	↓1675	↑1852	↓1468	↑1538	↓1386	↑1617	↓1577	↑1639	↑1846	↓1709
Pune	↑1000	↑1713	↑1854	↓1848	↓1799	↑1944	↓1635	↑1715	↓1434	↑1754	↓1726	↑1748	↑1995	↑1997
Kolkata	↑1000	↑1582	↑1635	↓1375	↓1269	↑1460	↓1412	↓1264	↓1054	↑1253	↑1363	↓1318	↑1407	↑1632

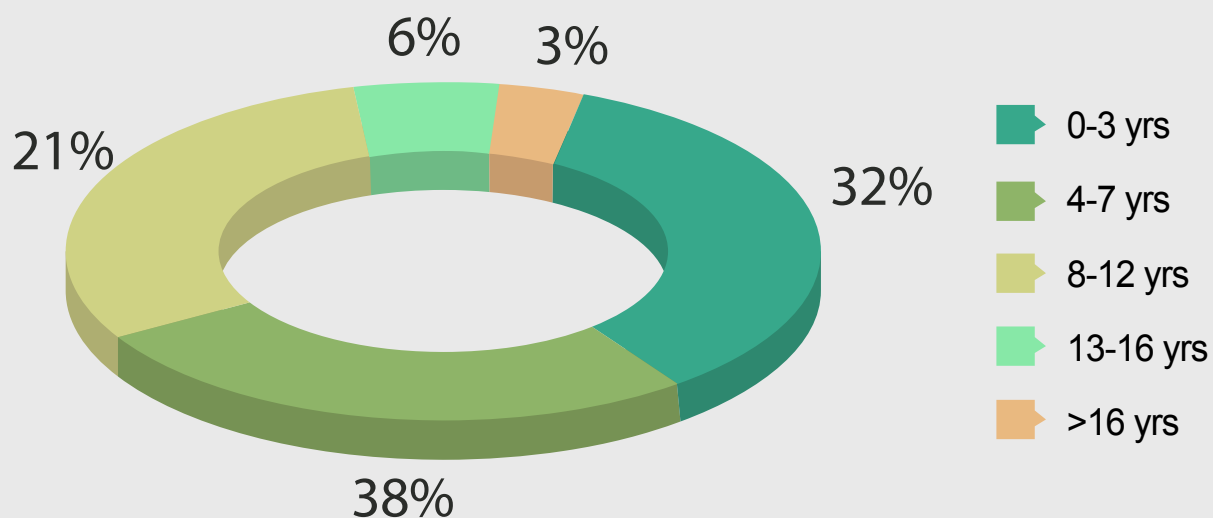
No. of new jobs posted in July '08 for each city was scaled to 1000; all months have been compared with previous column

WORK- EX BASED SCENARIO

In March '15, hiring activity revived across all experience levels. Professionals across all experience levels saw a marginal increase in March 2015 over March 2014.

Experience Buckets

Percentage share of jobs across experience levels in Mar '15



METHODOLOGY

Naukri.com is India's No. 1 job site that enjoys a traffic share of 69% as per Comscore. With more than 1,25,000 jobs live at any point in time and over 38 million CV's, Naukri.com serviced over 48,000 corporate clients in 2013-14. This wide spread access to hiring activity across sectors, regions and functional areas gives the company a substantial base to build its analysis.

On the basis of job listings added to the site every month, the data shows an increase or decrease in the index. To calculate the index, job listings added to the site in July 2008 have been taken as 1000. The subsequent months have been indexed with data of July 2008. The monthly report shows hiring trends across industry sectors, geography and functional areas. There might be high volatility for certain fringe cases like smaller cities, niche industries etc. owing to a small base, but more than 48000 clients using Naukri.com leads to high reliability of the data.

The Naukri Job Speak index from Feb'10 includes both online jobs as well as jobs acquired from existing clients by our tele-calling team. Although the tele-calling data is a relatively small component of the entire job postings on Naukri, addition of the same to the index gives a more holistic picture of the Indian job market. Therefore, the Job index which was till now based on the July 2008, has been realigned to take care of the effect of the Jobs added by the tele-sales team.

Naukri Job Speak not only talks about sectors or cities but also about the total job movement on site. The total jobs on site are defined as:

$$\text{Total Jobs: } \text{Jobs Added} + \text{Jobs Refreshed}$$

Where a refreshed job is any job that was posted earlier, however has been refreshed during the month and therefore indicates that the position is still open.

Disclaimer

The data is only representative of the listings on Naukri.com. Our analytics team has used statistical techniques to derive insights which might be useful for our users/stake holders/ audiences. There may be a statistical margin of error

ANNEXURE SECTORAL DATA

Industry*	Mar-14	Apr-14	May-14	Jun-14	Jul-14	Aug-14	Sep-14	Oct-14	Nov-14	Dec-14	Jan-15	Feb-15	Mar-15
IT-Software/Software Services	1861	1915	2133	2085	2317	1929	1956	1643	1850	1835	1955	2204	2171
BPO/ITES/CRM/Transcription	1284	1501	1774	1492	1517	1426	1305	1087	1313	1251	1191	1405	1365
Construction and Engineering	740	769	745	788	791	698	771	626	687	655	693	724	699
Auto and Auto Ancillary	1003	1066	1038	1138	1167	957	924	769	923	927	889	990	889
Banking and Financial Services	1003	1531	1453	1542	1683	1567	1863	1480	1726	1571	1973	2529	2294
Oil and Gas	928	870	900	1020	859	816	1048	894	1152	1228	971	1027	1038
Telecom	690	848	785	693	809	827	761	612	862	691	784	875	744
Insurance	661	871	671	681	685	712	645	494	610	656	639	628	543
Capital Goods	883	983	911	911	903	783	801	644	851	801	688	876	835
Pharma & Biotech	1721	1933	1728	1663	1706	1602	1655	1292	1657	1473	1631	1786	1722
Hospitality	1699	1826	1683	1781	1708	1482	1717	1375	1642	1488	1539	1656	1757
FMCG, Foods and Beverage	1504	1419	1293	1264	1486	1942	1330	947	1199	1189	1211	1221	1257
Chemicals	1699	905	1031	990	978	1248	1064	732	896	800	887	930	739
Education	2131	2368	2041	2200	2225	1868	2033	1672	1701	1731	2017	2275	2356
IT-Hardware & Networking	1009	1221	1048	1072	1081	1060	1189	956	1193	1058	1090	1473	1132
Retailing	1126	1121	1169	1240	1357	1223	1259	931	1061	1000	1032	1103	1050
Media and Entertainment	898	1072	1002	1029	1035	1014	977	848	923	880	1039	1048	1073
Healthcare	2756	2885	2676	2640	2476	2581	2632	2369	2652	2783	2895	2918	2702
Real Estate	2383	2669	2566	2528	2779	2239	2224	1634	2022	1860	2054	2074	1901
Employment Firms	3797	4443	3348	3049	3070	3002	3294	2234	3439	3669	2591	2759	3871
Consumer Durables	1062	1117	1148	1103	971	913	903	807	929	956	986	1095	1027
Accounting & Taxation	1127	1317	1372	1122	1200	1161	1381	1238	1466	1271	1661	1659	1617
Advertising	1413	1582	1527	1605	1632	1438	1477	1146	1466	1243	1416	1523	1799
Textiles	2164	2215	1929	1898	1997	1887	2050	1631	2096	1799	1790	2101	1913
Semiconductors & Electronics	1228	1604	1930	1349	1653	1483	1235	1541	1330	1057	1116	1147	1102
Courier & Transportation	1181	1215	1285	1342	1393	1297	1418	1348	3059	2731	1853	1989	2807
Architecture & Interior Designing	1231	1251	1392	1137	1217	946	1181	921	1032	993	974	1107	1148
Export & Import	1406	1160	1303	1063	997	1002	1008	747	1068	1005	879	1105	1060
Printing & Packaging	1424	1495	1328	1376	1607	1284	1399	906	1101	1034	1091	954	1117
Marine	805	1135	1250	623	753	527	638	597	757	642	835	790	627
Agriculture	1558	1730	1287	1539	1763	1343	1544	1045	1222	1171	1129	1320	1390
Office Equipment/Automation	1138	1034	950	841	772	796	806	782	534	584	594	702	683
Fresher & Trainee	801	994	1031	1224	1373	1195	1054	1083	1417	1120	1224	1232	1083
Social Services	2520	2300	2271	1980	1987	1817	1576	1306	1611	1682	1625	1689	1838
Gems & Jewellery	2712	3227	3001	2775	2775	2850	2172	2285	3077	2788	2675	2386	2198
Paper	590	615	553	628	628	615	565	540	477	540	666	502	540
Legal	2226	3220	2300	2092	2211	2345	2790	1618	2330	2434	1766	2107	2167
Tyres	1009	861	846	816	935	950	1232	490	1024	668	831	1187	697
Fertilizers & Pesticides	1603	2478	1514	1840	1707	2478	2063	1499	1573	1855	1796	2182	1543
Security & Law Enforcement	1433	2521	1778	2503	2557	1487	1524	1397	1524	1778	1923	1669	1832
Defence & Government	1026	863	770	816	1096	910	793	2379	1329	979	840	910	746

*No. of new jobs posted in July '08 for each city was scaled to 1000; all months have been compared with July '08

 Upward movement of the index as compared to the previous month

 Dip in the index

ANNEXURE FUNCTIONAL AREA

Functional Area*	Mar-14	Apr-14	May-14	Jun-14	Jul-14	Aug-14	Sep-14	Oct-14	Nov-14	Dec-14	Jan-15	Feb-15	Mar-15
IT-Software	1724	1794	1993	1937	2181	1834	1843	1603	1875	1849	1913	2186	2178
Sales and Business Development	1697	1865	1812	1793	1814	1641	1703	1354	1650	1538	1704	1780	1754
ITES and BPO	1686	1965	2207	1961	1963	1824	1719	1348	1653	1603	1613	1891	1784
Production and Maintenance	1298	1250	1171	1284	1204	1125	1210	867	1042	1043	972	1129	1047
Accounts and Finance	1098	1179	1161	1110	1186	1091	1153	937	1134	1068	1049	1184	1197
HR & Administration	1376	1562	1512	1442	1524	1449	1467	1192	1537	1429	1498	1614	1661
Project Management	802	763	697	779	690	681	746	576	605	654	674	695	674
Marketing and Advertising	1083	1175	1002	1131	1214	1007	1099	867	1043	975	1022	1111	1131
Banking and Insurance	807	957	754	820	889	869	904	644	785	861	785	1022	964
Engineering Design - R&D	992	1002	1043	1010	1026	993	976	785	898	877	873	926	923
Supply Chain	1067	1100	1053	1011	1110	1033	1051	770	960	891	870	946	858
Front Office and Data Entry	967	1049	966	914	952	855	927	725	843	797	836	825	854
IT- Hardware & Telecom	1390	3394	2683	3027	1593	1559	2676	1282	1462	1403	1272	1565	1463
Teaching & Education	2468	2500	2155	2456	2466	1917	1955	1578	1803	1700	2160	2473	2419
Pharma and Biotech	2738	1673	1632	1462	2542	2582	1505	2512	2697	2712	2765	3058	2924
Hotels and Restaurants	2318	2365	2325	2145	2114	1875	2058	1792	2104	1944	1931	2112	2083
Top Management	731	688	773	785	851	812	789	610	717	632	659	585	752
Architecture & Interior Design	1087	1409	1284	1124	1196	1042	1210	869	963	917	919	1085	1008
Merchandising	418	1430	1871	1662	1767	1428	1267	1603	1224	1206	995	1088	982
Consulting	831	1109	949	862	1007	1191	1010	816	979	837	898	973	1052
Legal	1626	1727	1422	1309	1604	1588	1673	1275	1570	1466	1523	1535	1482
Web Designing	2041	1727	2188	1931	2238	2015	2364	1642	2097	1975	2094	2455	2436
Journalism	1570	1109	1788	1687	1683	1745	1994	1403	1745	1660	1803	1920	1889
Travel & Airlines	1590	2017	2149	1885	2012	1738	1959	1496	1885	1675	1775	1912	1927
Fashion and Garments	1936	1650	1871	1662	1767	1428	2058	1603	2041	1976	2169	2105	1761
Security Services	939	949	1133	1163	1092	1081	1010	918	837	898	1092	1143	898
Media	767	1379	849	833	1045	947	882	767	1045	963	1061	1159	947
Packaging	1542	2503	1360	2068	1705	2195	2684	1052	1669	1850	1252	1524	1451

*No. of new jobs posted in July '08 for each city was scaled to 1000; all months have been compared with July '08

Upward movement of the index as compared to the previous month

Dip in the index

ANNEXURE CITIES

City*	Mar-14	Apr-14	May-14	Jun-14	Jul-14	Aug-14	Sep-14	Oct-14	Nov-14	Dec-14	Jan-15	Feb-15	Mar-15
Delhi / NCR	1607	1798	1490	1747	1894	1676	1611	1218	1573	1501	1540	1707	1813
Mumbai	1204	1319	1349	1245	1377	1231	1287	1026	1266	1170	1283	1350	1365
Bengaluru / Bangalore	1807	1810	1909	1896	2027	1799	1856	1603	1810	1684	1812	2005	1967
Chennai	1282	1287	1453	1447	1546	1338	1282	1108	1356	1287	1269	1496	1354
Hyderabad / Secunderabad	1584	1632	1776	1675	1852	1468	1538	1386	1617	1577	1639	1846	1709
Pune	1713	1854	1848	1799	1944	1635	1715	1434	1754	1726	1748	1995	1997
Kolkata	1582	1635	1375	1269	1460	1412	1264	1054	1253	1363	1318	1407	1632
Ahmedabad	1586	1950	1756	1766	1808	1578	1801	1500	1684	1582	1523	1682	1709
Chandigarh	1323	1846	1538	1321	1588	1358	1380	1022	1160	1248	1162	1124	1256
Ernakulam	1616	1949	1877	1907	2138	1799	1903	1858	2014	1933	2063	2468	2285
Vadodara / Baroda	1644	1563	1486	1386	1284	1334	1397	1287	1530	1555	1295	1439	1356
Coimbatore	1015	1244	1195	1204	1131	1143	1199	1114	1363	1306	1147	1367	1420
Jaipur	2345	2982	2314	2106	2508	1968	2059	1651	2028	2022	2019	2216	1997

*No. of new jobs posted in July '08 for each city was scaled to 1000; all months have been compared with July '08

Upward movement of the index as compared to the previous month

Dip in the index