



A Report on Hiring Activity in India  
by  
Location, Industry and Experience

October 2009

A Naukri.com Publication

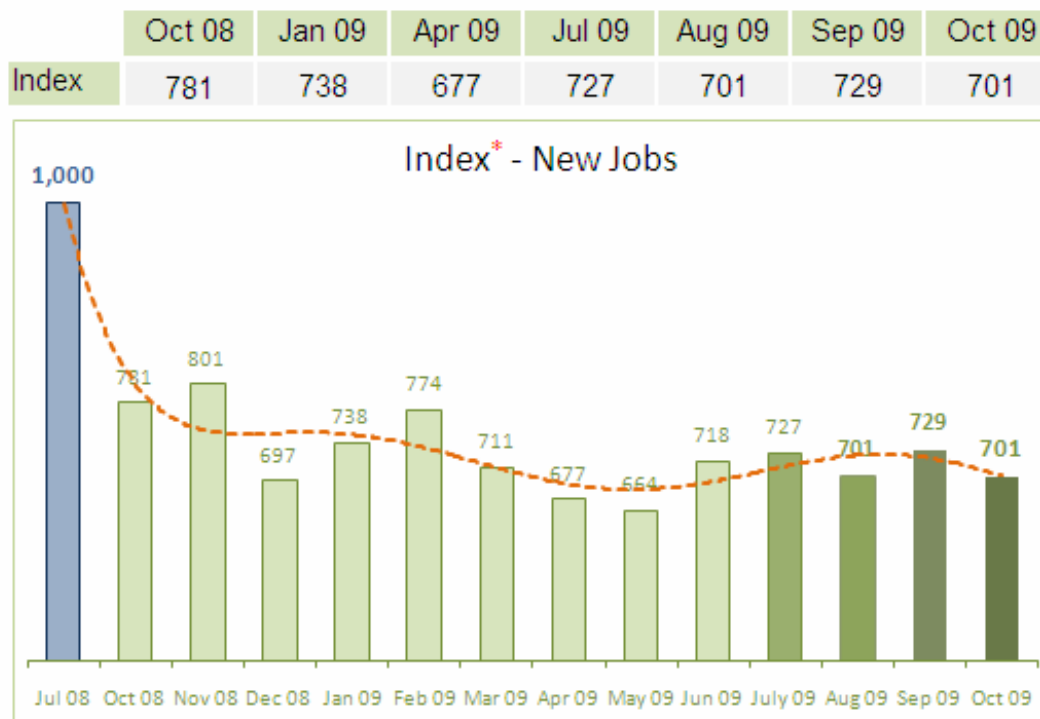
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## Highlights for October 2009

### Job Index for October '09 down by 3.9% due to seasonality and festivals

- Job Index at 701 indicates a decline in hiring activity in October '09 as compared to 729 in September '09.
- Chennai, Bangalore, Delhi-NCR, Kolkata and Hyderabad saw an increase in hiring activity, while Mumbai saw a dip in October '09 as compared to September '09.
- ITES/ BPO, Banking, Oil & Gas and Healthcare sectors saw an increase in hiring trend in October '09 as compared to September '09.
- IT-Software and Hardware saw a drop in hiring activity by 2% in October '09 as compared to September '09.
- Pharma/ Healthcare sector witnessed maximum growth as the demand in October '09 surged by 13% as compared to September '09.
- The demand for professionals in the Pharma/Healthcare and ITES/BPO sectors grew by 13% and 4% in October '09 as compared to September '09.



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

## Executive Summary

According to the Naukri JobSpeak, the month of October saw a dip in the job index by 3.9% as compared to September '09 owing to the festive season and holidays.

The economic slowdown and hiring seems to have bootomed out and now there are indicators to suggest that we are in a recovery stage as far as hiting is concerened.

Out of the top 8 cities, 5 cities saw an upward trend in hiring.

## About Naukri JobSpeak

Naukri JobSpeak is an index of job listings added to the site every month by recruiters who are clients of Naukri.com. To calculate the index, job listings added to the site in July '08 have been taken as a base of 1000. The July '09 index is compared with July '08. Details of trends in July '09 are presented in the next section. The charts with the corresponding numbers have been collated in the annexure.

The Naukri.com Job Index is an initiative by Naukri.com to provide its stakeholders and users 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.

## City-wise Analysis

### Monthly Trends

Out of the top 8 cities, Chennai, Bangalore, Delhi-NCR, Hyderabad and Kolkata saw an uptrend in hiring.

- Hiring activity in Delhi-NCR and Kolkata increased by 2% and 1.43% respectively in October'09 as compared to September'09.
- Hiring activity in Chennai, Bangalore and Hyderabad witnessed a growth in hiring activity by 7.05%, 3.33% and 6.65% in October '09 as compared to September '09.
- In the tier-II segment, Coimbatore witnessed a growth in hiring activity by 4.73% in October '09 as compared to September '09.
- Mumbai and Pune witnessed a decline in the hiring activity, the index declined by 9% and 2.38% respectively in October '09 as compared to September '09.

| City*     | Oct 08 | Jan 09 | Apr 09 | Jul 09 | Aug 09 | Sep 09 | Oct 09 |
|-----------|--------|--------|--------|--------|--------|--------|--------|
| Delhi-NCR | 786    | ↓742   | ↑743   | ↑808   | ↓778   | ↑805   | ↑822   |
| Mumbai    | 715    | ↓712   | ↓571   | ↑656   | ↓649   | ↑707   | ↓643   |
| Bangalore | 723    | ↑747   | ↓618   | ↓595   | ↑599   | ↓579   | ↑598   |
| Chennai   | 801    | ↓625   | ↓603   | ↑635   | ↓595   | ↑646   | ↑691   |
| Hyderabad | 752    | ↓646   | ↑667   | ↓662   | ↓615   | ↓582   | ↑621   |
| Pune      | 724    | ↓617   | ↓571   | ↑661   | ↓625   | ↓610   | ↓596   |
| Kolkata   | 630    | ↑718   | ↓608   | ↑750   | ↓748   | ↓701   | ↑711   |

\* for details, refer to the Annexure

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

## Industry Analysis

### Monthly Trends

Hiring activity witnessed a dip across most sectors, thus pushing the Naukri index down in October '09 after a surge in September '09.

- ITES/BPO industry saw an increase in hiring activity by 4.4% in October '09 as compared to September '09.
- Hiring activity in Oil & Gas, Banking and Healthcare sectors was up by 4.8%, 3.9% and 12.43% respectively in October '09 as compared to September '09.
- Auto/Auto Ancillary and Pharma/ Biotech industry saw decreased hiring activity by 8.9% and 7% respectively in October '09 as compared to September '09.
- Both IT-Software and Hardware sectors saw a drop in hiring activity by 2% and 4.4% respectively in October '09 as compared to September '09.

| Industry                       | Oct 08 | Jan 09 | Apr 09 | Jul 09 | Aug 09 | Sep 09 | Oct 09 |
|--------------------------------|--------|--------|--------|--------|--------|--------|--------|
| IT- Software                   | 753    | ↓691   | ↓592   | ↑638   | ↓617   | ↑630   | ↓617   |
| BPO and ITeS                   | 928    | ↑989   | ↓756   | ↑792   | ↓733   | ↑866   | ↑905   |
| Construction and Engineering   | 784    | ↓618   | ↑638   | ↑721   | ↓670   | ↑710   | ↓668   |
| Auto and Auto Ancillary        | 745    | ↓501   | ↓557   | ↑638   | ↓590   | ↑613   | ↓558   |
| Banking and Financial Services | 689    | ↓652   | ↓549   | ↑664   | ↑738   | ↓690   | ↑718   |
| Oil and Gas                    | 737    | ↓732   | ↑758   | ↓699   | ↓679   | ↓648   | ↑679   |
| Telecom                        | 832    | ↑992   | ↓823   | ↓785   | ↓727   | ↑736   | ↓622   |
| Insurance                      | 770    | ↑771   | ↓593   | ↑650   | ↑801   | ↑861   | ↓840   |
| Capital Goods                  | 827    | ↓652   | ↑762   | ↑853   | ↓814   | ↑890   | ↓728   |
| Pharma & Biotech               | 863    | ↑1024  | ↓1005  | ↓997   | ↓954   | ↓937   | ↓866   |
| Hospitality                    | 903    | ↓881   | ↓790   | ↑876   | ↓852   | ↑878   | ↓839   |
| FMCG, Foods and Beverage       | 739    | ↑959   | ↓901   | ↓868   | ↓863   | ↑886   | ↓863   |
| Chemicals                      | 775    | ↓726   | ↓708   | ↑944   | ↓839   | ↓768   | ↓714   |
| Education                      | 669    | ↑1112  | ↓884   | ↑905   | ↑986   | ↓798   | ↓769   |
| IT-Hardware & Networking       | 709    | ↑721   | ↓696   | ↓631   | ↓595   | ↓586   | ↓560   |
| Retailing                      | 614    | ↓504   | ↓427   | ↑586   | ↓494   | ↑554   | ↓448   |
| Real Estate                    | 600    | ↓435   | ↓375   | ↑609   | ↓496   | ↑679   | ↑719   |

\* for details, refer to the Annexure

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/ Department wise Analysis

While hiring activity wilted across most functional areas, the demand for ITES / BPO and Pharma/Healthcare professionals showed a positive trend.

- The demand for professionals in the Pharma/Healthcare sector grew by 13% in October '09 as compared to September '09.
- The demand for ITES/ BPO professionals grew by 4% in October '09 as compared to September '09.
- The demand for Sales and Business Development professionals bounced back by 1.3% in October '09 after showing a negative growth in the hiring activity by 3.6% in September '09.

| Functional area                | Oct 08 | Jan 09 | Apr 09 | Jul 09 | Aug 09 | Sep 09 | Oct 09 |
|--------------------------------|--------|--------|--------|--------|--------|--------|--------|
| IT-Software                    | 761    | ↓ 695  | ↓ 593  | ↑ 641  | ↓ 602  | ↓ 623  | ↓ 587  |
| Sales and Business Development | 730    | ↑ 849  | ↓ 778  | ↑ 845  | ↓ 838  | ↓ 808  | ↑ 819  |
| ITES and BPO                   | 941    | ↑ 991  | ↓ 737  | ↑ 790  | ↓ 732  | ↑ 889  | ↑ 925  |
| Production and Maintenance     | 807    | ↓ 674  | ↑ 733  | ↑ 857  | ↓ 783  | ↑ 840  | ↓ 743  |
| Accounts and Finance           | 769    | ↓ 715  | ↓ 691  | ↑ 698  | ↓ 660  | ↑ 700  | ↓ 638  |
| HR & Administration            | 770    | ↓ 591  | ↓ 575  | ↑ 649  | ↓ 643  | ↑ 709  | ↓ 699  |
| Project Management             | 721    | ↓ 662  | ↓ 587  | ↑ 645  | ↓ 614  | ↑ 669  | ↓ 659  |
| Marketing and Advertising      | 750    | ↓ 708  | ↓ 667  | ↓ 665  | ↑ 683  | ↑ 710  | ↓ 700  |
| Banking and Insurance          | 708    | ↓ 665  | ↓ 535  | ↑ 646  | ↑ 683  | ↑ 716  | ↓ 705  |
| Engineering Design - R&D       | 797    | ↓ 594  | ↓ 566  | ↑ 579  | ↓ 574  | ↓ 534  | ↓ 516  |
| Supply Chain                   | 671    | ↓ 595  | ↓ 580  | ↑ 652  | ↑ 676  | ↓ 659  | ↓ 622  |
| Front Office and Data Entry    | 755    | ↓ 625  | ↑ 651  | ↓ 635  | ↓ 600  | ↑ 613  | ↓ 585  |
| IT- Hardware & Telecom         | 786    | ↑ 909  | ↓ 876  | ↓ 843  | ↓ 765  | ↑ 775  | ↓ 663  |
| Teaching & Education           | 498    | ↑ 1059 | ↓ 842  | ↑ 848  | ↑ 896  | ↓ 753  | ↓ 644  |
| Pharma and Biotech             | 975    | ↑ 1091 | ↑ 1302 | ↓ 1158 | ↓ 1032 | ↑ 1069 | ↑ 1213 |
| Hotels and Restaurants         | 1002   | ↑ 1046 | ↓ 984  | ↑ 1083 | ↓ 998  | ↑ 1114 | ↓ 974  |

\* for details, refer to the Annexure

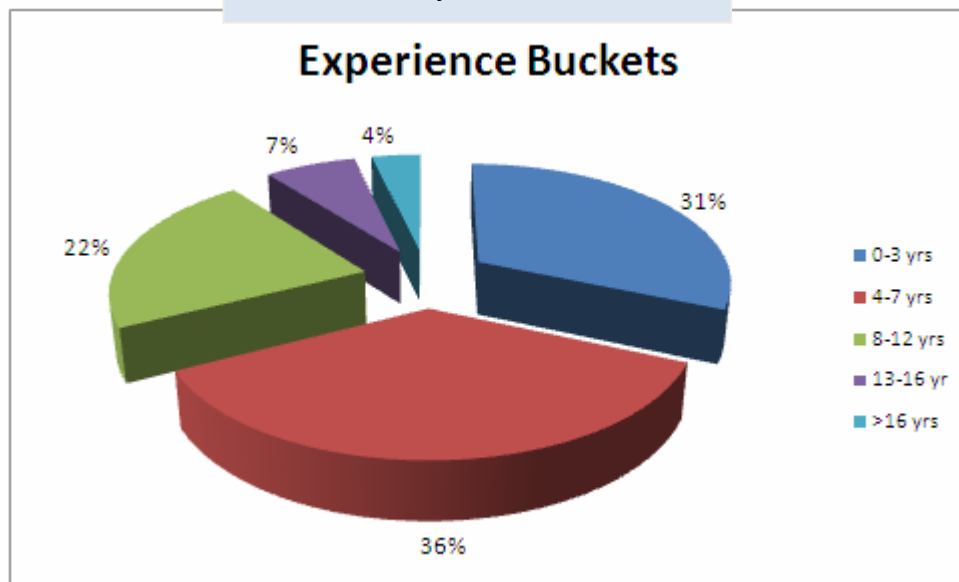
No. of new jobs posted in July '08 for each F-Area was scaled to 1000; all months have been compared with July '08

## Work Experience wise Analysis

Hiring activity dipped across all experience levels in Oct '09 as compared to Sep '09.

- Hiring activity was down by 11% and 9% in 13-16 years and above 16 years experience bucket respectively.
- Hiring activity showed a slight dip of 1.97% and 2% across 0-3 years and 4-7 years experience respectively.

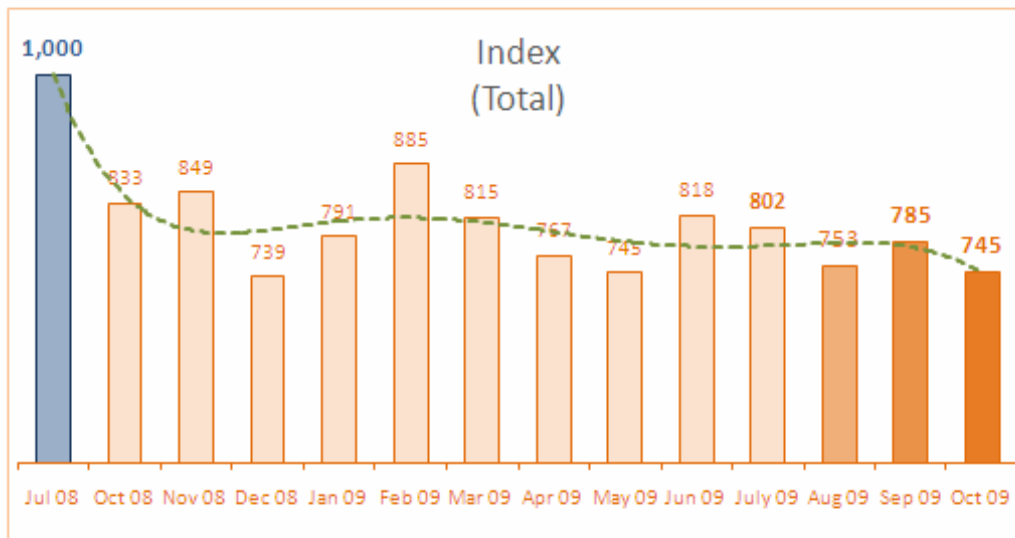
*Break up of jobs according to experience buckets for October '09*



## Index for Total Jobs

On Total Jobs (this includes refreshed jobs), the index moved down 5.1% in the month of October '09. According to the Total Jobs Index, the index peaked in Sep'08 at 1004 and bottomed in Dec'08 at 739.

|       | Oct 08 | Jan 09 | Apr 09 | Jul 09 | Aug 09 | Sep 09 | Oct 09 |
|-------|--------|--------|--------|--------|--------|--------|--------|
| Index | 833    | 791    | 767    | 802    | 753    | 785    | 745    |



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

## Methodology

Data for calculating the Index has been sourced from Naukri.com and is reflective of the job listings on the site. Jobs have been categorized by location, functional area, and industry. The index has been calculated across cities/ functional area- dept/ industry verticals.

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. More than 34000 clients use Naukri.com, leading to high reliability of the data.

Naukri JobSpeak has introduced a new 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.

## Annexure – All Cities

| City*      | Jul-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 |
|------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| Delhi-NCR  | 1000   | ↓ 786  | ↑ 841  | ↓ 697  | ↑ 742  | ↑ 811  | ↓ 745  | ↓ 743  | ↓ 712  | ↑ 753  | ↑ 808  | ↓ 778  | ↑ 805  | ↑ 822  |
| Mumbai     | 1000   | ↓ 715  | ↓ 692  | ↑ 717  | ↓ 712  | ↓ 691  | ↓ 604  | ↓ 571  | ↓ 563  | ↑ 635  | ↑ 656  | ↓ 649  | ↑ 707  | ↓ 643  |
| Bangalore  | 1000   | ↓ 723  | ↑ 725  | ↓ 634  | ↑ 747  | ↓ 706  | ↓ 650  | ↓ 618  | ↓ 562  | ↑ 619  | ↓ 595  | ↑ 599  | ↓ 579  | ↑ 598  |
| Chennai    | 1000   | ↓ 801  | ↓ 778  | ↓ 646  | ↓ 625  | ↑ 634  | ↓ 634  | ↓ 603  | ↓ 567  | ↑ 674  | ↑ 635  | ↓ 595  | ↑ 646  | ↑ 691  |
| Hyderabad  | 1000   | ↓ 752  | ↓ 732  | ↓ 640  | ↑ 646  | ↓ 644  | ↓ 627  | ↑ 667  | ↓ 644  | ↓ 643  | ↑ 662  | ↑ 615  | ↓ 582  | ↑ 621  |
| Pune       | 1000   | ↓ 724  | ↓ 723  | ↓ 590  | ↑ 617  | ↑ 642  | ↓ 604  | ↓ 571  | ↑ 582  | ↑ 669  | ↑ 661  | ↑ 625  | ↓ 610  | ↓ 596  |
| Kolkata    | 1000   | ↓ 630  | ↑ 656  | ↓ 586  | ↑ 718  | ↓ 642  | ↑ 646  | ↓ 608  | ↑ 690  | ↑ 775  | ↑ 750  | ↑ 748  | ↓ 701  | ↑ 711  |
| Ahmedabad  | 1000   | ↓ 754  | ↑ 786  | ↑ 787  | ↓ 715  | ↑ 996  | ↓ 886  | ↓ 769  | ↓ 681  | ↑ 757  | ↓ 722  | ↓ 765  | ↑ 855  | ↓ 732  |
| Chandigarh | 1000   | ↓ 656  | ↑ 726  | ↓ 711  | ↓ 659  | ↑ 833  | ↓ 816  | ↓ 769  | ↓ 613  | ↑ 721  | ↑ 795  | ↓ 779  | ↑ 876  | ↓ 822  |
| Cochin     | 1000   | ↓ 1176 | ↓ 960  | ↓ 903  | ↑ 1162 | ↓ 1091 | ↑ 1131 | ↓ 852  | ↑ 970  | ↑ 1125 | ↑ 1070 | ↑ 1026 | ↓ 990  | ↓ 982  |
| Baroda     | 1000   | ↓ 761  | ↑ 800  | ↓ 767  | ↓ 750  | ↑ 992  | ↓ 904  | ↓ 806  | ↓ 749  | ↑ 826  | ↓ 760  | ↓ 830  | ↑ 933  | ↓ 780  |
| Coimbatore | 1000   | ↓ 943  | ↓ 719  | ↓ 627  | ↑ 664  | ↓ 595  | ↑ 704  | ↓ 635  | ↑ 643  | ↑ 735  | ↓ 612  | ↑ 696  | ↓ 663  | ↑ 694  |
| Jaipur     | 1000   | ↓ 769  | ↑ 879  | ↑ 958  | ↓ 857  | ↑ 932  | ↓ 884  | ↑ 932  | ↓ 905  | ↑ 932  | ↑ 1015 | ↓ 935  | ↑ 1003 | ↓ 732  |

\*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 | 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 |
|----------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| IT- Software               | 1000   | ↓753   | ↑777   | ↓682   | ↑691   | ↓674   | ↓600   | ↓592   | ↓558   | ↑613   | ↑638   | ↓617   | ↑630   | ↓617   |
| BPO and ITeS               | 1000   | ↑928   | ↓824   | ↓772   | ↑989   | ↓976   | ↓971   | ↓756   | ↑763   | ↑770   | ↑792   | ↓733   | ↑866   | ↑905   |
| Construction and Engineer  | 1000   | ↓784   | ↓742   | ↓596   | ↑618   | ↑680   | ↓652   | ↓638   | ↓627   | ↑696   | ↑721   | ↓670   | ↑710   | ↓668   |
| Auto and Auto Ancillary    | 1000   | ↓745   | ↓707   | ↓512   | ↓501   | ↑577   | ↓570   | ↓557   | ↑563   | ↑572   | ↑638   | ↓590   | ↑613   | ↓558   |
| Banking and Financial Ser  | 1000   | ↓689   | ↓598   | ↓597   | ↑652   | ↓630   | ↓524   | ↑549   | ↑589   | ↑717   | ↓664   | ↑738   | ↓690   | ↑718   |
| Oil and Gas                | 1000   | ↓737   | ↑791   | ↓736   | ↓732   | ↑910   | ↓755   | ↑758   | ↓699   | ↑710   | ↑699   | ↑679   | ↓648   | ↑679   |
| Telecom                    | 1000   | ↓832   | ↑945   | ↓900   | ↑992   | ↑1000  | ↓845   | ↓823   | ↓728   | ↑869   | ↑785   | ↓727   | ↑736   | ↓622   |
| Insurance                  | 1000   | ↓770   | ↓708   | ↑777   | ↓771   | ↑922   | ↓663   | ↓593   | ↑635   | ↑669   | ↓650   | ↓801   | ↑861   | ↓840   |
| Capital Goods              | 1000   | ↓827   | ↑846   | ↓694   | ↓652   | ↑778   | ↑795   | ↓762   | ↓726   | ↑885   | ↑853   | ↓814   | ↑890   | ↓728   |
| Pharma & Biotech           | 1000   | ↓863   | ↑996   | ↑1031  | ↓1024  | ↑1133  | ↓971   | ↑1005  | ↓861   | ↑903   | ↑997   | ↑954   | ↓937   | ↓866   |
| Hospitality                | 1000   | ↓903   | ↓797   | ↓724   | ↑881   | ↓872   | ↓801   | ↓790   | ↑834   | ↑893   | ↑876   | ↓852   | ↑878   | ↓839   |
| FMCG, Foods and Beverag    | 1000   | ↓739   | ↑914   | ↓894   | ↑959   | ↑1011  | ↓915   | ↓901   | ↑986   | ↓848   | ↑868   | ↓863   | ↑886   | ↓863   |
| Chemicals                  | 1000   | ↓775   | ↑782   | ↓781   | ↓726   | ↑831   | ↓761   | ↓708   | ↑854   | ↑865   | ↑944   | ↑839   | ↓768   | ↓714   |
| Education                  | 1000   | ↓669   | ↑700   | ↑888   | ↑1112  | ↓940   | ↓908   | ↓884   | ↓868   | ↑967   | ↓905   | ↑986   | ↓798   | ↓769   |
| IT-Hardware & Networkin    | 1000   | ↓709   | ↑781   | ↓610   | ↑721   | ↓648   | ↑695   | ↑696   | ↓596   | ↓589   | ↑631   | ↑595   | ↓586   | ↓560   |
| Retailing                  | 1000   | ↓614   | ↑684   | ↓546   | ↓504   | ↑592   | ↓520   | ↓427   | ↑430   | ↑534   | ↑586   | ↓494   | ↑554   | ↓448   |
| Media and Entertainment    | 1000   | ↓619   | ↑687   | ↓448   | ↑486   | ↑568   | ↓516   | ↑526   | ↓449   | ↑506   | ↓530   | ↓547   | ↑567   | ↓564   |
| Healthcare                 | 1000   | ↓826   | ↓745   | ↑887   | ↑940   | ↑1046  | ↑1110  | ↓1107  | ↓865   | ↑962   | ↑951   | ↓883   | ↑937   | ↑1053  |
| Real Estate                | 1000   | ↓600   | ↓504   | ↓398   | ↑435   | ↑445   | ↓394   | ↓375   | ↑417   | ↑525   | ↑609   | ↓496   | ↑679   | ↑719   |
| Employment Firms           | 1000   | ↓742   | ↑748   | ↓597   | ↓547   | ↑664   | ↑702   | ↓603   | ↑645   | ↑713   | ↑870   | ↓770   | ↑809   | ↑888   |
| Consumer Durables          | 1000   | ↓852   | ↑943   | ↓754   | ↓717   | ↑815   | ↑841   | ↓742   | ↑792   | ↓732   | ↑766   | ↓755   | ↑927   | ↓689   |
| Accounting & Taxation      | 1000   | ↓770   | ↓695   | ↓616   | ↑688   | ↓629   | ↑683   | ↑722   | ↓615   | ↑619   | ↓581   | ↑650   | ↓633   | ↓621   |
| Advertising                | 1000   | ↓683   | ↓583   | ↑594   | ↓519   | ↓476   | ↓461   | ↑484   | ↓425   | ↑496   | ↑509   | ↓447   | ↑624   | ↓537   |
| Textiles                   | 1000   | ↓861   | ↑956   | ↓811   | ↓775   | ↑835   | ↑943   | ↓872   | ↑971   | ↑1013  | ↑967   | ↓965   | ↑1082  | ↓842   |
| Semiconductors & Electro   | 1000   | ↓792   | ↓737   | ↓608   | ↑667   | ↑669   | ↓612   | ↓608   | ↑645   | ↑876   | ↑847   | ↓741   | ↑767   | ↓694   |
| Courier & Transportation   | 1000   | ↓606   | ↑611   | ↓549   | ↑584   | ↑740   | ↓560   | ↓543   | ↑740   | ↓656   | ↑628   | ↓595   | ↑724   | ↑823   |
| Architecture & Interior De | 1000   | ↓695   | ↓600   | ↓486   | ↑486   | ↑568   | ↑568   | ↓505   | ↓495   | ↑641   | ↑589   | ↑551   | ↓551   | ↓530   |
| Export & Import            | 1000   | ↓705   | ↑822   | ↓605   | ↑720   | ↑768   | ↓651   | ↑783   | ↓620   | ↓611   | ↑648   | ↓645   | ↑684   | ↓627   |
| Printing & Packaging       | 1000   | ↓741   | ↑902   | ↓671   | ↑885   | ↓797   | ↑958   | ↑976   | ↓738   | ↑892   | ↓892   | ↑899   | ↓867   | ↑990   |
| Marine                     | 1000   | ↓976   | ↑976   | ↓877   | ↓779   | ↑866   | ↑885   | ↓747   | ↑751   | ↑953   | ↑779   | ↓656   | ↑1004  | ↓557   |
| Agriculture                | 1000   | ↓636   | ↑668   | ↓636   | ↑848   | ↑848   | ↓843   | ↓820   | ↑871   | ↑1180  | ↑1018  | ↑908   | ↓673   | ↓581   |
| Office Equipment/Automat   | 1000   | ↓721   | ↑863   | ↓609   | ↑787   | ↓629   | ↑761   | ↓569   | ↑670   | ↑746   | ↑746   | ↓675   | ↑1137  | ↓609   |
| Fresher & Trainee          | 1000   | ↑790   | ↓678   | ↓650   | ↑706   | ↑1021  | ↓483   | ↑643   | ↑888   | ↑1322  | ↓650   | ↓734   | ↑1021  | ↑1056  |
| Social Services            | 1000   | ↓732   | ↑891   | ↓594   | ↑768   | ↓761   | ↓754   | ↓674   | ↑804   | ↓710   | ↑884   | ↑819   | ↓638   | ↑652   |
| Gems & Jewellery           | 1000   | ↓1000  | ↑1052  | ↓766   | ↑766   | ↑1078  | ↓571   | ↑662   | ↑779   | ↑883   | ↓961   | ↓1143  | ↑1286  | ↓974   |
| Paper                      | 1000   | ↓880   | ↑1160  | ↑1533  | ↓973   | ↑1120  | ↓680   | ↑800   | ↑960   | ↑1173  | ↑1280  | ↑1053  | ↓733   | ↑907   |
| Legal                      | 1000   | ↑1656  | ↓1297  | ↓1031  | ↑1281  | ↑2203  | ↓1703  | ↑1750  | ↓1000  | ↑1031  | ↓1109  | ↑1453  | ↓1094  | ↑1141  |
| Tyres                      | 1000   | ↓806   | ↓677   | ↓532   | ↑597   | ↓565   | ↓452   | ↑629   | ↓403   | ↑1081  | ↓661   | ↓710   | ↑984   | ↓435   |
| Fertilizers & Pesticides   | 1000   | ↓1316  | ↓1246  | ↑1632  | ↓1158  | ↓947   | ↑1211  | ↓1000  | ↑1123  | ↑1474  | ↑1175  | ↓1123  | ↑1456  | ↓1070  |
| Security & Law Enforcem    | 1000   | ↓1327  | ↓1182  | ↓1036  | ↓1018  | ↑1473  | ↓1236  | ↓1018  | ↓836   | ↑1255  | ↑1164  | ↑927   | ↓782   | ↑891   |
| Defence & Government       | 1000   | ↓1444  | ↓1022  | ↓1022  | ↑1556  | ↓1311  | ↓844   | ↑889   | ↑1089  | ↑1400  | ↑733   | ↓556   | ↑800   | ↓711   |

\*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 | 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 |
|------------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| IT-Software                  | 1000   | ↓761   | ↑784   | ↓664   | ↑695   | ↓678   | ↓598   | ↓593   | ↓553   | ↑619   | ↑641   | ↓602   | ↑623   | ↓587   |
| Sales and Business Deve      | 1000   | ↓730   | ↑786   | ↑819   | ↑849   | ↑953   | ↓841   | ↓778   | ↓774   | ↑811   | ↑845   | ↑838   | ↓808   | ↑819   |
| ITES and BPO                 | 1000   | ↑941   | ↓797   | ↓745   | ↑991   | ↑991   | ↓949   | ↓737   | ↑753   | ↑774   | ↑790   | ↓732   | ↑889   | ↑925   |
| Production and Maintenanc    | 1000   | ↓807   | ↑817   | ↓683   | ↓674   | ↑781   | ↓761   | ↓733   | ↑761   | ↑840   | ↑857   | ↓783   | ↑840   | ↓743   |
| Accounts and Finance         | 1000   | ↓769   | ↓760   | ↓698   | ↑715   | ↑730   | ↓678   | ↑691   | ↓628   | ↑662   | ↑698   | ↓660   | ↑700   | ↓638   |
| HR & Administration          | 1000   | ↓770   | ↓718   | ↓606   | ↓591   | ↑593   | ↓574   | ↑575   | ↓573   | ↑657   | ↑649   | ↓643   | ↑709   | ↓699   |
| Project Management           | 1000   | ↓721   | ↓705   | ↓563   | ↑662   | ↑682   | ↓635   | ↓587   | ↑609   | ↑668   | ↑645   | ↓614   | ↑669   | ↓659   |
| Marketing and Advertising    | 1000   | ↓750   | ↑752   | ↓679   | ↑708   | ↑735   | ↓672   | ↓667   | ↓632   | ↑683   | ↓665   | ↓683   | ↑710   | ↓700   |
| Banking and Insurance        | 1000   | ↓708   | ↓680   | ↓611   | ↑665   | ↑737   | ↓514   | ↑535   | ↑624   | ↑698   | ↓646   | ↓683   | ↑716   | ↓705   |
| Engineering Design - R&D     | 1000   | ↓797   | ↑800   | ↓664   | ↓594   | ↑633   | ↓623   | ↓566   | ↓492   | ↑501   | ↑579   | ↑574   | ↓534   | ↓516   |
| Supply Chain                 | 1000   | ↓671   | ↑717   | ↓591   | ↑595   | ↑641   | ↓635   | ↓580   | ↑641   | ↑652   | ↓652   | ↑676   | ↓659   | ↓622   |
| Front Office and Data Entr   | 1000   | ↓755   | ↑801   | ↓660   | ↓625   | ↑709   | ↓692   | ↓651   | ↑653   | ↑660   | ↑635   | ↓600   | ↑613   | ↓585   |
| IT- Hardware & Telecom       | 1000   | ↓786   | ↑887   | ↓785   | ↑909   | ↓876   | ↓846   | ↑876   | ↓815   | ↑910   | ↑843   | ↓765   | ↑775   | ↓663   |
| Teaching & Education         | 1000   | ↓498   | ↑634   | ↑835   | ↑1059  | ↓901   | ↑915   | ↓842   | ↓775   | ↑942   | ↓848   | ↑896   | ↓753   | ↓644   |
| Pharma and Biotech           | 1000   | ↓975   | ↓939   | ↑1064  | ↑1091  | ↑1318  | ↓1270  | ↑1302  | ↓956   | ↑1066  | ↑1158  | ↓1032  | ↑1069  | ↑1213  |
| Hotels and Restaurants       | 1000   | ↓1002  | ↑1015  | ↓894   | ↑1046  | ↓925   | ↑946   | ↑984   | ↑1044  | ↑1057  | ↑1083  | ↓998   | ↑1114  | ↓974   |
| Top Management               | 1000   | ↓708   | ↑718   | ↓687   | ↑778   | ↓704   | ↓667   | ↑810   | ↓744   | ↑851   | ↑750   | ↓728   | ↑782   | ↓694   |
| Architecture & Interior Des: | 1000   | ↓651   | ↓585   | ↓428   | ↓391   | ↑455   | ↓435   | ↓369   | ↑376   | ↑450   | ↓440   | ↑459   | ↓437   | ↑572   |
| Merchandising                | 1000   | ↓763   | ↑820   | ↓748   | ↓659   | ↓612   | ↑738   | ↑782   | ↑833   | ↓688   | ↑767   | ↑729   | ↓681   | ↓637   |
| Consulting                   | 1000   | ↓561   | ↑573   | ↑573   | ↑579   | ↑617   | ↓405   | ↑508   | ↓455   | ↓374   | ↓436   | ↑579   | ↓455   | ↓386   |
| Legal                        | 1000   | ↓795   | ↓759   | ↓691   | ↑723   | ↓694   | ↑746   | ↓704   | ↓658   | ↓622   | ↑717   | ↓645   | ↑651   | ↓635   |
| Web Designing                | 1000   | ↓834   | ↓808   | ↓681   | ↓661   | ↑808   | ↓746   | ↓717   | ↓616   | ↑782   | ↓795   | ↑912   | ↓792   | ↑837   |
| Journalism                   | 1000   | ↓628   | ↑745   | ↓561   | ↓510   | ↑753   | ↑824   | ↓753   | ↓741   | ↓686   | ↓707   | ↑862   | ↓854   | ↑912   |
| Travel & Airlines            | 1000   | ↑1156  | ↓1006  | ↓782   | ↑782   | ↑816   | ↓609   | ↑687   | ↑888   | ↑1218  | ↑1050  | ↓844   | ↑994   | ↓966   |
| Fashion and Garments         | 1000   | ↓885   | ↑1027  | ↓698   | ↓632   | ↑786   | ↓544   | ↑670   | ↓665   | ↑791   | ↓780   | ↓885   | ↑951   | ↓912   |
| Security Services            | 1000   | ↓840   | ↑910   | ↑920   | ↓830   | ↑910   | ↓690   | ↑810   | ↓770   | ↓660   | ↑1070  | ↓750   | ↑860   | ↓740   |
| Media                        | 1000   | ↓774   | ↓585   | ↓415   | ↑849   | ↓528   | ↑736   | ↓264   | ↑491   | ↓358   | ↓528   | ↑1170  | ↓472   | ↓453   |
| Packaging                    | 1000   | ↓708   | ↓667   | ↑708   | ↑729   | ↓708   | ↑833   | ↓604   | ↑688   | ↓625   | ↓750   | ↑938   | ↓854   | ↓688   |

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## 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 exponential growth year after year. Info Edge completed a successful IPO in November 2006 and became the first internet company to be listed in India.

Naukri.com is a recruitment platform and provides services to the corporate world, placement agencies and job seekers in India and overseas. It offers a bouquet of products like Resume Database Access, and Response Management tools and its services include Job Postings, and branding solutions on the site.com serviced over 34000 corporate clients in 2008-2009.

The company has over 1600 people operating through 60 offices in 40 cities in India and overseas offices in Dubai, Riyadh and Bahrain.