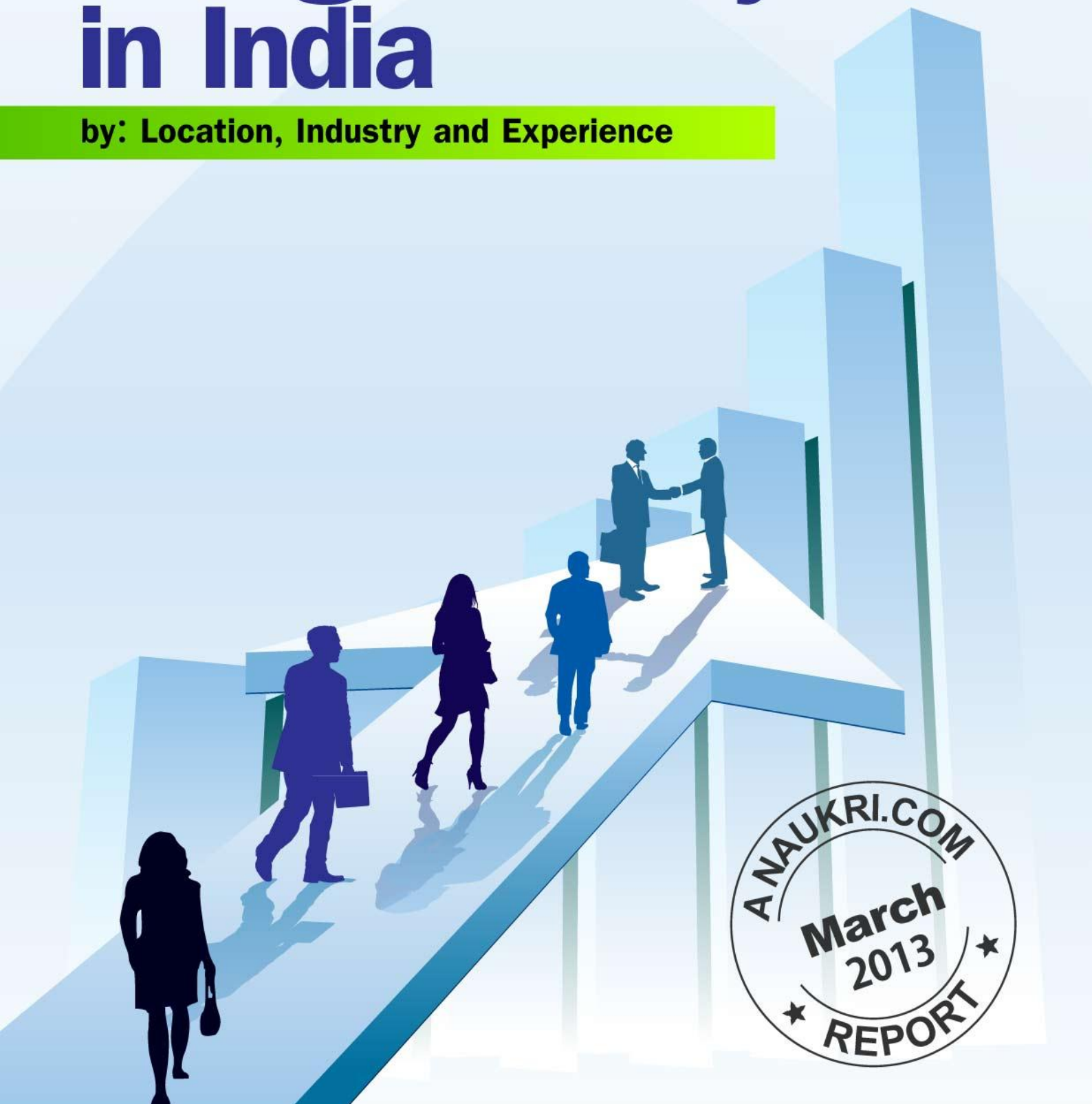
naukri JOBSPEAK

A Report on Hiring Activitiy in India

by: Location, Industry and Experience



A NAUKRI.COM March 2013 REPORT

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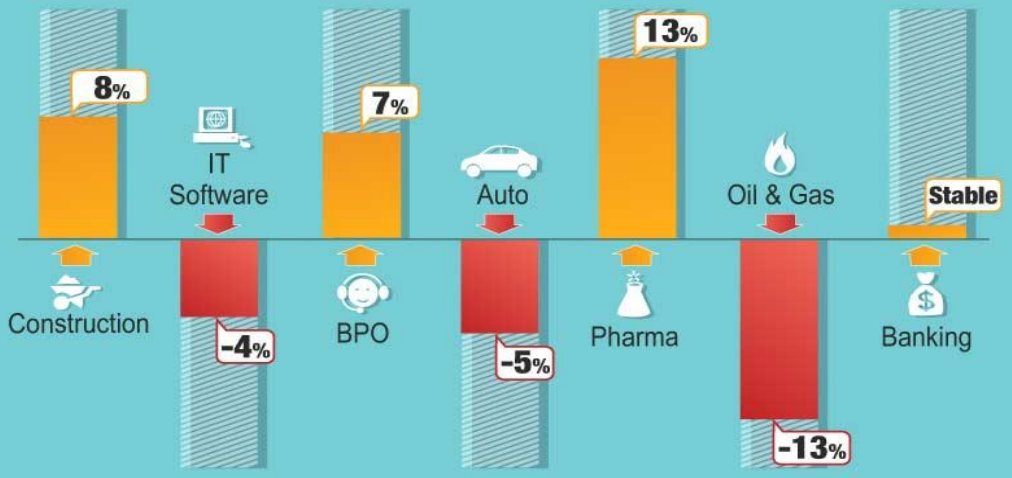
March 2013

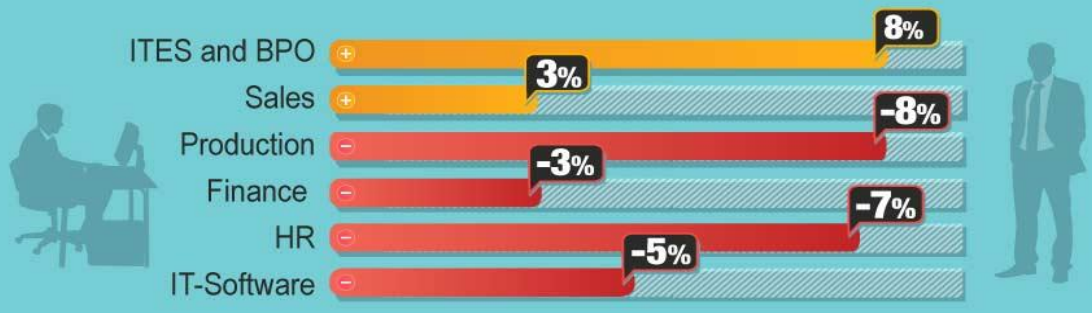
Hiring activity for Mar-13 saw a minor dip of 1.1% compared to Feb-13

Hiring trends across top industry sectors



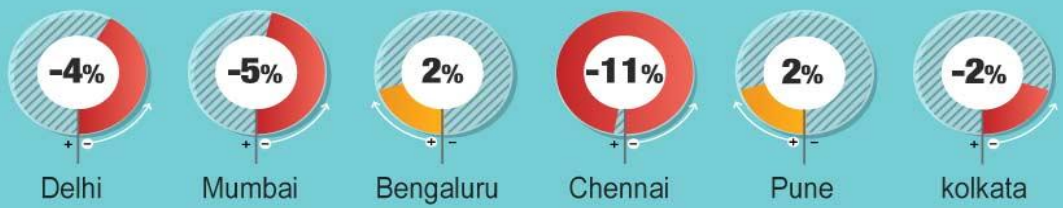
figures are percentage share compared between Mar-13 over Feb-13

Hiring trends across functional areas



figures are percentage share compared between Mar-13 over Feb-13

Hiring trends across top cities



figures are percentage share compared between Mar-13 over Feb-13

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OVERALL JOB INDEX

Owing to the ongoing appraisal season, there is a minor dip of 1.1% in Naukri JobSpeak index for Mar, 13, when compared with the previous month Feb, 13. However, the overall index has shown an increase in hiring by 11.5% year-on-year. Traditionally, March has always been a month where recruitment slows down across sectors. This year as well has seen a few sectors like IT- Software, Auto and Oil & Gas dip in comparison to Feb 13'. However, hiring in Pharma, Construction and BPO sectors have remained positive in Mar-13 in comparison to the previous month.

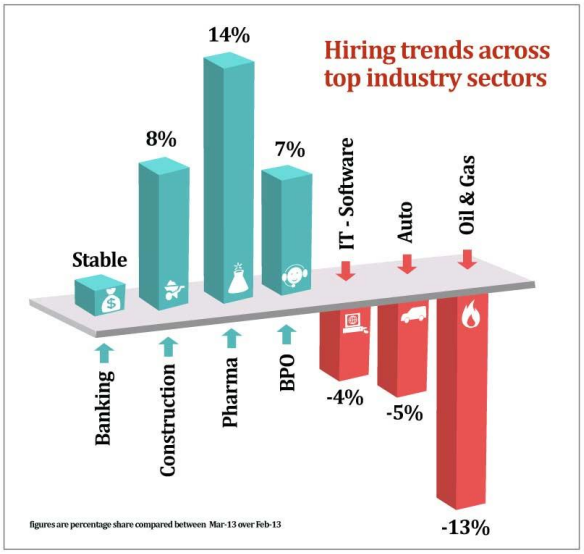
Mr. Ambarish Raghuvanshi, CFO Info Edge (India) Ltd said "We have noticed a small correction after three successive months of growth in the Naukri Job Speak Index of 3% , 10% and 4% respectively in Dec 12, Jan 13' and Feb 13'. While some of this can be attributed to seasonality, it is also a fact that business confidence levels which play a strong role in hiring intentions continue to be fragile. A sustainable positive trend will emerge once the economy and the environment are seen to be in a growth mode."

Index	Mar-09	Mar-10	Mar-11	Mar-12	Jan-13	Feb-13	Mar-13
	767	962	1085	1170	1270	1319	1304

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

SECTORAL ANALYSIS

A detailed analysis of hiring activity shows that almost all key industry sectors have seen dipping indices in Mar-13 when compared to the previous month barring the Pharma, Construction and BPO sectors with a growth of 14% , 8% and 6% respectively. Media & Real Estate has also seen increase in index with 5% and 7% respectively. The Oil & Gas sector has witnessed maximum dip in hiring by 13%, while Software Services and Auto sectors saw hiring activity plunging by 5% and 4% respectively when compared to Feb-13.

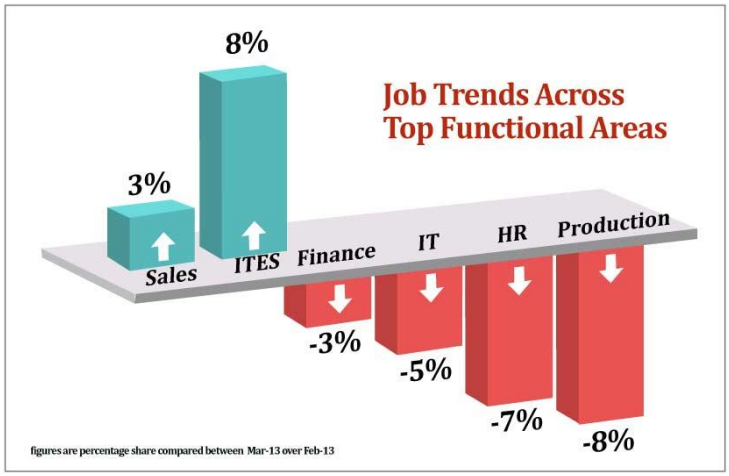


	Industry	Jul 08	Mar-09	Mar-10	Mar-11	Mar-12	Dec-12	Jan-13	Feb-13	Mar-13
↑1000	IT- Software	↑1000	↓670	↑888	↑1198	↑1317	↓1235	↓1455	↑1531	↓1464
↑1000	BPO and ITeS	↑1000	↓869	↑930	↑1021	↓875	↓860	↓986	↑1008	↑1075
↑1000	Construction and Engineering	↑1000	↓671	↑718	↑760	↓746	↑748	↑755	↓725	↑784
↑1000	Auto and Auto Ancillary	↑1000	↓580	↓884	↓1124	↑1193	↑1148	↓1143	↓1140	↑1079
↑1000	Banking and Financial Services	↑1000	↓538	↑912	↑928	↑1193	↓1389	↑1588	↑1386	↓1378
↑1000	Oil and Gas	↑1000	↓797	↑848	↑1022	↑1126	↓899	↑1117	↑1018	↓890
↑1000	Telecom	↑1000	↓875	↓784	↓664	↑793	↓733	↓689	↓644	↑648
↑1000	Insurance	↑1000	↓660	↑967	↓423	↑617	↑648	↑597	↓540	↓495
↑1000	Capital Goods	↑1000	↓808	↑911	↑976	↑1031	↓850	↑868	↑942	↓923
↑1000	Pharma & Biotech	↑1000	↑1012	↑1247	↓1144	↑1215	↑1333	↓1381	↑1455	↑1657

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

FUNCTIONAL AREA NALYSIS

The Hiring Activity for professionals in functional areas like Banking and Insurance has shown a record dip of 13% in Mar-13 over Feb-13. Other key sectors like IT, Accounts, HR, Marketing and Design have also witnessed lower hiring numbers in the range of 3% to 7%. On the other hand ITES sector has increased by 8% in Mar-13 over Feb-13.

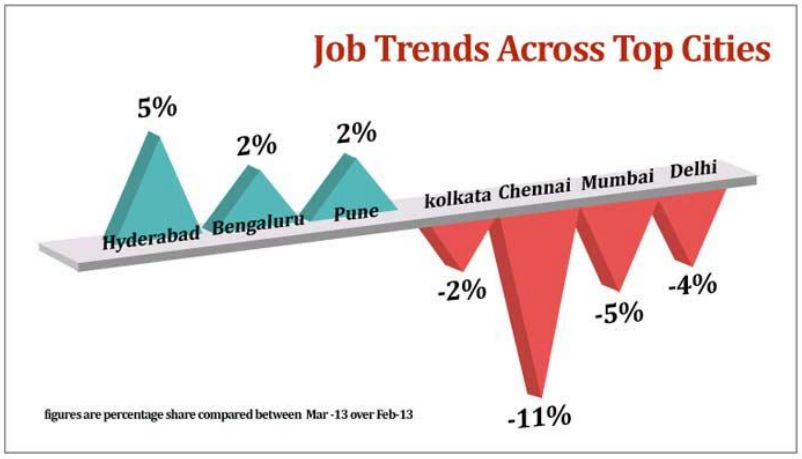


	Functional Area	Jul 08	Mar-09	Mar-10	Mar-11	Mar-12	Dec-12	Jan-13	Feb-13	Mar-13
↑1000	IT-Software	1000	↓658	↑911	↑1163	↑1290	↓1187	↓1362	↑1473	↓1464
↑1000	Sales and Business Development	1000	↓892	↑1046	↑1071	↓1292	↑1378	↓1518	↑1568	↓1075
↑1000	ITES and BPO	1000	↓988	↑1111	↑1221	↓1082	↑1142	↑1349	↑1284	↓784
↑1000	Production and Maintenance	1000	↓875	↑1017	↓1084	↑1181	↓1170	↑1286	↓1280	↓1079
↑1000	Accounts and Finance	1000	↓729	↑802	↑909	↑912	↓821	↓882	↑948	↑1378
↑1000	HR & Administration	1000	↓612	↑1011	↑1194	↓1160	↓1156	↓1223	↑1338	↓890
↑1000	Project Management	1000	↓685	↑823	↑928	↑854	↓780	↑804	↓788	↑648
↑1000	Marketing and Advertising	1000	↓722	↑842	↑965	↓878	↑893	↓868	↑939	↓495
↑1000	Banking and Insurance	1000	↓537	↑884	↓729	↑946	↑1031	↑1086	↓1001	↑923
↑1000	Engineering Design	1000	↓691	↑812	↑1004	↑1016	↑1049	↑1190	↓1126	↑1657

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

CITY BASED HIRING SCENARIO

Among the metros, Bengaluru and Pune maintained steady hiring levels, while Hyderabad witnessed 5% upward movement in the index in Mar-13 over Feb-13. Delhi & Mumbai saw a 5% dip in hiring, whereas Chennai saw the maximum dip of 11% among the top seven cities, after two months of consecutive upward movement.



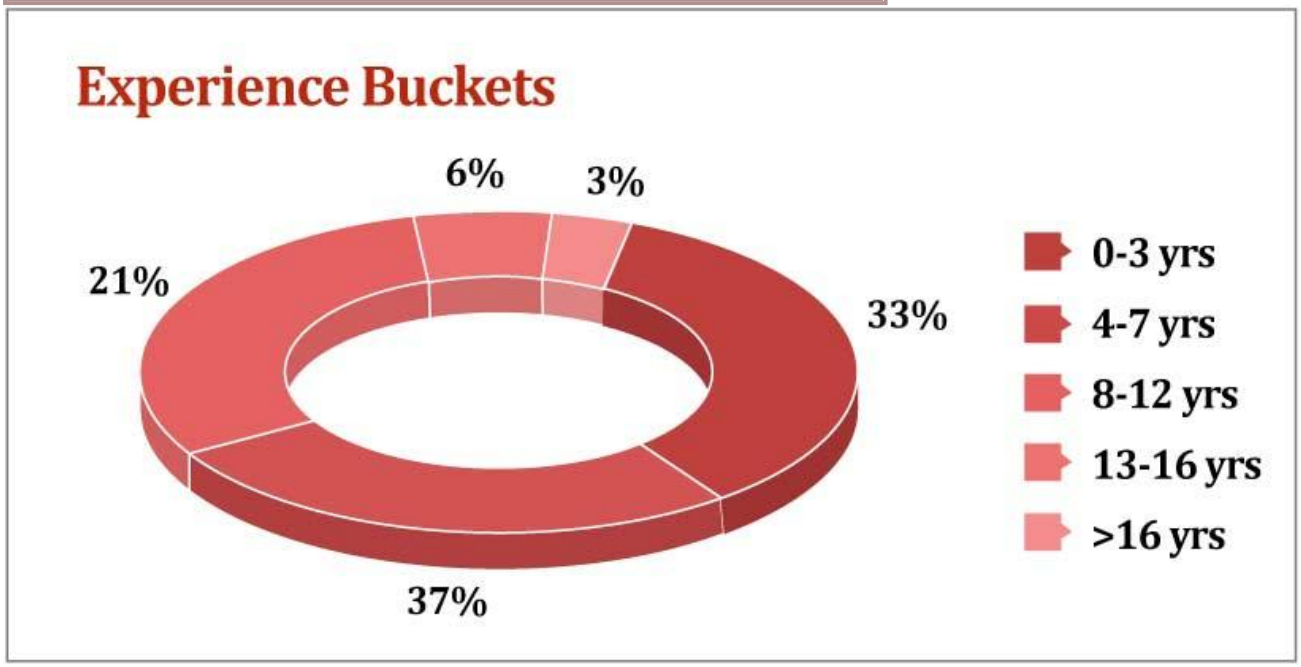
	City*	Jul 08	Mar-09	Mar-10	Mar-11	Mar-12	Dec-12	Jan-13	Feb-13	Mar-13
↑1000	Delhi-NCR	1000	↓789	↑992	↑1114	↑1221	↓1185	↓1307	↑1362	↓1300
↑1000	Mumbai	1000	↓634	↑886	↑992	↑1117	↓1037	↓1183	↑1219	↓1161
↑1000	Bangalore	1000	↓735	↑897	↑1051	↑1334	↓1221	↓1404	↓1450	↑1475
↑1000	Chennai	1000	↓672	↑862	↑1041	↑1079	↓1034	↑1157	↑1230	↓1092
↑1000	Hyderabad	1000	↓684	↑955	↑1004	↑1203	↓1104	↑1276	↑1273	↑1334
↑1000	Pune	1000	↓718	↑931	↑1186	↑1339	↓1320	↓1296	↑1413	↑1441
↑1000	Kolkata	1000	↓801	↑990	↑1110	↓1107	↓1098	↑1168	↑1268	↓1250

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

WORK-EX BASED SCENARIO

In Mar- 13 hiring activity dipped by minor percentages across experience levels. Barring 0-3 years experience levels which saw steady hiring activity, professionals across all the other experience levels saw between 1-3 % dip in their hiring levels in Mar-13 over Feb-13.

Percentage share of jobs across experience levels



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 42000 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

Sectoral Data

Industry*	Jul-08	Feb-12	Mar-12	Apr-12	May-12	Jun-12	Jul-12	Aug-12	Sep-12	Oct-12	Nov-12	Dec-12	Jan-13	Feb-13	Mar-13
IT-Software/Software Services	1000	1306	1317	1400	1394	1422	1369	1348	1304	1302	1259	1235	1455	1531	1464
BPO/ITES/CRM/Transcription	1000	890	875	861	827	813	875	820	788	873	874	860	986	1008	1075
Construction and Engineering	1000	804	746	722	674	715	713	619	685	692	698	748	755	725	784
Auto and Auto Ancillary	1000	1195	1193	1185	1225	1143	1124	1043	1048	1113	1005	1148	1143	1140	1079
Banking and Financial Services	1000	1214	1193	1196	1287	1309	1095	1237	1112	1282	1209	1389	1588	1386	1378
Oil and Gas	1000	1062	1126	1015	1080	1014	993	898	908	978	933	899	1117	1018	890
Telecom	1000	759	793	842	761	788	822	774	774	825	656	733	689	644	648
Insurance	1000	575	617	575	640	630	654	644	667	675	611	648	597	540	495
Capital Goods	1000	1021	1031	1022	1117	1035	1011	937	858	834	816	850	868	942	923
Pharma & Biotech	1000	1349	1215	1255	1268	1314	1283	1222	1211	1150	1233	1333	1381	1455	1657
Hospitality	1000	1496	1488	1378	1420	1568	1519	1569	1575	1530	1541	1536	1600	1598	1603
FMCG,Foods and Beverage	1000	1093	1063	1130	1144	1331	1243	1231	1219	1136	1173	1157	1350	1330	1327
Chemicals	1000	928	919	1024	950	1020	1094	928	906	961	912	896	1007	1099	934
Education	1000	2283	1784	1767	1718	1608	1742	1515	1698	1873	2030	1623	1848	2166	2605
IT-Hardware & Networking	1000	901	824	906	949	751	909	838	782	748	939	909	793	881	968
Retailing	1000	896	767	908	837	893	898	894	884	968	860	842	899	974	907
Media and Entertainment	1000	954	883	884	861	944	1031	1049	938	911	966	903	1031	894	964
Healthcare	1000	1783	1707	1738	1709	1793	1910	1805	2117	2162	1980	2021	2032	2251	2274
Real Estate	1000	1495	1474	1545	1356	1572	1608	1532	1524	1548	1567	1757	1665	1803	1903
Employment Firms	1000	2190	2250	2214	2240	2726	2533	2256	2453	2242	2004	2849	3603	4299	3795
Consumer Durables	1000	906	871	925	933	967	960	939	887	981	911	892	944	984	864
Accounting & Taxation	1000	1331	1141	1278	1089	998	1164	957	975	1078	957	1057	1195	1213	1184
Advertising	1000	992	968	879	929	1015	1062	1104	958	937	1067	1127	1167	1173	1183
Textiles	1000	1613	1378	1323	1520	1291	1336	1240	1365	1496	1300	1477	1427	1642	1541
Semiconductors & Electronics	1000	1545	1375	1208	1377	1094	1067	990	871	1024	771	779	982	1545	1410
Courier & Transportation	1000	1215	986	1066	1242	1194	1136	1024	1041	1052	1145	1138	1010	1247	1011
Architecture & Interior Designing	1000	1060	1134	1090	1143	968	1013	849	932	993	1049	872	895	949	1143
Export & Import	1000	1246	856	939	1000	1080	825	819	805	914	954	1008	885	1183	1105
Printing & Packaging	1000	1136	976	986	1095	973	1056	1091	893	1120	1059	1021	963	1328	1207
Marine	1000	753	575	660	701	935	735	668	657	623	564	538	909	868	727
Agriculture	1000	1161	1157	1222	1255	1250	1077	1185	1157	1031	1021	937	1171	1511	1287
Office Equipment/Automation	1000	757	806	836	693	757	801	757	732	648	722	628	831	866	1054
Fresher & Trainee	1000	957	1039	1336	1150	1143	950	928	653	1054	1150	1143	898	1098	935
Social Services	1000	1554	1718	1576	1753	1682	1668	1973	1902	2576	2399	2683	1852	1073	1909
Gems & Jewellery	1000	1758	1871	1796	1796	2348	2122	2059	2273	3177	2373	2411	2311	3240	2398
Paper	1000	779	640	841	590	791	603	615	515	703	628	578	527	515	540
Legal	1000	1825	1959	2003	1974	1247	1573	2226	2820	2211	2167	1885	2048	2434	2122
Tyres	1000	1143	1410	787	1024	801	1113	1202	994	697	831	1054	668	1425	1054
Fertilizers & Pesticides	1000	1855	1751	2285	1721	1514	1588	1766	2374	2449	1662	1662	1766	2285	2167
Security & Law Enforcement	1000	1143	1451	1433	816	1578	2195	2031	1687	1451	1469	1179	1796	1179	1687
Defence & Government	1000	1003	606	816	910	816	770	746	630	1073	1259	1376	490	816	1143

Upward movement of the index as compared to the previous month

Dip in the index

Functional Area

Functional Area*	Jul-08	Feb-12	Mar-12	Apr-12	May-12	Jun-12	Jul-12	Aug-12	Sep-12	Oct-12	Nov-12	Dec-12	Jan 13	Feb-13	Mar-13
IT-Software	1000	1298	1290	1355	1370	1369	1335	1309	1250	1225	1208	1187	1362	1473	1404
Sales and Business Development	1000	1255	1292	1362	1343	1460	1475	1382	1350	1382	1336	1378	1518	1568	1607
ITES and BPO	1000	1080	1082	1059	1016	1016	1131	1057	1014	1164	1157	1142	1349	1284	1392
Production and Maintenance	1000	1245	1181	1163	1206	1159	1183	1117	1151	1163	1077	1170	1286	1280	1171
Accounts and Finance	1000	944	912	954	972	928	918	808	828	868	815	821	882	948	920
HR & Administration	1000	1198	1160	1230	1193	1121	1069	1053	1052	1086	1082	1156	1223	1338	1244
Project Management	1000	965	854	790	827	871	813	702	708	793	706	780	804	788	729
Marketing and Advertising	1000	1008	878	870	869	955	895	914	823	892	812	893	868	939	919
Banking and Insurance	1000	998	946	817	831	907	761	916	912	933	913	1031	1086	1001	871
Engineering Design - R&D	1000	1120	1016	966	1051	1111	1102	1027	1060	1075	889	1049	1190	1126	1075
Supply Chain	1000	1147	1049	1008	1084	1152	1069	1011	1018	1032	862	993	965	980	939
Front Office and Data Entry	1000	919	853	892	833	855	807	738	758	804	829	839	949	996	942
IT- Hardware & Telecom	1000	1117	1217	1235	1294	1275	1116	1095	1129	1120	1106	1022	1271	1308	1137
Teaching & Education	1000	2573	1691	1661	1809	1609	1699	1399	1629	1860	2077	1693	1879	2432	3344
Pharma and Biotech	1000	1838	1635	1789	1777	1709	1811	1643	2005	2072	1909	2059	2018	2276	2343
Hotels and Restaurants	1000	1741	1850	1695	1698	1944	1921	1870	1900	1916	2129	2206	2111	2210	2139
Top Management	1000	838	707	828	783	894	884	799	764	705	737	682	587	674	612
Architecture & Interior Design	1000	879	965	955	934	850	943	814	910	975	946	905	960	898	1133
Merchandising	1000	1103	1052	1215	1249	1152	998	952	1043	961	1149	1128	1076	1335	1191
Consulting	1000	871	774	822	1046	998	946	943	979	1022	1524	901	599	840	958
Legal	1000	1180	1067	1205	1108	1033	1155	1227	1152	1271	1366	1119	1256	1375	1344
Web Designing	1000	1469	1510	1394	1394	1475	1406	1570	1416	1356	1347	1344	1570	1692	1698
Journalism	1000	1442	1477	1512	1150	1481	1524	1287	1438	1434	1368	1399	1333	1481	1426
Travel & Airlines	1000	1959	1885	1759	1754	1964	2106	2296	2017	1906	1848	1780	2206	1494	2012
Fashion and Garments	1000	1288	985	1149	1026	1283	1009	1055	1114	985	1149	1318	1172	1335	1358
Security Services	1000	1133	969	786	979	857	949	1030	786	1020	990	867	1163	1122	1081
Media	1000	588	784	816	702	702	1355	800	800	686	686	555	930	359	849
Packaging	1000	907	707	961	1125	1415	1034	961	961	1215	1197	834	943	1524	1270

Upward movement of the index as compared to the previous month

Dip in the index

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naukri JOBSPEAK

March 2013

Cities

City*	Jul-08	Feb-12	Mar-12	Apr-12	May-12	Jun-12	Jul-12	Aug-12	Sep-12	Oct-12	Nov-12	Dec-12	Jan-13	Feb-13	Mar-13
Delhi / NCR	1000	1221	1199	1253	1205	1200	1217	1170	1155	1144	1108	1185	1307	1362	1300
Mumbai	1000	1117	1073	1061	1088	1111	1097	1074	1021	1054	960	1037	1183	1219	1161
Bengaluru / Bangalore	1000	1334	1249	1315	1293	1319	1281	1272	1202	1264	1270	1221	1404	1450	1475
Chennai	1000	1079	1092	1055	1147	1139	1109	1078	1026	1014	1000	1034	1157	1230	1092
Hyderabad / Secunderabad	1000	1203	1176	1216	1228	1174	1205	1212	1230	1141	1196	1104	1276	1273	1334
Pune	1000	1339	1403	1358	1318	1301	1351	1321	1314	1304	1225	1320	1296	1413	1441
Kolkata	1000	1107	1206	1203	1156	1188	1211	1307	1083	998	1153	1098	1168	1268	1250
Ahmedabad	1000	1258	1230	1276	1198	1278	1349	1313	1168	1143	1116	1329	1393	1493	1682
Chandigarh	1000	1021	995	1071	940	1077	993	995	1086	991	1158	967	1088	1131	1670
Ernakulam	1000	1734	1521	1567	1463	1897	1672	1312	1388	1410	1655	1639	1623	1603	1887
Vadodara / Baroda	1000	1206	1278	1226	1298	1179	1375	1298	1129	1145	1054	1414	1259	1464	1375
Coimbatore	1000	1138	1192	1275	1363	1412	1344	1020	965	989	897	1017	1039	1001	994
Jaipur	1000	1372	1526	1711	1535	1912	1714	2000	1808	1858	2188	1623	1733	1880	2530

Upward movement of the index as compared to the previous month

Dip in the index