A Report on **Hiring Activity in India**

by: Location, Industry and Experience

naukri JOBSPEAK

July 2011
A Naukri.com Report

TABLE OF CONTENTS

THE SENTIMENT: OVERALL HIRING SCENARIO

After witnessing a vibrant employment scenario in the first half of 2011, July saw some slackening in hiring activity. The job index for Jul-11 is 6% lower than the Jun-11 index, but 10% higher than the Jul-10 index. This clearly indicates that although hiring may be lower in Jul-11 as compared to the previous month, the overall jobs created in the month are higher than last year. The three month moving average indices also indicate steady hiring levels in Jul-11 when compared to Jun-11.

	Jun-09	Jul-09	Jun-10	Jul-10	May-11	Jun-11	Jul-11
Index	784	783	947	963	1089	1129	1055

Naukri.com Job Speak index

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

Top Sectors			Top Functional Areas			Top Cities	
▼ IT- Software	11.36%		▼ IT- Software	9.90%		▲ Delhi	1.00%
▼ ITES	24.00%		▼ Sales and BD	2.30%		▲ Mumbai	stable
▼ Construction and Eng	13.75%		▼ ITES and BPO	17.51%		▼ Bangalore	5.79%
▼ Auto	stable		▼ Production and Main	stable		▼ Chennai	5.80%
▲ Banking and Fin Ser	stable		▼ Accounts	6.12%		▼ Hyderabad	11.00%
▼ Oil and Gas	5.42%		▼ HR and Admin	stable		▼ Pune	1.92%
▲ Telecom	8.33%		▼ Project Management	5.37%		▲ Kolkata	1.47%

The above look at the table clearly suggests that most of the key industry sectors and functional areas have seen a dip in their hiring activity in the month of Jul-11.

THE MACROSCOPE
SECTORAL ANALYSIS

An in-depth analysis of the job index shows that Banking Auto and Pharma sectors maintained steady hiring levels in Jul-11 when compared to Jun-11. Among the key industry sectors, hiring activity has been upbeat for the Telecom sector where the index moved up by 8% in Jul-11 over Jun-11. ITES, Construction and IT sectors on the other hand witnessed 24%, 14% and 11% dips in their indices in Jul-11 when compared to Jun-11. However, when we look at a year on year perspective then Banking, Auto and IT- Software sectors witnessed 30%, 27% and 16% upward movement in their indices in Jul-11 as compared to Jul-10.

Industry	Jul 08	May-09	Jun-09	Jul 09	Jun-10	Jul-10	May-11	Jun-11	Jul-11
IT- Software	1000	⬇626	⬆699	⬆727	⬆959	⬆1000	⬇1169	⬆1308	⬇1159
BPO and ITeS	1000	⬇690	⬆690	⬆711	⬆957	⬆1003	⬇872	⬆980	⬇743
Construction and Engineering	1000	⬇656	⬆730	⬇723	⬆960	⬇666	⬆789	⬆796	⬇687
Auto and Auto Ancillary	1000	⬇577	⬇593	⬇663	⬆893	⬇871	⬆1093	⬆1111	⬇1103
Banking and Financial Services	1000	⬇597	⬆769	⬇699	⬆795	⬇873	⬆1029	⬇1128	⬆1137
Oil and Gas	1000	⬇751	⬇742	⬆834	⬆1003	⬇915	⬆1081	⬆1106	⬇1046
Telecom	1000	⬇742	⬇876	⬇812	⬇746	⬆750	⬆809	⬇672	⬆728
Insurance	1000	⬇640	⬆660	⬆671	⬆769	⬆862	⬇623	⬆668	⬇562
Capital Goods	1000	⬇743	⬆920	⬇873	⬇826	⬆922	⬆947	⬆1021	⬇992
Pharma & Biotech	1000	⬇891	⬆934	⬆1042	⬇738	⬆1196	⬇1019	⬆1106	⬆1110

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

FUNCTIONAL AREA ANALYSIS

A month on month analysis of key functional areas shows that the demand for professionals in Production, HR and Marketing has been steady. Mirroring trends of the IT- Software and ITES sector, Software and BPO professionals saw their hiring activity dip by 10% and 17% respectively in Jul-11 over Jun-11. The demand for Project Management and Accounts professionals dipped by 5% and 6% respectively when compared with last month. Barring, the demand for professionals in BPO sector which saw a 17% dip in hiring activity in Jul-11 as compared to Jul-10, all functional areas show positive movement in hiring activity when a year on year comparison is done.

Functional Area	Jul 08	May-09	Jun-09	Jul 09	Jun-10	Jul-10	May-11	Jun-11	Jul-11
IT-Software	1000	↓620	↑686	↑707	↑970	↓974	↓1183	↑1291	↓1163
Sales and Business Development	1000	↓812	↑869	↑905	↓971	↑1068	↓1031	↑1128	↓1101
ITES and BPO	1000	↓790	↑803	↑831	↑1175	↓1148	↓1038	↑1151	↓949
Production and Maintenance	1000	↓862	↑1049	↑952	↓926	↑961	↓1105	↑1119	↓1118
Accounts and Finance	1000	↓649	↑714	↑732	↑784	↓782	↑935	↑935	↓878
HR & Administration	1000	↓595	↑688	↓683	↑990	↑1044	↑1174	↓1122	↓1113
Project Management	1000	↓638	↑724	↓682	↓760	↑859	↑933	↑1000	↓946
Marketing and Advertising	1000	↓657	↑730	↓712	↑797	↓772	↑988	↓912	↑923
Banking and Insurance	1000	↓636	↑720	↓678	↑796	↓738	↑912	↑950	↓854
Engineering Design - R&D	1000	↓545	↑559	↑612	↑794	↓787	↑1023	↑1118	↓1009

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

CITY BASED SCENARIO

Delhi, Mumbai and Kolkata maintained steady hiring levels in Jul-11 when compared to Jun-11. Bangalore, Chennai and Hyderabad witnessed indices dip within the range of 5% and 11% in Jul-11 as compared to the previous month, due to the high IT serious focus in these markets.
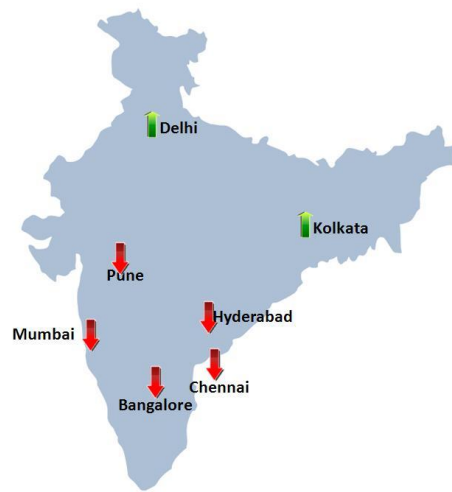
City*	Jul 08	May-09	Jun-09	Jul 09	Jun-10	Jul-10	May-11	Jun-11	Jul-11
Delhi-NCR	1000	⬇741	⬆794	⬆837	⬆1061	⬆1098	⬆1222	⬇1164	⬆1176
Mumbai	1000	⬇579	⬆697	⬇696	⬆870	⬆907	⬆995	⬆1020	⬇1011
Bangalore	1000	⬇668	⬆721	⬇699	⬆973	⬇905	⬇1051	⬆1153	⬇1086
Chennai	1000	⬇608	⬆726	⬇717	⬆866	⬇843	⬆959	⬆1047	⬇986
Hyderabad	1000	⬇699	⬆706	⬆723	⬆928	⬆939	⬆1069	⬆1235	⬇1100
Pune	1000	⬇650	⬆794	⬇738	⬆1001	⬆1010	⬆1252	⬆1241	⬇1217
Kolkata	1000	⬇747	⬆856	⬇832	⬆880	⬆890	⬆1187	⬇1117	⬆1133

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

WORK-EX BASED SCENARIO

A steady hiring level was witnessed only in the sixteen years plus experience bracket. Hiring activity dipped by 10% and 6% in the 0-3 years and 4-7 years experience brackets.

Experience Buckets

8
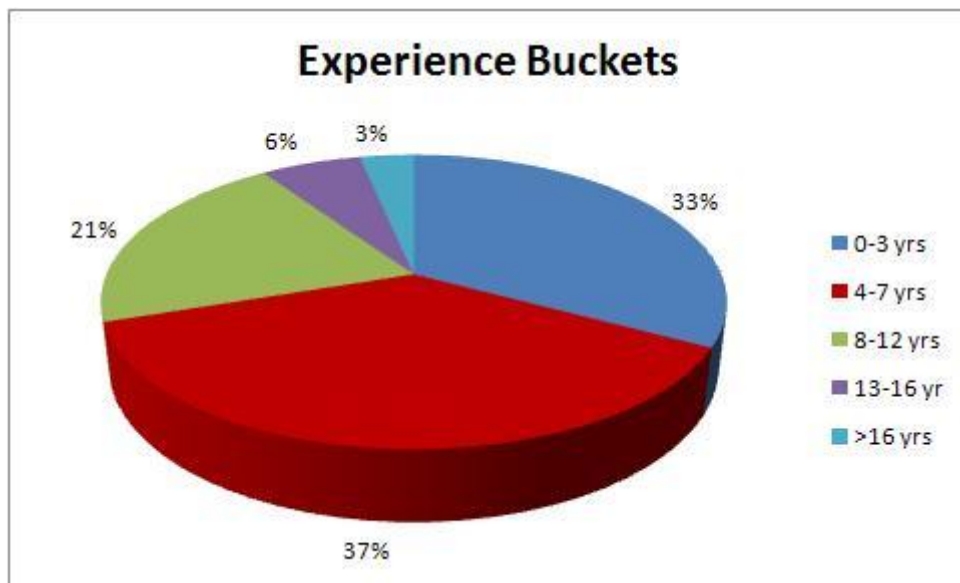
METHODOLOGY

The Naukri Job Speak index from Feb'10 includes both online jobs as wells 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.

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 34000 clients using Naukri.com leads to high reliability of the data.

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:

Total Jobs: Jobs Added + 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
Industry Sectors

Industry*	Jul-08	Aug-08	Jan-09	May-09	Jun-09	Jul-09	Sep-09	Feb -10	Apr-10	May-10	Jun-10	Jul-10	Aug-10	Nov-10	Mar-11	Apr-11	May-11	Jun-11	Jul-11
IT-Software/Software Services	1000	880	763	626	699	727	718	964	1033	980	972	1000	1009	939	1198	1185	1169	1308	1159
BPO/ITES/CRM/Transcription	1000	827	881	690	690	711	763	824	979	823	1026	1003	1059	884	1021	853	872	980	743
Construction and Engineering	1000	945	716	656	730	723	749	729	730	717	653	666	700	662	760	830	789	796	687
Auto and Auto Ancillary	1000	968	512	577	593	663	618	815	825	806	801	871	901	856	1124	1100	1093	1111	1103
Banking and Financial Services	1000	981	661	597	769	699	724	904	987	877	906	873	1002	936	928	907	1029	1128	1137
Oil and Gas	1000	894	742	751	742	834	740	858	942	771	854	915	842	834	1022	1001	1081	1106	1046
Telecom	1000	1045	1071	742	876	812	752	850	791	700	797	750	693	687	664	650	809	672	728
Insurance	1000	948	768	640	660	671	866	841	1069	857	738	862	515	423	423	514	623	668	562
Capital Goods	1000	970	688	743	920	873	927	919	996	870	883	922	889	859	976	987	947	1021	992
Pharma & Biotech	1000	977	1047	891	934	1042	966	1167	1062	992	1007	1196	1027	1046	1144	1027	1019	1106	1110
Hospitality	1000	966	922	901	928	908	933	982	1044	1019	986	1005	1005	1231	1322	1224	1223	1184	1131
FMCG,Foods and Beverage	1000	954	951	995	855	865	892	1041	917	875	854	854	836	877	948	940	897	923	979
Chemicals	1000	965	745	863	892	953	807	986	1002	857	916	919	860	841	886	984	977	962	960
Education	1000	837	1146	905	988	934	861	1248	1295	1146	1269	1143	1219	1230	1520	1342	1601	1352	1385
IT-Hardware & Networking	1000	893	753	602	634	666	624	728	833	710	774	852	896	774	893	960	939	1046	958
Retailing	1000	840	515	430	537	595	558	619	765	675	750	773	730	926	960	895	948	943	955
Media and Entertainment	1000	906	497	564	638	546	595	627	687	670	858	628	655	665	738	810	1025	794	892
Healthcare	1000	1032	970	935	990	1101	1009	1261	1177	1135	1124	1135	1131	1145	1358	1558	1403	1428	1494
Real Estate	1000	881	439	426	541	640	704	871	1098	998	1115	1185	1223	856	1252	1270	1171	1162	1204
Employment Firms	1000	1130	905	1912	2408	1892	1224	2276	2406	1462	1229	1170	1077	1379	1780	1906	2015	1582	1696
Consumer Durables	1000	960	740	830	769	830	949	939	785	736	774	755	822	687	887	892	910	1015	773
Accounting & Taxation	1000	797	784	654	639	630	677	951	1009	915	789	833	836	940	994	1068	984	1005	1006
Advertising	1000	748	529	426	507	525	658	716	679	548	622	548	647	794	740	1133	813	950	748
Textiles	1000	1011	813	1013	1070	1024	1153	1158	1281	1053	1268	1321	1258	1200	1477	1370	1370	1196	1240
Semiconductors & Electronics	1000	916	664	650	880	880	873	898	941	884	1090	839	782	784	1073	857	1273	1324	1122
Courier & Transportation	1000	772	563	715	660	605	708	719	799	702	801	740	714	827	886	844	880	793	1105
Architecture & Interior Designing	1000	944	501	512	732	661	575	910	877	764	921	775	833	753	1051	1035	1051	924	943
Export & Import	1000	913	689	597	591	649	652	851	845	905	965	716	750	807	865	1133	908	856	690
Printing & Packaging	1000	922	835	735	870	848	841	1021	893	832	909	951	867	750	1133	894	947	963	1015
Marine	1000	744	733	825	900	744	940	950	950	772	672	731	868	608	582	720	675	642	790
Agriculture	1000	720	881	928	1222	1056	720	760	1670	858	844	896	854	788	1152	989	965	1311	1138
Office Equipment/Automation	1000	935	771	671	761	736	1114	752	584	752	668	801	707	559	707	772	816	663	806
Fresher & Trainee	1000	866	748	940	1400	688	1088	853	1469	816	668	571	712	1343	994	623	824	697	749
Social Services	1000	971	791	805	741	906	690	979	1278	880	901	1121	944	1100	1072	1072	1093	1079	1192
Gems & Jewellery	1000	925	728	753	851	1000	1222	1256	1231	1432	1319	1268	1293	1469	1469	1494	1771	2085	1570
Paper	1000	1423	948	1012	1128	1243	717	1570	1268	1193	1105	1695	1469	967	1155	816	1105	1205	678
Legal	1000	1132	1235	955	1058	1102	1044	1024	1632	1187	1484	1291	1573	1217	905	2374	1499	1588	1766
Tyres	1000	852	544	367	985	602	911	1024	1113	876	890	1247	697	712	1336	1098	772	727	757
Fertilizers & Pesticides	1000	850	1014	970	1268	1000	1238	1187	1825	1306	994	2018	1306	1469	1840	1974	1558	1321	1306
Security & Law Enforcement	1000	1865	1076	903	1326	1230	826	2630	979	852	1215	1252	1560	1034	961	907	1433	1651	998
Defence & Government	1000	857	1666	1214	1619	1428	857	1376	1143	816	1516	863	1003	979	1539	793	1622	956	1632

*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

Functional Area

Functional Area*	Jul-08	Aug-08	Jan-09	May-09	Jun-09	Jul-09	Sep-09	Feb-10	Apr-10	May-10	Jun-10	Jul-10	Aug-10	Nov-10	Mar-11	Apr-11	May-11	June-11	Jul-11
IT-Software	1000	877	729	620	686	707	693	950	1011	959	970	974	990	948	1163	1141	1183	1291	1163
Sales and Business Developme	1000	938	875	812	869	905	840	1066	1064	957	971	1068	914	889	1071	1071	1031	1128	1101
ITES and BPO	1000	846	1003	790	803	831	905	988	1149	960	1175	1148	1152	1033	1221	1002	1038	1151	949
Production and Maintenance	1000	960	738	862	1049	952	939	1010	1039	893	926	961	976	895	1084	1131	1105	1119	1118
Accounts and Finance	1000	950	758	649	714	732	724	804	866	795	784	782	796	794	909	899	935	935	878
HR & Administration	1000	978	616	595	688	683	732	943	1126	1003	990	1044	1062	1046	1194	1177	1174	1122	1113
Project Management	1000	861	704	638	724	682	700	806	892	746	760	859	871	830	928	964	933	1000	946
Marketing and Advertising	1000	930	733	657	730	712	742	963	961	769	797	772	794	827	965	887	988	912	923
Banking and Insurance	1000	971	669	636	720	678	741	818	974	826	796	738	780	680	729	769	912	950	854
Engineering Design - R&D	1000	949	678	545	559	612	571	646	821	738	794	787	864	818	1004	927	1023	1118	1009
Supply Chain	1000	930	637	693	715	710	703	834	904	841	873	919	846	906	1043	1015	1094	1078	1055
Front Office and Data Entry	1000	878	645	666	681	693	638	815	930	773	833	820	826	802	920	865	940	900	897
IT- Hardware & Telecom	1000	946	946	829	960	875	817	989	965	833	934	905	947	921	1017	939	1060	1089	1068
Teaching & Education	1000	666	1111	844	975	913	778	1166	1092	1075	1060	1007	1114	1040	1192	1315	1386	1082	1061
Pharma and Biotech	1000	1110	1164	1032	1203	1355	1164	1473	1426	1351	1156	1307	1265	1401	1507	1482	1356	1547	1685
Hotels and Restaurants	1000	1039	1081	1116	1106	1321	1187	1364	1256	1191	1217	1304	1172	1451	1642	927	1448	1390	1534
Top Management	1000	881	773	746	851	758	799	805	793	772	939	737	758	836	834	1051	927	882	787
Architecture & Interior Design	1000	868	436	403	603	479	484	759	778	732	756	699	667	703	937	874	972	905	771
Merchandising	1000	785	643	815	679	755	679	880	992	940	937	946	925	786	967	1335	1137	949	1341
Consulting	1000	759	713	463	376	445	448	496	644	484	843	859	599	692	744	381	865	973	299
Legal	1000	958	734	655	762	781	693	782	945	863	816	876	929	841	835	1180	1033	1080	1205
Web Designing	1000	934	661	686	827	833	808	1149	1205	967	976	1023	1061	1089	1215	1136	1184	1432	1246
Journalism	1000	969	490	702	667	710	903	1011	960	917	1026	1065	1127	1108	1279	1100	1152	1321	1263
Travel & Airlines	1000	842	743	853	1172	1015	942	895	1432	1143	1280	1122	1438	1627	1801	1806	1548	1754	1201
Fashion and Garments	1000	1171	686	721	857	846	1053	1143	1300	1178	1335	1277	1125	1213	1440	1335	1137	1236	1341
Security Services	1000	878	888	838	787	1262	959	1173	775	959	949	1081	918	775	775	775	1061	1245	898
Media	1000	741	775	448	327	517	431	359	852	849	408	278	735	865	441	617	1241	604	457
Packaging	1000	634	673	673	576	692	807	544	1012	635	1052	780	744	1052	798	998	1070	889	852

*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

Cities

City*	Jul-08	Aug-08	Jan-09	May-09	Jun-09	Jul-09	Sep-09	Feb-10	Apr-10	May-10	Jun-10	Jul-10	Aug-10	Nov-10	Mar-11	Apr-11	May-11	Jun-11	Jul-11
Delhi / NCR	1000	940	758	741	794	837	835	992	1086	964	1061	1098	1094	1017	1168	1144	1222	1164	1176
Mumbai	1000	951	722	579	697	696	725	886	891	825	870	907	907	885	1009	1001	995	1020	1011
Bengaluru / Bangalore	1000	879	783	668	721	699	663	897	1048	937	973	905	928	882	1128	962	1051	1153	1086
Chennai	1000	927	638	608	726	717	674	862	867	853	866	843	905	891	1030	905	959	1047	986
Hyderabad / Secunderabad	1000	930	701	699	706	723	640	955	1015	901	928	939	934	874	1046	1017	1069	1235	1100
Pune	1000	921	692	650	794	738	672	931	1082	963	1001	1010	1056	987	1274	1178	1252	1241	1217
Kolkata	1000	1036	813	747	856	832	788	990	981	967	880	890	909	1031	1143	1041	1187	1117	1133
Ahmedabad	1000	882	759	767	864	848	968	1067	1164	943	1003	931	964	922	1094	1066	1056	1186	1100
Chandigarh	1000	898	725	664	787	882	952	969	1187	1101	1005	1012	981	969	1158	1115	1083	1150	1127
Ernakulam	1000	1309	921	848	976	986	917	1006	1084	852	1009	1084	937	1201	1038	937	1061	1548	1274
Vadodara / Baroda	1000	1079	1036	866	1011	898	1059	1240	1137	888	1062	1027	1289	841	1170	1278	1215	1195	1181
Coimbatore	1000	848	689	674	783	648	686	696	667	710	672	804	968	762	1048	811	944	1121	992
Jaipur	1000	967	951	990	1025	1202	1090	1372	1432	1306	1297	1397	1045	1485	1482	1366	1130	1340	1320

■ Upward movement of the index as compared to the previous month

■ Dip in the index