



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

by: Location, Industry and Experience

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A Naukri.com Report



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THE SENTIMENT: OVERALL HIRING SCENARIO



The stability of the Naukri Job Speak index for the past five months clearly shows a steady hiring scenario and an optimistic business sentiment. The Naukri Job Speak index for the month of Oct-10 also follows a similar trend with the index moving up by 6 points over the previous month. Thus, the index inched up by 1 % over the Sept-10 index indicating continued improving hiring scenario and a 27% jump when compared to same time a year ago.

	Aug-09	Sep-09	Oct-09	Dec 09	Aug-10	Sep-10	Oct-10
Index	743	773	749	776	956	943	949



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

An in-depth analysis of the index shows that the Auto sector has significantly ramped up hiring activities with the index at 917 being the highest ever since Oct-08. Apart from Auto, the Oil and Gas sector also clocked impressive growth figures of 12% in Oct-10 as compared to same time a month ago. Most of the other core industry sectors like ITES, IT- Hardware, Manufacturing and Construction continue to maintain steady hiring levels. This month, Telecom and the ITES sector in particular witnessed steep monthly declines of 6% and 4% in Oct-10 when compared with Sept-10.

Top Sectors		Top Functional Areas		Top Cities	
 IT- Software	-4.00%	 Production & Maint.	8.00%	 Pune	19.00%
 Oil & Gas	12.00%	 Accounts & Fin	6.00%	 Mumbai	1.00%
 Auto	6.00%	 Project Management	4.00%	 Hyderabad	3.00%
 ITES	1.00%	 HR & IR	4.00%	 Chennai	-5.00%
 Banking	-2.00%	 Banking/Insurance	11.00%	 Delhi	-4.00%
 Capital Goods	1.00%	 IT- Software	-2.00%	 Bangalore	-4.00%
 Telecom	-6.00%	 Sales	-1.00%	 Kolkata	stable

With the exception of IT- Software and Sales all other key functional areas saw upward trends in hiring. Pune has been bullish on hiring with the index witnessing steepest monthly growths of 19% in Oct-10 over Sept-10. After two months of consecutive upward moving indices, both Bangalore and Chennai saw dips of 4% and 5% respectively in Oct-10 as compared to Aug-10.

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

A deeper analysis of the major contributors to the total job pool throws up some really interesting points. Among the core sectors this month Oil & Gas and Auto sectors registered positive monthly growths of 12 percent and 6 percent respectively in Oct-10 over Aug-10. Most of the other industry sectors like ITES, IT- Hardware, Manufacturing and Construction continue to maintain steady hiring levels. On the contrary, the IT-Software sector after reaching its peak last month saw a dip of 4% as compared to last month. The Telecom and the ITES sector in particular witnessed steep monthly declines of 6% and 4% in Oct-10 when compared with Sept-10.

Industry	Jul 08	Aug'09	Sep'09	Oct-09	Dec 09	Jul 10	Aug 10	Sep 10	Oct 10
IT- Software	1000	↓704	↑718	↑720	↑726	↑1000	↑1009	↑1047	↓1004
BPO and ITeS	1000	↓646	↑763	↑797	↓659	↑1003	↑1059	↓909	↑920
Construction and Engineering	1000	↓672	↑749	↓660	↑663	↑666	↑700	↓686	↑691
Auto and Auto Ancillary	1000	↓617	↑618	↓572	↑621	↑871	↑901	↓869	↑917
Banking and Financial Services	1000	↓766	↓724	↑741	↑818	↑873	↑1002	↑956	↓938
Oil and Gas	1000	↓721	↑740	↓701	↑770	↑915	↓842	↓801	↑898
Telecom	1000	↓732	↓752	↓657	↑700	↑750	↓693	↑695	↓653
Insurance	1000	↓814	↑866	↓833	↓811	↑862	↓515	↓363	↑437
Capital Goods	1000	↓845	↑927	↓757	↑966	↓922	↓889	↑910	↑922
Pharma & Biotech	1000	↓977	↓966	↓884	↑1022	↑1196	↓1027	↑1029	↑1002

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**

The hottest skill sets for the month of Oct-10 were Banking, Production and Accounts where the index moved up by 11%, 8% and 5% respectively in Oct-10 as compared to Aug-10. All other key occupations like HR, Marketing, Project Management and Advertising clocked growth figures within the range of 2% and 4%. However, mirroring trends of the IT- Software sector, professionals in software development also saw their index dip by 2% over the previous month.

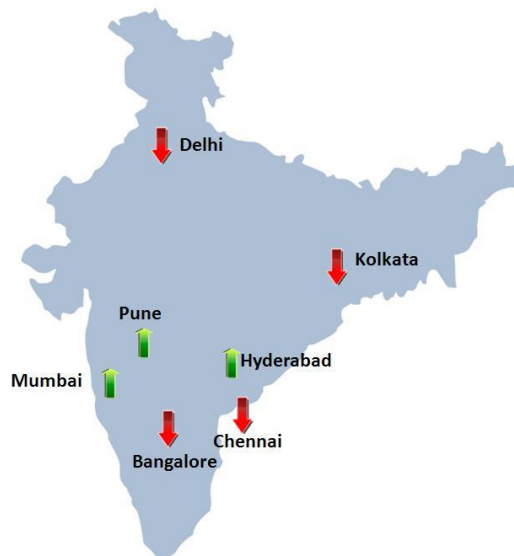
Functional area	Jul 08	Aug'09	Sep'09	Oct-09	Dec 09	Jul 10	Aug 10	Sep 10	Oct 10
IT-Software	1000	↓660	↑693	↓666	↑708	↓974	↑990	↑1024	↓1001
Sales and Business Development	1000	↓883	↓840	↑856	↑860	↑1068	↓914	↑929	↓917
ITES and BPO	1000	↓761	↑905	↑975	↓789	↑1148	↑1152	↓1056	↑1063
Production and Maintenance	1000	↓856	↑939	↓859	↓879	↑961	↑976	↓913	↑986
Accounts and Finance	1000	↓693	↑724	↓670	↓634	↑782	↑796	↓755	↑799
HR & Administration	1000	↓664	↑732	↓712	↑818	↑1044	↑1062	↓988	↑1025
Project Management	1000	↓630	↑700	↓662	↑691	↑859	↑871	↓804	↑834
Marketing and Advertising	1000	↓714	↑742	↓726	↓725	↑772	↑794	↓822	↑840
Banking and Insurance	1000	↓714	↑741	↓731	↑825	↓738	↑780	↓663	↑738
Engineering Design - R&D	1000	↓621	↓571	↓534	↑637	↑787	↑864	↓805	↑826

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**

A look at the hiring trends of the top cities of the country shows that Pune has seen a buoyant hiring scenario with the Oct-10 index being the highest ever. The index stands at 1236 in Oct-10 as compared to 1035 same time a month ago. Mumbai has been witnessing five months of consecutive upward moving indices, thus indicating positive hiring for the city.

After two months of consecutive upward moving indices, both Bangalore and Chennai saw dips of 4% and 5% respectively in Oct-10 as compared to Aug-10. Delhi has also seen three months of consecutive dips in the index with the Oct -10 index dipping by 4% over the previous month.

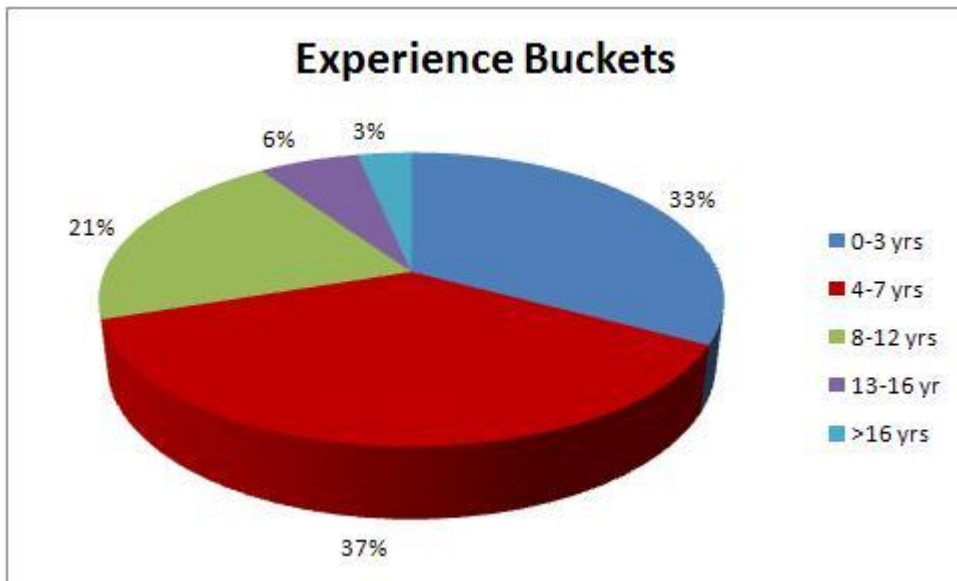


City*	Jul 08	Aug'09	Sep'09	Oct-09	Dec 09	Jul 10	Aug 10	Sep 10	Oct 10
Delhi-NCR	1000	↓ 801	↑ 835	↑ 853	↓ 848	↑ 1098	↑ 1094	↑ 1042	↑ 995
Mumbai	1000	↓ 680	↑ 725	↓ 662	↑ 763	↑ 907	↓ 907	↑ 919	↑ 929
Bangalore	1000	↓ 703	↓ 663	↑ 699	↑ 747	↑ 905	↑ 928	↑ 969	↓ 929
Chennai	1000	↓ 629	↑ 674	↑ 728	↓ 653	↑ 843	↑ 905	↑ 930	↓ 881
Hyderabad	1000	↓ 666	↓ 640	↑ 690	↑ 709	↑ 939	↓ 934	↑ 951	↑ 978
Pune	1000	↓ 701	↓ 672	↑ 674	↑ 742	↑ 1010	↑ 1056	↓ 1035	↑ 1236
Kolkata	1000	↓ 817	↓ 788	↑ 820	↑ 872	↑ 890	↑ 909	↑ 951	↑ 950

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 across all experience brackets maintained steady hiring levels barring 8-12 years and above 16 years experience brackets. The hiring activity in the 8-12 years range moved up by 2% and the above 16 years experience bracket the index dipped by 5% in Oct-10 over Sep-10.





## **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:

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





## Functional Area



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	Jun-10	Jul-10	Aug-10	Sep-10	Oct-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	970	974	990	1024	1001
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	971	1068	914	929	917
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	1175	1148	1152	1056	1063
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	926	961	976	913	986
Accounts and Finance	1000	950	932	776	800	720	758	795	729	732	649	714	732	693	724	670	705	634	677	804	602	666	795	784	782	796	755	799
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	990	1044	1062	988	1025
Project Management	1000	861	984	725	749	573	704	714	685	807	638	724	682	630	700	662	737	691	714	806	823	892	746	760	859	871	804	834
Marketing and Advertising	1000	930	1025	760	815	709	733	790	722	712	657	730	712	714	742	726	748	725	760	963	842	961	769	797	772	794	822	840
Banking and Insurance	1000	971	957	725	711	625	669	746	537	573	636	720	678	714	741	731	807	825	732	618	884	974	626	796	738	760	663	738
Engineering Design - R&D	1000	949	989	814	851	695	678	723	691	800	545	559	612	621	571	534	648	637	608	646	812	821	738	794	787	864	805	826
Supply Chain	1000	930	954	690	779	631	637	714	705	621	693	715	710	734	703	656	722	750	708	834	894	904	841	873	919	846	843	885
Front Office and Data Entry	1000	878	1055	762	831	675	645	733	733	887	666	681	693	632	638	615	741	713	782	815	842	930	773	833	820	826	838	805
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	934	905	947	854	990
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	1060	1007	1114	911	894
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	1156	1307	1265	1369	1344
Hotels and Restaurants	1000	1039	1074	1026	1082	941	1081	981	1001	1031	1116	1106	1321	1109	1187	1038	1215	1081	1018	1364	1324	1256	1191	1217	1304	1172	1512	1319
Top Management	1000	881	1093	705	750	705	773	725	686	805	746	851	758	727	799	705	766	647	715	805	791	793	772	939	737	758	845	808
Architecture & Interior Design	1000	868	916	661	844	467	436	513	467	391	403	603	479	532	484	608	529	558	606	759	766	778	732	756	699	667	826	713
Merchandising	1000	785	957	743	821	737	643	643	773	773	815	679	755	737	679	655	776	726	694	880	1376	992	940	937	946	925	1224	883
Consulting	1000	759	861	599	641	668	713	891	542	518	463	376	445	572	448	427	563	524	602	496	663	644	484	843	859	599	753	650
Legal	1000	958	1060	781	784	702	734	743	794	743	655	762	781	670	693	648	718	819	674	782	920	945	863	816	876	929	951	848
Web Designing	1000	934	1100	830	852	705	681	846	793	777	686	827	833	962	808	862	968	874	905	1149	1118	1205	967	976	1023	1061	1111	1074
Journalism	1000	969	961	602	768	571	490	760	795	741	702	667	710	680	903	868	853	799	837	1011	1127	960	917	1026	1065	1127	1213	983
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	1280	1122	1438	1564	1617
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	1335	1277	1125	1224	1149
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	949	1081	918	888	990
Media	1000	741	965	706	603	396	775	482	672	327	448	327	517	1103	431	413	568	551	448	359	604	852	849	408	278	735	735	375
Packaging	1000	634	1057	673	653	673	673	769	596	673	576	692	923	807	653	750	923	711	544	852	1012	635	1052	780	744	762	526	

\*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
- Dip in the index

## 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	Jun-10	Jul-10	Aug-10	Sep-10	Oct-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	1061	1098	1094	1042	995
Mumbai	1000	951	963	722	745	731	722	750	634	613	579	697	696	680	725	662	733	763	796	886	850	891	825	870	907	907	919	929
Bangalore	1000	879	898	759	821	693	783	816	735	724	668	721	699	703	663	699	789	747	797	897	889	1048	937	973	905	928	969	929
Chennai	1000	927	983	800	831	850	638	693	672	841	608	726	717	629	674	728	722	653	712	862	843	867	853	866	843	905	930	881
Hyderabad	1000	930	975	785	814	693	701	774	684	747	699	706	723	666	640	690	753	709	739	955	870	1015	901	928	939	934	951	978
Pune	1000	921	1022	819	844	670	692	741	718	664	650	794	738	701	672	674	796	742	783	831	983	1082	963	1001	1010	1056	1035	1236
Kolkata	1000	1036	1069	773	840	703	813	787	801	775	747	856	832	817	788	820	880	872	818	990	1055	981	967	880	890	909	951	950
Ahmedabad	1000	862	929	774	883	838	759	1081	893	946	767	864	846	857	968	823	953	950	870	1067	965	1164	943	1003	931	964	919	903
Chandigarh	1000	898	1121	690	811	817	725	901	898	813	664	787	882	852	952	903	790	831	862	969	1033	1187	1101	1005	1012	981	1004	885
Cochin	1000	1309	1096	1039	1105	842	921	990	967	827	848	976	986	894	917	851	815	779	845	1006	865	1084	852	1009	1084	937	940	865
Baroda	1000	1079	1161	954	1048	929	1036	1283	1090	960	866	1011	898	1065	1059	892	1135	889	1101	1240	1118	1137	888	1062	1027	1289	943	902
Coimbatore	1000	848	1125	951	780	681	689	640	742	689	674	783	648	751	696	734	655	636	643	696	748	667	710	672	804	968	819	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	1297	1397	1045	1265	1453

-  Upward movement of the index
-  Dip in the index