



# A Report on Hiring Activity in India

by: Location, Industry and Experience

October 2011  
A Naukri.com Report



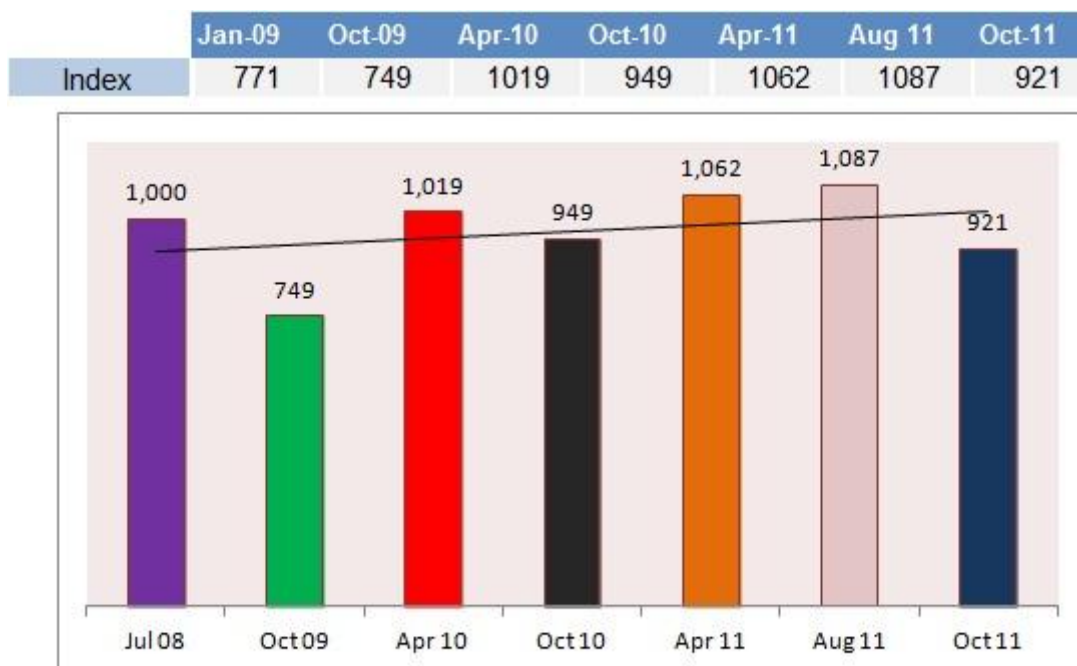
## TABLE OF CONTENTS

THE HIRING SENTIMENT .....	3 & 4
SECTORAL ANALYSIS.....	5
FUNCTIONAL AREA ANALYSIS .....	6
CITY BASED SCENARIO.....	7
WORK EXPERIENCE BASED ANALYSIS.....	8
METHODOLOGY.....	9
ANNEXURE .....	10-12

THE SENTIMENT: OVERALL HIRING SCENARIO

India Inc witnessed 16% decline in recruitment in Oct-11 when compared to Sep-11, as all key industry sectors and functional areas have witnessed dips in their hiring activity when compared to the previous month. The Oct-11 index at 921 is 3% lower than the Oct-10 index and is also the lowest index figure in the last one year. The double digit percentage dip in hiring can be attributed to the festive season spanning across October as well as the global economic uncertainty. However, the three month moving average index indicates stability in hiring activity.

Hitesh Oberoi, CEO and MD, Info Edge said “A look at the index for the past two years shows that there is usually a seasonal dip in hiring during the festive season. However, this year hiring activity has been exceptionally low in Oct as most employers seem to be adopting a more cautious approach towards hiring.”



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	13.00%	▼	IT- Software	12.50%	▼	Delhi	19.00%
▼	ITES	3.00%	▼	Sales and BD	22.00%	▼	Mumbai	21.00%
▼	Construction and Eng	15.00%	▼	ITES and BPO	4.00%	▼	Bangalore	10.00%
▼	Auto	26.00%	▼	Production and Main	23.00%	▼	Chennai	18.00%
▼	Banking and Fin Ser	16.00%	▼	Accounts	18.44%	▼	Hyderabad	18.00%
▼	Oil and Gas	16.00%	▼	HR and Admin	8.00%	▼	Pune	16.00%
▲	Telecom	19.00%	▼	Project Management	17.00%	▼	Kolkata	7.00%

The above table indicates that majority of key industry sectors; functional areas and cities have witnessed dips in their hiring activity in Oct-11 when compared to Sep-11.

**THE MACROSCOPE**  
**SECTORAL ANALYSIS**

A detailed analysis of hiring activity shows that almost all key industry sectors have seen dipping indices in Oct-11 when compared to the previous month. Barring Telecom sector where hiring picked up by 19% in Oct-11 over Sep-11 and ITES sector which saw a marginal 3% dip in the index, all other sectors saw double digit percentage dips in hiring activity. The index for Auto sector witnessed a 26% dip in Oct-11 when compared to Sep-11, while IT- Software, Pharma, Oil & Gas and Banking saw their hiring activity dip within the range of 13% and 19% respectively during the same time period. When we compare the indices on a year on year basis then ITES, Construction and Oil and Gas sectors saw a negative movement.

Industry	Jul 08	Oct-08	Jun-09	Oct 09	May-10	Oct-10	May-11	Sep-11	Oct-11
IT- Software	1000	↓793	↓699	↑720	↑980	↑1004	↓1169	↑1203	↓1045
BPO and ITeS	1000	↓870	↓690	↑797	↑823	↑920	↑872	↓799	↓774
Construction and Engineering	1000	↓799	↓730	↓660	↑717	↓691	↑789	↑715	↓606
Auto and Auto Ancillary	1000	↓752	↑593	↓572	↑806	↓917	↑1093	↑1133	↓835
Banking and Financial Services	1000	↓710	↑769	↓741	↑877	↓938	↑1029	↑1132	↓945
Oil and Gas	1000	↓744	↓742	↓701	↑771	↑898	↑1081	↑959	↓802
Telecom	1000	↓841	↓876	↓657	↑700	↓653	↑809	↓659	↑789
Insurance	1000	↓767	↓660	↑833	↑857	↓437	↑623	↓616	↓543
Capital Goods	1000	↓840	↑920	↓757	↑870	↑922	↑947	↑959	↓793
Pharma & Biotech	1000	↓862	↑934	↓884	↑992	↑1002	↓1019	↑1218	↓981

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**

Mirroring hiring trends of top industry sectors, the demand for professionals across key functional areas have dipped in Oct-11 when compared to Sep-11. Professionals in Production and Sales saw hiring activity dip by 23% and 21% respectively on a monthly basis. The demand for HR, Marketing and Software services professionals also registered negative growth figures by 18%, 16% and 13% respectively during the same time period.

Functional Area	Jul 08	Oct-08	Jun-09	Oct 09	May-10	Oct-10	May-11	Sep-11	Oct-11
IT-Software	1000	↓792	↓686	↓666	↑959	↓1001	↓1183	↑1207	↓1055
Sales and Business Development	1000	↓741	↑869	↓856	↑957	↓917	↑1031	↑1149	↓899
ITES and BPO	1000	↓931	↓803	↑975	↓960	↑1063	↓1038	↑968	↓928
Production and Maintenance	1000	↓827	↑1049	↓859	↑893	↑986	↑1105	↑1130	↓864
Accounts and Finance	1000	↓778	↓714	↓670	↑795	↓799	↑935	↑905	↓738
HR & Administration	1000	↓781	↓688	↑712	↑1003	↑1025	↑1174	↓1049	↓964
Project Management	1000	↓725	↓724	↓662	↓746	↑834	↑933	↑934	↓774
Marketing and Advertising	1000	↓760	↓730	↓726	↑769	↑840	↑988	↑978	↑819
Banking and Insurance	1000	↓725	↓720	↑731	↑826	↓738	↑912	↑900	↑729
Engineering Design - R&D	1000	↓814	↓559	↓534	↑738	↓826	↑1023	↑1044	↓891

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 HIRING SCENARIO**

On a monthly basis, Mumbai Delhi and Banaglore saw indices dip by 21%,19% and 10% respectively in Oct-11 over Sep-11. Hiring activity in Chennai, Pune and Hyderabad dipped within the range of 15% and 18% during the same time period.

Barring Bengaluru and Kolkata which witnessed year on year positive growth figures, hiring activity dipped for all cities in Oct-11 when compared to Oct-10.

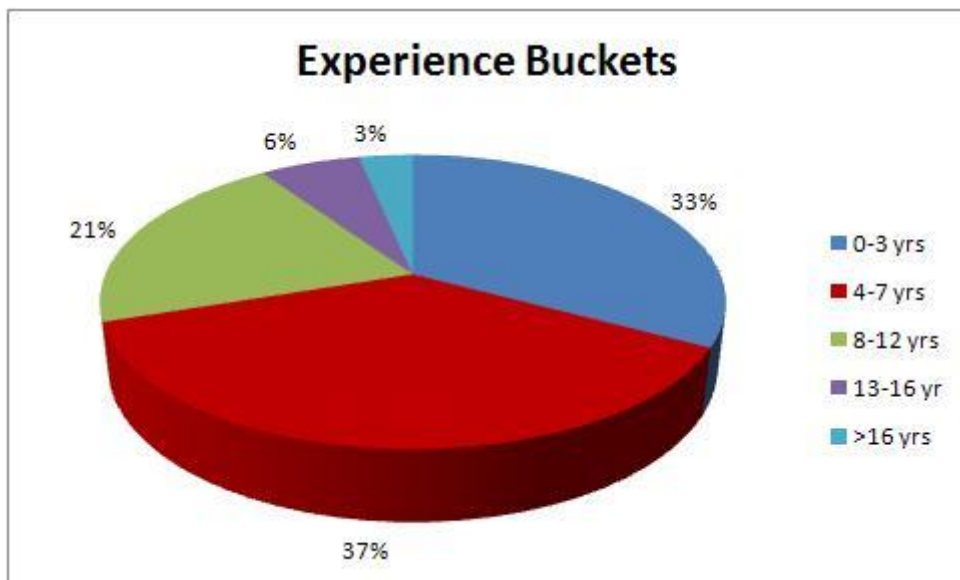


City*	Jul 08	Oct-08	Jun-09	Oct 09	May-10	Oct-10	May-11	Sep-11	Oct-11
Delhi-NCR	1000	↓ 940	↓ 794	↑ 853	↑ 964	↑ 995	↑ 1222	↓ 1148	↓ 924
Mumbai	1000	↓ 951	↓ 697	↓ 662	↑ 825	↑ 929	↑ 995	↑ 1038	↓ 814
Bangalore	1000	↓ 879	↓ 721	↓ 699	↑ 937	↓ 929	↓ 1051	↑ 1105	↓ 997
Chennai	1000	↓ 927	↓ 726	↑ 728	↑ 853	↑ 881	↑ 959	↑ 1022	↓ 841
Hyderabad	1000	↓ 930	↓ 706	↓ 690	↑ 901	↑ 978	↑ 1069	↑ 1158	↓ 947
Pune	1000	↓ 921	↓ 794	↓ 674	↑ 963	↑ 1236	↑ 1252	↑ 1252	↓ 1056
Kolkata	1000	↑ 1036	↓ 856	↓ 820	↑ 967	↓ 950	↑ 1187	↑ 1168	↓ 1080

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**

Hiring activity dipped across all experience levels within the range of 10% and 16% in Oct-11 when compared to the last month.





## METHODOLOGY

The Naukri Job Speak index from Feb'10 includes both online jobs as well 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:

$$\text{Total Jobs: Jobs Added + Jobs Refreshed}$$

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	Sep-08	Oct-08	Nov-08	Jun-09	Jul-09	Aug-09	Sep-09	Oct-09	Nov-09	Mar-10	Jun-10	Aug-10	Sep-10	Oct-10	Mar-11	Apr-11	May-11	Jun-11	Jul-11	Aug-11	Sep-11	Oct-11
IT-Software/Software Services	1000	880	929	793	859	699	727	704	718	720	747	888	972	1009	1047	1004	1198	1185	1169	1308	1159	1251	1203	1045
BPO/ITES/CRM/Transcription	1000	827	844	870	765	690	711	646	763	797	797	930	1026	1059	909	920	1021	853	872	980	743	887	799	774
Construction and Engineering	1000	945	996	799	789	730	723	672	749	660	683	718	653	700	686	691	760	830	789	796	687	667	715	606
Auto and Auto Ancillary	1000	968	920	752	740	593	663	617	618	572	657	884	801	901	869	917	1124	1100	1093	1111	1103	1078	1133	835
Banking and Financial Services	1000	981	1063	710	627	769	699	766	724	741	764	912	906	1002	956	938	928	907	1029	1128	1137	1171	1132	945
Oil and Gas	1000	894	908	744	842	742	834	721	740	701	785	848	854	842	801	898	1022	1001	1081	1106	1046	998	959	802
Telecom	1000	1045	1189	841	1113	876	812	732	752	657	751	784	797	693	695	653	664	650	809	672	728	732	659	789
Insurance	1000	948	1035	767	722	660	671	814	866	833	1025	967	738	515	363	437	423	514	623	668	562	693	616	543
Capital Goods	1000	970	1014	840	905	920	873	845	927	757	942	911	883	889	910	922	976	987	947	1021	992	943	959	793
Pharma & Biotech	1000	977	1024	862	1048	934	1042	977	966	884	901	1247	1007	1027	1029	1002	1144	1027	1019	1106	1110	1140	1218	981
Hospitality	1000	966	1043	860	877	928	908	882	933	861	973	1040	986	1005	1234	1070	1322	1224	1223	1184	1131	1253	1342	1272
FMCG, Foods and Beverage	1000	954	1001	744	938	855	865	859	892	865	930	979	854	836	816	901	948	940	897	923	979	963	989	756
Chemicals	1000	985	1014	762	806	892	953	845	807	727	795	897	916	860	837	850	886	984	977	962	960	923	937	732
Education	1000	837	889	682	744	988	934	1018	861	823	975	1419	1269	1219	1084	1129	1520	1342	1601	1352	1385	1374	1464	1164
IT-Hardware & Networking	1000	893	888	716	809	634	666	616	624	586	681	749	774	896	755	767	893	960	939	1046	958	828	987	788
Retailing	1000	840	941	623	701	537	595	501	558	447	491	622	750	730	858	799	960	895	948	943	955	943	932	742
Media and Entertainment	1000	906	912	625	724	638	546	573	595	593	594	632	858	655	704	644	738	810	1025	794	892	971	1008	731
Healthcare	1000	1032	1016	855	791	990	1101	974	1009	1091	1217	1164	1124	1131	1234	1151	1358	1558	1403	1428	1494	1707	1625	1262
Real Estate	1000	881	1057	626	535	541	640	553	704	746	828	918	1115	1223	1075	1052	1252	1270	1171	1162	1204	1204	1404	986
Employment Firms	1000	1130	998	819	839	2408	1892	1274	1224	1818	2417	2575	1229	1077	1250	1780	1906	2015	1582	1696	1099	1565	1445	
Consumer Durables	1000	990	1066	861	1002	769	830	815	949	732	675	940	774	822	815	788	887	892	910	1015	773	794	986	865
Accounting & Taxation	1000	797	940	804	762	639	630	710	677	684	652	929	789	836	844	999	994	1068	984	1005	1006	947	988	680
Advertising	1000	748	995	692	640	507	525	452	658	546	664	681	622	647	658	690	740	1133	813	950	748	724	828	600
Textiles	1000	1011	988	901	1030	1070	1024	1034	1153	887	1039	1224	1268	1258	1202	1105	1477	1370	1370	1196	1240	1452	1291	1095
Semiconductors & Electronics	1000	916	973	790	764	880	880	817	873	745	695	802	1090	782	867	902	1073	857	1273	1324	1122	1575	1698	1065
Courier & Transportation	1000	772	687	588	613	660	605	662	708	797	637	816	801	714	795	846	886	844	880	793	1105	910	946	687
Architecture & Interior Designing	1000	944	1005	757	636	732	661	619	575	556	663	999	921	833	811	761	1051	1035	1051	924	943	966	1065	874
Export & Import	1000	913	876	683	816	591	649	652	689	793	768	965	750	790	667	865	1133	908	856	690	885	888	785	
Printing & Packaging	1000	922	961	690	909	870	848	861	841	916	935	1021	909	867	1082	855	1133	894	947	963	1015	922	1133	624
Marine	1000	744	1118	929	962	900	744	618	940	522	796	813	672	868	853	701	582	720	675	642	790	534	686	531
Agriculture	1000	720	781	663	715	1222	1056	976	720	601	682	1073	844	854	858	886	1152	989	965	1311	1138	1199	1259	1241
Office Equipment/Automation	1000	935	1004	706	875	761	736	666	1114	601	681	717	668	707	816	737	707	772	816	663	806	658	772	510
Fresher & Trainee	1000	866	911	837	748	1400	688	777	1088	1118	1088	779	668	712	831	831	994	623	824	697	749	646	631	579
Social Services	1000	971	1208	741	928	741	906	848	690	654	935	972	901	944	904	951	1072	1072	1093	1079	1192	1469	1001	1356
Gems & Jewellery	1000	925	1246	962	1111	851	1000	1098	1222	925	1148	1319	1319	1293	1042	1632	1469	1494	1771	2085	1570	1758	1833	1369
Paper	1000	1423	1769	858	1217	1128	1243	1025	717	884	1064	1620	1105	1469	904	879	1155	816	1105	1205	678	703	527	653
Legal	1000	1132	1705	1558	1279	1058	1102	1426	1044	1088	823	1662	1484	1573	1514	1514	905	2374	1499	1588	1766	1514	1840	1158
Tyres	1000	852	1102	750	661	985	602	661	911	397	823	757	890	697	935	1143	1336	1098	772	727	757	1009	772	579
Fertilizers & Pesticides	1000	850	1716	1134	1089	1268	1000	970	1238	940	1223	979	994	1306	1054	1143	1840	1974	1558	1321	1306	1543	1291	1291
Security & Law Enforcement	1000	1865	1615	1461	1365	1326	1230	1230	826	942	1326	1170	1215	1560	1215	1433	961	907	1433	1651	998	1723	1614	1614
Defence & Government	1000	857	2357	1547	1142	1619	1428	595	857	761	1047	1189	1516	1003	1073	630	1539	793	1622	956	1632	1073	1096	1609

\*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	Sep-08	Oct-08	Nov-08	Jun-09	Jul-09	Aug-09	Sep-09	Oct-09	Nov-09	Mar-10	Jun-10	Aug-10	Sep-10	Oct-10	Mar-11	Apr-11	May-11	June-11	Jul-11	Aug-11	Sep-11	Oct-11
IT-Software	1000	877	928	792	836	686	707	660	693	666	715	911	970	990	1024	1001	1163	1141	1183	1291	1163	1248	1207	1055
Sales and Business Development	1000	938	1001	741	835	869	905	883	840	856	884	1046	971	914	929	917	1071	1071	1031	1128	1101	1140	1149	899
ITES and BPO	1000	846	873	931	836	803	831	761	905	975	1009	1111	1175	1152	1056	1063	1221	1002	1038	1151	949	1090	968	928
Production and Maintenance	1000	960	976	827	871	1049	952	856	939	859	973	1017	926	976	913	986	1084	1131	1105	1119	1118	1048	1130	864
Accounts and Finance	1000	950	932	778	800	714	732	693	724	670	705	802	784	796	755	799	909	899	935	935	878	936	905	738
HR & Administration	1000	978	1010	781	758	688	683	664	732	712	844	1011	990	1062	988	1025	1194	1177	1174	1122	1113	1034	1049	964
Project Management	1000	861	984	725	749	724	682	630	700	662	737	823	760	871	804	834	928	964	933	1000	946	903	934	774
Marketing and Advertising	1000	930	1025	760	815	730	712	714	742	726	748	842	797	794	822	840	965	887	988	912	923	918	978	819
Banking and Insurance	1000	971	957	725	711	720	678	714	741	731	807	884	796	780	663	738	729	769	912	950	854	905	900	729
Engineering Design - R&D	1000	949	989	814	851	559	612	621	571	534	648	812	794	864	805	826	1004	927	1023	1118	1009	1000	1044	891
Supply Chain	1000	930	954	690	779	715	710	734	703	658	722	894	873	846	843	885	1043	1015	1094	1078	1055	1024	1086	875
Front Office and Data Entry	1000	878	1055	762	831	681	693	632	638	615	741	842	833	826	838	805	920	865	940	900	897	870	927	732
IT- Hardware & Telecom	1000	946	940	774	936	960	875	826	817	701	848	961	934	947	854	990	1017	939	1060	1089	1068	1129	1177	1048
Teaching & Education	1000	666	701	517	677	975	913	927	778	680	894	1318	1060	1114	911	894	1192	1315	1386	1082	1061	1096	1250	1003
Pharma and Biotech	1000	1110	1143	1011	1013	1203	1355	1128	1164	1292	1490	1519	1156	1265	1369	1344	1507	1482	1356	1547	1685	1672	1814	1431
Hotels and Restaurants	1000	1039	1074	1026	1082	1106	1321	1109	1187	1038	1215	1324	1217	1172	1512	1319	1642	927	1448	1390	1534	1601	1852	1788
Top Management	1000	881	1093	705	750	851	758	727	799	705	766	791	939	758	845	808	834	1051	927	882	787	787	964	651
Architecture & Interior Design	1000	868	916	661	644	603	479	532	484	608	529	766	756	667	826	713	937	874	972	905	771	754	912	641
Merchandising	1000	785	957	743	821	679	755	737	679	655	776	1376	937	925	1224	883	967	1335	1137	949	1341	1312	946	789
Consulting	1000	759	861	599	641	376	445	572	448	427	563	683	843	599	753	650	744	381	865	973	883	880	517	617
Legal	1000	958	1060	781	784	762	781	670	693	648	718	920	816	929	951	848	835	1180	1033	1080	1205	979	989	763
Web Designing	1000	934	1100	830	852	827	833	962	808	862	968	1118	976	1061	1111	1074	1215	1136	1184	1432	1246	1243	1432	1055
Journalism	1000	969	961	602	768	667	710	880	903	868	853	1127	1026	1127	1213	983	1279	1100	1152	1321	1263	1182	1310	1252
Travel & Airlines	1000	842	895	1115	989	1172	1015	816	942	910	795	1253	1280	1438	1564	1617	1801	1806	1548	1754	1201	1411	1748	1343
Fashion and Garments	1000	1171	1272	958	1142	857	846	994	1053	994	905	1376	1335	1125	1224	1149	1440	1335	1137	1236	1341	1312	1376	1079
Security Services	1000	878	919	858	1000	787	1262	818	959	818	888	1071	949	918	888	990	775	775	1061	1245	898	1224	857	786
Media	1000	741	965	706	603	327	517	1103	431	413	568	604	408	735	735	375	441	617	1241	604	457	506	735	539
Packaging	1000	634	1057	673	653	576	692	923	807	653	750	852	1052	744	762	526	798	998	1070	889	852	871	1542	635

\*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	Sep-08	Oct-08	Nov-08	Jun-09	Jul-09	Aug-09	Sep-09	Oct-09	Nov-09	Mar-10	Jun-10	Aug-10	Sep-10	Oct-10	Mar-11	Apr-11	May-11	Jun-11	Jul-11	Aug-11	Sep-11	Oct-11
Delhi / NCR	1000	940	1047	789	862	794	837	801	835	853	906	1117	1061	1094	1042	995	1168	1144	1222	1164	1137	1225	1148	924
Mumbai	1000	951	963	722	745	697	696	680	725	662	733	850	870	907	919	929	1009	1001	995	1020	1015	1020	1038	814
Bengaluru / Bangalore	1000	879	898	759	821	721	699	703	663	699	789	889	973	928	969	929	1128	962	1051	1153	1050	1128	1105	997
Chennai	1000	927	983	800	831	726	717	629	674	728	722	843	866	905	930	881	1030	905	959	1047	948	1069	1022	841
Hyderabad / Secunderabad	1000	930	975	785	814	706	723	666	640	690	753	870	928	934	951	978	1046	1017	1069	1235	992	1106	1158	947
Pune	1000	921	1022	819	844	794	738	701	672	674	796	983	1001	1056	1035	1236	1274	1178	1252	1241	1148	1216	1252	1056
Kolkata	1000	1036	1069	773	840	856	832	817	788	820	880	1055	880	909	951	950	1143	1041	1187	1117	1089	1172	1168	1080
Ahmedabad	1000	882	929	774	883	864	848	857	968	823	953	965	1003	964	919	903	1094	1066	1056	1186	1053	1086	1269	895
Chandigarh	1000	898	1121	690	811	787	882	852	952	903	790	1033	1005	981	1004	885	1158	1115	1083	1150	1148	1187	1168	799
Ernakulam	1000	1309	1098	1039	1105	976	986	894	917	851	815	865	1009	937	940	865	1038	937	1061	1548	1211	1326	1153	1159
Vadodara / Baroda	1000	1079	1161	954	1048	1011	898	1065	1059	892	1135	1118	1062	1289	943	902	1170	1278	1215	1195	1129	1367	1173	811
Coimbatore	1000	848	1125	951	780	783	648	751	686	734	655	748	672	968	819	710	1048	811	944	1121	901	956	977	755
Jaipur	1000	967	1173	861	1035	1025	1202	1016	1090	816	1077	1237	1297	1045	1265	1453	1482	1366	1130	1340	1485	1472	1350	1124

\*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