



# A REPORT ON **HIRING ACTIVITY** IN INDIA

by: Location, Industry and Experience

A NAUKRI.COM

FEBRUARY  
2016

★ REPORT ★

# TABLE OF CONTENTS

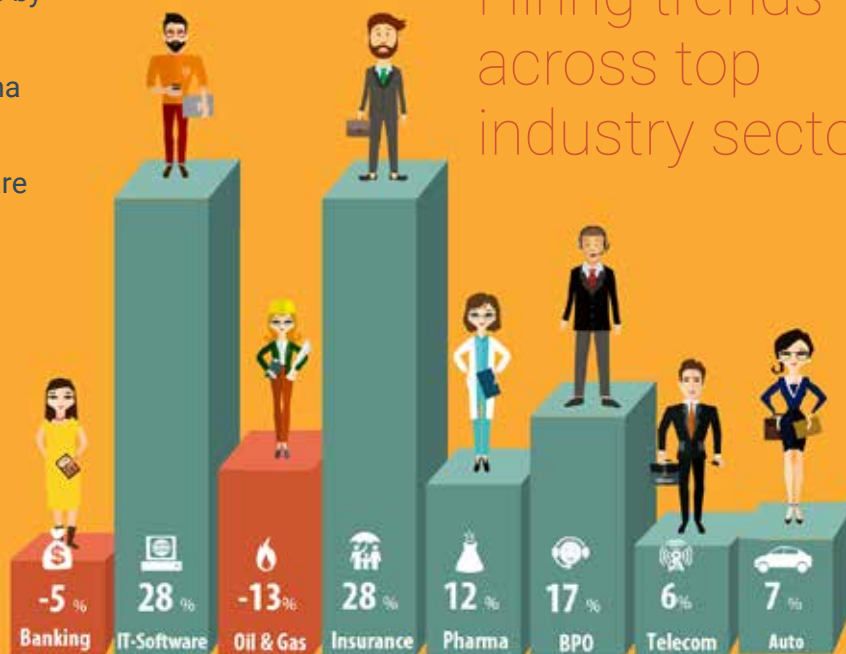
Executive Summary.....	4
Sectoral Analysis .....	5
Functional Area Analysis .....	6
City based scenario .....	7
Work Experience based analysis .....	8
Methodology .....	9
Annexure .....	10-12



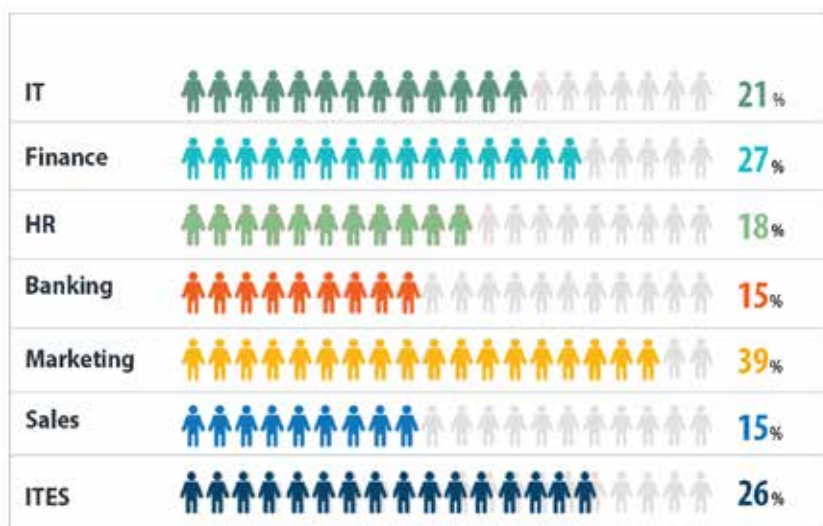
# IT-Software and Insurance sectors record 28% growth in Feb'16 over Feb'15, reports Naukri Job Speak

- At an overall level, hiring activity grows by 18% in the February'2016 index
- Other sectors such as ITES and Pharma are up by 17% and 12% respectively
- Demand for professionals in IT-Software and ITES grows by 21% and 26% respectively

## Hiring trends across top industry sectors



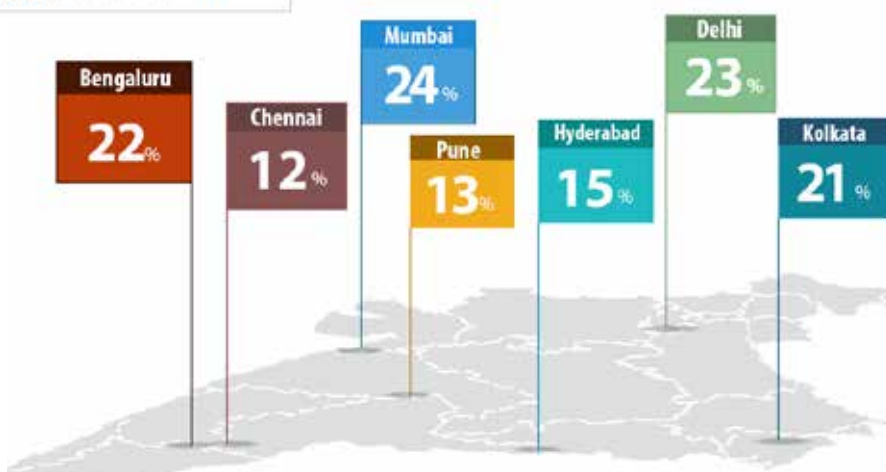
figures are percentage change in Feb-16 over average of Feb-15



## Hiring trends across functional areas

figures are percentage change in Feb-16 over average of Feb-15

## Hiring trends across Top Cities



figures are percentage change in Feb-16 over average of Feb-15

# OVERALL JOB INDEX

**New Delhi, 14th March, 2016:** The Naukri Job Speak Index for the month of February 2016 stood at 1937 recording an increase of 18% in hiring activity over February 2015. Sustainable growth in hiring activity during the period led to an impressive Y-o-Y growth for IT-Software and Insurance sector. Increased hiring sentiment was also recorded in ITES (17%) and Telecom (6%), where hiring activity remained positive for most parts of the period Feb'15-Feb'16. A negative hiring sentiment was recorded in BFSI, where the period started on a positive note and despite spurts of recording growth during the year, ended with a decline of -5% in Feb'16 over Feb'15.

Demand for professionals in top sectors also recorded positive movement. IT-Software recorded an increased demand of 21% in hiring professionals, the positive trend that started from Feb'15 saw upsurge in the months of June-July'2015 and ended with index reaching more than 2650 for IT-Software in Feb'2016. Demand in ITES saw a growth in hiring professionals going up by 26%, the index that started at 1891 in Feb'15 remained positive for most parts of the period

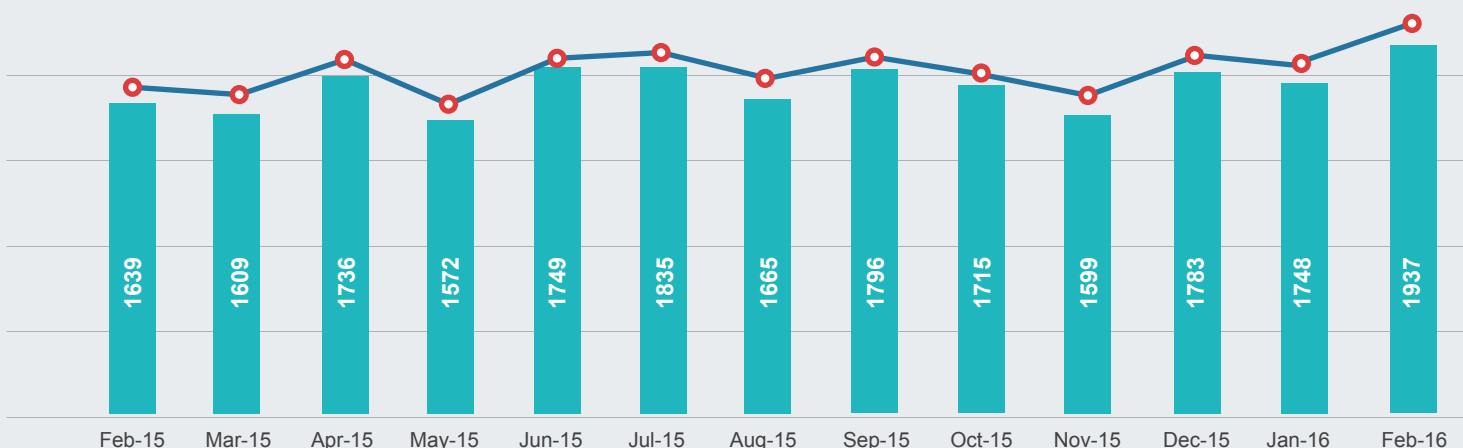
of Feb'16 over Feb'15 and witnessed a sudden increase in Feb'16 with index reaching 2373, thereby increasing the demand. Sales professionals saw demand in their jobs going upwards by 15%, the month of June-July 2015 spelt good news and the period ended on a positive note for them.

Among the metros, Mumbai leads the growth with 24% increase in hiring activity in Feb'16 over Feb'15. Delhi/NCR came second with 23% growth, and Bengaluru was at third position with 22% growth in the Naukri Job Speak Index for Feb'16 over Feb'15.

**V. Suresh, Chief Sales Officer, Naukri.com** said, "As predicted earlier, Job market seems to sustain the momentum gained over the last few quarters and is heading North with 18% growth in February 2016. Looking at the consistency and pace at which the index is moving over the past few months, I am cautiously optimistic that we are at the cusp of a solid growth phase and good times are ahead for jobseekers."

## Overall Hiring Trends

Index	Feb-15	Mar-15	Apr-15	May-15	Jun-15	Jul-15	Aug-15	Sep-15	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16
	1639	1609	1736	1572	1749	1835	1665	1796	1715	1599	1783	1748	1937



Total no. of new jobs posted in July 2008 was scaled to 1000. Index for subsequent months is relative to Jul 08.

# SECTORAL ANALYSIS



Insurance



IT-Software



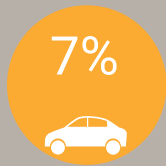
Pharma



BPO



Telecom



Auto



Oil & Gas



Banking



figures are percentage change in Feb-16 over average of Feb-15

**Industry-wise Analysis:** Core sectors such as IT-Software, Insurance and ITES have shown positive trends, others are as following:

- Pharma and Biotech record a growth 12%
- Automobiles and Telecom are up by 7% and 6% respectively
- Real Estate witnessed a Y-o-Y growth of 6%
- FMCG recorded a growth of 29%
- Construction and IT-Hardware reported a decline of -11% and -22% respectively

## Hiring trends across top industry sectors

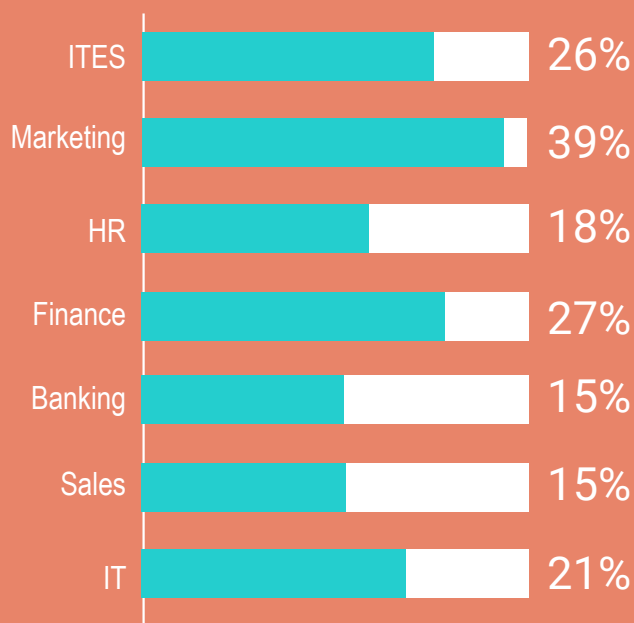
Industry	Jul 08	Feb-15	Mar-15	Apr-15	May-15	Jun-15	Jul-15	Aug-15	Sep-15	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16
IT- Software	↑ 1000	↑ 2204	↓ 2171	↑ 2338	↓ 2184	↑ 2568	↑ 2927	↓ 2172	↑ 2416	↑ 2347	↑ 2175	↑ 2366	↑ 2393	↑ 2812
BPO and ITeS	↑ 1000	↑ 1405	↓ 1365	↑ 1470	↓ 1415	↓ 1374	↑ 1448	↑ 1500	↑ 1657	↑ 1637	↑ 1460	↑ 1454	↑ 1500	↑ 1636
Construction and Engineering	↑ 1000	↑ 724	↓ 699	↑ 729	↓ 657	↑ 791	↑ 807	↓ 745	↓ 702	↑ 721	↓ 616	↑ 814	↓ 676	↓ 643
Auto and Auto Ancillary	↑ 1000	↑ 990	↓ 889	↑ 1055	↓ 950	↑ 951	↑ 991	↓ 949	↑ 1106	↑ 918	↑ 991	↑ 984	↑ 967	↑ 1059
Banking and Financial Services	↑ 1000	↑ 2529	↓ 2294	↑ 2681	↓ 2220	↑ 2298	↑ 2524	↓ 1979	↑ 2063	↑ 2073	↑ 1766	↑ 2118	↑ 2098	↓ 2404
Oil and Gas	↑ 1000	↑ 1027	↑ 1038	↓ 835	↓ 824	↓ 705	↓ 629	↑ 853	↑ 860	↓ 810	↓ 759	↓ 890	↓ 796	↓ 895
Telecom	↑ 1000	↑ 875	↓ 744	↑ 861	↓ 797	↑ 840	↑ 1027	↓ 897	↑ 993	↑ 831	↑ 1389	↑ 868	↑ 822	↑ 925
Insurance	↑ 1000	↓ 628	↓ 543	↑ 669	↓ 617	↑ 753	↑ 776	↓ 644	↑ 708	↑ 592	↓ 572	↓ 626	↑ 659	↑ 806
Capital Goods	↑ 1000	↑ 876	↓ 835	↑ 882	↓ 704	↑ 963	↑ 990	↓ 850	↑ 864	↑ 825	↓ 722	↑ 893	↑ 777	↓ 755
Pharma & Biotech	↑ 1000	↑ 1786	↓ 1722	↑ 1998	↓ 1580	↑ 1901	↑ 1972	↓ 1818	↓ 1758	↑ 1792	↓ 1554	↑ 1755	↑ 1760	↑ 2001

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

## Functional Area Analysis:

- Demand for Top Management professionals witnessed an impressive 51% Y-o-Y growth
- Marketing and Accounts professionals also witnessed growth in demand by 39% and 27% respectively
- Banking professionals also recorded 15% growth in their jobs in the Feb'16 index
- Demand for Project Management professionals continues to decline with -16% decrease in the Feb'16 index



figures are percentage change in Feb-16 over average of Feb-15

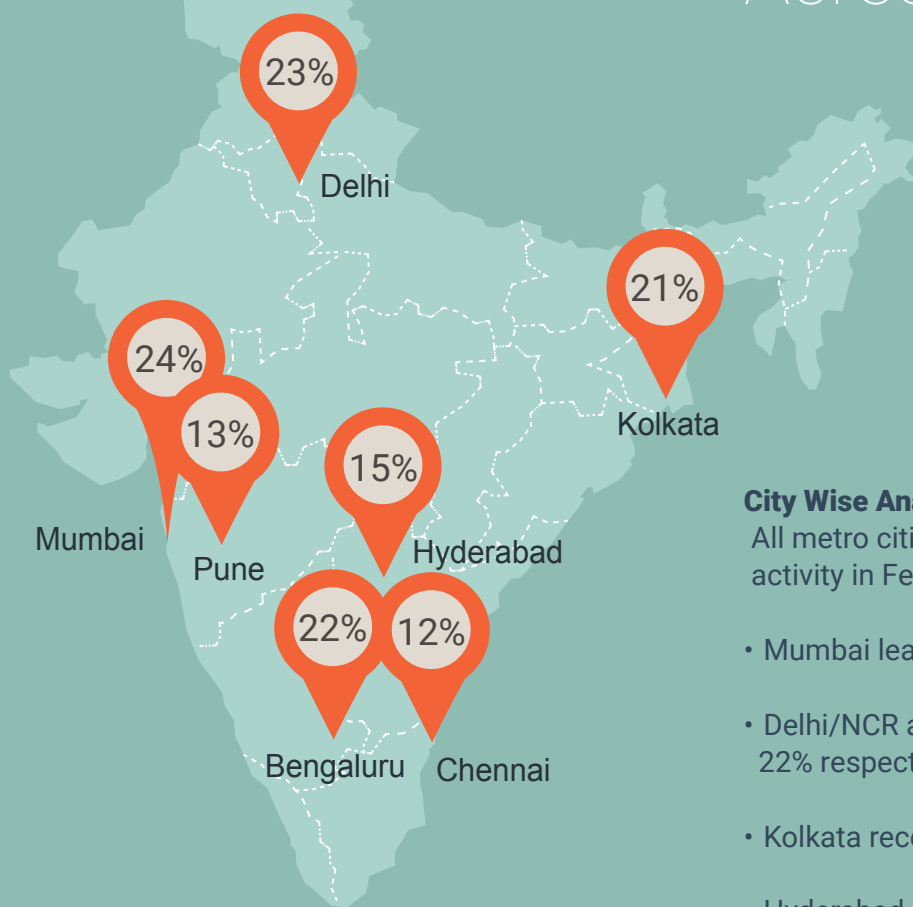
Hiring trends across functional areas

Functional Area	Jul 08	Feb-15	Mar-15	Apr-15	May-15	Jun-15	Jul-15	Aug-15	Sep-15	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16
IT-Software	↑1000	↑2186	↓2178	↑2259	↓2054	↑2442	↑2691	↓2071	↑2336	↑2283	↑2104	↑2300	↑2294	↑2655
Sales and Business Development	↑1000	↑1780	↓1754	↑1920	↓1742	↑1944	↑2026	↓1913	↑2029	↑1859	↑1749	↑1948	↑1907	↑2046
ITES and BPO	↑1000	↑1891	↓1784	↑1968	↓1907	↓1876	↑1900	↑2061	↑2195	↑2233	↑1962	↑2089	↑2107	↑2373
Production and Maintenance	↑1000	↑1129	↓1047	↑1170	↓995	↑1093	↑1129	↓1122	↑1191	↑1014	↓997	↑1202	↑1074	↑1144
Accounts and Finance	↑1000	↑1184	↑1197	↑1279	↓1151	↑1356	↑1451	↓1238	↑1319	↑1239	↑1183	↑1304	↑1315	↑1505
HR & Administration	↑1000	↑1614	↑1661	↑1701	↓1594	↑1720	↑1825	↓1638	↑1816	↑1600	↑1610	↑1788	↑1767	↑1906
Project Management	↑1000	↑695	↓674	↑674	↑690	↑690	↓683	↑712	↓667	↑637	↓493	↑751	↓607	↓582
Marketing and Advertising	↑1000	↑1111	↑1131	↑1262	↓1055	↑1245	↑1393	↓1353	↑1398	↑1433	↑1362	↑1431	↑1488	↑1540
Banking and Insurance	↑1000	↑1022	↓964	↑1245	↓921	↑966	↑1057	↓835	↑976	↑962	↑941	↑1009	↑982	↑1171
Engineering Design	↑1000	↑926	↓923	↑922	↓815	↑913	↑962	↓883	↓871	↓736	↓762	↓851	↓766	↓828

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



### City Wise Analysis

All metro cities registered an increase in hiring activity in February 2016 over February 2015

- Mumbai leads the race with 24% growth
- Delhi/NCR and Bangalore are at 23% and 22% respectively
- Kolkata records a growth of 21%
- Hyderabad, Pune and Chennai witness a growth of 15%, 13% and 12% respectively

figures are percentage change in Feb-16 over average of Feb-15

City	Jul 08	Feb-15	Mar-15	Apr-15	May-15	Jun-15	Jul-15	Aug-15	Sep-15	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16
Delhi-NCR	↑1000	↑1707	↑1813	↑1848	↓1664	↑1745	↑1861	↓1843	↑2078	↑1932	↑1685	↑2012	↑2002	↑2108
Mumbai	↑1000	↑1350	↑1365	↑1546	↓1354	↑1512	↑1593	↓1470	↑1528	↑1488	↑1348	↑1571	↑1535	↑1680
Bangalore	↑1000	↑2005	↓1967	↑2172	↓2006	↑2278	↑2412	↓2035	↑2094	↑2031	↑1903	↑2152	↑2124	↑2447
Chennai	↑1000	↑1496	↓1354	↑1500	↓1396	↑1523	↑1671	↓1468	↑1513	↑1433	↑1372	↓1270	↓1438	↑1683
Hyderabad	↑1000	↑1846	↓1709	↑1914	↓1694	↑1987	↑2157	↓1814	↑1917	↑1870	↑1999	↑1846	↑1928	↑2119
Pune	↑1000	↑1995	↑1997	↑2188	↓1860	↑2185	↑2281	↓1881	↑1961	↑1962	↓1738	↑1991	↑1947	↑2248
Kolkata	↑1000	↑1407	↑1632	↑1699	↓1260	↑1510	↑1546	↓1408	↑1543	↑1295	↑1338	↑1435	↑1498	↑1704

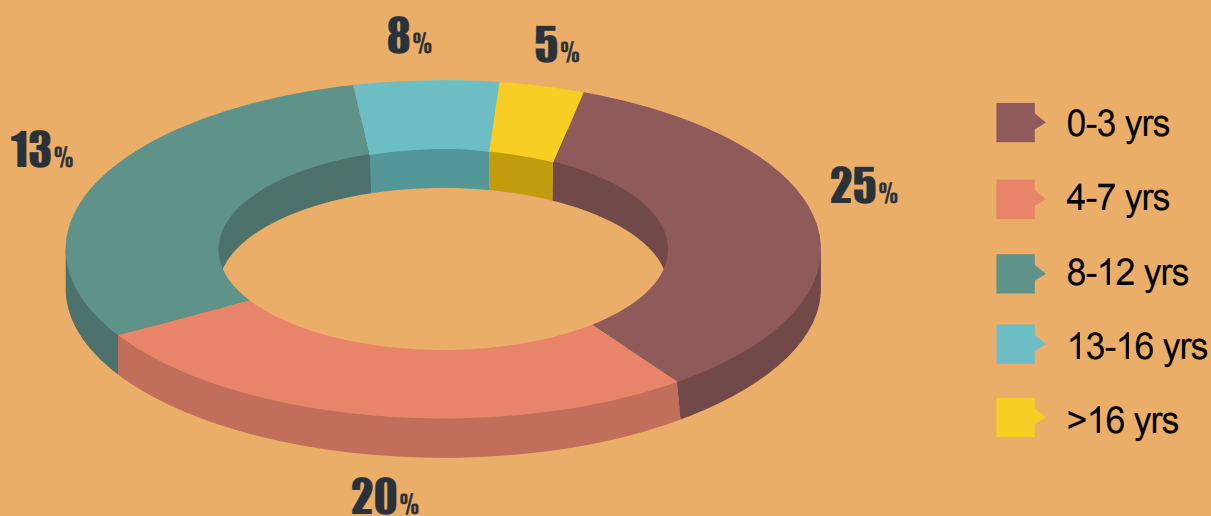
No. of new jobs posted in July '08 for each city was scaled to 1000; all months have been compared with previous column

# WORK- EX BASED SCENARIO

In Feb'16, hiring activity revived across all experience levels. Professional across all experience levels saw an increase of almost 20% in Feb'2016 over Feb'2015.

## Experience Buckets

Percentage share of jobs across experience levels in Feb'16





# METHODOLOGY

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 continued growth while outperforming its competitors in every sphere. Info Edge was the first internet Company to be listed in India. The site enjoys a traffic share of 71% as per recent ComScore data. Naukri.com is a recruitment platform that provides hiring-related services to corporates/ recruiters, placement agencies and to job seekers in India and overseas. It offers multiple products like Resume Database Access, listings and Response Management Tools. With more than 2,50,000 jobs live at any point and over 44.5 million CV's, Naukri.com serviced over 57,500 corporate clients in 2014-2015. The company employs over 4000 people and operates through 65 offices in 44 cities in India and overseas offices in Dubai, Riyadh, Abu Dhabi and Bahrain catering to the Middle East market.

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 job movement on site.

## **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	Feb-15	Mar-15	Apr-15	May-15	Jun-15	Jul-15	Aug-15	Sep-15	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16
IT-Software/Software Services	2204	2171	2338	2184	2568	2927	2172	2416	2347	2175	2366	2393	2812
BPO/ITES/CRM/Transcription	1405	1365	1470	1415	1374	1448	1500	1657	1637	1460	1454	1500	1636
Construction and Engineering	724	699	729	657	791	807	745	702	721	616	814	676	643
Auto and Auto Ancillary	990	889	1055	950	951	991	949	1106	918	991	984	967	1059
Banking and Financial Services	2529	2294	2681	2220	2298	2524	1979	2063	2073	1766	2118	2098	2404
Oil and Gas	1027	1038	835	824	705	629	853	860	810	759	890	796	895
Telecom	875	744	861	797	840	1027	897	993	831	1389	868	822	925
Insurance	628	543	669	617	753	776	644	708	592	572	626	659	806
Capital Goods	876	835	882	704	963	990	850	864	825	722	893	777	755
Pharma & Biotech	1786	1722	1998	1580	1901	1972	1818	1758	1792	1554	1755	1760	2001
Hospitality	1656	1757	1858	1526	1643	1576	1659	1786	1811	1801	1996	1985	2194
FMCG, Foods and Beverage	1221	1257	1418	1300	1389	1633	1505	1576	1435	1433	1482	1481	1570
Chemicals	930	739	912	970	875	865	914	938	850	710	857	892	971
Education	2275	2356	2619	2135	1952	1974	2239	2249	2104	1921	2248	2318	2561
IT-Hardware & Networking	1473	1132	1262	1081	1278	1304	1095	1242	1144	815	1158	1127	1146
Retailing	1103	1050	1158	1006	1158	1285	1245	1367	1357	1351	1437	1288	1317
Media and Entertainment	1048	1073	1110	1095	1207	1228	1089	1253	1103	930	986	947	1074
Healthcare	2918	2702	3137	2765	3061	2839	3259	3510	3160	2676	3330	3116	3241
Real Estate	2074	1901	2110	2015	2045	2175	2580	2254	2105	1862	2237	1955	2192
Employment Firms	2759	3871	3504	3245	3427	3507	3344	4014	3326	2968	4346	3823	3306
Consumer Durables	1095	1027	1150	1012	1155	1085	924	957	971	821	1005	922	1165
Accounting & Taxation	1659	1617	1675	1658	2007	2297	2558	2350	2594	2668	2774	2550	3221
Advertising	1523	1799	1801	1618	2064	2148	1799	2053	2129	1966	2103	2006	2201
Textiles	2101	1913	2156	1887	1858	2107	1986	2224	1784	1858	2149	1885	2177
Semiconductors & Electronics	1147	1102	1104	1022	1281	1570	906	1449	1051	1048	1116	1175	1385
Courier & Transportation	1989	2807	1688	1382	1382	1435	1304	1625	1367	1413	1501	1327	1435
Architecture & Interior Designing	1107	1148	1204	1004	1331	1425	1237	1358	1228	1049	1159	1361	1337
Export & Import	1105	1060	1229	1100	1171	1122	1011	1166	1045	935	1240	1025	1142
Printing & Packaging	954	1117	1364	1069	1184	1415	1021	896	1043	866	1159	1242	1437
Marine	790	627	1031	813	1117	1372	805	935	764	813	794	731	853
Agriculture	1320	1390	1399	1138	1315	1507	1077	1277	1021	954	1208	1315	1361
Office Equipment/Automation	702	683	970	816	826	758	752	997	915	900	752	960	814
Fresher & Trainee	1232	1083	1328	1009	1291	1448	1558	1465	1232	1296	1469	1336	1206
Social Services	1689	1838	1561	1852	1739	1745	2101	2273	2285	1951	2087	2399	1851
Gems & Jewellery	2386	2198	3190	2750	2675	2675	3240	3802	3365	3426	3478	3566	3369
Paper	502	540	565	440	490	490	816	610	502	416	502	465	658
Legal	2107	2167	2567	2226	2122	2287	2404	2576	2567	2269	2731	1929	2585
Tyres	1187	697	519	950	876	1003	638	859	816	629	801	801	856
Fertilizers & Pesticides	2182	1543	1454	1380	1736	1640	1618	1641	1558	951	1944	1217	2236
Security & Law Enforcement	1669	1832	1905	2195	3356	3430	2703	1986	1977	2362	2013	2322	1707
Defence & Government	910	746	420	1609	933	1253	863	2481	979	795	490	956	1073

\*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*	Feb-15	Mar-15	Apr-15	May-15	Jun-15	Jul-15	Aug-15	Sep-15	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16
IT-Software	2186	2178	2259	2054	2442	2691	2071	2336	2283	2104	2300	2294	2655
Sales and Business Development	1780	1754	1920	1742	1944	2026	1913	2029	1859	1749	1948	1907	2046
ITES and BPO	1891	1784	1968	1907	1876	1900	2061	2195	2233	1962	2089	2107	2373
Production and Maintenance	1129	1047	1170	995	1093	1129	1122	1191	1014	997	1202	1074	1144
Accounts and Finance	1184	1197	1279	1151	1356	1451	1238	1319	1239	1183	1304	1315	1505
HR & Administration	1614	1661	1701	1594	1720	1825	1638	1816	1600	1610	1788	1767	1906
Project Management	695	674	674	690	690	683	712	667	637	493	751	607	582
Marketing and Advertising	1111	1131	1262	1055	1245	1393	1353	1398	1433	1362	1431	1488	1540
Banking and Insurance	1022	964	1245	921	966	1057	835	976	962	941	1009	982	1171
Engineering Design - R&D	926	923	922	815	913	962	883	871	736	762	851	766	828
Supply Chain	946	858	998	933	1080	1174	927	1063	920	895	974	924	1015
Front Office and Data Entry	825	854	1035	876	833	866	940	956	918	856	991	927	1009
IT- Hardware & Telecom	1565	1463	1607	1494	1441	1620	1617	1496	1339	1387	1524	1401	1619
Teaching & Education	2473	2419	2714	2120	1994	2008	2125	2176	1962	1781	2164	2399	2634
Pharma and Biotech	3058	2924	3212	2867	3166	3465	3052	3374	3190	2878	3369	3086	3331
Hotels and Restaurants	2112	2083	2249	1931	1979	2132	2101	2278	2355	2256	2435	2678	2542
Top Management	585	752	764	721	836	946	803	878	787	857	933	785	881
Architecture & Interior Design	1085	1008	999	831	1119	1166	1008	1114	1145	871	1109	1186	1006
Merchandising	1088	982	1345	1802	1813	1066	982	1099	1155	1234	1366	1179	1225
Consulting	973	1052	1037	1022	1100	1279	1155	1159	1357	1375	1227	1324	1493
Legal	1535	1482	1689	1466	1626	1613	1654	1544	1582	1330	1711	1557	1822
Web Designing	2455	2436	2505	2455	2540	2590	2741	3069	2998	2673	2926	3139	3440
Journalism	1920	1889	2083	2052	1776	1799	2274	2293	2659	2233	2460	2740	2879
Travel & Airlines	1912	1927	2359	2127	2780	2967	1806	2215	2438	2291	3439	2854	3164
Fashion and Garments	2105	1761	2157	1802	1813	1998	2145	2350	1947	1759	2029	1732	2269
Security Services	1143	898	898	918	1316	1256	1122	1265	1071	801	1530	1071	1265
Media	1159	947	1094	1143	1241	1377	996	1113	1388	927	1110	1273	1309
Packaging	1524	1451	2285	1560	1905	1809	1560	1631	1850	994	1469	1106	1047

\*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*	Feb-15	Mar-15	Apr-15	May-15	Jun-15	Jul-15	Aug-15	Sep-15	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16
Delhi / NCR	1707	1813	1848	1664	1745	1861	1843	2078	1932	1685	2012	2002	2108
Mumbai	1350	1365	1546	1354	1512	1593	1470	1528	1488	1348	1571	1535	1680
Bengaluru / Bangalore	2005	1967	2172	2006	2278	2412	2035	2094	2031	1903	2152	2124	2447
Chennai	1496	1354	1500	1396	1523	1671	1468	1513	1433	1372	1270	1438	1683
Hyderabad / Secunderabad	1846	1709	1914	1694	1987	2157	1814	1917	1870	1999	1846	1928	2119
Pune	1995	1997	2188	1860	2185	2281	1881	1961	1962	1738	1991	1947	2248
Kolkata	1407	1632	1699	1260	1510	1546	1408	1543	1295	1338	1435	1498	1704
Ahmedabad	1682	1709	1939	1735	1938	1957	1585	1892	1784	1705	1881	1833	2221
Chandigarh	1124	1256	1421	1260	1289	1392	1399	1580	1370	1089	1318	1296	1606
Emakulam	2468	2285	2703	2494	3294	3169	3066	2921	3103	2968	2858	2919	2798
Vadodara / Baroda	1439	1356	1295	1187	1513	1426	1508	1750	1362	1336	1532	1396	1929
Coimbatore	1367	1420	1479	1344	1490	1510	1462	1424	1497	1534	1310	1434	1916
Jaipur	2216	1997	2590	2292	1993	2609	2665	2446	2235	2541	2921	2806	3024

\*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