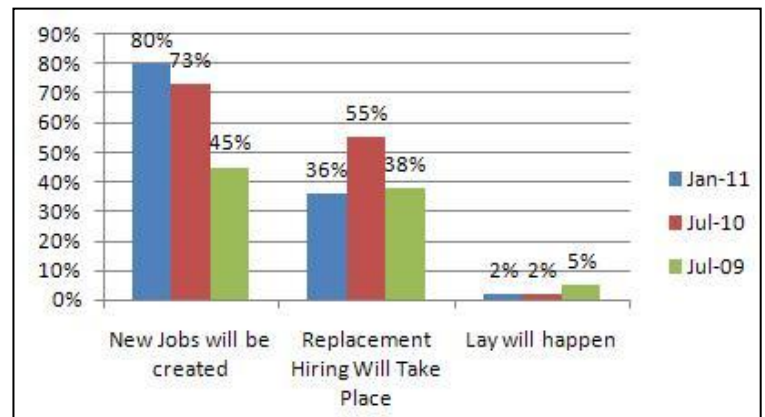


## 80% recruiters anticipate new jobs to be created in the first half of 2011, 36% predict replacement hiring: says Naukri.com's Hiring Outlook Survey

**New Delhi, Jan xx, 2011:**

A survey conducted of 1000+ recruiters across India by Naukri.com revealed a buoyant hiring scenario in the first half of 2011. 80% recruiters predict addition of new jobs, 36% expect replacement hiring and only 2% of them anticipated layoffs.

The overall sentiment has witnessed a change over the last two years. A similar survey in Jul-09 saw only 45% recruiters anticipating new jobs to be created. In Jul-10 the number grew to 73% indicating change in the outlook. 2011 has further brightened the employment picture in the country.

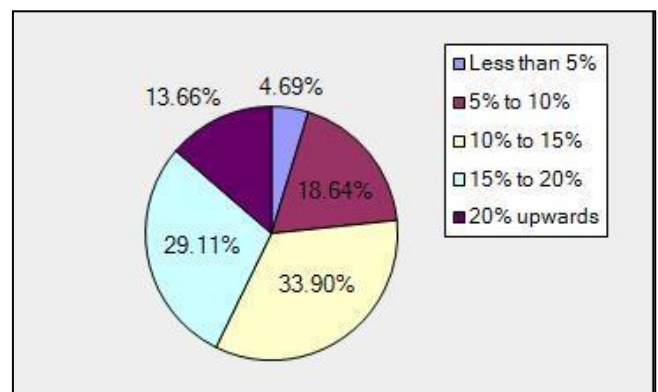


Hiring Outlook Survey- Jan'11

Ambarish Raghuvanshi, Chief Financial Officer, Info Edge said, "Employers have begun recruiting at a steady pace in the first half of 2011 as indicated by high confidence levels. The survey findings also suggest a buoyant employment scenario and jobseekers can therefore look forward to a favourable year ahead."

### Increments:

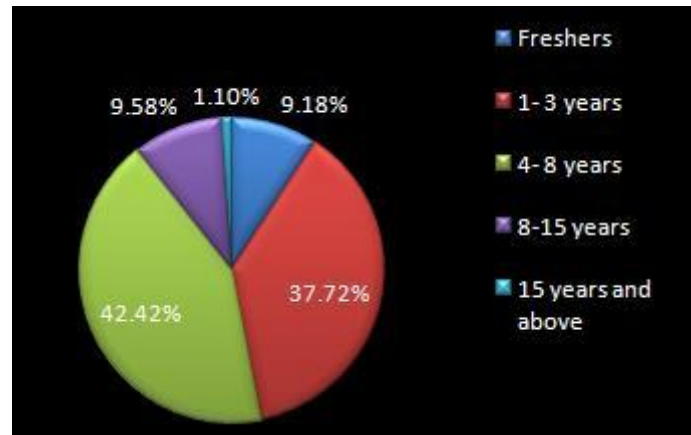
The survey also queried on the range of increments that organizations will give out to employees in 2011. 34 % of the recruiters surveyed said that the range of increments will be between 10% and 15%. 29% said that the range will be between 15% and 20% and 14% said increments to be 20% and more. This ties in with the talent crunch which seems to be a feature employers in India are grappling with.



Range Of Increments

### Experience levels vis a vis jobs:

When recruiters were questioned on which experience levels will witness maximum hiring, 42% of them said 4-8years and 38% recruiters said that it would be within 1- 3 years. 9% of them voted for 8-15 years and an equal percentage said that jobs would be created for freshers.



### Talent Crunch

The widening gap between demand and supply for the talent workers has become a major cause of worry. 58% of recruiters who took the survey said that they face a talent crunch during hiring their employees. Among these recruiters, 42% said that maximum talent crunch was witnessed in the 4-8years experience bracket.

Therefore, the survey indicates a positive employment scenario with hiring picking up across all sectors. Further, the continuous upward movement of the Naukri Job Speak index over the last few months also instills confidence.

**Methodology:** The Naukri Hiring Outlook survey is a half-yearly survey which is sent out to the registered clients of Naukri.com. This is an e-mail survey and the results are compiled using statistical and analytical techniques.

To see previous survey results:

<http://w10.naukri.com/mailers/recruiter/HiringOutlook/survey-Final.pdf>

### About Naukri.com

**Naukri.com, India's No. 1 job site and the flagship brand of Info Edge revolutionized the concept of recruitment in India. Since its inception in 1997, Naukri.com has seen continued growth while outperforming its competitors in every sphere. Info Edge is the first internet Company to be listed in India. 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, and Response Management tools and its services include Job Postings, and recruiter branding solutions on the site. With 200000 jobs live at any point, Naukri.com serviced over 35500 corporate clients in 2009-2010.**

The company has over 1700 people operating through 49 offices in 32 cities in India and overseas offices in Dubai, Riyadh and Bahrain.