



# A Report on **Hiring Activity in India**

by: Location, Industry and Experience

May 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 incorporates 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.

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 May-10 at 913 is 29% above the May'09 levels indicating that hiring activity has been forging ahead strongly over a period of time**

The first four months of 2010 has brought back cheer in the environment as the job index has been very optimistic and has been consistently moving in a positive direction. A year on year comparison of the index shows all major cities, industries and functional areas moving in a positive direction indicating that the hiring activity has moved up across all sectors and is back to the pre -down turn levels. Although we see that the May-10 index has dipped by 10% over the Apr-10 index, the three month moving index indicates a steadier hiring scenario. On an overall level we see that the stock markets are booming, non oil imports are surging and the growth rates in index of industrial production are robust reflecting an optimistic business sentiment.

Sumeet Singh, National Head, Marketing and Communication, Info Edge said "The appraisal season generally puts a halt to the hiring activity for most companies which is why we see the dip in the May index. Although we still feel that the level of hiring is not such that could be considered as a job boom, the medium term outlook for the job market appears positive as demand is likely to increase for many roles across industry verticals."

A deeper analysis of the Job Index shows that the hiring activity in the IT industry has recovered from the pangs of the slowdown and has moved up by 56% in May-10 over May-09. We see a similar recovery in the Banking and Auto sectors as well which moved up by 47% and 40% in May-10 over May-09. Thus, on a one year perspective, we see all functional areas, industries and cities moving in a positive direction indicating a stable job scenario in the country.

## KEY HIGHLIGHTS (May'10 over May'09)

### JOB INDEX- CITIES

▲	Pune	48%
▲	Mumbai	42%
▲	Bangalore	40%
▲	Chennai	40%
▲	Delhi-NCR	30%
▲	Kolkata	29%

### JOB INDEX -INDUSTRIES

▲	IT- Software	56%
▲	Banking	47%
▲	Auto	40%
▲	Insurance	34%
▲	ITES /BPO	19%
▲	Capital Goods	17%

### JOB INDEX-FUNCTIONAL AREA

▲	IT-Software	54%
▲	HR & Administration	68%
▲	ITES & BPO	21%
▲	Accounts & Finance	22%
▲	Project Management	17%
▲	Advertising	17%

- A year on year comparison of the job index shows that Pune, Bangalore, Mumbai and Chennai has seen huge revivals in the job market
- Key industry sectors like IT- Software, Banking and Auto are all back to the pre downturn levels with the job index moving up by 56%, 47% and 40% in May'10 over May'09
- Professionals in HR, ITES, IT- Software and Accounts and Finance witnessed a comeback in the recruitment scenario with job index moving up by 68%, 21%, 54%, and 22% in May'10 over May'09

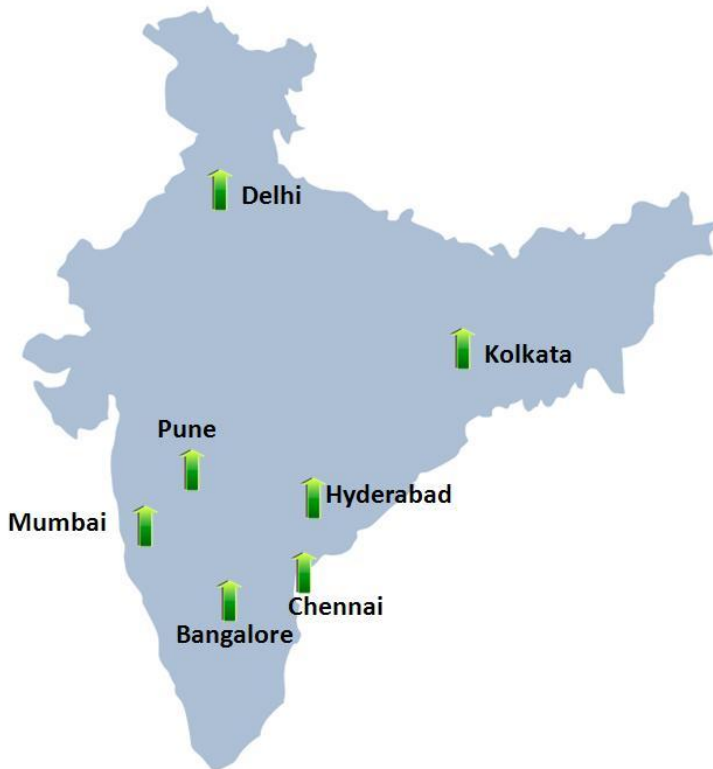
Naukri.com Job Speak index



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

## CITY WISE OVERVIEW

The hiring activity for all cities witness an upward movement in the job index on an annual perspective



May-10 over May-09

On a one year perspective, recruitment has moved up across all major cities in the country. Pune and Mumbai moved up by 48% and 42% in May-10 as compared to the May-09 index. Similarly, Bangalore and Chennai moved up by 40% and Delhi moved up by 30% in May-10 over May-09.

On a month on month basis all cities witness a dip in the index owing to the appraisal season. Delhi, Bangalore and Hyderabad dipped by 11% respectively in May-10 over Apr-10, but the three month moving index indicates a steadier hiring scenario

This clearly reflects that the first half of 2010 has seen some good times in the job market with the Naukri job index surpassing the pre down turn levels.

### INDEX- CITIES

City*	Jul 08	May 09	Sep 09	Dec 09	Feb10	Mar 10	Apr 10	May 10
Delhi-NCR	1000	↓741	↑835	↑848	↑992	↑1117	↑1086	↓964
Mumbai	1000	↓579	↑725	↑763	↑886	↓850	↑891	↓825
Bangalore	1000	↓668	↓663	↑747	↑897	↓889	↑1048	↓937
Chennai	1000	↓608	↑674	↓653	↑862	↓843	↑867	↓853
Hyderabad	1000	↓699	↓640	↑709	↑955	↓870	↑1015	↓901
Pune	1000	↓650	↑672	↑742	↑931	↑983	↑1082	↓963
Kolkata	1000	↓747	↑788	↑872	↑990	↑1055	↓981	↓967

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 for all industry sectors witnessed an upward movement in the job index on an annual perspective

On a yearly perspective all sectors witnessed an upward movement in the job index indicating that the job market is back on track and has overcome the times of the slowdown. The job index for the IT Software and ITES sectors moved up by 56% and 19% in May-10 over May-09. Similarly, Capital Goods, Insurance and Pharma sectors also grew by 33%, 17% and 11% in May-10 over May-09.

On a month on month basis, the job index for key industry sectors dipped but the three month moving average indicates a steady hiring scenario. Insurance, Oil and Gas and ITES sectors witnessed a 20%, 18% and 16% dip in May-10 index over the Apr-10 index.

### INDEX- INDUSTRIES

Industry	Jul 08	May 09	Sep 09	Dec 09	Feb10	Mar 10	Apr 10	May 10
IT- Software	1000	↓626	↑718	↑726	↑964	↓888	↑1033	↓980
BPO and ITeS	1000	↓690	↑763	↓659	↑824	↑930	↑979	↓823
Construction and Engineering	1000	↓656	↑749	↓663	↑729	↓718	↑730	↓717
Auto and Auto Ancillary	1000	↓577	↑618	↓621	↑815	↑884	↓825	↓806
Banking and Financial Services	1000	↓597	↑724	↑818	↑904	↑912	↑987	↓877
Oil and Gas	1000	↓751	↓740	↑770	↑858	↓848	↑942	↓771
Telecom	1000	↓742	↓752	↓700	↑850	↓784	↑791	↓700
Insurance	1000	↓640	↑866	↓811	↑841	↑967	↑1069	↓857
Capital Goods	1000	↓743	↑927	↑966	↓919	↓911	↑996	↓870
Pharma & Biotech	1000	↓891	↑966	↑1022	↑1167	↑1247	↓1062	↓992

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 OVERVIEW

**Demand for professionals in all functional areas moved in a positive direction in May-10 over May'09**

A year on year comparison of the job index shows that the demand for professionals in all functional areas grew in a positive direction with maximum growth witnessed among the professionals in HR, IT and Accounts. Hiring activity for professionals in HR, IT and Accounts grew by 68%, 54% and 22% in May-10 over May-09. The Professionals in ITES, Marketing and Project Management were also high in demand as the index moved up by 21%, 17% and 16% in May-10 over the May-09 index

Although, the hiring activity for the key functional contracted in May-10 over Apr-10, the three month moving average indicates a stable environment. This dip on a month is a temporary phase and owes more to the appraisal season. The demand for professionals in ITES, Production, Sales and IT- Software dipped by 16%, 14%, 10% and 5% in May-10 over Apr-10.

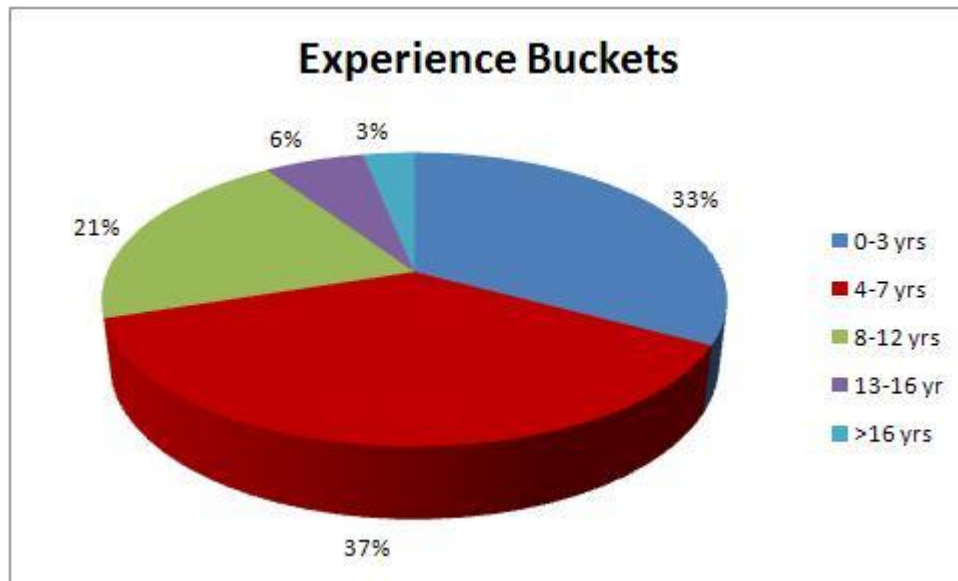
### INDEX- FUNCTIONAL AREAS

Functional area	Jul 08	May 09	Sep 09	Dec 09	Feb10	Mar 10	Apr 10	May 10
IT-Software	1000	↓620	↑693	↑708	↑950	↓911	↑1011	↓959
Sales and Business Development	1000	↓812	↑840	↑860	↑1066	↓1046	↑1064	↓957
ITES and BPO	1000	↓790	↑905	↓789	↑988	↑1111	↑1149	↓960
Production and Maintenance	1000	↓862	↑939	↓879	↓1010	↑1017	↑1039	↓893
Accounts and Finance	1000	↓649	↑724	↓634	↑804	↓802	↑866	↓795
HR & Administration	1000	↓595	↑732	↑818	↑943	↑1011	↑1126	↓1003
Project Management	1000	↓638	↑700	↓691	↑806	↑823	↑892	↓746
Marketing and Advertising	1000	↓657	↑742	↓725	↑963	↓842	↑961	↓769
Banking and Insurance	1000	↓636	↑741	↑825	↓818	↑884	↑974	↓826
Engineering Design - R&D	1000	↓545	↑571	↑637	↑646	↑812	↑821	↓738

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



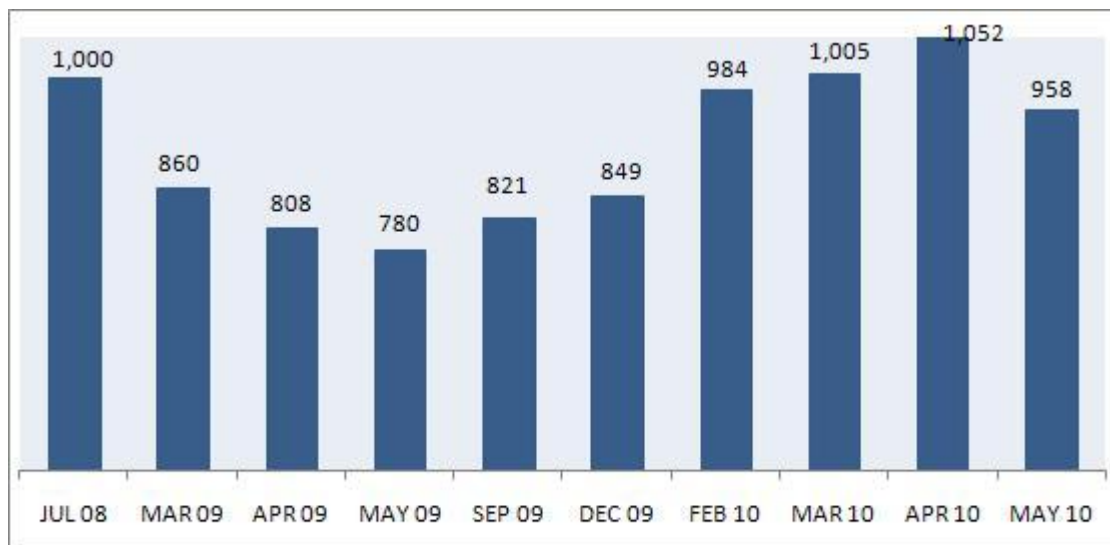
## WORK EXPERIENCE OVERVIEW



- Hiring activity in the 4 to 16 years age bracket dipped within the range of 10% and 12% in May-10 over Apr-10
- The index for 0-3 years experience brackets dipped by 8% in May-10 over Apr-10

## INDEX FOR TOTAL JOB

On the Total Jobs (this includes refreshed jobs); the index dipped by 9% in May-10 over Apr-10 but on an annual perspective the index moved up by 22% in May-10 over May-09



\* 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	May-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	↓ 964
Mumbai	1000	↓ 951	↑ 963	↓ 722	↑ 745	↓ 731	↓ 722	↑ 750	↓ 634	↓ 613	↓ 579	↑ 697	↑ 696	↓ 680	↑ 725	↓ 662	↓ 733	↑ 763	↑ 796	↑ 886	↓ 850	↑ 891	↓ 825
Bangalore	1000	↓ 879	↑ 898	↓ 759	↑ 821	↓ 693	↑ 783	↑ 816	↓ 735	↓ 724	↓ 668	↑ 721	↓ 699	↑ 703	↓ 663	↑ 699	↑ 789	↓ 747	↑ 797	↑ 897	↓ 889	↑ 1048	↓ 937
Chennai	1000	↓ 927	↑ 983	↓ 800	↑ 831	↓ 650	↓ 638	↑ 693	↓ 672	↓ 641	↓ 608	↑ 726	↑ 717	↓ 629	↑ 674	↑ 728	↓ 722	↓ 653	↑ 712	↑ 862	↓ 843	↑ 867	↓ 853
Hyderabad	1000	↓ 930	↑ 975	↓ 785	↑ 814	↓ 693	↑ 701	↑ 774	↓ 684	↑ 747	↓ 699	↑ 706	↑ 723	↑ 666	↓ 640	↓ 690	↑ 753	↓ 709	↑ 739	↑ 955	↓ 870	↑ 1015	↓ 901
Pune	1000	↓ 921	↑ 1022	↓ 819	↑ 844	↓ 670	↑ 692	↑ 741	↓ 718	↓ 664	↓ 650	↑ 794	↑ 738	↑ 701	↓ 672	↓ 674	↑ 796	↓ 742	↑ 783	↑ 931	↑ 983	↑ 1082	↓ 963
Kolkata	1000	↑ 1036	↑ 1069	↓ 773	↑ 840	↓ 703	↑ 813	↓ 787	↑ 801	↓ 775	↓ 747	↑ 856	↑ 832	↑ 817	↓ 788	↓ 820	↑ 880	↓ 872	↓ 818	↓ 990	↑ 1055	↓ 981	↓ 967
Ahmedabad	1000	↓ 882	↑ 929	↓ 774	↑ 883	↓ 838	↓ 759	↑ 1081	↓ 993	↓ 946	↓ 767	↑ 864	↓ 848	↓ 857	↑ 968	↓ 823	↑ 953	↓ 950	↓ 870	↑ 1067	↓ 965	↑ 1164	↓ 943
Chandigarh	1000	↓ 898	↑ 1121	↓ 690	↑ 811	↑ 817	↓ 725	↑ 901	↓ 898	↓ 813	↓ 664	↑ 787	↑ 882	↓ 852	↑ 952	↓ 903	↓ 790	↓ 831	↑ 862	↓ 969	↓ 1033	↑ 1187	↓ 1101
Cochin	1000	↑ 1309	↓ 1098	↓ 1039	↑ 1105	↓ 842	↑ 921	↑ 990	↓ 967	↓ 927	↓ 848	↑ 976	↑ 986	↓ 894	↑ 917	↑ 851	↓ 815	↓ 779	↓ 845	↑ 1006	↓ 865	↑ 1084	↓ 852
Baroda	1000	↑ 1079	↑ 1161	↓ 954	↑ 1048	↓ 929	↑ 1036	↑ 1283	↓ 1090	↓ 960	↓ 866	↑ 1011	↓ 898	↑ 1065	↓ 1059	↓ 892	↑ 1135	↓ 869	↓ 1101	↑ 1240	↓ 1118	↑ 1137	↓ 888
Coimbatore	1000	↓ 848	↑ 1125	↓ 951	↓ 780	↓ 681	↑ 689	↓ 640	↑ 742	↓ 689	↓ 674	↑ 783	↓ 648	↑ 751	↓ 686	↑ 734	↓ 655	↓ 636	↓ 643	↓ 696	↑ 748	↓ 667	↑ 710
Jaipur	1000	↓ 967	↑ 1173	↓ 861	↑ 1035	↑ 1051	↓ 951	↑ 1054	↓ 1019	↑ 1038	↓ 990	↑ 1025	↑ 1202	↓ 1016	↑ 1090	↓ 816	↑ 1077	↑ 1183	↓ 1106	↑ 1372	↓ 1237	↑ 1432	↓ 1306

\*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	May-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	↓ 980
BPO/ITES/CRM/Transcription	1000	↓ 827	↑ 844	↑ 870	↓ 785	↓ 682	↑ 881	↓ 873	↓ 869	↓ 681	↑ 690	↑ 690	↑ 711	↓ 646	↑ 763	↑ 797	↑ 797	↓ 859	↑ 791	↑ 824	↑ 930	↑ 979	↓ 823
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	↓ 717
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	↓ 806
Banking and Financial Services	1000	↓ 981	↑ 1063	↓ 710	↓ 627	↓ 609	↑ 861	↓ 660	↓ 538	↑ 590	↑ 597	↑ 769	↓ 699	↑ 766	↓ 724	↑ 741	↑ 764	↑ 818	↓ 791	↓ 904	↑ 912	↑ 987	↓ 877
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	↓ 771
Telecom	1000	↑ 1045	↑ 1189	↓ 841	↑ 1113	↓ 1009	↑ 1071	↑ 1090	↓ 875	↑ 875	↓ 742	↑ 876	↑ 812	↓ 732	↑ 752	↓ 657	↑ 751	↑ 700	↓ 671	↑ 850	↓ 784	↑ 791	↓ 700
Insurance	1000	↓ 948	↑ 1035	↓ 767	↓ 722	↑ 769	↓ 788	↑ 929	↓ 860	↓ 586	↑ 640	↑ 660	↑ 671	↑ 814	↑ 866	↓ 833	↑ 1025	↑ 811	↓ 740	↑ 841	↑ 967	↑ 1069	↓ 857
Capital Goods	1000	↓ 970	↑ 1014	↓ 840	↑ 905	↓ 711	↓ 688	↑ 800	↑ 808	↓ 794	↓ 743	↑ 920	↓ 873	↓ 845	↑ 927	↓ 757	↑ 942	↑ 966	↓ 846	↑ 919	↓ 911	↑ 996	↓ 870
Pharma & Biotech	1000	↓ 977	↑ 1024	↓ 862	↑ 1048	↓ 1031	↑ 1047	↑ 1155	↓ 1012	↑ 1041	↓ 891	↑ 934	↑ 1042	↓ 977	↓ 966	↓ 884	↑ 901	↑ 1022	↑ 1037	↑ 1167	↑ 1247	↓ 1062	↓ 992
Hospitality	1000	↓ 966	↑ 1043	↓ 940	↓ 877	↓ 780	↑ 922	↑ 928	↓ 830	↑ 845	↑ 901	↑ 928	↑ 908	↓ 882	↑ 933	↓ 861	↑ 973	↓ 896	↓ 891	↑ 982	↑ 1040	↑ 1044	↓ 1019
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	↓ 875
Chemicals	1000	↓ 965	↑ 1014	↓ 762	↑ 806	↓ 791	↓ 745	↑ 823	↓ 764	↓ 706	↑ 863	↑ 892	↑ 953	↓ 845	↓ 807	↓ 727	↑ 795	↑ 967	↓ 773	↑ 986	↓ 897	↑ 1002	↓ 857
Education	1000	↓ 837	↑ 869	↓ 682	↑ 744	↑ 910	↑ 1146	↓ 971	↓ 937	↓ 905	↑ 905	↑ 988	↓ 934	↑ 1018	↓ 861	↓ 823	↑ 975	↑ 989	↑ 1007	↑ 1248	↑ 1419	↓ 1295	↓ 1146
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	↓ 710
Retailing	1000	↓ 840	↑ 941	↓ 623	↑ 701	↓ 559	↓ 515	↑ 587	↓ 528	↓ 433	↓ 430	↑ 537	↑ 595	↓ 501	↑ 558	↓ 447	↑ 491	↓ 479	↑ 523	↑ 619	↑ 622	↑ 765	↓ 675
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	↓ 670
Healthcare	1000	↑ 1032	↓ 1016	↓ 855	↓ 791	↑ 923	↑ 970	↑ 1105	↑ 1191	↓ 1140	↓ 935	↑ 990	↑ 1101	↓ 974	↑ 1009	↓ 1091	↑ 1217	↓ 1116	↓ 1079	↑ 1261	↓ 1164	↑ 1177	↓ 1135
Real Estate	1000	↓ 881	↓ 1057	↓ 626	↓ 535	↓ 407	↓ 439	↓ 456	↓ 433	↓ 378	↑ 426	↑ 541	↑ 640	↓ 553	↑ 704	↓ 746	↑ 828	↑ 844	↓ 890	↓ 871	↑ 918	↑ 1098	↓ 998
Employment Firms	1000	↑ 1130	↓ 998	↓ 819	↑ 839	↑ 908	↓ 905	↑ 1832	↓ 2643	↓ 1862	↑ 1912	↑ 2408	↑ 1892	↓ 1274	↓ 1224	↓ 1818	↓ 2417	↑ 1593	↓ 1583	↓ 2276	↓ 2575	↓ 2406	↓ 1462
Consumer Durables	1000	↓ 960	↑ 1066	↓ 861	↑ 1002	↓ 762	↓ 740	↑ 826	↑ 853	↓ 742	↑ 830	↓ 769	↑ 830	↓ 815	↑ 949	↓ 732	↓ 675	↑ 788	↓ 727	↓ 939	↑ 940	↑ 785	↓ 736
Accounting & Taxation	1000	↓ 797	↑ 940	↓ 804	↓ 762	↓ 711	↑ 784	↑ 790	↓ 774	↑ 781	↓ 854	↓ 639	↓ 630	↑ 710	↓ 677	↑ 684	↑ 652	↓ 565	↓ 742	↑ 951	↓ 929	↑ 1009	↓ 915
Advertising	1000	↓ 748	↑ 995	↓ 692	↓ 640	↓ 606	↓ 529	↓ 476	↓ 460	↑ 481	↓ 426	↑ 507	↑ 525	↓ 452	↑ 658	↓ 546	↑ 664	↓ 461	↓ 578	↑ 716	↓ 661	↑ 679	↓ 548
Textiles	1000	↑ 1011	↓ 988	↓ 901	↑ 1030	↓ 849	↓ 813	↑ 920	↑ 988	↓ 920	↑ 1013	↑ 1070	↓ 1024	↑ 1034	↑ 1153	↓ 887	↑ 1039	↓ 1036	↓ 1070	↑ 1158	↑ 1224	↑ 1281	↓ 1053
Semiconductors & Electronics	1000	↓ 916	↑ 973	↓ 790	↓ 764	↑ 611	↑ 664	↑ 713	↓ 617	↓ 611	↑ 650	↑ 880	↑ 880	↓ 817	↑ 873	↑ 745	↓ 695	↓ 863	↑ 1030	↑ 898	↓ 802	↑ 941	↓ 884
Courier & Transportation	1000	↓ 772	↓ 687	↓ 588	↑ 613	↓ 537	↑ 563	↑ 736	↓ 550	↓ 525	↑ 715	↓ 660	↓ 605	↓ 662	↓ 708	↑ 797	↓ 637	↓ 554	↑ 681	↓ 719	↑ 816	↓ 799	↓ 702
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	↓ 764
Export & Import	1000	↓ 913	↓ 876	↓ 683	↑ 816	↓ 591	↑ 689	↑ 741	↓ 637	↑ 764	↓ 597	↓ 591	↑ 649	↑ 652	↑ 652	↓ 689	↑ 793	↑ 729	↓ 612	↑ 851	↓ 768	↑ 845	↑ 905
Printing & Packaging	1000	↓ 922	↑ 961	↓ 690	↑ 909	↓ 632	↑ 835	↑ 745	↑ 922	↓ 900	↓ 735	↑ 870	↓ 848	↑ 861	↓ 841	↑ 916	↓ 935	↑ 1061	↓ 693	↑ 1021	↑ 1021	↓ 893	↓ 832
Marine	1000	↓ 744	↑ 1118	↓ 929	↑ 962	↓ 844	↓ 733	↑ 877	↑ 988	↓ 700	↑ 825	↑ 900	↑ 744	↓ 618	↑ 940	↓ 522	↑ 796	↓ 855	↓ 611	↑ 950	↓ 813	↑ 950	↓ 772
Agriculture	1000	↓ 720	↑ 781	↓ 663	↑ 715	↓ 654	↑ 881	↑ 938	↓ 876	↓ 848	↑ 928	↑ 1222	↑ 1056	↑ 976	↑ 720	↓ 601	↓ 682	↑ 928	↑ 952	↓ 760	↑ 1073	↑ 1670	↓ 858
Office Equipment/Automation	1000	↓ 935	↑ 1004	↓ 706	↑ 875	↓ 601	↑ 771	↓ 616	↑ 751	↓ 577	↑ 671	↑ 761	↓ 736	↓ 686	↑ 1114	↓ 601	↑ 681	↑ 861	↓ 646	↑ 752	↓ 717	↓ 584	↓ 752
Fresher & Trainee	1000	↓ 866	↑ 911	↓ 837	↓ 748	↓ 688	↑ 748	↑ 1096	↓ 511	↑ 681	↑ 940	↑ 1400	↓ 688	↑ 777	↑ 1088	↑ 1118	↓ 1088	↑ 977	↓ 933	↑ 853	↓ 779	↑ 1469	↓ 816
Social Services	1000	↓ 971	↑ 1208	↓ 741	↑ 928	↓ 597	↑ 791	↓ 755	↑ 762	↓ 690	↑ 805	↓ 741	↑ 906	↓ 848	↓ 690	↓ 854	↑ 935	↑ 1460	↓ 920	↑ 979	↓ 972	↑ 1278	↓ 880
Gems & Jewellery	1000	↓ 925	↑ 1246	↓ 962	↑ 1111	↓ 728	↑ 728	↑ 1111	↓ 543	↓ 654	↑ 753	↑ 851	↓ 1000	↓ 1098	↑ 1222	↑ 925	↓ 1148	↓ 1234	↑ 1271	↓ 1256	↑ 1319	↓ 1231	↑ 1432
Paper	1000	↑ 1423	↑ 1769	↓ 858	↑ 1217	↑ 1487	↓ 948	↑ 1102	↓ 853	↑ 769	↑ 1012	↑ 1128	↑ 1243	↑ 1025	↓ 717	↑ 884	↑ 1064	↑ 846	↓ 589	↓ 1570	↑ 1620	↓ 1268	↓ 1193
Legal	1000	↑ 1132	↑ 1705	↓ 1558	↑ 1279	↑ 1029	↑ 1235	↑ 2073	↓ 1647	↑ 1705	↓ 955	↑ 1058	↓ 1102	↑ 1426	↑ 1044	↑ 1088	↓ 823	↓ 1411	↑ 1500	↓ 1024	↑ 1662	↑ 1632	↓ 1187
Tyres	1000	↓ 852	↑ 1102	↓ 750	↓ 661	↓ 485	↑ 544	↓ 514	↓ 411	↑ 573	↓ 367	↑ 985	↓ 602	↓ 661	↑ 911	↓ 397	↑ 823	↓ 632	↓ 705	↑ 1024	↓ 757	↑ 1113	↓ 876
Fertilizers & Pesticides	1000	↓ 850	↑ 1716	↓ 1134	↑ 1089	↑ 1417	↓ 1014	↓ 820	↑ 1029	↓ 925	↑ 970	↑ 1268	↑ 1000	↓ 970	↑ 1238	↑ 940	↑ 1223	↓ 910	↑ 1492	↓ 1187	↓ 979	↑ 1825	↓ 1306
Security & Law Enforcement	1000	↑ 1865	↓ 1615	↓ 1461	↓ 1365	↓ 1153	↓ 1076	↑ 1557	↓ 1346	↓ 1076	↓ 903	↑ 1326	↑ 1230	↓ 1230	↓ 826	↓ 942	↑ 1326	↓ 1096	↑ 1653	↑ 2630	↑ 1170	↓ 979	↓ 852
Defence & Government	1000	↓ 857	↑ 2357	↓ 1547	↓ 1142	↓ 1095	↑ 1666	↓ 1428	↓ 904	↑ 976	↑ 1214	↑ 1619	↑ 1428	↓ 595	↑ 857	↓ 761	↑ 1047	↓ 857	↑ 857	↑ 1376	↑ 1189	↓ 1143	↓ 816

\*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 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	May-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	↓ 959
Sales and Business Developm	1000	↓ 938	↑ 1001	↓ 741	↑ 835	↑ 852	↑ 875	↑ 995	↓ 892	↓ 825	↓ 812	↑ 869	↑ 905	↑ 883	↓ 840	↓ 856	↑ 884	↓ 860	↓ 905	↑ 1066	↓ 1046	↑ 1064	↓ 957
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	↓ 960
Production and Maintenance	1000	↓ 960	↑ 976	↓ 827	↑ 871	↓ 710	↑ 738	↑ 856	↑ 875	↓ 784	↑ 862	↑ 1049	↑ 952	↓ 856	↑ 939	↓ 859	↑ 973	↑ 879	↓ 791	↑ 1010	↑ 1017	↑ 1039	↓ 893
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	↓ 795
HR & Administration	1000	↓ 978	↑ 1010	↓ 781	↓ 758	↓ 643	↓ 616	↑ 633	↓ 612	↓ 611	↓ 595	↑ 688	↑ 683	↓ 664	↑ 732	↓ 712	↑ 844	↓ 818	↓ 819	↑ 943	↑ 1011	↑ 1126	↓ 1003
Project Management	1000	↓ 861	↑ 984	↓ 725	↑ 749	↓ 573	↑ 704	↑ 714	↓ 685	↓ 607	↑ 638	↑ 724	↑ 682	↓ 630	↓ 662	↑ 737	↓ 691	↑ 714	↑ 806	↑ 823	↑ 892	↓ 746	
Marketing and Advertising	1000	↓ 930	↑ 1025	↓ 780	↑ 815	↓ 709	↑ 733	↑ 790	↓ 722	↓ 712	↓ 657	↑ 730	↓ 712	↑ 714	↑ 742	↑ 726	↑ 748	↓ 725	↑ 760	↑ 963	↓ 842	↑ 961	↓ 769
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	↓ 826
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	↓ 738
Supply Chain	1000	↓ 930	↑ 954	↓ 690	↑ 779	↓ 631	↑ 637	↑ 714	↓ 705	↓ 621	↑ 693	↑ 715	↓ 710	↑ 734	↓ 703	↓ 658	↑ 722	↑ 750	↓ 708	↑ 834	↑ 894	↑ 904	↓ 841
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	↓ 773
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	↓ 833
Teaching & Education	1000	↓ 666	↑ 701	↓ 517	↑ 677	↑ 862	↑ 1111	↓ 961	↑ 968	↓ 891	↓ 844	↑ 975	↓ 913	↑ 927	↓ 778	↓ 680	↑ 894	↑ 932	↓ 967	↑ 1166	↑ 1318	↓ 1092	↓ 1075
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	↓ 1351
Hotels and Restaurants	1000	↑ 1039	↑ 1074	↓ 1026	↑ 1082	↓ 941	↑ 1081	↓ 961	↑ 1001	↑ 1031	↑ 1116	↓ 1106	↑ 1321	↓ 1109	↑ 1187	↓ 1038	↑ 1215	↓ 1081	↓ 1018	↑ 1364	↓ 1324	↓ 1256	↓ 1191
Top Management	1000	↓ 881	↑ 1093	↓ 705	↑ 750	↓ 705	↑ 773	↓ 725	↓ 686	↑ 805	↓ 746	↑ 851	↑ 758	↓ 727	↑ 799	↓ 705	↑ 786	↓ 647	↑ 715	↑ 805	↓ 791	↑ 793	↓ 772
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	↓ 732
Merchandising	1000	↓ 785	↑ 957	↓ 743	↑ 821	↓ 737	↓ 643	↑ 643	↑ 773	↑ 773	↑ 815	↓ 679	↑ 755	↑ 737	↓ 679	↓ 655	↑ 776	↓ 728	↓ 694	↑ 880	↑ 1376	↓ 992	↓ 940
Consulting	1000	↓ 759	↑ 861	↓ 599	↑ 641	↑ 668	↑ 713	↑ 891	↓ 542	↓ 518	↓ 463	↓ 376	↓ 445	↑ 572	↓ 448	↓ 427	↑ 563	↓ 524	↑ 602	↓ 496	↑ 683	↓ 644	↓ 484
Legal	1000	↓ 958	↑ 1060	↓ 781	↑ 784	↓ 702	↑ 734	↑ 743	↑ 794	↓ 743	↓ 655	↑ 762	↑ 781	↓ 670	↑ 693	↓ 648	↑ 718	↑ 819	↓ 674	↑ 782	↑ 920	↑ 945	↓ 863
Web Designing	1000	↓ 934	↑ 1100	↓ 830	↑ 852	↓ 705	↓ 661	↑ 846	↓ 793	↓ 777	↓ 686	↑ 827	↓ 833	↑ 962	↓ 808	↓ 862	↑ 968	↓ 874	↑ 905	↑ 1149	↓ 1118	↑ 1205	↓ 967
Journalism	1000	↓ 969	↓ 961	↓ 602	↑ 768	↓ 571	↓ 490	↑ 760	↑ 795	↓ 741	↓ 702	↓ 667	↓ 710	↓ 880	↑ 903	↑ 868	↓ 853	↓ 799	↑ 837	↑ 1011	↑ 1127	↓ 960	↓ 917
Travel & Airlines	1000	↓ 842	↑ 895	↑ 1115	↓ 989	↓ 780	↓ 743	↑ 780	↓ 591	↑ 675	↑ 853	↑ 1172	↑ 1015	↓ 816	↑ 942	↑ 910	↓ 795	↑ 905	↑ 1136	↓ 895	↑ 1253	↑ 1432	↓ 1143
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	↓ 1178
Security Services	1000	↓ 878	↑ 919	↓ 858	↑ 1000	↓ 979	↓ 888	↑ 959	↓ 737	↑ 848	↓ 838	↓ 787	↑ 1262	↓ 818	↑ 959	↓ 818	↑ 888	↓ 747	↑ 959	↑ 1173	↓ 1071	↓ 775	↑ 959
Media	1000	↓ 741	↑ 965	↓ 706	↓ 603	↓ 396	↑ 775	↓ 482	↓ 672	↓ 327	↑ 448	↓ 327	↓ 517	↑ 1103	↓ 431	↓ 413	↑ 568	↓ 551	↓ 448	↓ 359	↑ 604	↑ 852	↓ 849
Packaging	1000	↓ 634	↑ 1057	↓ 673	↓ 653	↑ 653	↑ 673	↑ 769	↓ 596	↑ 673	↓ 576	↓ 692	↑ 923	↓ 807	↓ 653	↓ 750	↑ 923	↓ 711	↓ 544	↑ 852	↑ 1012	↓ 635	

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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 of jobs posted online by clients and jobs acquired from existing clients by Naukri.com's tele-calling team.



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