naukri JOBSPEAK

A Naukri.com Report

A REPORT ON
HIRING ACTIVITY
IN INDIA

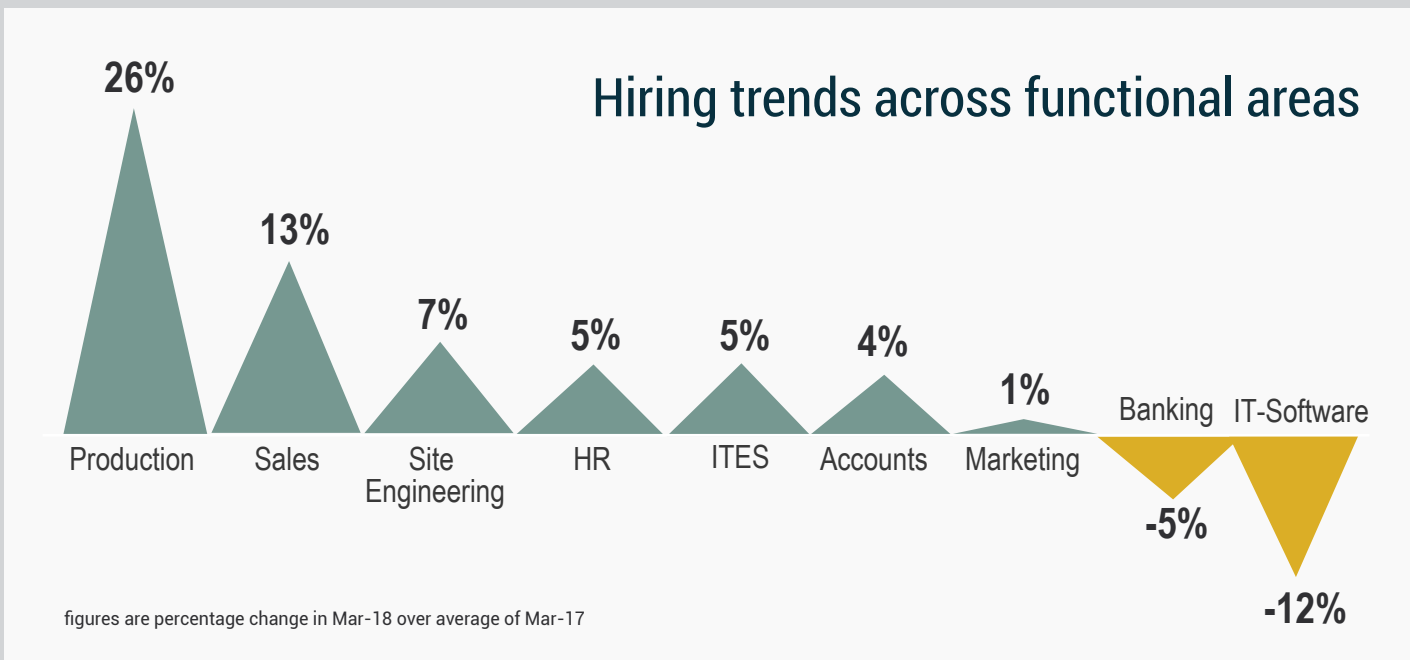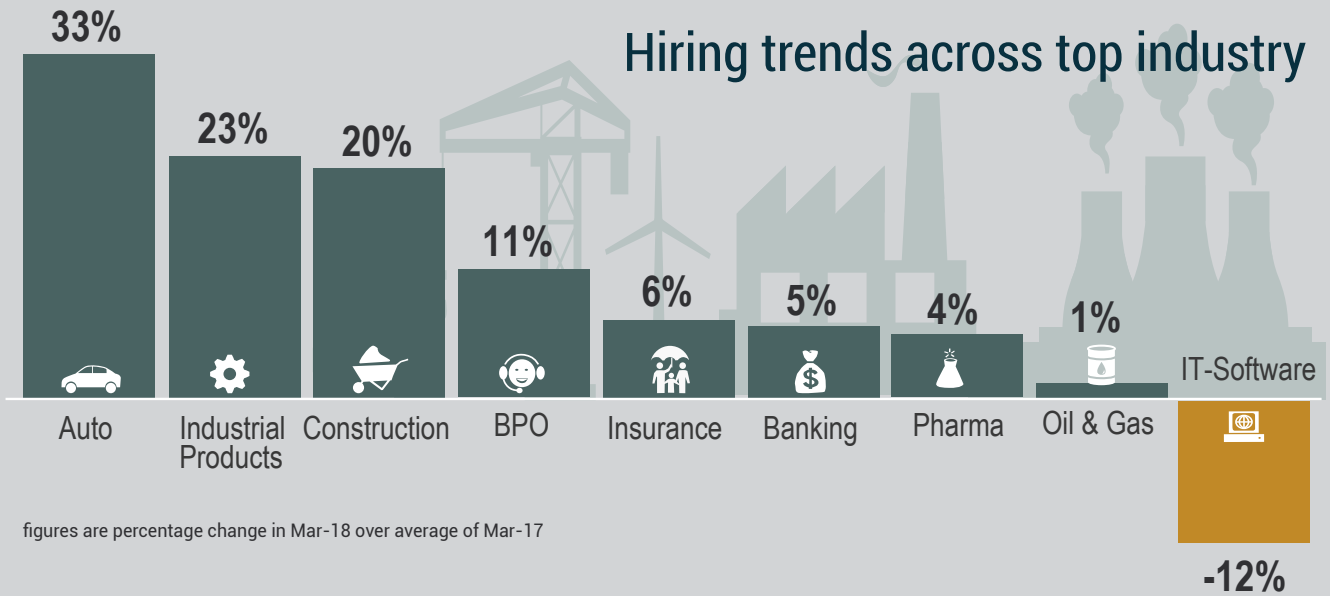by: Location, Industry and Experience

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JOBSPEAK

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Naukri JobSpeak Report: Hiring Activity up by 3% in March 2018 as compared to March 2017

Hiring trends across top industry

33%	23%	20%	11%	6%	5%	4%	1%	-12%
Auto	Industrial Products	Construction	BPO	Insurance	Banking	Pharma	Oil & Gas	IT-Software

figures are percentage change in Mar-18 over average of Mar-17

Hiring trends across functional areas

26%	13%	7%	5%	5%	4%	1%	-5%	-12%
Production	Sales	Site Engineering	HR	ITES	Accounts	Marketing	Banking	IT-Software

figures are percentage change in Mar-18 over average of Mar-17

Hiring trends across Top Cities

5%	4%	3%	1%	-1%	-4%	-4%
Kolkata	Mumbai	Delhi / NCR	Chennai	Pune	Bengaluru	Hyderabad

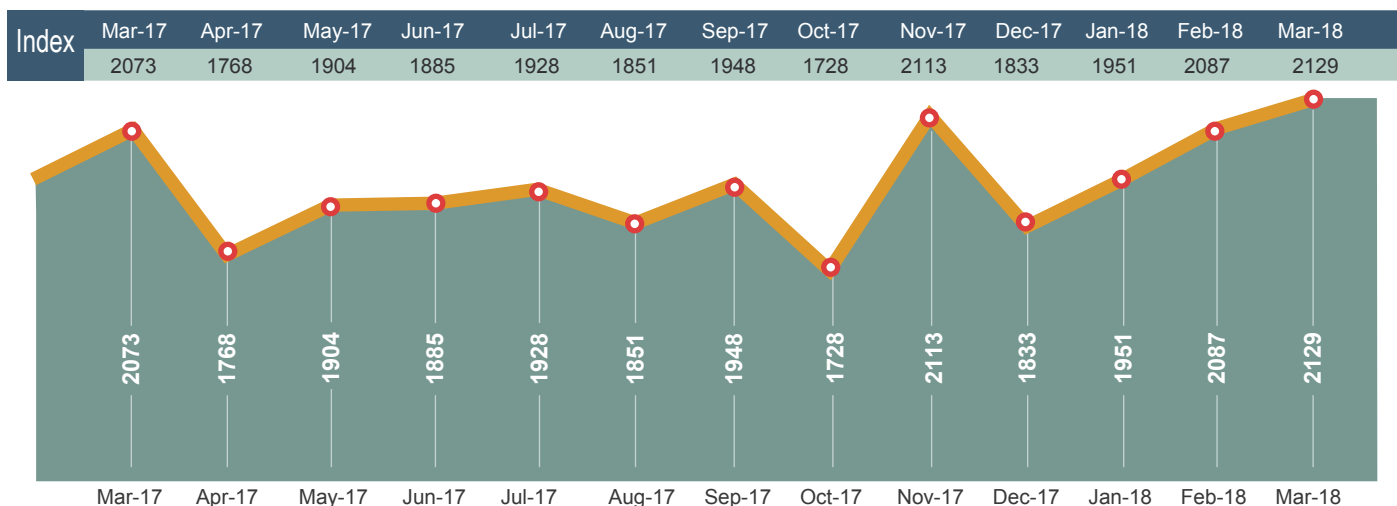figures are percentage change in Mar-18 over average of Mar-17

OVERALL JOB INDEX

New Delhi, 13th April, 2018: Naukri JobSpeak Index for March 2018 at 2,129 marked a 3% rise when compared to March 2017. Quarterly comparison for Q4 2017-18 indicated a 7% rise in hiring activity vs Q4 2016-17.

Metro cities lead the growth with Mumbai & Kolkata registering a strong growth 11% & 20% in Q4 2017-18 Vs last year. There has been a boost of 32% in hiring across jobs requiring Production and Maintenance as a key skill in Q4 2017-18 Vs Q4 2016-17

Commenting on the report, V. Suresh, Chief Sales Officer, Naukri.com said, *"The JobSpeak index for March has shown a 3% YOY growth driven by significant growth in the NON-IT sectors viz. Automobile, Construction and Engineering. Having said that there seems to be an air of caution in the IT/ITES sectors and we can expect the market to sustain the momentum gained and move further north in the next few months ."*
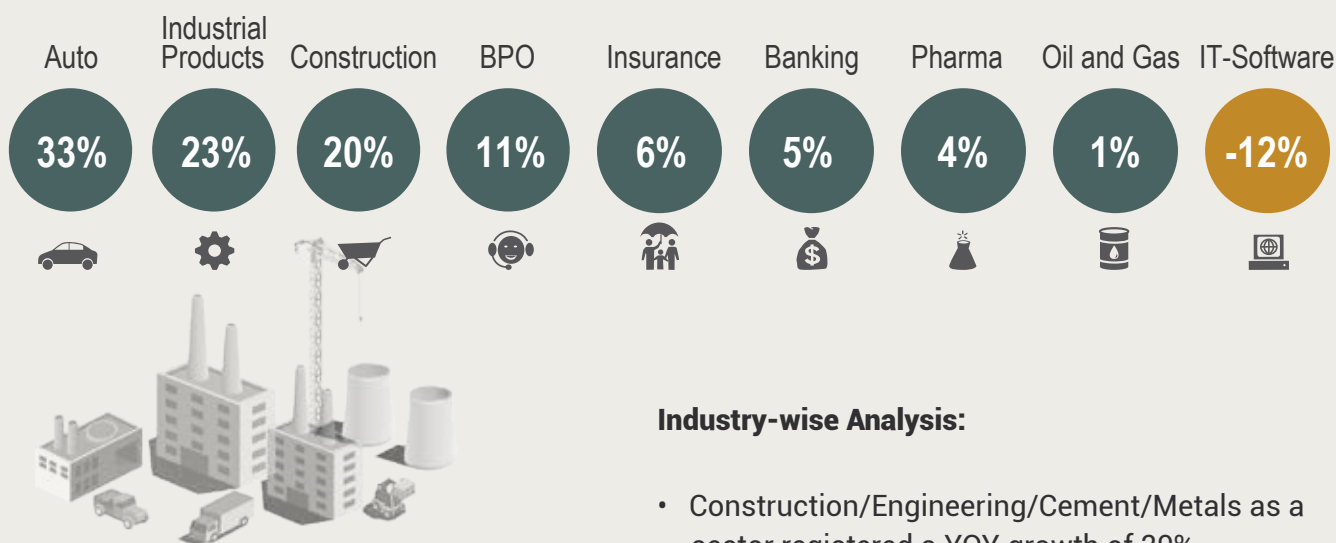
Overall Hiring Trends

Index	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17	Oct-17	Nov-17	Dec-17	Jan-18	Feb-18	Mar-18
	2073	1768	1904	1885	1928	1851	1948	1728	2113	1833	1951	2087	2129

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

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SECTORAL ANALYSIS

Hiring trends across top industry

Auto	Industrial Products	Construction	BPO	Insurance	Banking	Pharma	Oil and Gas	IT-Software
33%	23%	20%	11%	6%	5%	4%	1%	-12%

figures are percentage change in Mar-18 over average of Mar-17

Industry-wise Analysis:

- Construction/Engineering/Cement/Metals as a sector registered a YOY growth of 20%

- Continuing the strong rate of growth, Auto/ Ancillary sector was up by 33% in March 2018 as compared to March 2017

- Industrial Products/Heavy Machinery sector rose by 23%

- Banking/Financial Services went up by 5% in March 2018 when compared to March 2017

- BPO and Insurance sector grew by 11% and 6% respectively

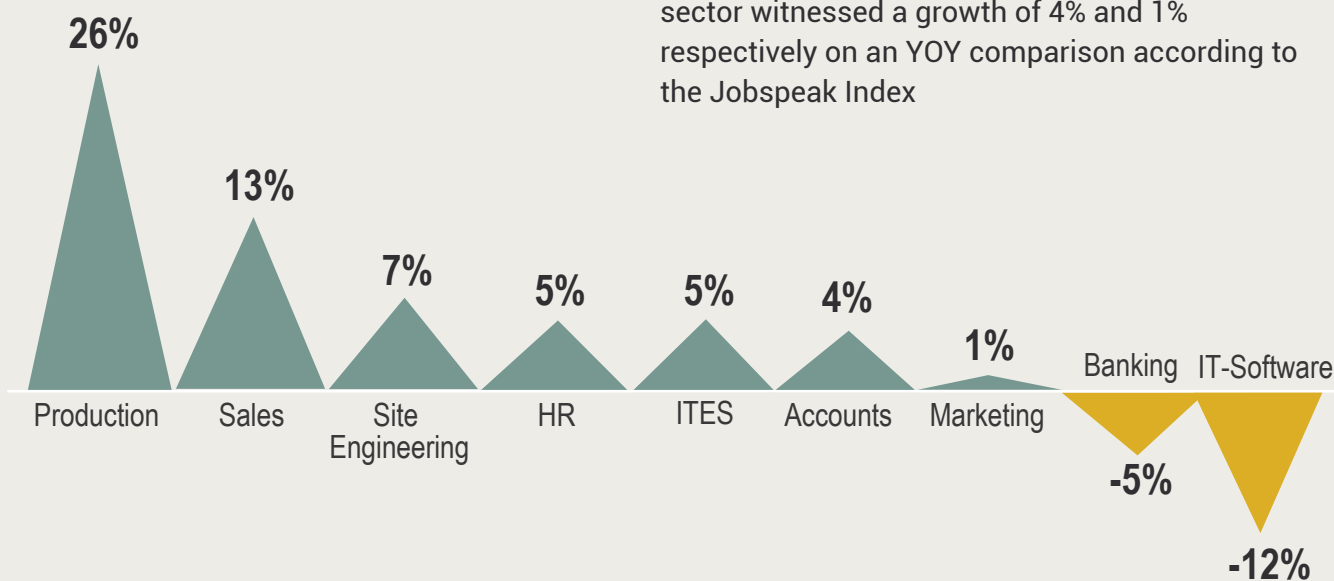| Industry	Jul 08	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17	Oct-17	Nov-17	Dec-17	Jan-18	Feb-18	Mar-18
IT- Software	1000	2819	2123	2357	2363	2543	2269	2409	2144	2646	2318	2254	2445	2467
BPO and ITeS	1000	1791	1703	1702	1842	1753	1869	1869	1599	1922	1628	1715	1854	1991
Construction and Engineering	1000	702	655	728	694	681	745	755	684	847	725	860	834	840
Auto and Auto Ancillary	1000	1193	1049	1256	1220	1218	1208	1199	1148	1473	1196	1455	1497	1591
Banking and Financial Services	1000	3036	2697	2741	2637	2755	2943	3100	2545	3115	2499	2894	3158	3194
Oil and Gas	1000	928	727	711	730	739	619	667	636	838	650	818	861	936
Telecom	1000	784	672	730	685	660	559	640	704	617	491	612	514	915
Insurance	1000	944	777	837	832	975	799	923	821	990	948	1370	1026	1000
Capital Goods	1000	979	791	995	885	917	894	947	781	1013	1022	1108	1153	1203
Pharma & Biotech	1000	2016	1788	1966	1911	1871	1679	1802	1656	1913	1813	2035	1945	2104

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 ANALYSIS

Hiring trends across functional areas

Functional Area Analysis:

- Production/Maintenance saw a growth of 26% in the YoY analysis

- Sales/BD and Site/Engineering went up by 13% and 7% respectively when compared YOY

- Accounts/Finance and Marketing/Advertising sector witnessed a growth of 4% and 1% respectively on an YOY comparison according to the Jobspeak Index
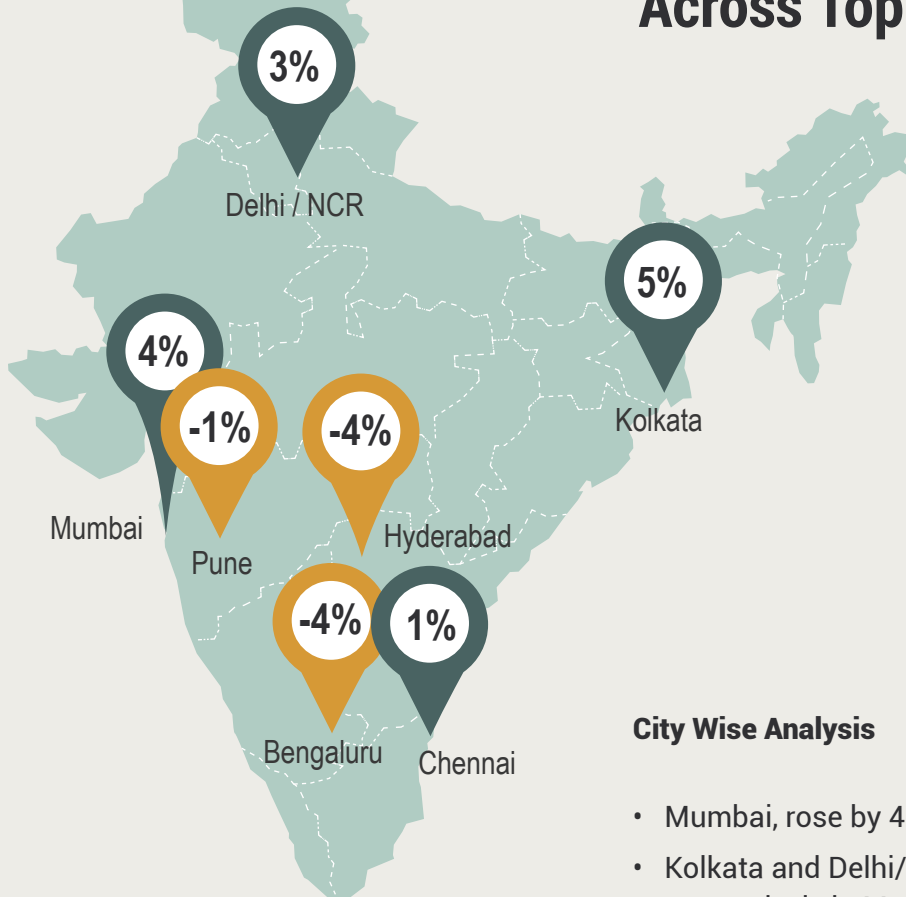
26% — Production
13% — Sales
7% — Site Engineering
5% — HR
5% — ITES
4% — Accounts
1% — Marketing
-5% — Banking
-12% — IT-Software

figures are percentage change in Mar-18 over average of Mar-17

Functional Area	Jul 08	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17	Oct-17	Nov-17	Dec-17	Jan-18	Feb-18	Mar-18
IT-Software	1000	2842	2114	2349	2333	2506	2264	2380	2107	2562	2215	2185	2447	2501
Sales & Business Development	1000	2164	2060	2204	2126	2231	2097	2229	1839	2376	2130	2331	2497	2435
ITES and BPO	1000	2532	2335	2377	2489	2388	2587	2558	2174	2591	2232	2309	2528	2651
Production and Maintenance	1000	1207	1101	1225	1175	1173	1139	1256	1143	1433	1303	1471	1438	1524
Accounts and Finance	1000	1541	1359	1436	1451	1494	1470	1605	1360	1698	1353	1451	1638	1606
HR & Administration	1000	1876	1622	1718	1593	1613	1618	1710	1554	1872	1707	1791	2001	1974
Project Management	1000	620	551	619	585	584	569	623	559	666	608	702	664	665
Marketing and Advertising	1000	1649	1411	1373	1478	1540	1450	1547	1385	1720	1459	1661	1683	1670
Banking and Insurance	1000	1514	1224	1255	1282	1345	1221	1403	1229	1444	1267	1771	1426	1445
Engineering Design	1000	944	782	981	898	808	805	801	1172	1076	1015	923	921	1113

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

Job Trends Across Top Cities

Delhi / NCR — 3%

Mumbai — 4%

Pune — -1%

Hyderabad — -4%

Kolkata — 5%

Bengaluru — -4%

Chennai — 1%

figures are percentage change in Mar-18 over average of Mar-17

City Wise Analysis

- Mumbai, rose by 4% in terms of the YOY analysis
- Kolkata and Delhi/NCR grew by 5% and 3% respectively in March 2018 when compared with March 2017
- Chennai witnessed less movement and rose by 1%
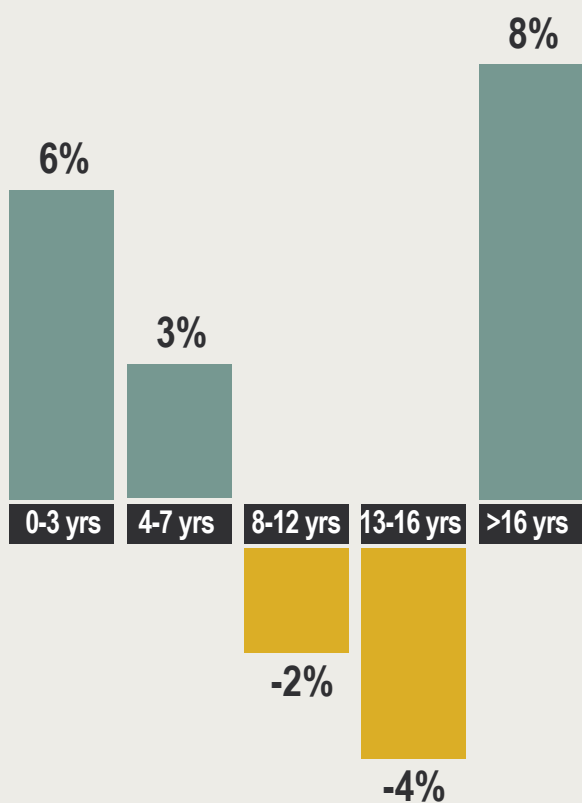- Bangalore, Pune and Hyderabad saw a cutback in the YOY comparison

City*	Jul 08	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17	Oct-17	Nov-17	Dec-17	Jan-18	Feb-18	Mar-18
Delhi-NCR	1000	2185	1880	2014	2103	1994	2037	2070	1742	2187	1893	2129	2199	2254
Mumbai	1000	1743	1571	1595	1637	1653	1516	1713	1513	1826	1524	1677	1819	1808
Bangalore	1000	2349	1942	2202	2125	2229	2068	2145	1976	2201	2107	1997	2250	2247
Chennai	1000	1741	1392	1534	1573	1603	1544	1601	1446	1647	1465	1474	1685	1753
Hyderabad	1000	2483	1998	2096	2099	2112	2088	2141	1989	2384	2021	2120	2330	2377
Pune	1000	2596	2110	2366	2256	2397	2042	2137	1875	2374	2069	2206	2487	2583
Kolkata	1000	2046	1811	1815	1858	2002	1879	1863	1825	2246	2044	2045	2226	2147

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

Experience Buckets

- Senior management roles with experience of 16+ years increased by 8%
- The Jobspeak Index indicates a 6% YOY rise in the demand of entry level job seekers in March 2018 when compared to March 2017
- Roles with experience band of 4-7 years saw a steady rise of 3%

8%

6%

3%

| 0-3 yrs | 4-7 yrs | 8-12 yrs | 13-16 yrs | >16 yrs |

-2%

-4%

figures are percentage change in Mar-18 over average of Mar-17

METHODOLOGY

Naukri.com, India's No. 1 job site and the flagship brand of Info Edge introduced the concept of e-recruitment in India. Since its inception in 1997, Naukri.com has seen continuous growth while outperforming its competitors in every sphere. Info Edge was the first internet Company to be listed in India. The site enjoys a traffic share of 72% as per Similarweb. Naukri.com is a recruitment platform that provides hiring-related services to corporates/recruiters, placement agencies and to job seekers in India and overseas. It offers multiple products like Resume Database Access, listings and Response Management Tools. With more than 4,70,000 jobs live at any point and over 56 million CVs, Naukri.com serviced over 65,500 corporate clients in 2016-2017. The company operates 56 offices in 42 cities in India and overseas offices in Dubai, Riyadh, Abu Dhabi and Bahrain.

The index has been calculated based on job listings added to the site month on month. July 2008 has been taken as the base month with a score of 1,000 and the subsequent monthly index is compared with data for July 2008. Data has been sourced from Naukri.com and it reflects of job listings and therefore hiring trends on the site. Jobs have been categorized by location, functional area, industry, experience bucket. The index has been analyzed across Cities/Functional Area / Industry verticals. The report (produced monthly) will show hiring trends across industry sectors, geography and functional areas. More than 65,500 national and international clients use Naukri.com, leading to high reliability of data.

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*	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17	Oct-17	Nov-17	Dec-17	Jan-18	Feb-18	Mar-18
IT-Software/Software Services	2819	2123	2357	2363	2543	2269	2409	2144	2646	2318	2254	2445	2467
BPO/ITES/CRM/Transcription	1791	1703	1702	1842	1753	1869	1869	1599	1922	1628	1715	1854	1991
Construction/Engineering/Cement/Metals	702	655	728	694	681	745	755	684	847	725	860	834	840
Auto/Auto Ancillary	1193	1049	1256	1220	1218	1208	1199	1148	1473	1196	1455	1497	1591
Banking/Financial Services/Broking	3036	2697	2741	2637	2755	2943	3100	2545	3115	2499	2894	3158	3194
Oil and Gas/Power/Infrastructure/Energy	928	727	711	730	739	619	667	636	838	650	818	861	936
Telcom/ISP	784	672	730	685	660	559	640	704	617	491	612	514	915
Insurance	944	777	837	832	975	799	923	821	990	948	1370	1026	1000
Industrial Products/Heavy Machinery	979	791	995	885	917	894	947	781	1013	1022	1108	1153	1203
Pharma/Biotech/Clinical Research	2016	1788	1966	1911	1871	1679	1802	1656	1913	1813	2035	1945	2104
Hotels/Restaurants/Airlines/Travel	2339	2341	2247	2044	2085	2177	2256	2243	2670	2173	2513	2702	2506
FMCG/Foods/Beverage	1710	1528	1576	1645	1576	1524	1622	1434	1713	1642	1796	1923	1933
Chemicals/PetroChemical/Plastic/Rubber	1149	1184	1256	1133	1075	1062	1050	1014	1317	1149	1335	1156	1240
Education/Teaching/Training	3299	2995	2759	2992	2983	2951	3073	2600	3488	3049	3424	3738	3850
IT-Hardware & Networking	1191	960	1072	1052	1070	998	1310	869	1172	886	846	981	1099
Retailing	1224	1288	1363	1333	1426	1437	1385	1251	1558	1346	1490	1676	1509
Media/Dotcom/Entertainment	1166	1077	1150	1145	1128	1131	1107	936	1182	979	950	1059	1040
Medical/Healthcare/Hospital	4253	3860	4606	4594	4147	4433	4499	4116	4806	4371	4774	4860	5005
Real Estate/Property	1820	1781	2033	2024	2024	2046	2094	1903	2102	1969	2305	2545	2394
Recruitment/Employment Firm	3863	3871	4291	3631	3645	3415	3248	2308	3730	3425	3132	4504	4135
Consumer Durables	1441	1092	1273	1102	1015	1057	1132	977	1205	1216	1140	1327	1130
Accounting/Taxation/Finance	3446	2551	2720	2525	2696	2489	2715	2271	2705	2732	2370	3076	2432
Advertising/PR/MR/Events	2567	2273	2108	2248	2512	2213	2537	2240	2562	2361	2397	2466	2709
Textiles/Garments/Accessories	2215	2291	2339	2318	1999	2018	1950	1638	2307	1938	2116	2051	2525
Semiconductors/Electronics	1573	1168	1388	1457	1318	1541	1546	3332	2294	2032	1239	1337	1847
Courier/Transportation/Freight	1596	1634	1562	1639	1599	1770	1740	1592	1991	1741	1785	2033	1866
Architecture/Interior Designing	1525	1404	1530	1358	1466	1477	1304	1231	1710	1339	1818	1862	1912
Export/Import	1080	1199	1186	1116	968	1025	1210	836	1332	1097	1229	977	1114
Printing/Packaging	1348	1402	1325	1426	1357	1520	1346	1229	1578	1188	1575	1531	1661
Shipping/Marine	709	694	794	610	801	716	767	605	928	679	809	777	775
Agriculture/Dairy	1413	1345	1730	1311	1348	1203	1547	1460	1629	1465	1432	1885	1810
Office Equipment/Automation	831	741	787	721	846	846	808	742	935	712	1034	1084	955
Fresher/Trainee	1506	1618	1529	1442	1803	1373	1334	1514	1879	1506	1388	1742	2196
NGO/Social Services	2882	2119	1817	1819	2938	2513	2999	2080	2897	2002	2434	2750	2520
Gems & Jewellery	2411	2946	2474	2635	2587	3202	3477	2587	4048	3077	3277	3545	3265
Paper	628	596	640	869	640	490	610	553	662	377	590	792	666
Legal	2656	2607	2315	2714	2894	2330	2576	2434	3910	3235	2790	3418	3384
Tyres	1009	552	1128	813	697	1039	721	594	767	920	994	788	1217
Fertilizers/Pesticides	1914	1733	1529	1978	1588	2107	1809	2345	1886	1469	1781	2646	2003
Security/Law Enforcement	2213	2661	2630	1968	2521	2285	2418	2449	2681	2195	2848	3414	2412
Defence/Government	1073	891	1399	1446	1189	1096	1663	1073	1614	1213	1656	1600	1586

*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

ANNEXURE FUNCTIONAL AREA

Functional Area*	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17	Oct-17	Nov-17	Dec-17	Jan-18	Feb-18	Mar-18
IT-Software	2842	2114	2349	2333	2506	2264	2380	2107	2562	2215	2185	2447	2501
Sales / BD	2164	2060	2204	2126	2231	2097	2229	1839	2376	2130	2331	2497	2435
ITES / BPO / KPO / Customer Service / Op	2532	2335	2377	2489	2388	2587	2558	2174	2591	2232	2309	2528	2651
Production / Maintenance / Quality	1207	1101	1225	1175	1173	1139	1256	1143	1433	1303	1471	1438	1524
Accounts / Finance / Tax / CS / Audit	1541	1359	1436	1451	1494	1470	1605	1360	1698	1353	1451	1638	1606
HR / Administration / IR	1876	1622	1718	1593	1613	1618	1710	1554	1872	1707	1791	2001	1974
Site Engineering / Project Management	620	551	619	585	584	569	623	559	666	608	702	664	665
Marketing / Advertising / MR / PR	1649	1411	1373	1478	1540	1450	1547	1385	1720	1459	1661	1683	1670
Banking / Insurance	1514	1224	1255	1282	1345	1221	1403	1229	1444	1267	1771	1426	1445
Engineering Design / R&D	944	782	981	898	808	805	801	1172	1076	1015	923	921	1113
Purchase / Logistics / Supply Chain	1014	922	1029	975	1032	986	979	898	1120	1000	1044	1129	1194
Secretary / Front Office / Data Entry	968	931	925	926	889	893	901	826	1078	927	1059	1034	1129
IT- Hardware / Telecom / Technical Staff / S	1322	1202	1286	1275	1234	1172	1197	1074	1219	1156	1101	1206	1501
Teaching / Education	3775	3193	2868	3301	3090	3069	3121	2585	3546	3135	3608	3794	4045
Pharma / Biotech / Healthcare / Medical / F	4069	4080	5090	4814	4394	4591	4538	4334	5059	4683	5117	5171	5349
Hotels / Restaurants	3085	2774	2924	2624	2373	2551	2743	2406	2978	2538	2699	2884	2587
Top Management	760	582	830	733	723	983	948	799	777	752	690	889	791
Architecture / Interior Design	1157	1025	1176	1062	1063	1027	925	823	1186	931	1131	1154	1260
Export / Import / Merchandising	1282	1221	1403	1225	1122	1239	1146	1034	1365	1058	1230	1078	1297
Corporate Planning / Consulting	1850	1424	1729	1752	1560	1563	1952	1784	1706	1569	1382	1965	1735
Legal	2012	1628	1720	1723	1811	1664	1810	1579	2115	1632	1698	2047	2015
Web / Graphic Design / Visualiser	3698	3238	3212	3260	3331	3174	3393	2970	3698	2948	3252	3670	3921
Content / Journalism	2900	2365	2561	2538	2865	2892	3121	2348	2976	2317	2631	3214	3222
Ticketing / Travel / Airlines	3033	3934	3323	3042	3275	3955	4141	4060	4560	3828	4760	5037	5619
Fashion / Garments / Merchandising	1918	2042	2145	1783	1545	1737	1452	1370	2048	1580	1522	1452	1836
Guards / Security Services	1347	980	969	949	1265	1235	1265	908	1392	1061	1408	1514	1133
TV / Films / Production	1632	1198	1355	1265	1192	1649	1316	1094	1502	1518	1730	1410	1306
Packaging	1233	1163	1360	1143	1179	1179	938	943	1518	907	1106	1366	1542

*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

ANNEXURE CITIES

City*	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17	Oct-17	Nov-17	Dec-17	Jan-18	Feb-18	Mar-18
Delhi / NCR	2185	1880	2014	2103	1994	2037	2070	1742	2187	1893	2129	2199	2254
Mumbai	1743	1571	1595	1637	1653	1516	1713	1513	1826	1524	1677	1819	1808
Bengaluru / Bangalore	2349	1942	2202	2125	2229	2068	2145	1976	2201	2107	1997	2250	2247
Chennai	1741	1392	1534	1573	1603	1544	1601	1446	1647	1465	1474	1685	1753
Hyderabad / Secunderabad	2483	1998	2096	2099	2112	2088	2141	1989	2384	2021	2120	2330	2377
Pune	2596	2110	2366	2256	2397	2042	2137	1875	2374	2069	2206	2487	2583
Kolkata	2046	1811	1815	1858	2002	1879	1863	1825	2246	2044	2045	2226	2147
Ahmedabad	2754	2631	2422	2421	2444	2501	2878	2301	2886	2686	2986	2980	2798
Chandigarh	1729	1781	1672	1483	1489	1536	1657	1274	1727	1454	1571	1707	1749
Ernakulam / Kochi / Cochin	3079	2493	2619	2515	3013	2405	2394	2582	3263	2972	3153	3272	3542
Vadodara / Baroda	1914	1798	2036	1827	2050	1883	2450	1956	2508	2767	3012	2642	2715
Coimbatore	2270	1694	2076	1857	2033	1955	2066	1873	2391	2461	2148	2122	2045
Jaipur	3038	2797	3086	3434	3016	3094	3237	2737	3453	2930	3284	3435	3721

*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