

NAUKRI JOBSPEAK REPORT

Hiring Trends By City, Industry
& Experience



2023

APRIL

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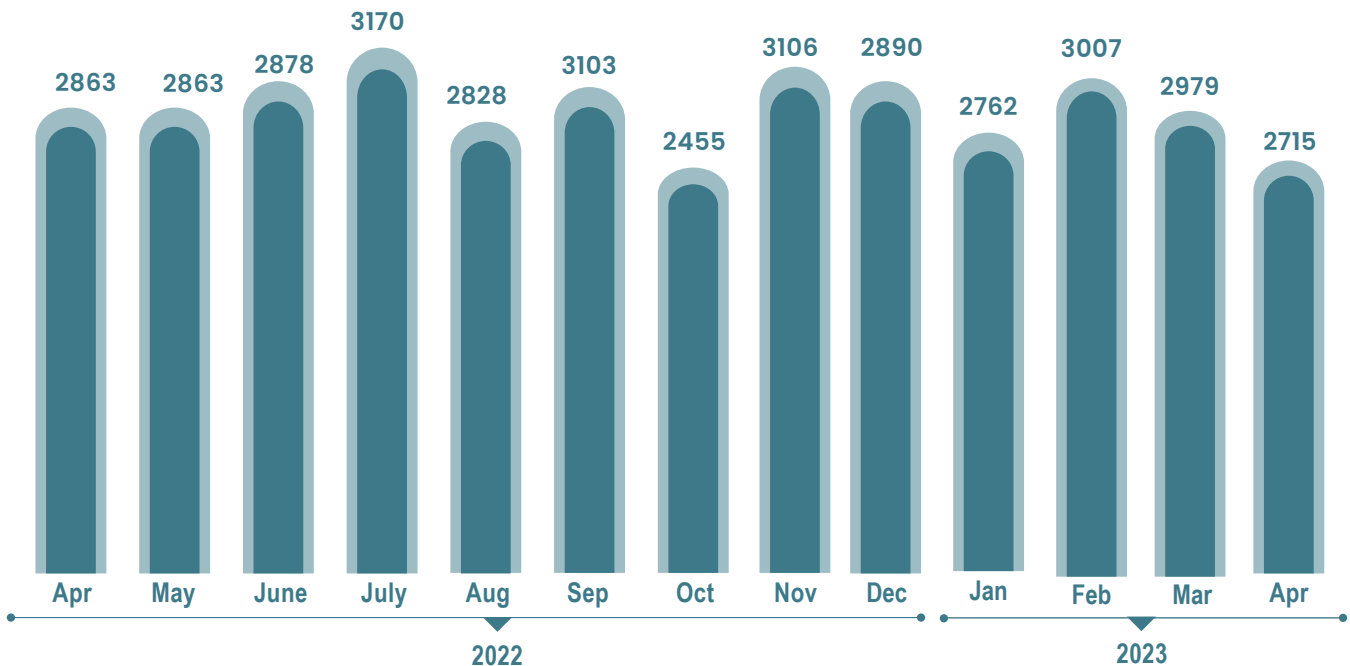




INDEX FOR APRIL 2023

Real Estate, BFSI Hiring continues to grow in April 2023 amidst ongoing IT Hiring Corrections: Naukri JobSpeak

OVERALL HIRING TRENDS



- Naukri JobSpeak Index, the premier job index of India, unveiled a mixed landscape of white-collar hiring in April 2023.
- At a value of 2715, the hiring activity index registered 5% decline compared to April 2022.
- Active hiring in Non-Tech sectors such as Real Estate and BFSI mitigated the dip in IT sector hiring.
- Geographically, cities such as Ahmedabad and Vadodara exhibited strong y-o-y growth of 28% and 14%, respectively, in April 2023.
- Senior Professionals continue to remain in high demand.

Pawan Goyal,

Chief Business Officer,
Naukri.com



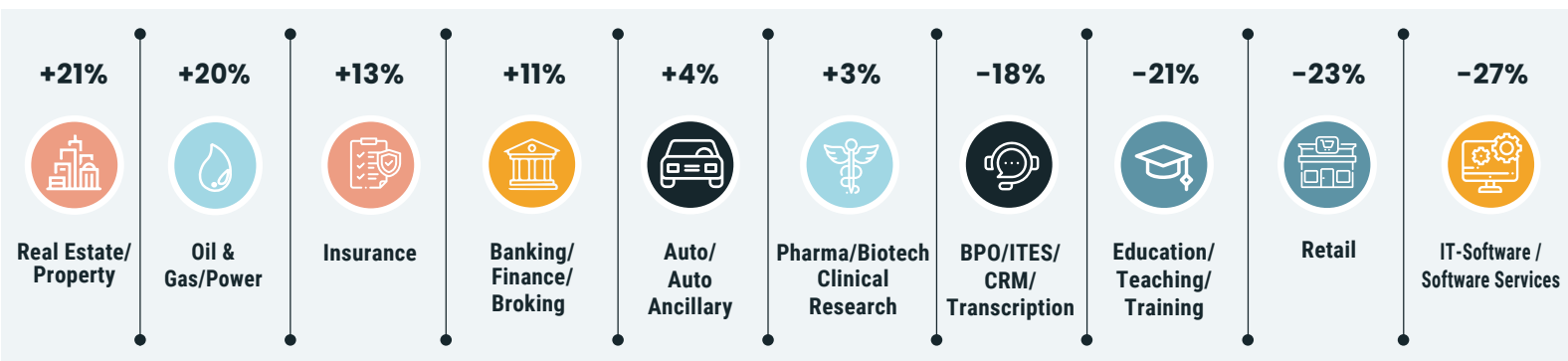
"The growth in April hiring activity was dominated by a few key sectors such as Real Estate, BFSI and Oil & Gas. While IT-focused metros exhibited a cautious hiring sentiment, emerging cities such as Ahmedabad and Vadodara continue to shine."





HIRING TRENDS ACROSS INDUSTRIES

- The real estate sector spearheaded non-technology industries, witnessing a 21% upswing in recruitment activity compared to the same month previous year.
- This growth predominantly resulted from increase in new projects across metros, prompting hiring in key roles such as Tender Manager, Construction Engineer, and Civil Engineer.
- Besides real estate, the sectors with high growth in hiring activity included Oil & Gas, Insurance, and Banking sectors with 20%, 13%, and 11% growths respectively compared to the same month previous year.
- Auto sector and Pharma sector recruitment increased by a modest 4% and 3%, respectively.
- The IT industry hiring continued its ongoing correction with a 27% decrease in hiring activity compared to April last year.
- Cities with heavy presence of IT-focused companies such as Bengaluru, Hyderabad, and Pune were the hardest hit.
- Besides IT, sectors such as BPO, EdTech, and Retail also registered declines of 18%, 21%, and 23%, respectively.



Growth Trends: Apr'23 vs Apr'22

Industry	Apr-22	May-22	June-22	July-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23	Y-O-Y Growth %
Real Estate/ Property	3316	3180	3083	3261	3384	4507	3140	4105	3815	3685	4169	4163	4020	↑ 21%
Oil and Gas/Power/Infrastructure/Energy	522	517	491	581	550	606	498	603	646	656	625	608	630	↑ 20%
Insurance	1553	1946	1761	2124	2200	2479	2382	2398	2544	2495	2324	3212	1761	↑ 13%
Banking/Financial Services/Broking	3348	3299	3279	3731	3576	4496	3565	4335	4016	3919	4260	4555	3721	↑ 11%
Auto/Auto Ancillary	1146	1152	1106	1183	1360	1201	1063	1240	1219	1193	1322	1287	1195	↑ 4%
Pharma/Biotech/Clinical Research	2108	2078	1908	2081	1871	2094	1736	2154	2128	2074	2206	2251	2182	↑ 3%
Travel & Hospitality	1609	1603	1468	1487	1526	1665	1492	1765	1577	1547	1705	1816	1625	↑ 1%
FMCG/Foods/Beverage	1996	1960	1976	2203	1971	2176	1746	2096	2126	1842	1949	2092	1914	↓ -4%
Telecom/ISP	607	669	622	741	664	685	517	630	612	549	636	636	571	↓ -6%
Medical/Healthcare/Hospital	6323	6403	5983	6402	6546	6059	5339	6559	6674	5770	6328	6504	5948	↓ -6%
BPO/ITES/CRM/Transcription	2659	2617	2600	2587	2325	2619	2131	2511	2249	2303	2456	2415	2186	↓ -18%
Education/Teaching/Training	6321	6030	5484	5311	5040	5448	4761	5346	5208	5076	5221	5638	5005	↓ -21%
Retail	1992	2055	2042	1865	1621	1849	1578	1811	1798	1611	1724	1726	1534	↓ -23%
IT-Software/Software Services	4656	4711	5069	5872	4881	5283	3825	4674	4087	4010	4428	4147	3392	↓ -27%



HIRING TRENDS ACROSS CITIES

- Among Non-metro cities, Ahmedabad leads hiring trends with a 28% growth in new job creation compared to last year, followed by Vadodra and Jaipur with 14%, and 9% growth in new job creation, respectively.
- Banking, Auto, and Insurance sectors have primarily contributed to the hiring activity observed across the Non-metro cities.
- Real Estate and Oil & Gas were the other sectors witnessing positive hiring sentiment in the Non-Metros.

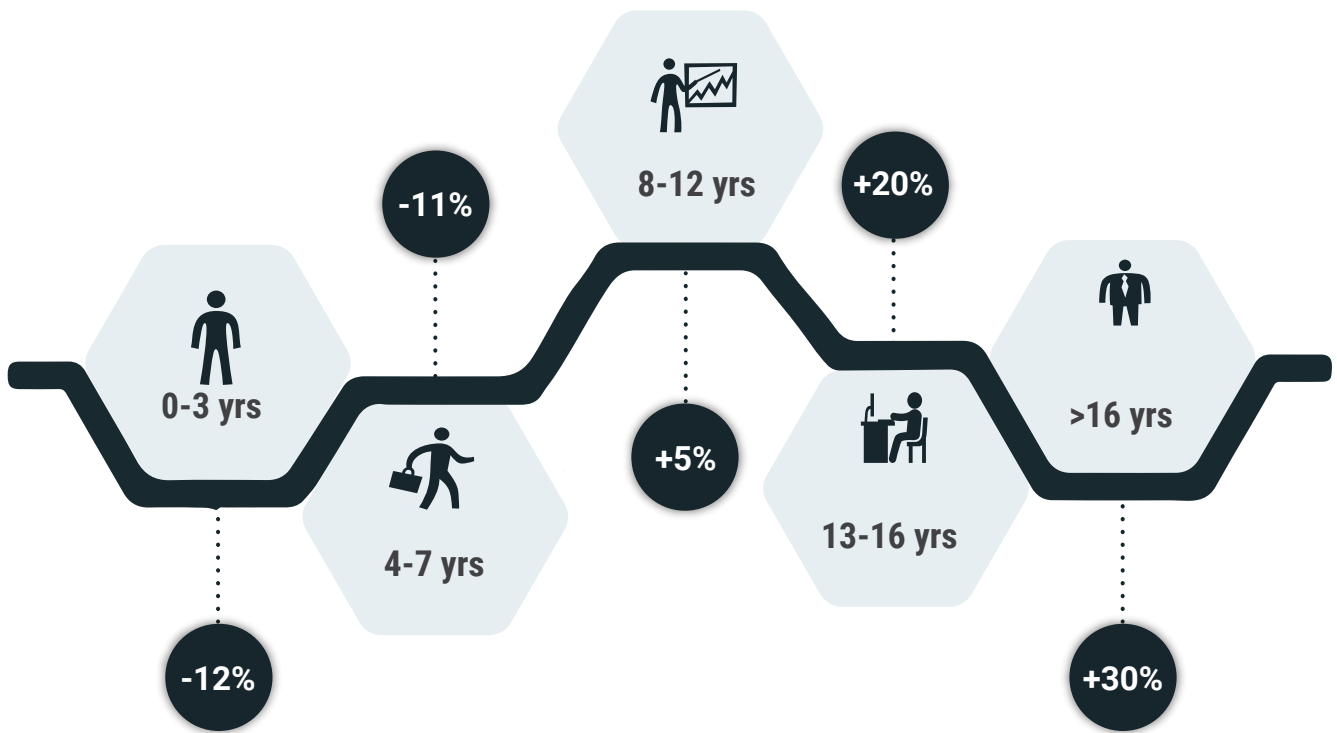


Growth Trends: Apr'23 vs Apr'22

HIRING TRENDS ACROSS EXPERIENCE LEVELS



- Demand for senior professionals with more than 16 years of experience increased by 30% compared to April last year.
- While the demand for 13-16 years of experience increased by a respectable 20%.
- The demand for fresh graduates and professionals with 4-7 years of experience has declined compared to the same month last year.



Growth Trends: Apr'23 vs Apr'22

Exp Bucket	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23	Y-O-Y Growth %
0-3 yrs	3223	3170	3105	3266	2999	3265	2642	3253	3106	2926	3073	3144	2834	↓ -12%
4-7 yrs	3067	3067	3072	3386	3053	3346	2632	3293	2998	2871	3104	3010	2725	↓ -11%
8-12 yrs	2494	2557	2663	3093	2644	2914	2229	2864	2676	2568	2885	2859	2625	↑ 5%
13-16 yrs	1854	1885	2008	2298	1928	2178	1771	2342	2231	2159	2362	2389	2217	↑ 20%
16 + yrs	1713	1695	1722	2013	1693	1946	1613	2055	2184	2051	2273	2373	2230	↑ 30%

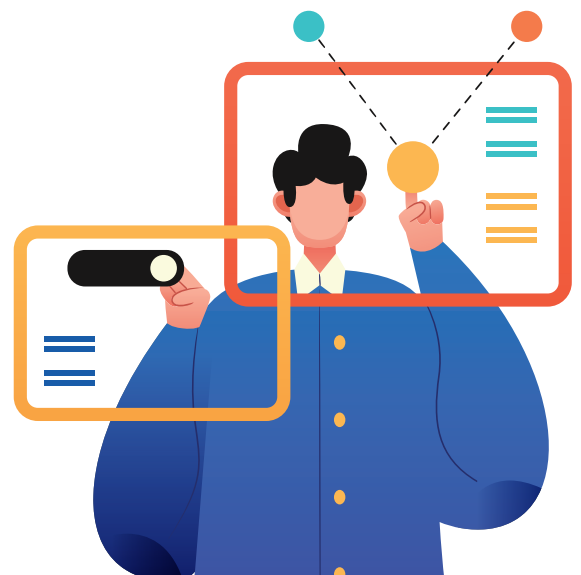
METHODOLOGY:

The Naukri JobSpeak is a monthly Index representing the state of the Indian job market & hiring activity based on new job listings and job-related searches* by recruiters on the resume database on Naukri.com. The JobSpeak Index captures hiring activity across multiple dimensions, including industries, cities, functional areas, and experience bands. July 2008 is taken as the base month with an index value of 1,000, and the subsequent monthly index values are compared with the data for July 2008. The index is a highly robust and reliable indicator of white-collar hiring in India. It is aggregated based on the hiring activity of over 100,000 clients with over 70 Lakh new job mandates yearly. The report does not cover gig employment, hyperlocal hiring, or campus placement. Over a long period of time, JobSpeak could be impacted by factors like internet penetration and Naukri's market share.

*Index now includes job-related searches on Naukri's resume database, which helps generate statistically significant data at a more granular level.

ABOUT NAUKRI.COM

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 continuously grown while outperforming its competitors in every sphere. Info Edge was the first internet company to be listed in India. As the market leader, the brand has enjoyed the highest awareness and market share amongst job seekers and recruiters for over two decades. It has become synonymous with the jobs category. The platform has about 1 Crore active app installs and receives 2-3 Million job applications daily. It provides hiring-related services to corporates, recruiters, placement agencies, and job seekers in India & overseas. It offers multiple products like Resume Database Access, listings, Branding, and response management tools. With more than 70 lakh new job mandates every year and over 8.5 Crore jobseekers, the brand serves over 100,000 unique clients through its 63 offices in 44 cities in India.



ANNEXURE INDUSTRY DATA														
Industry	Global Market Performance (USD Billion)													Growth
	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23	Y-O-Y Growth %
Office Equipment/Automation	2434	2211	2528	2488	2177	2567	2464	3271	3229	4049	4148	3361	3596	⬆️ 48%
Media/Dotcom/Entertainment	337	378	370	387	358	427	364	455	364	450	402	458	455	⬆️ 35%
Accounting/Taxation/Finance	3124	3746	3608	5353	4053	4665	4555	5307	4740	4506	4787	4212	4000	⬆️ 28%
Fertilizers/Pesticides	4185	4230	4972	6604	4704	5817	4259	5676	5550	5060	5385	5223	5246	⬆️ 25%
Real Estate/Property	3316	3180	3083	3261	3385	4508	3140	4105	3815	3685	4169	4163	4020	⬆️ 21%
Oil and Gas/Power/Infrastructure/Energy	522	517	491	581	550	606	498	603	646	656	625	608	630	⬆️ 20%
NGO/Social Services	2733	3052	2832	3272	3535	3684	2860	3706	3855	3378	3395	3306	3242	⬆️ 19%
Defence/Government	5504	5900	5247	4991	5200	6087	5270	7829	7254	7391	7662	7684	6373	⬆️ 16%
Construction/Engineering/Cement/Metals	899	872	840	875	793	907	791	1025	1050	1004	1061	1045	1031	⬆️ 15%
Insurance	1553	1946	1761	2124	2200	2479	2382	2398	2544	2495	2324	3212	1761	⬆️ 13%
Banking/Financial Services/Broking	3348	3299	3279	3731	3576	4496	3565	4335	4016	3919	4260	4555	3721	⬆️ 11%
Auto/Auto Ancillary	1146	1152	1106	1183	1360	1201	1063	1240	1219	1193	1322	1287	1195	⬆️ 4%
Industrial Products/Heavy Machinery	1504	1440	1431	1454	1326	1575	1284	1619	1602	1286	1483	1612	1560	⬆️ 4%
Pharma/Biotech/Clinical Research	2108	2078	1908	2081	1871	2094	1736	2154	2128	2074	2206	2251	2182	⬆️ 4%
Courier/Transportation/Freight	2818	3030	2712	2667	2654	2877	2729	3195	3048	2788	2931	3020	2908	⬆️ 3%
Advertising/PR/MR/Events	4469	4143	4293	4270	4290	5112	4086	5213	5498	4736	5559	5403	4607	⬆️ 3%
Travel & Hospitality	1609	1603	1468	1487	1526	1665	1492	1765	1577	1547	1705	1816	1625	⬆️ 1%
Architecture/Interior Designing	2565	2523	2269	2296	2324	2258	2028	2618	2434	2605	2675	2728	2589	⬆️ 1%
Printing/Packaging	1188	1168	1091	1002	1220	1277	899	1102	1151	1149	1189	1183	1198	⬆️ 1%
Shipping/Marine	953	935	961	1143	946	1198	879	1109	1029	992	1064	1044	958	⬆️ 1%
Legal	5387	5179	5031	6693	5788	6945	5283	6655	5724	5540	6272	6599	5413	⬆️ 0%
Gems & Jewellery	5462	5488	4784	4709	5500	5789	4533	5713	5705	5638	5742	6816	5477	⬆️ 0%
Chemicals/PetroChemical/Plastic/Rubber	1528	1775	1580	1621	1383	1504	1240	1621	1589	1699	1667	1709	1482	⬆️ -3%
FMCG/Foods/Beverage	1996	1960	1976	2203	1971	2176	1746	2096	2126	1842	1949	2092	1914	⬆️ -4%
Medical/Healthcare/Hospital	6323	6403	5983	6402	6546	6059	5339	6559	6674	5770	6328	6504	5948	⬆️ -6%
Telecom/ISP	607	669	622	741	664	685	517	630	612	549	636	636	571	⬆️ -6%
Semiconductors/Electronics	5669	5040	6203	5760	4255	4832	4169	5111	5185	4727	5199	5208	5004	⬆️ -12%
Textiles/Garments/Accessories	2504	2671	2200	2221	2012	2120	1524	2176	1971	1842	2126	2102	2095	⬆️ -16%
BPO/ITES/CRM/Transcription	2659	2617	2600	2587	2325	2619	2131	2511	2249	2303	2456	2415	2186	⬆️ -18%
Consumer Durables	918	891	896	797	805	820	656	921	842	788	831	797	750	⬆️ -18%
Education/Teaching/Training	6321	6030	5484	5311	5040	5448	4761	5346	5208	5076	5221	5638	5005	⬆️ -21%
Retail	1992	2055	2042	1865	1621	1849	1578	1811	1798	1611	1724	1726	1534	⬆️ -23%
Export/Import	1612	1555	1486	1406	1177	1406	1063	1332	1429	1319	1451	1240	1239	⬆️ -23%
Agriculture/Dairy	2006	1968	1768	1530	1521	1590	1413	1813	1641	1544	1657	1916	1463	⬆️ -27%
IT-Hardware & Networking	1027	1045	757	923	856	916	672	828	758	745	816	863	749	⬆️ -27%
IT-Software/Software Services	4656	4711	5069	5872	4881	5283	3825	4674	4087	4010	4428	4147	3392	⬆️ -27%
Security/Law Enforcement	2811	2140	2684	1977	2358	2449	1252	1735	1778	2038	1891	1971	2027	⬆️ -28%
Recruitment/Employment Firm	5160	4339	4021	4140	3741	4410	3277	4154	3840	3764	3950	3803	2555	⬆️ -50%

ANNEXURE CITY DATA

City	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23	Y-O-Y Growth %
Mumbai	2100	2188	2219	2338	2150	2373	1926	2468	2365	2264	2414	2369	2191	↑ 4%
Delhi / NCR	2811	2782	2792	3038	2604	2959	2436	3172	2933	2782	3014	2975	2759	↓ -2%
Kolkata	3486	3750	3760	4317	3773	4176	3040	4026	3754	3413	3754	3522	3198	↓ -8%
Chennai	2364	2394	2432	2745	2519	2726	2047	2625	2337	2207	2558	2478	2121	↓ -10%
Pune	4025	4114	4143	5035	4073	4453	3348	4221	3869	3682	4131	3932	3550	↓ -12%
Bengaluru / Bangalore	3532	3484	3722	4076	3420	3671	2843	3534	3150	3027	3389	3267	2947	↓ -17%
Hyderabad / Secunderabad	4097	3967	3907	4578	3812	4246	3187	4026	3590	3431	3898	3663	3377	↓ -18%
Ahmedabad	4235	4438	4598	5344	5110	5814	4519	5766	6006	5601	5856	6041	5402	↑ 28%
Vadodara / Baroda	2798	2872	2702	2881	2512	2901	2504	3256	3416	3320	3517	3778	3177	↑ 14%
Jaipur	4435	4206	4272	4282	4632	4730	3895	4839	4857	4550	4768	4934	4823	↑ 9%
Ernakulam / Kochi / Cochin	4527	4596	5478	5128	4748	4076	4214	4695	4360	4495	4630	4835	4225	↓ -7%
Coimbatore	3365	3216	3466	4542	3748	3581	2888	3604	3322	3150	3647	3547	2927	↓ -13%
Chandigarh	2245	2294	2077	2014	1962	2133	1652	2167	2182	1974	2232	2176	1958	↓ -13%