



A Report on **Hiring Activity** in India

by: Location, Industry and Experience

April 2010
A Naukri.com Report



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METHODOLOGY

The Naukri Job Speak index from Feb'10 onwards includes not only online jobs but also incorporate jobs acquired from existing clients by our tele-calling team. Although this data is a relatively small component of the entire job postings on Naukri, addition of the same to the index will give a more holistic picture of the job market in India. Therefore, the Job index which is reflective of the job listings on the site has been realigned (including the jobs acquired from existing clients by our tele-calling team) from July'08 onwards.

New Index- Jobs posted online by clients + Jobs acquired from existing clients by Naukri.com's tele-calling team

On the basis of job listings added to the site every month, the data shows an increase or decline in the jobs. To calculate the index, job listings added to the site in July 2008 have been taken on a base of 1000. The subsequent months have been indexed with data of July 2008. The report produced monthly shows hiring trends across industry sectors, geography and functional areas. There might be high volatility in the case of smaller cities, niche industries and functional areas owing to a small database. More than 34000 clients use Naukri.com, leading to high reliability of the data.

Naukri Job Speak has a segment on Total Jobs that indicates the movement of Total Jobs on the site.

Total Jobs: (Jobs Added + Jobs Refreshed)

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.

OVERVIEW

The Naukri Job Speak Index for Apr-10 at 1019 is the highest ever and has surpassed the pre down turn levels indicating a much improved hiring environment

Happy times are back for both job seekers and recruiters as the Naukri Job Speak index for Apr'10 at 1019 as compared to 962 in Mar'10 is the highest job index since July'08. Hiring activity for the top industrial sectors has been forging ahead strongly indicating this rebound in the job market. The first quarter of 2010 has been very optimistic as the job index has been consistently moving in a positive direction with the Feb index moving up by 17% bringing back the much desired positive swing in the job market. A year on year comparison of the job index shows all industry sectors, cities and functional areas moving in a positive direction.

Sumeet Singh, National Head, Marketing and Communication, Info Edge said "The first quarter of the year started on an optimistic note with a jump in hiring sentiment across cities, industries and functional areas. We can see that the job market has recovered sharply from the depths of gloom and the April job index has surpassed the pre down turn levels."

A deeper analysis of the hiring activity reflects that the IT industry which was grappling with recession has seen things moving in a positive direction with hiring activity moving up by 48% in Apr-10 over Apr'09. This was also reflected in the Naukri Hiring Outlook survey (Jan-10) where 85% of recruiters in the IT sector said that new jobs will be created in 2010. Although in Apr-10 some of the top 10 cities show a minor dip in the index over the Mar'10, on a three month moving average index all cities reflect an upward trend. In Apr-10 all functional areas show an upward moving index.

KEY HIGHLIGHTS (Apr'10 over Apr'09)

JOB INDEX- CITIES

▲	Bangalore	45%
▲	Hyderabad	36%
▲	Pune	63%
▲	Mumbai	45%
▲	Kolkata	27%
▲	Delhi-NCR	43%

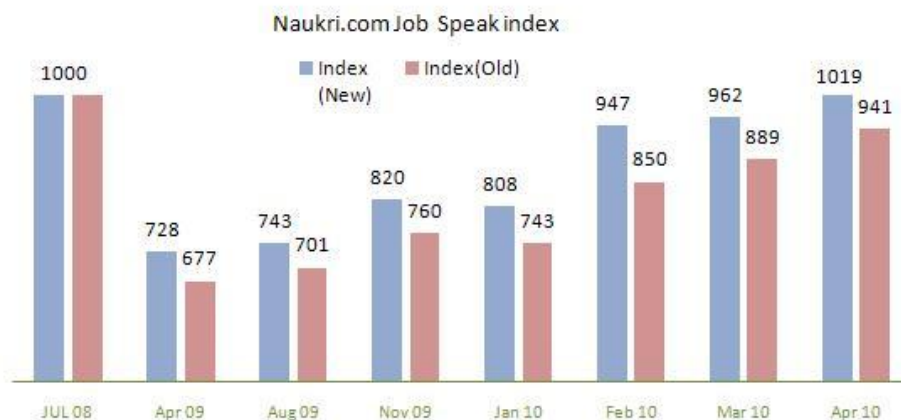
JOB INDEX -INDUSTRIES

▲	IT- Software	48%
▲	Oil & Gas	21%
▲	Insurance	82%
▲	ITES /BPO	44%
▲	Banking	67%
▲	Auto	41%

JOB INDEX-FUNCTIONAL AREA

▲	IT-Software	48%
▲	Marketing	35%
▲	HR & Administration	84%
▲	Accounts & Finance	18%
▲	Project Management	47%
▲	ITES & BPO	50%

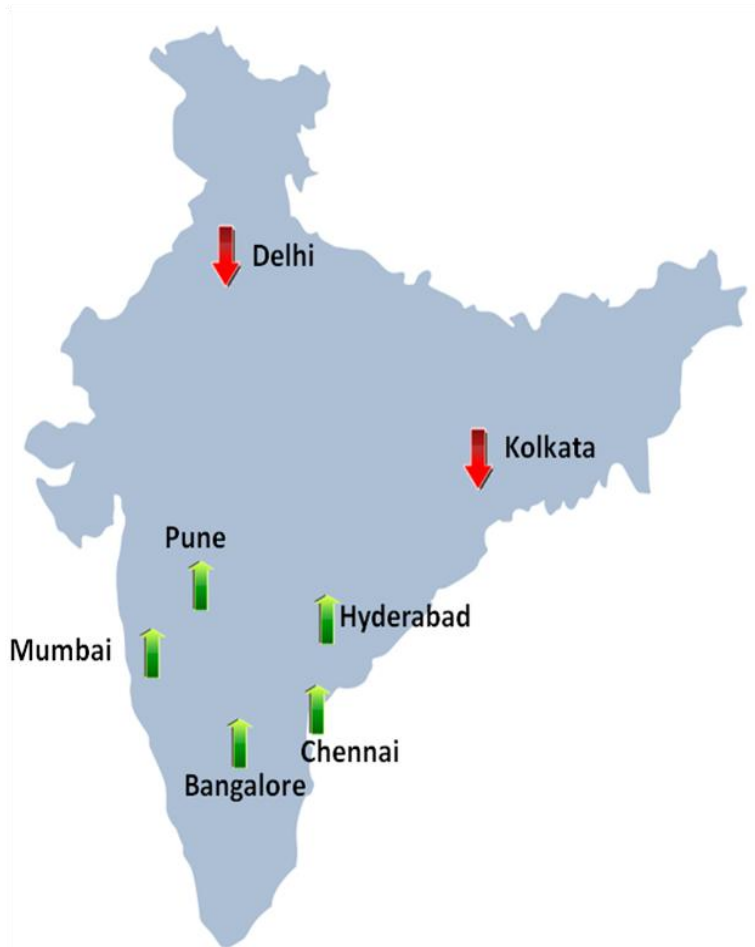
- A year on year comparison of the job index shows that Pune, Bangalore, Mumbai and Delhi has seen huge revivals in the job market
- Key industry sectors like Insurance, Banking, IT- Software and ITES are all back to the pre downturn levels with job index moving up by 82%, 67%, 48% and 44% in Apr'10 over Apr'09
- Professionals in HR, ITES, IT- Software and Project Management witnessed a comeback in the hiring front with job index moving up by 84%, 50%, 48%, and 47% in Apr'10 over



New Index-Jobs posted online by clients+ Jobs acquired from existing clients by Naukri.com's tele-calling team
 Old index - Only Jobs posted online by client

CITY WISE OVERVIEW

Bangalore, Hyderabad and Pune show an upward moving index in Apr'10 over Mar'10



The job index for Hyderabad, Pune and Bangalore crossed the July'08 mark for the first time in Apr-10. Hiring activity for Bangalore Hyderabad and Pune moved up by 18%, 17% and 10% respectively in Apr'10 over Mar'10. This is primarily because of the bounce back in the hiring scenario of the IT sector and these markets have high IT concentration.

Although the index for Delhi and Kolkata saw a dip in the April index, the three month moving average index moved up 7% and 6% in Apr'10 over Mar'10.

INDEX- CITIES

City*	Jul 08	Apr 09	Aug 09	Dec 09	Jan 10	Feb 10	Mar 10	Apr 10
Delhi-NCR	1000	↓ 759	↑ 801	↓ 848	↑ 891	↑ 992	↑ 1117	↓ 1086
Mumbai	1000	↓ 613	↑ 680	↑ 763	↑ 796	↑ 886	↓ 850	↑ 891
Bangalore	1000	↓ 724	↓ 703	↑ 747	↑ 797	↑ 897	↓ 889	↑ 1048
Chennai	1000	↓ 641	↓ 629	↑ 653	↑ 712	↑ 862	↓ 843	↑ 867
Hyderabad	1000	↓ 747	↓ 666	↑ 709	↑ 739	↑ 955	↓ 870	↑ 1015
Pune	1000	↓ 664	↑ 701	↑ 742	↑ 783	↑ 931	↑ 983	↑ 1082
Kolkata	1000	↓ 775	↑ 817	↑ 872	↓ 818	↑ 990	↑ 1055	↓ 981

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

INDUSTRY OVERVIEW

The hiring activity in the IT, Oil & Gas, Insurance and Telecom sectors moved up in Apr'10 as compared to Mar'10

The IT and the Insurance sector has seen maximum movement on the recruitment front with their job index moving up by 16% and 11% in Apr'10 over Mar'10 . Both these industries for the first time witnessed their job index surpass the July'08 levels. The ITES sector has seen a consecutively upward moving index for the past four months indicating a strong upsurge in the job scenario.

Hiring activity for the Banking sector moved up by 8% and that in Oil & Gas sector moved up by 11% in Apr'10 over Mar'10

INDEX- INDUSTRIES

Industry	Jul 08	Apr 09	Aug 09	Dec 09	Jan 10	Feb 10	Mar 10	Apr 10
IT- Software	1000	↓698	↑704	↑726	↑773	↑964	↓888	↑1033
BPO and ITeS	1000	↓681	↓646	↑659	↑791	↑824	↑930	↑979
Construction and Engineering	1000	↓659	↑672	↓663	↑663	↑729	↓718	↑730
Auto and Auto Ancillary	1000	↓582	↑617	↓621	↑657	↑815	↑884	↓825
Banking and Financial Services	1000	↓590	↑766	↑818	↓791	↑904	↑912	↑987
Oil and Gas	1000	↓778	↓721	↑770	↑813	↑858	↓848	↑942
Telecom	1000	↓875	↓732	↓700	↓671	↑850	↓784	↑791
Insurance	1000	↓586	↑814	↓811	↓740	↑841	↑967	↑1069
Capital Goods	1000	↓794	↑845	↑966	↓846	↑919	↓911	↑996
Pharma & Biotech	1000	↑1041	↓977	↑1022	↑1037	↑1167	↑1247	↓1062

FUNCTIONAL AREA OVERVIEW

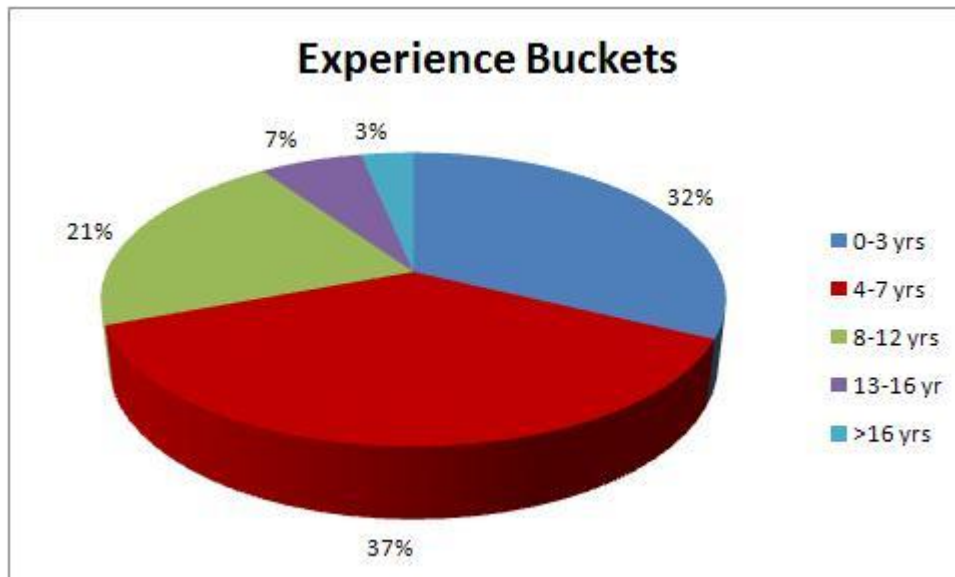
Demand for professionals in the top 10 functional areas moved in a positive direction

The demand for professionals in key functional areas moved in a positive direction with the hiring activity for the professionals in Marketing, HR and Banking up by 14%, 11% and 10% respectively in Apr'10 over Mar'10. Professionals in IT- Software were high in demand as the index at 1011 crossed the July'08 levels. The job index for professionals in ITES and Production has been moving in a positive direction for the past three months with the April index moving up by 3% and 2% in Apr'10 over Mar'10.

INDEX- FUNCTIONAL AREAS

Functional area	Jul 08	Apr 09	Aug 09	Dec 09	Jan 10	Feb 10	Mar 10	Apr 10
IT-Software	1000	↓683	↓660	↑708	↑763	↑950	↓911	↑1011
Sales and Business Development	1000	↓825	↑883	↓860	↑905	↑1066	↓1046	↑1064
ITES and BPO	1000	↓767	↓761	↑789	↑944	↑988	↑1111	↑1149
Production and Maintenance	1000	↓784	↑856	↑879	↓791	↑1010	↑1017	↑1039
Accounts and Finance	1000	↓732	↓693	↓634	↑677	↑804	↓802	↑866
HR & Administration	1000	↓611	↑664	↑818	↑819	↑943	↑1011	↑1126
Project Management	1000	↓607	↑630	↑691	↑714	↑806	↑823	↑892
Marketing and Advertising	1000	↓712	↑714	↑725	↑760	↑963	↓842	↑961
Banking and Insurance	1000	↓573	↑714	↑825	↓732	↑818	↑884	↑974
Engineering Design - R&D	1000	↓600	↑621	↑637	↓608	↑646	↑812	↑821

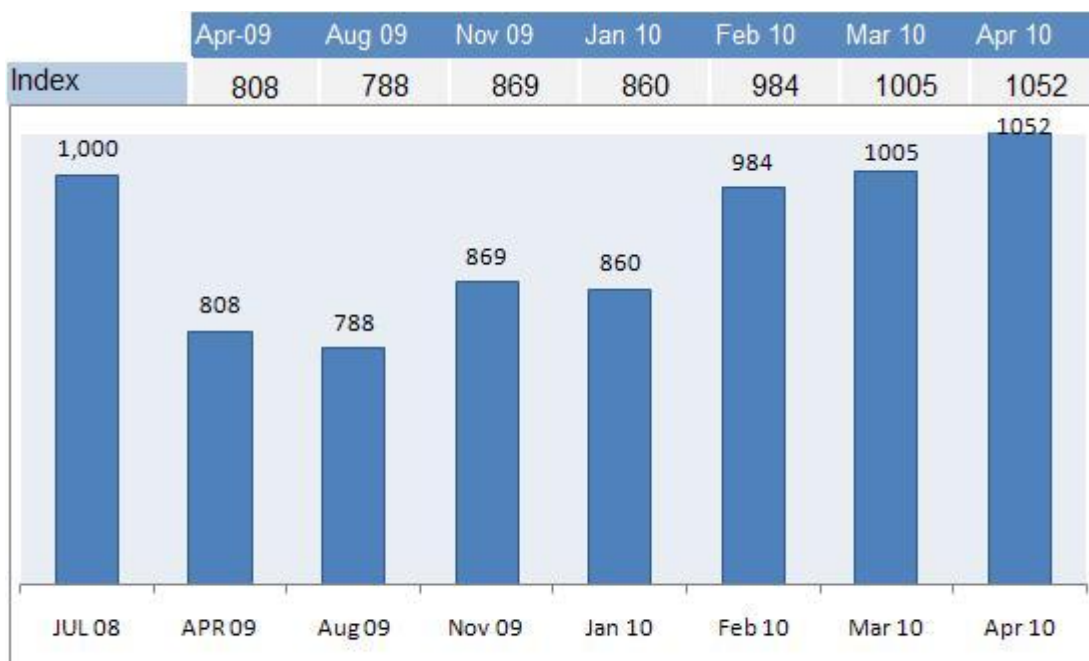
WORK EXPERIENCE OVERVIEW



- Hiring activity in the 0-3years, 8-12years, 13-16 years experience brackets moved up by 5% in Apr'10 over Mar'10
- The index for 4-7 years and above 16 years experience brackets moved up by 7% in Apr-10 over Mar-10

INDEX FOR TOTAL JOBS

On Total Jobs (this includes refreshed jobs); the index has moved up 5% above the base level in July'08.



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

ANNEXURE- CITIES

City*	Jul-08	Aug-08	Sep-08	Oct-08	Nov-08	Dec-08	Jan-09	Feb-09	Mar-09	Apr-09	May-09	Jun-09	Jul-09	Aug-09	Sep-09	Oct-09	Nov-09	Dec-09	Jan-10	Feb-10	Mar-10	Apr-10
Delhi-NCR	1000	↓ 940	↑ 1047	↓ 789	↑ 862	↓ 723	↑ 758	↑ 866	↓ 789	↓ 759	↓ 741	↑ 794	↑ 837	↓ 801	↑ 835	↑ 853	↑ 906	↓ 848	↑ 891	↑ 992	↑ 1117	↓ 1086
Mumbai	1000	↓ 951	↑ 963	↓ 722	↑ 745	↓ 731	↓ 722	↑ 750	↓ 634	↓ 613	↓ 579	↑ 697	↑ 696	↓ 680	↑ 725	↓ 662	↓ 733	↓ 763	↓ 796	↑ 886	↓ 850	↑ 891
Bangalore	1000	↓ 879	↑ 898	↓ 759	↑ 821	↓ 693	↑ 783	↑ 816	↓ 735	↓ 724	↓ 668	↑ 721	↓ 699	↑ 703	↓ 663	↓ 699	↑ 789	↓ 747	↑ 797	↑ 897	↓ 889	↑ 1048
Chennai	1000	↓ 927	↑ 983	↓ 800	↑ 831	↓ 650	↓ 638	↑ 693	↓ 672	↓ 641	↓ 608	↑ 726	↑ 717	↓ 629	↑ 674	↑ 728	↑ 722	↓ 653	↑ 712	↑ 862	↓ 843	↑ 867
Hyderabad	1000	↓ 930	↑ 975	↓ 785	↑ 814	↓ 693	↑ 701	↑ 774	↓ 684	↑ 747	↓ 699	↑ 706	↑ 723	↑ 666	↓ 640	↓ 690	↑ 753	↓ 709	↑ 739	↑ 955	↓ 870	↑ 1015
Pune	1000	↓ 921	↑ 1022	↓ 819	↑ 844	↓ 670	↑ 692	↑ 741	↓ 718	↓ 664	↓ 650	↑ 794	↑ 738	↑ 701	↓ 672	↓ 674	↑ 796	↓ 742	↑ 783	↑ 931	↑ 983	↑ 1082
Kolkata	1000	↑ 1036	↑ 1069	↓ 773	↑ 840	↓ 703	↑ 813	↓ 787	↑ 801	↓ 775	↓ 747	↑ 856	↑ 832	↑ 817	↓ 788	↓ 820	↑ 880	↑ 872	↓ 818	↑ 990	↑ 1055	↓ 981
Ahmedabad	1000	↓ 882	↑ 929	↓ 774	↑ 883	↓ 838	↓ 759	↑ 1081	↓ 993	↓ 946	↓ 767	↑ 864	↓ 848	↓ 857	↑ 968	↓ 823	↑ 953	↓ 950	↓ 870	↑ 1067	↓ 965	↑ 1164
Chandigarh	1000	↓ 898	↑ 1121	↓ 690	↑ 811	↑ 817	↓ 725	↑ 901	↓ 898	↓ 813	↓ 664	↑ 787	↑ 882	↓ 852	↑ 952	↑ 903	↓ 790	↓ 831	↑ 862	↑ 969	↓ 1033	↑ 1187
Cochin	1000	↑ 1309	↓ 1098	↓ 1039	↑ 1105	↓ 842	↑ 921	↑ 990	↓ 967	↓ 927	↓ 848	↑ 976	↑ 986	↓ 894	↑ 917	↑ 851	↓ 815	↓ 779	↑ 845	↑ 1006	↓ 865	↑ 1084
Baroda	1000	↑ 1079	↑ 1161	↓ 954	↑ 1048	↓ 929	↑ 1036	↑ 1283	↓ 1090	↓ 960	↓ 866	↑ 1011	↓ 898	↑ 1065	↓ 1059	↓ 892	↑ 1135	↓ 869	↑ 1101	↑ 1240	↓ 1118	↑ 1137
Coimbatore	1000	↓ 848	↑ 1125	↓ 951	↓ 780	↓ 681	↑ 689	↓ 640	↑ 742	↓ 689	↓ 674	↑ 783	↓ 648	↑ 751	↓ 686	↑ 734	↓ 655	↓ 636	↑ 643	↑ 696	↑ 748	↓ 667
Jaipur	1000	↓ 967	↑ 1173	↓ 861	↑ 1035	↑ 1051	↓ 951	↑ 1054	↓ 1019	↑ 1038	↓ 990	↑ 1025	↑ 1202	↓ 1016	↑ 1090	↓ 816	↓ 1077	↑ 1183	↓ 1106	↑ 1372	↓ 1237	↑ 1432

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

ANNEXURE-ALL INDUSTRIES

Industry	Jul-08	Aug-08	Sep-08	Oct-08	Nov-08	Dec-08	Jan-09	Feb-09	Mar-09	Apr-09	May-09	Jun-09	Jul-09	Aug-09	Sep-09	Oct-09	Nov-09	Dec-09	Jan-10	Feb-10	Mar-10	Apr-10
IT-Software/Software Service	1000	↓ 880	↑ 929	↓ 793	↑ 859	↓ 748	↑ 763	↑ 776	↓ 670	↑ 698	↓ 626	↑ 699	↑ 727	↓ 704	↑ 718	↓ 720	↑ 747	↓ 726	↓ 773	↑ 964	↓ 888	↑ 1033
BPO/ITES/CRM/Transcription	1000	↓ 827	↑ 844	↑ 870	↓ 765	↓ 682	↑ 881	↓ 873	↓ 869	↓ 681	↑ 690	↑ 690	↑ 711	↓ 646	↑ 763	↑ 797	↑ 797	↓ 659	↑ 791	↑ 824	↑ 930	↑ 979
Construction and Engineering	1000	↓ 945	↑ 996	↓ 799	↓ 789	↓ 612	↑ 716	↓ 702	↓ 671	↓ 659	↓ 656	↑ 730	↑ 723	↓ 672	↑ 749	↓ 660	↑ 683	↑ 663	↑ 663	↑ 729	↓ 718	↑ 730
Auto and Auto Ancillary	1000	↓ 968	↓ 920	↓ 752	↓ 740	↓ 523	↓ 512	↑ 596	↓ 580	↑ 582	↓ 577	↑ 593	↑ 663	↓ 617	↑ 618	↓ 572	↑ 657	↓ 621	↑ 657	↑ 815	↑ 884	↓ 825
Banking and Financial Services	1000	↓ 981	↑ 1063	↓ 710	↓ 627	↓ 609	↑ 661	↓ 660	↓ 538	↑ 590	↑ 597	↑ 769	↓ 699	↑ 766	↓ 724	↓ 741	↓ 764	↑ 818	↓ 791	↑ 904	↓ 912	↑ 987
Oil and Gas	1000	↓ 894	↑ 908	↓ 744	↑ 842	↓ 760	↓ 742	↑ 965	↓ 797	↓ 778	↓ 751	↓ 742	↑ 834	↓ 721	↑ 740	↓ 701	↑ 785	↓ 770	↓ 813	↑ 858	↓ 848	↑ 942
Telecom	1000	↑ 1045	↑ 1189	↓ 841	↑ 1113	↓ 1009	↑ 1071	↑ 1090	↓ 875	↑ 875	↓ 742	↑ 876	↑ 812	↓ 732	↑ 752	↓ 657	↑ 751	↑ 700	↓ 671	↑ 850	↓ 784	↑ 791
Insurance	1000	↓ 948	↑ 1035	↓ 767	↓ 722	↑ 769	↓ 768	↑ 929	↓ 660	↓ 586	↑ 640	↑ 660	↓ 671	↓ 814	↑ 866	↓ 833	↑ 1025	↑ 811	↓ 740	↑ 841	↑ 967	↑ 1069
Capital Goods	1000	↓ 970	↑ 1014	↓ 840	↑ 905	↓ 711	↓ 688	↑ 800	↑ 808	↓ 794	↓ 743	↑ 920	↓ 873	↓ 845	↑ 927	↓ 757	↓ 942	↑ 966	↓ 846	↑ 919	↓ 911	↑ 996
Pharma & Biotech	1000	↓ 977	↑ 1024	↓ 862	↑ 1048	↓ 1031	↑ 1047	↑ 1155	↓ 1012	↑ 1041	↓ 891	↑ 934	↑ 1042	↓ 977	↑ 966	↓ 884	↓ 901	↑ 1022	↓ 1037	↑ 1167	↑ 1247	↓ 1062
Hospitality	1000	↓ 966	↑ 1043	↓ 940	↓ 877	↓ 780	↑ 922	↑ 928	↓ 830	↑ 845	↑ 901	↑ 928	↑ 908	↓ 882	↑ 933	↓ 861	↑ 973	↓ 896	↓ 891	↑ 982	↑ 1040	↑ 1044
FMCG, Foods and Beverage	1000	↓ 954	↑ 1001	↓ 744	↑ 938	↓ 895	↑ 951	↑ 1020	↓ 915	↓ 900	↑ 995	↑ 855	↑ 865	↓ 859	↑ 892	↓ 865	↑ 930	↓ 818	↓ 897	↑ 1041	↓ 979	↓ 917
Chemicals	1000	↓ 965	↑ 1014	↓ 762	↑ 806	↓ 791	↓ 745	↑ 823	↓ 764	↓ 706	↑ 863	↑ 892	↑ 953	↑ 845	↓ 807	↓ 727	↑ 795	↑ 867	↓ 773	↑ 986	↓ 897	↑ 1002
Education	1000	↓ 837	↑ 869	↓ 682	↑ 744	↑ 910	↑ 1146	↓ 971	↓ 937	↓ 905	↑ 905	↑ 988	↓ 934	↑ 1018	↓ 861	↓ 823	↓ 975	↓ 989	↑ 1007	↑ 1248	↑ 1419	↓ 1295
IT-Hardware & Networking	1000	↓ 893	↓ 888	↓ 716	↑ 809	↓ 610	↑ 753	↓ 692	↑ 714	↑ 715	↓ 602	↑ 634	↑ 666	↓ 616	↑ 624	↓ 586	↑ 681	↓ 629	↑ 798	↓ 728	↓ 749	↑ 833
Retailing	1000	↓ 840	↑ 941	↓ 623	↑ 701	↓ 559	↓ 515	↑ 587	↓ 528	↓ 433	↓ 430	↑ 537	↑ 595	↓ 501	↑ 558	↓ 447	↑ 491	↓ 479	↓ 523	↑ 619	↑ 622	↑ 765
Media and Entertainment	1000	↓ 906	↑ 912	↓ 625	↑ 724	↓ 451	↑ 497	↑ 590	↓ 535	↑ 539	↑ 564	↑ 638	↓ 546	↓ 573	↑ 595	↓ 593	↓ 594	↑ 632	↑ 627	↑ 627	↑ 632	↑ 687
Healthcare	1000	↑ 1032	↓ 1016	↓ 855	↓ 791	↑ 923	↑ 970	↑ 1105	↑ 1191	↓ 1140	↓ 935	↑ 990	↑ 1101	↓ 974	↑ 1009	↓ 1091	↑ 1217	↑ 1116	↓ 1079	↑ 1261	↓ 1164	↑ 1177
Real Estate	1000	↓ 881	↑ 1057	↓ 626	↓ 535	↓ 407	↑ 439	↑ 456	↓ 433	↓ 378	↑ 426	↑ 541	↑ 640	↓ 553	↑ 704	↓ 746	↑ 828	↓ 844	↑ 890	↓ 871	↑ 918	↑ 1098
Employment Firms	1000	↑ 1130	↓ 998	↓ 819	↑ 839	↑ 908	↓ 905	↑ 832	↓ 2643	↓ 1862	↑ 1912	↓ 2408	↑ 1892	↑ 1274	↓ 1224	↓ 1818	↑ 2417	↑ 1593	↓ 1583	↑ 2276	↑ 2575	↓ 2406
Consumer Durables	1000	↓ 960	↑ 1066	↓ 861	↑ 1002	↓ 762	↓ 740	↑ 826	↑ 853	↓ 742	↑ 830	↓ 769	↑ 830	↓ 815	↑ 949	↑ 732	↑ 675	↑ 788	↓ 727	↑ 939	↑ 940	↓ 785
Accounting & Taxation	1000	↓ 797	↑ 940	↓ 804	↓ 762	↓ 711	↑ 784	↑ 790	↓ 774	↑ 781	↓ 654	↓ 639	↓ 630	↑ 710	↓ 677	↑ 684	↑ 652	↓ 565	↓ 742	↑ 951	↓ 929	↑ 1009
Advertising	1000	↓ 748	↑ 995	↓ 692	↓ 640	↓ 606	↓ 529	↓ 476	↓ 460	↑ 481	↓ 426	↑ 507	↑ 525	↓ 452	↑ 658	↓ 546	↑ 664	↓ 461	↓ 578	↑ 716	↓ 661	↑ 679
Textiles	1000	↑ 1011	↓ 988	↓ 901	↑ 1030	↓ 849	↓ 813	↑ 920	↑ 988	↓ 920	↑ 1013	↑ 1070	↓ 1024	↓ 1034	↑ 1153	↓ 887	↑ 1039	↓ 1036	↓ 1070	↑ 1158	↑ 1224	↑ 1281
Semiconductors & Electronics	1000	↓ 916	↑ 973	↓ 790	↓ 764	↓ 611	↑ 664	↑ 713	↓ 617	↓ 611	↑ 650	↑ 880	↑ 880	↓ 817	↑ 873	↑ 745	↓ 695	↓ 863	↑ 1030	↓ 898	↓ 802	↑ 941
Courier & Transportation	1000	↓ 772	↓ 687	↓ 588	↑ 613	↓ 537	↑ 563	↑ 736	↓ 550	↓ 525	↑ 715	↓ 660	↓ 605	↓ 662	↑ 708	↑ 797	↓ 637	↓ 554	↓ 681	↑ 719	↑ 816	↓ 799
Architecture & Interior Design	1000	↓ 944	↑ 1005	↓ 757	↓ 636	↓ 495	↑ 501	↑ 592	↓ 578	↓ 520	↓ 512	↑ 732	↑ 661	↑ 619	↓ 575	↓ 556	↑ 663	↓ 592	↑ 721	↑ 910	↑ 999	↓ 877
Export & Import	1000	↓ 913	↓ 876	↓ 883	↑ 816	↓ 591	↑ 689	↑ 741	↓ 637	↑ 764	↓ 597	↓ 591	↓ 649	↑ 652	↑ 652	↓ 689	↑ 793	↑ 729	↓ 612	↑ 851	↓ 768	↑ 845
Printing & Packaging	1000	↓ 922	↑ 961	↓ 690	↑ 909	↓ 632	↑ 835	↓ 745	↑ 922	↓ 900	↓ 735	↑ 870	↓ 848	↑ 861	↓ 841	↓ 916	↓ 935	↑ 1061	↓ 693	↑ 1021	↑ 1021	↓ 893
Marine	1000	↓ 744	↑ 1118	↓ 929	↑ 962	↓ 844	↓ 733	↑ 877	↑ 988	↓ 700	↑ 825	↑ 900	↑ 744	↓ 618	↑ 940	↓ 522	↑ 796	↓ 655	↓ 611	↑ 950	↓ 813	↑ 950
Agriculture	1000	↓ 720	↑ 781	↓ 683	↑ 715	↓ 654	↑ 881	↑ 938	↓ 876	↓ 848	↑ 928	↑ 1222	↑ 1056	↑ 976	↓ 720	↓ 601	↓ 682	↑ 928	↑ 952	↓ 760	↑ 1073	↑ 1670
Office Equipment/Automation	1000	↓ 935	↑ 1004	↓ 706	↑ 875	↓ 601	↑ 771	↓ 616	↑ 751	↓ 577	↑ 671	↑ 761	↑ 736	↓ 666	↑ 1114	↑ 601	↑ 681	↓ 661	↓ 846	↑ 752	↓ 717	↓ 584
Fresher & Trainee	1000	↓ 866	↑ 911	↓ 837	↓ 748	↓ 688	↑ 748	↑ 1096	↓ 511	↑ 681	↑ 940	↑ 1400	↓ 688	↓ 777	↑ 1088	↑ 1118	↑ 1088	↑ 977	↓ 933	↓ 853	↓ 779	↑ 1469
Social Services	1000	↓ 971	↑ 1208	↓ 741	↑ 928	↓ 597	↑ 791	↓ 755	↑ 762	↓ 690	↑ 805	↓ 741	↑ 906	↑ 848	↓ 690	↑ 654	↓ 935	↑ 1460	↓ 920	↑ 979	↓ 972	↑ 1278
Gems & Jewellery	1000	↓ 925	↑ 1246	↓ 962	↑ 1111	↓ 728	↑ 728	↑ 1111	↓ 543	↑ 654	↑ 753	↓ 851	↓ 1000	↓ 1098	↑ 1222	↑ 925	↑ 1148	↓ 1234	↑ 1271	↓ 1256	↑ 1319	↓ 1231
Paper	1000	↑ 1423	↑ 1769	↓ 858	↑ 1217	↑ 1487	↓ 948	↑ 1102	↓ 653	↑ 769	↑ 1012	↑ 1128	↑ 1243	↑ 1025	↓ 717	↑ 884	↑ 1064	↑ 846	↓ 589	↑ 1570	↑ 1620	↓ 1268
Legal	1000	↑ 1132	↑ 1705	↓ 1558	↓ 1279	↓ 1029	↑ 1235	↑ 2073	↓ 1647	↑ 1705	↓ 955	↑ 1058	↓ 1102	↑ 1426	↓ 1044	↑ 1088	↓ 823	↓ 1411	↑ 1500	↓ 1024	↑ 1662	↓ 1632
Tyres	1000	↓ 852	↑ 1102	↓ 750	↓ 661	↓ 485	↑ 544	↓ 514	↓ 411	↑ 573	↓ 367	↑ 985	↓ 802	↓ 661	↑ 911	↑ 397	↑ 823	↓ 632	↑ 705	↑ 1024	↓ 757	↑ 1113
Fertilizers & Pesticides	1000	↓ 850	↑ 1716	↓ 1134	↓ 1089	↑ 1417	↓ 1014	↓ 820	↑ 1029	↓ 925	↑ 970	↑ 1268	↑ 1000	↓ 970	↑ 1238	↑ 940	↑ 1223	↓ 910	↑ 1492	↓ 1187	↓ 979	↑ 1825
Security & Law Enforcement	1000	↑ 1885	↓ 1615	↓ 1461	↓ 1365	↓ 1153	↓ 1076	↑ 1557	↓ 1346	↓ 1076	↓ 903	↑ 1326	↑ 1230	↑ 1230	↓ 626	↓ 942	↑ 1326	↓ 1096	↓ 1653	↑ 2630	↑ 1170	↓ 979
Defence & Government	1000	↓ 857	↓ 2357	↓ 1547	↓ 1142	↓ 1095	↑ 1666	↓ 1428	↓ 904	↑ 976	↑ 1214	↑ 1619	↑ 1428	↓ 595	↑ 857	↓ 761	↑ 1047	↓ 857	↑ 857	↑ 1376	↑ 1189	↓ 1143

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ANNEXURE-ALL FUNCTIONAL AREAS

Functional Area*	Jul-08	Aug-08	Sep-08	Oct-08	Nov-08	Dec-08	Jan-09	Feb-09	Mar-09	Apr-09	May-09	Jun-09	Jul-09	Aug-09	Sep-09	Oct-09	Nov-09	Dec-09	Jan 10	Feb-10	Mar-10	Apr-10
IT-Software	1000	↓ 877	↑ 928	↓ 792	↑ 836	↓ 696	↑ 729	↑ 747	↓ 658	↑ 683	↓ 620	↑ 686	↑ 707	↓ 660	↑ 693	↓ 666	↑ 715	↓ 708	↑ 763	↑ 950	↓ 911	↑ 1011
Sales and Business Development	1000	↓ 938	↑ 1001	↓ 741	↑ 835	↑ 852	↑ 875	↑ 995	↓ 892	↓ 825	↓ 812	↑ 869	↑ 905	↑ 883	↓ 840	↓ 856	↑ 884	↓ 860	↓ 905	↑ 1066	↓ 1046	↑ 1064
ITES and BPO	1000	↓ 846	↑ 873	↑ 931	↓ 836	↓ 755	↑ 1003	↑ 1027	↓ 988	↓ 767	↑ 790	↑ 803	↑ 831	↓ 761	↑ 905	↓ 975	↑ 1009	↓ 789	↓ 944	↑ 988	↑ 1111	↑ 1149
Production and Maintenance	1000	↓ 960	↑ 976	↓ 827	↑ 871	↓ 710	↑ 738	↑ 856	↑ 875	↓ 784	↑ 962	↑ 1049	↑ 952	↓ 856	↑ 939	↓ 859	↑ 973	↑ 879	↓ 791	↑ 1010	↑ 1017	↑ 1039
Accounts and Finance	1000	↓ 950	↓ 932	↓ 778	↑ 800	↓ 720	↑ 758	↑ 795	↓ 729	↑ 732	↓ 649	↑ 714	↑ 732	↓ 693	↑ 724	↓ 670	↑ 705	↓ 634	↑ 677	↑ 804	↓ 802	↑ 866
HR & Administration	1000	↓ 978	↑ 1010	↓ 781	↓ 758	↓ 643	↓ 616	↑ 633	↓ 612	↓ 611	↓ 595	↑ 688	↑ 683	↓ 664	↑ 732	↓ 712	↑ 844	↓ 818	↑ 819	↓ 943	↑ 1011	↑ 1126
Project Management	1000	↓ 861	↑ 984	↓ 725	↑ 749	↓ 573	↑ 704	↑ 714	↓ 685	↓ 607	↑ 638	↑ 724	↑ 682	↓ 630	↑ 700	↓ 662	↑ 737	↓ 691	↓ 714	↑ 806	↑ 823	↑ 892
Marketing and Advertising	1000	↓ 930	↑ 1025	↓ 760	↑ 815	↓ 709	↑ 733	↑ 790	↓ 722	↓ 712	↓ 657	↑ 730	↓ 712	↓ 714	↑ 742	↑ 726	↑ 748	↓ 725	↓ 760	↑ 963	↓ 842	↑ 961
Banking and Insurance	1000	↓ 971	↓ 957	↓ 725	↓ 711	↓ 625	↑ 669	↑ 746	↓ 537	↑ 573	↑ 636	↑ 720	↓ 678	↓ 714	↑ 741	↓ 731	↑ 807	↑ 825	↓ 732	↓ 818	↑ 884	↑ 974
Engineering Design - R&D	1000	↓ 949	↑ 989	↓ 814	↑ 851	↓ 695	↓ 678	↑ 723	↓ 691	↓ 600	↓ 545	↑ 559	↓ 612	↓ 621	↓ 571	↓ 534	↑ 648	↓ 637	↓ 608	↑ 646	↑ 812	↑ 821
Supply Chain	1000	↓ 930	↑ 954	↓ 690	↑ 779	↓ 631	↑ 637	↑ 714	↓ 705	↓ 621	↑ 693	↑ 715	↓ 710	↓ 734	↓ 703	↓ 658	↑ 722	↑ 750	↓ 708	↓ 834	↑ 894	↑ 904
Front Office and Data Entry	1000	↓ 878	↑ 1055	↓ 762	↑ 831	↓ 675	↓ 645	↑ 733	↑ 733	↓ 687	↓ 666	↑ 681	↑ 693	↓ 632	↑ 638	↓ 615	↑ 741	↓ 713	↑ 782	↓ 815	↑ 842	↑ 930
IT- Hardware & Telecom	1000	↓ 946	↓ 940	↓ 774	↑ 936	↓ 811	↑ 946	↑ 976	↓ 893	↑ 897	↓ 829	↑ 960	↑ 875	↑ 826	↓ 817	↓ 701	↑ 848	↓ 834	↓ 798	↑ 989	↓ 961	↑ 965
Teaching & Education	1000	↓ 666	↑ 701	↓ 517	↑ 677	↑ 862	↑ 1111	↓ 961	↑ 968	↓ 891	↓ 844	↑ 975	↓ 913	↑ 927	↓ 778	↓ 680	↓ 894	↑ 932	↓ 967	↓ 1166	↑ 1318	↓ 1092
Pharma and Biotech	1000	↑ 1110	↑ 1143	↓ 1011	↑ 1013	↑ 1131	↑ 1164	↑ 1413	↑ 1446	↓ 1386	↓ 1032	↑ 1203	↑ 1355	↓ 1128	↑ 1164	↓ 1292	↑ 1490	↓ 1296	↓ 1221	↓ 1473	↑ 1519	↓ 1426
Hotels and Restaurants	1000	↑ 1039	↑ 1074	↓ 1026	↑ 1082	↓ 941	↑ 1081	↓ 981	↑ 1001	↑ 1031	↑ 1116	↓ 1106	↑ 1321	↓ 1109	↑ 1187	↓ 1038	↑ 1215	↓ 1081	↓ 1018	↑ 1364	↓ 1324	↓ 1256
Top Management	1000	↓ 881	↑ 1093	↓ 705	↑ 750	↓ 705	↑ 773	↓ 725	↓ 686	↑ 805	↓ 746	↑ 851	↑ 758	↓ 727	↑ 799	↓ 705	↑ 766	↓ 647	↓ 715	↑ 805	↓ 791	↑ 793
Architecture & Interior Design	1000	↓ 868	↑ 916	↓ 661	↓ 644	↓ 467	↓ 436	↑ 513	↓ 467	↓ 391	↑ 403	↑ 603	↓ 479	↑ 532	↓ 484	↑ 608	↓ 529	↓ 558	↑ 606	↑ 759	↑ 766	↑ 778
Merchandising	1000	↓ 785	↑ 957	↓ 743	↑ 821	↓ 737	↓ 643	↑ 643	↑ 773	↑ 773	↑ 815	↓ 679	↑ 755	↑ 737	↓ 679	↓ 655	↑ 776	↓ 728	↓ 694	↑ 880	↑ 1376	↓ 992
Consulting	1000	↓ 759	↑ 861	↓ 599	↑ 641	↑ 668	↑ 713	↑ 891	↓ 542	↓ 518	↓ 463	↓ 376	↓ 445	↑ 572	↓ 448	↓ 427	↑ 563	↓ 524	↑ 602	↓ 496	↑ 683	↑ 644
Legal	1000	↓ 958	↑ 1060	↓ 781	↑ 784	↓ 702	↑ 734	↑ 743	↑ 794	↓ 743	↓ 655	↑ 762	↑ 781	↓ 670	↑ 693	↓ 648	↓ 718	↑ 819	↓ 674	↑ 782	↑ 920	↑ 945
Web Designing	1000	↓ 934	↑ 1100	↓ 830	↑ 852	↓ 705	↓ 661	↑ 846	↓ 793	↓ 777	↓ 686	↑ 827	↓ 833	↑ 962	↓ 808	↓ 862	↑ 968	↓ 874	↓ 905	↑ 1149	↓ 1118	↑ 1205
Journalism	1000	↓ 969	↓ 961	↓ 602	↑ 788	↓ 571	↓ 490	↑ 780	↑ 795	↓ 741	↓ 702	↓ 667	↓ 710	↓ 880	↑ 903	↑ 868	↑ 853	↓ 799	↓ 837	↓ 1011	↑ 1127	↓ 960
Travel & Airlines	1000	↓ 842	↑ 895	↑ 1115	↓ 989	↓ 780	↓ 743	↑ 780	↓ 591	↑ 675	↑ 853	↑ 1172	↑ 1015	↓ 816	↑ 942	↑ 910	↓ 795	↑ 905	↑ 1136	↓ 895	↑ 1253	↑ 1432
Fashion and Garments	1000	↑ 1171	↑ 1272	↓ 958	↑ 1142	↓ 751	↓ 686	↑ 863	↓ 585	↑ 733	↓ 721	↑ 857	↓ 846	↓ 994	↑ 1053	↑ 994	↓ 905	↓ 1041	↑ 1124	↑ 1143	↑ 1376	↓ 1300
Security Services	1000	↓ 878	↑ 919	↓ 858	↑ 1000	↓ 979	↓ 888	↑ 959	↓ 737	↑ 848	↓ 838	↓ 787	↑ 1262	↓ 818	↑ 959	↓ 818	↑ 888	↓ 747	↑ 959	↑ 1173	↓ 1071	↓ 775
Media	1000	↓ 741	↑ 965	↓ 706	↓ 603	↓ 396	↑ 775	↓ 482	↑ 672	↓ 327	↑ 448	↓ 327	↓ 517	↑ 1103	↓ 431	↓ 413	↑ 568	↓ 551	↓ 448	↓ 359	↑ 604	↑ 852
Packaging	1000	↓ 634	↑ 1057	↓ 673	↓ 653	↑ 653	↑ 673	↑ 673	↑ 769	↓ 596	↑ 673	↓ 576	↓ 692	↑ 923	↓ 807	↓ 653	↓ 750	↑ 923	↑ 711	↓ 544	↑ 852	↑ 1012

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The Naukri.com Job Speak is an initiative by Naukri.com to provide its stakeholders and users an overview on job prospects and attractive occupations as well as a peek into industries gaining attractiveness and industries losing sheen. Overall, it is an indicator of the health of the economy, in so far as it is measured by hiring trends. The Naukri Job Speak is a monthly index calculated on the basis jobs posted online by clients and jobs acquired from existing clients by Naukri.com's tele-calling team.

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