

# NAUKRI JOBSPEAK REPORT

Hiring Trends By City, Industry  
& Experience



**2023**

JUNE

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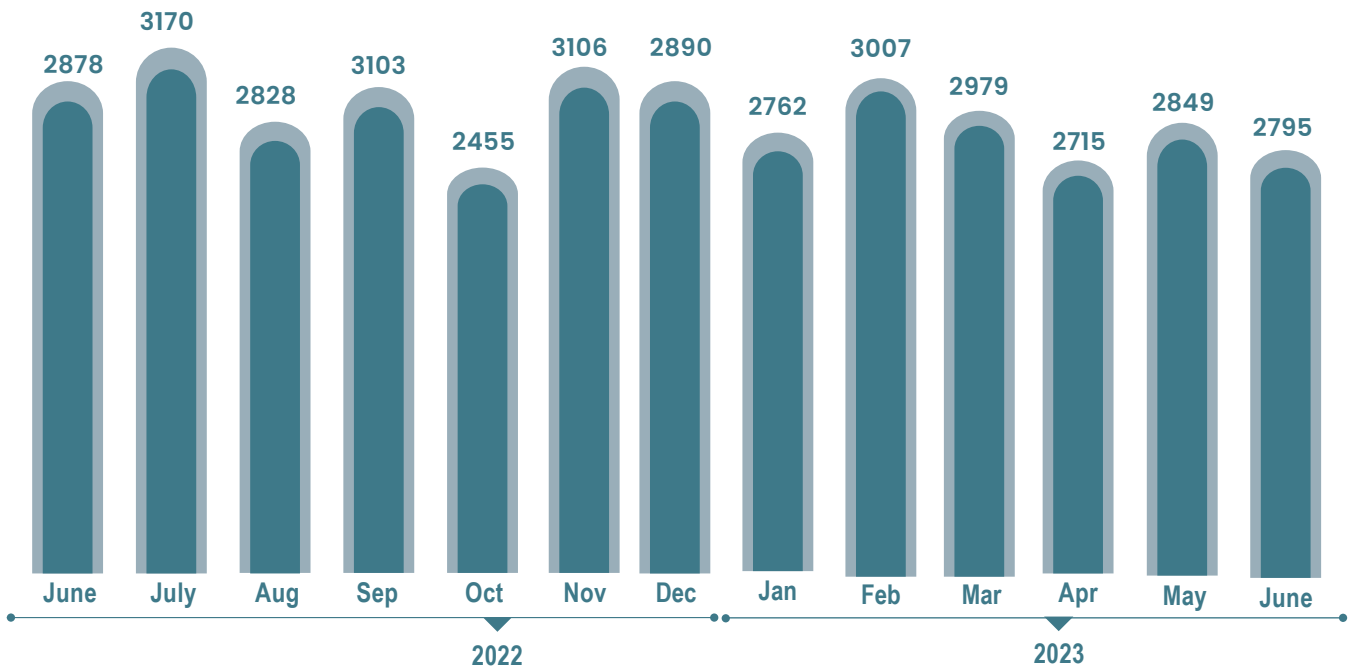




# INDEX FOR JUNE 2023

## White-Collar Hiring Remains Steady in June 2023: Naukri Jobspeak

### OVERALL HIRING TRENDS



- White-collar hiring in India continued to consolidate in June 2023.
- The Naukri JobSpeak Index, stood at 2795 in June 2023.
- This is a 3% decline compared to June 2022 and 2% decline compared to May 2023.
- While the number of white collar jobs in the Tech sector and Metros declined, hiring spree in real estate & energy sectors, especially in Non-Metros, mitigated this decline
- This maintained an overall balance in white collar hiring trends during June 2023.

**Pawan Goyal,**

Chief Business Officer,  
Naukri.com



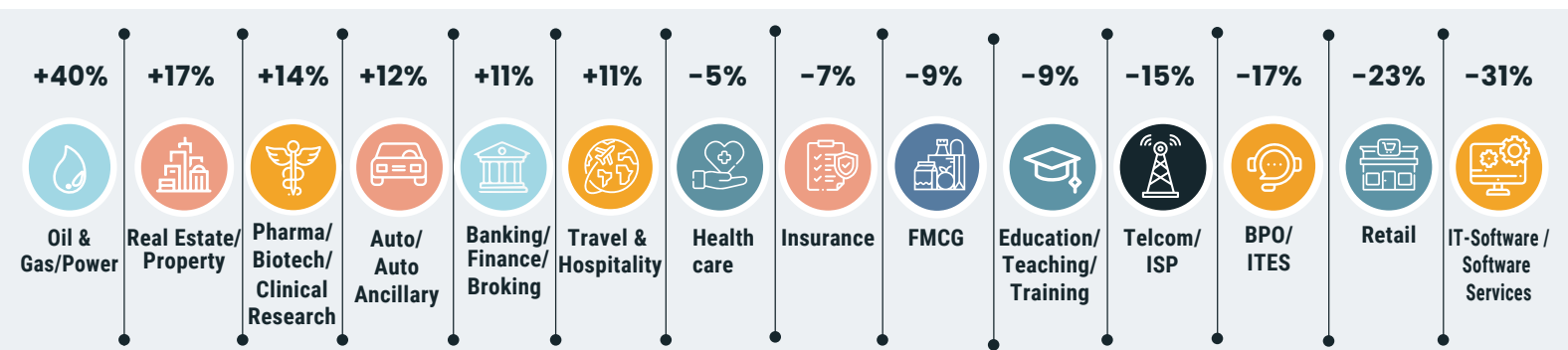
"The white collar job market of India is witnessing a structural shift. For a long time, jobs in the tech sector and in top metros were the key drivers of white-collar job growth. Of late, jobs in the emerging sectors such as real estate, oil and gas, pharma and BFSI have emerged as significant contributors to job growth".





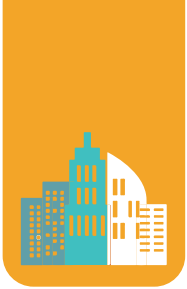
# HIRING TRENDS ACROSS INDUSTRIES

- The Oil & Gas sector continued its bull run with 40% growth in new jobs compared to June last year.
- Key roles like Exploration Engineers, Refinery Operations Managers, and HSE Specialists witnessed hiring spree in Ahmedabad, Mumbai, and Delhi NCR regions
- The Real Estate sector also continued its bull run with 17% growth in new jobs creation compared to June last year.
- Mumbai and Chennai surfaced as the key employment hubs for roles like Property Appraisers, Construction Project Managers, and Real Estate Consultants
- Similarly, the Pharma sector surged with a 14% growth in new jobs compared to June last year.
- Automobile, Hospitality, and Banking were some of the other sectors witnessing positive hiring sentiments, with 12%, 11%, and 11% growth in the new jobs created compared to June last year.
- The IT industry hiring continued to remain an area of concern, with a 31% decline in new jobs created compared to June last year.
- Besides IT, sectors such as Retail, BPO, Education, FMCG, and Insurance also showed cautious hiring sentiments with a dip of 23%, 17%, 9%, 9%, and 7%, respectively, in hiring trends compared to June last year.



Growth Trends: June'23 vs June'22

Industry	June-22	July-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23	May-23	June-23	Y-O-Y Growth %
Oil and Gas/Power/Infrastructure/Energy	491	581	550	606	498	603	646	656	625	608	630	675	686	↑ 40%
Real Estate/Property	3083	3261	3384	4507	3140	4105	3815	3685	4169	4163	4020	3891	3621	↑ 17%
Pharma/Biotech/Clinical Research	1908	2081	1871	2094	1736	2154	2128	2074	2206	2251	2182	2314	2176	↑ 14%
Auto/Auto Ancillary	1106	1183	1360	1201	1063	1240	1219	1193	1322	1287	1195	1271	1238	↑ 12%
Banking/Financial Services/Broking	3279	3731	3576	4496	3565	4335	4016	3919	4260	4555	3721	3768	3644	↑ 11%
Travel & Hospitality	1468	1487	1526	1665	1492	1765	1577	1547	1705	1816	1625	1739	1634	↑ 11%
Medical/Healthcare/Hospital	5983	6402	6546	6059	5339	6559	6674	5770	6328	6504	5948	6052	5696	↓ -5%
Insurance	1761	2124	2200	2479	2382	2398	2544	2495	2324	3212	1761	1656	1644	↓ -7%
FMCG/Foods/Beverage	1976	2203	1971	2176	1746	2096	2126	1842	1949	2092	1914	1874	1800	↓ -9%
Education/Teaching/Training	5484	5311	5040	5448	4761	5346	5208	5076	5221	5638	5005	5088	4993	↓ -9%
Telcom/ISP	622	741	664	685	517	630	612	549	636	636	571	645	528	↓ -15%
BPO/ITES/CRM/Transcription	2600	2587	2325	2619	2131	2511	2249	2303	2456	2415	2186	2256	2163	↓ -17%
Retail	2042	1865	1621	1849	1578	1811	1798	1611	1724	1726	1534	1621	1579	↓ -23%
IT-Software/Software Services	5069	5872	4881	5283	3825	4674	4087	4010	4428	4147	3392	3618	3511	↓ -31%



# HIRING TRENDS ACROSS CITIES

- Diversification of white-collar jobs to non-metro cities continued apace.
- Ahmedabad topped the list with an unprecedented 23% growth in employment compared to June last year.
- Vadodra followed with 14% growth in new jobs, while Jaipur remained steady.
- Auto, Construction, and Pharma sectors played a significant role in driving this hiring spree across Non-Metros.
- Hiring activity continued to dip across large IT-driven metros, except Mumbai, which held steady compared to June 2022, primarily driven by the Oil & Gas and Hospitality sector.
- Despite a minor dip of 5% in overall white-collar hiring trends, Delhi NCR witnessed an employment surge in Healthcare and Electrical switchgear sectors.

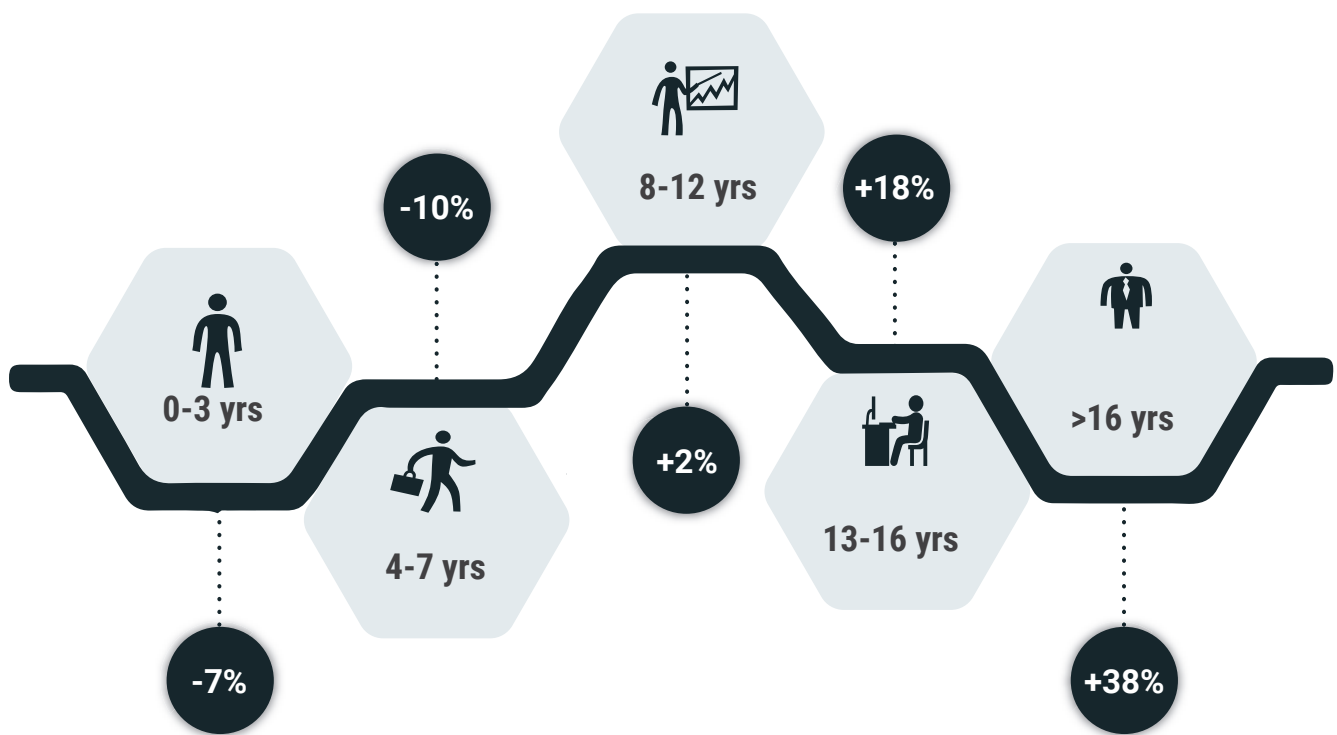


Growth Trends: June'23 vs June'22

# HIRING TRENDS ACROSS EXPERIENCE LEVELS



- Demand for senior professionals continues to soar high.
- Professionals with 13-16 years and 16+ years of experience witnessed an increase in new job openings of 18% and 38%, respectively, compared to June last year.
- The Education, Construction, and Oil sectors exhibited the highest hiring spree for senior professionals.
- Hiring for freshers and mid-level positions continued to consolidate, with a dip of 10% and 7%, respectively.



Growth Trends: June'23 vs June'22

Exp Bucket	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Y-O-Y Growth %
0-3 yrs	3105	3266	2999	3265	2642	3253	3106	2926	3073	3144	2834	2945	2890	↓ -7%
4-7 yrs	3072	3386	3053	3346	2632	3293	2998	2871	3104	3010	2725	2846	2770	↓ -10%
8-12 yrs	2663	3093	2644	2914	2229	2864	2676	2568	2885	2859	2625	2774	2724	↑ 2%
13-16 yrs	2008	2298	1928	2178	1771	2342	2231	2159	2362	2389	2217	2370	2379	↑ 18%
16 + yrs	1722	2013	1693	1946	1613	2055	2184	2051	2273	2373	2230	2355	2370	↑ 38%

## METHODOLOGY:

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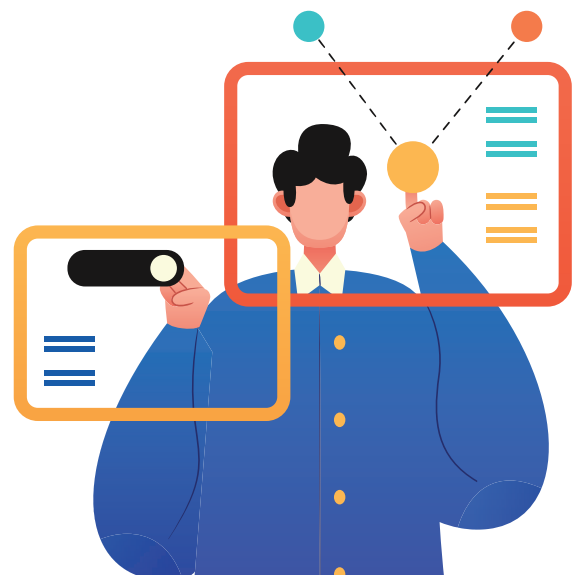
The Naukri JobSpeak is a monthly Index representing the state of the Indian job market & hiring activity based on new job listings and job-related searches\* by recruiters on the resume database on Naukri.com. The JobSpeak Index captures hiring activity across multiple dimensions, including industries, 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

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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 (Q1-Q2 2023)													
	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Y-O-Y Growth %
Defence/Government	5247	4991	5200	6087	5270	7829	7254	7391	7662	7684	6373	8906	9560	<span>⬆️</span> 82%
Office Equipment/Automation	2528	2488	2177	2567	2464	3271	3229	4049	4148	3361	3596	3902	3786	<span>⬆️</span> 50%
Oil and Gas/Power/Infrastructure/Energy	491	581	550	606	498	603	646	656	625	608	630	675	686	<span>⬆️</span> 40%
Construction/Engineering/Cement/Metals	840	875	793	907	791	1025	1050	1004	1061	1045	1031	1083	1089	<span>⬆️</span> 30%
Gems & Jewellery	4784	4709	5500	5789	4533	5713	5705	5638	5742	6816	5477	6250	5816	<span>⬆️</span> 22%
Real Estate/Property	3083	3261	3385	4508	3140	4105	3815	3685	4169	4163	4020	3891	3621	<span>⬆️</span> 17%
Media/Dotcom/Entertainment	370	387	358	427	364	455	364	450	402	458	455	480	434	<span>⬆️</span> 17%
Fertilizers/Pesticides	4972	6604	4704	5817	4259	5676	5550	5060	5385	5223	5246	6375	5720	<span>⬆️</span> 15%
Architecture/Interior Designing	2269	2296	2324	2258	2028	2618	2434	2605	2675	2728	2589	2811	2610	<span>⬆️</span> 15%
NGO/Social Services	2832	3272	3535	3684	2860	3706	3855	3378	3395	3306	3242	3724	3256	<span>⬆️</span> 15%
Pharma/Biotech/Clinical Research	1908	2081	1871	2094	1736	2154	2128	2074	2206	2251	2182	2314	2176	<span>⬆️</span> 14%
Legal	5031	6693	5788	6945	5283	6655	5724	5540	6272	6599	5413	5851	5637	<span>⬆️</span> 12%
Auto/Auto Ancillary	1106	1183	1360	1201	1063	1240	1219	1193	1322	1287	1195	1271	1238	<span>⬆️</span> 12%
Travel & Hospitality	1468	1487	1526	1665	1492	1765	1577	1547	1705	1816	1625	1739	1634	<span>⬆️</span> 11%
Banking/Financial Services/Broking	3279	3731	3576	4496	3565	4335	4016	3919	4260	4555	3721	3768	3644	<span>⬆️</span> 11%
Printing/Packaging	1091	1002	1220	1277	899	1102	1151	1149	1189	1183	1198	1157	1207	<span>⬆️</span> 11%
Courier/Transportation/Freight	2712	2667	2654	2877	2729	3195	3048	2788	2931	3020	2908	3030	2975	<span>⬆️</span> 10%
Advertising/PR/MR/Events	4293	4270	4290	5112	4086	5213	5498	4736	5559	5403	4607	4556	4497	<span>⬆️</span> 5%
Industrial Products/Heavy Machinery	1431	1454	1326	1575	1284	1619	1602	1286	1483	1612	1560	1489	1484	<span>⬆️</span> 4%
Chemicals/PetroChemical/Plastic/Rubber	1580	1621	1383	1504	1240	1621	1589	1699	1667	1709	1482	1689	1612	<span>⬆️</span> 2%
Accounting/Taxation/Finance	3608	5353	4053	4665	4555	5307	4740	4506	4787	4212	4000	3879	3554	<span>⬆️</span> -1%
Medical/Healthcare/Hospital	5983	6402	6546	6059	5339	6559	6674	5770	6328	6504	5948	6052	5696	<span>⬆️</span> -5%
Shipping/Marine	961	1143	946	1198	879	1109	1029	992	1064	1044	958	985	914	<span>⬆️</span> -5%
Textiles/Garments/Accessories	2200	2221	2012	2120	1524	2176	1971	1842	2126	2102	2095	2060	2067	<span>⬆️</span> -6%
Insurance	1761	2124	2200	2479	2382	2398	2544	2495	2324	3212	1761	1656	1644	<span>⬆️</span> -7%
Consumer Durables	896	797	805	820	656	921	842	788	831	797	750	886	824	<span>⬆️</span> -8%
FMCG/Foods/Beverage	1976	2203	1971	2176	1746	2096	2126	1842	1949	2092	1914	1874	1800	<span>⬆️</span> -9%
Education/Teaching/Training	5484	5311	5040	5448	4761	5346	5208	5076	5221	5638	5005	5058	4993	<span>⬆️</span> -9%
IT-Hardware & Networking	757	923	856	916	672	828	758	745	816	863	749	733	680	<span>⬆️</span> -10%
Semiconductors/Electronics	6203	5760	4255	4832	4169	5111	5185	4727	5199	5208	5004	5095	5371	<span>⬆️</span> -13%
Telecom/ISP	622	741	664	685	517	630	612	549	636	636	571	645	528	<span>⬆️</span> -15%
BPO/ITES/CRM/Transcription	2600	2587	2325	2619	2131	2511	2249	2303	2456	2415	2186	2256	2163	<span>⬆️</span> -17%
Export/Import	1486	1406	1177	1406	1063	1332	1429	1319	1451	1240	1239	1405	1181	<span>⬆️</span> -21%
Retail	2042	1865	1621	1849	1578	1811	1798	1611	1724	1726	1534	1621	1579	<span>⬆️</span> -23%
Agriculture/Dairy	1768	1530	1521	1590	1413	1813	1641	1544	1657	1916	1463	1390	1308	<span>⬆️</span> -26%
Security/Law Enforcement	2684	1977	2358	2449	1252	1735	1778	2038	1891	1971	2027	1804	1862	<span>⬆️</span> -31%
IT-Software/Software Services	5069	5872	4881	5283	3825	4674	4087	4010	4428	4147	3392	3618	3511	<span>⬆️</span> -31%
Recruitment/Employment Firm	4021	4140	3741	4410	3277	4154	3840	3764	3950	3803	2555	2411	2100	<span>⬆️</span> -48%



# ANNEXURE CITY DATA

City	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Y-o-Y Growth %
Mumbai	2219	2338	2150	2373	1926	2468	2365	2264	2414	2369	2191	2299	2248	<span>↑</span> 1%
Delhi / NCR	2792	3038	2604	2959	2436	3172	2933	2782	3014	2975	2759	2912	2650	<span>↓</span> -5%
Kolkata	3760	4317	3773	4176	3040	4026	3754	3413	3754	3522	3198	3544	3375	<span>↓</span> -10%
Chennai	2432	2745	2519	2726	2047	2625	2337	2207	2558	2478	2121	2192	2128	<span>↓</span> -12%
Pune	4143	5035	4073	4453	3348	4221	3869	3682	4131	3932	3550	3669	3607	<span>↓</span> -13%
Hyderabad / Secunderabad	3907	4578	3812	4246	3187	4026	3590	3431	3898	3663	3377	3446	3266	<span>↓</span> -16%
Bengaluru / Bangalore	3722	4076	3420	3671	2843	3534	3150	3027	3389	3267	2947	3020	2945	<span>↓</span> -21%
Ahmedabad	4598	5344	5110	5814	4519	5766	6006	5601	5856	6041	5402	5614	5639	<span>↑</span> 23%
Vadodara / Baroda	2702	2881	2512	2901	2504	3256	3416	3320	3517	3778	3177	3507	3074	<span>↑</span> 14%
Jaipur	4272	4282	4632	4730	3895	4839	4857	4550	4768	4934	4823	4935	4274	<span>↓</span> 0%
Chandigarh	2077	2014	1962	2133	1652	2167	2182	1974	2232	2176	1958	2120	2052	<span>↓</span> -1%
Coimbatore	3466	4542	3748	3581	2888	3604	3322	3150	3647	3547	2927	3037	3165	<span>↓</span> -9%
Ernakulam / Kochi / Cochin	5478	5128	4748	4076	4214	4695	4360	4495	4630	4835	4225	4528	3975	<span>↓</span> -27%