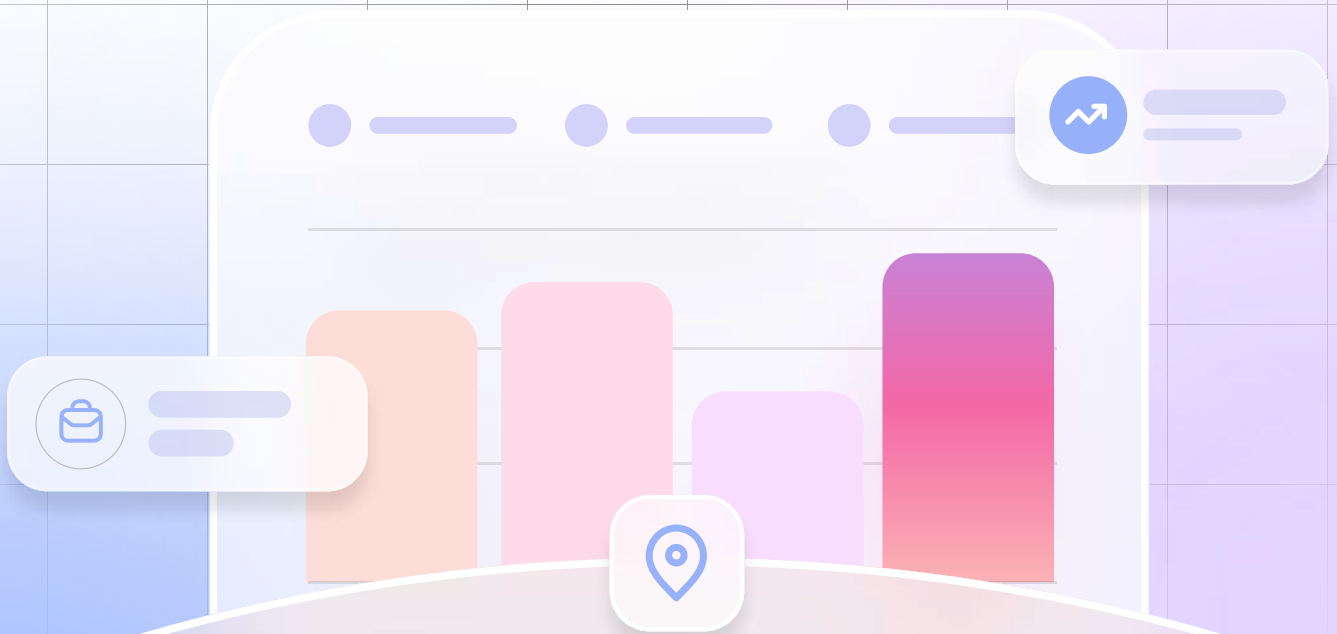




# JobSpeak

March, 2025



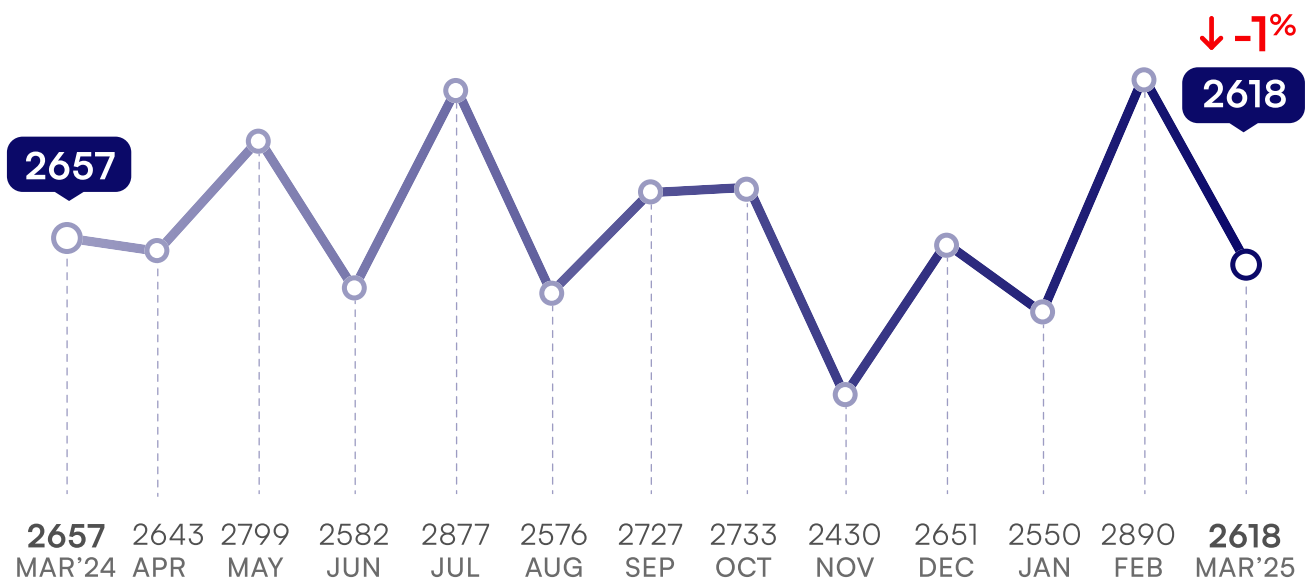
In-depth hiring trends by city,  
industry & experience



# White collar hiring stable in March 2025, weathers extended holiday impact

## ✦ OVERALL HIRING TRENDS

Stable hiring with **-1% YOY** change, despite extended Holi & Eid holidays



## ✦ HIGHLIGHTS

FMCG **+3%**  
 Auto **+1%**  
 Insurance **+1%**

IT/Software Services **-3%**  
 Retail **-13%**  
 Education **-14%**



We were expecting some transient dips owing to the extended holiday weekends in March and the JobSpeak index is playing back the same, especially in a few sectors. However, the overall Index and most major sectors staying stable vs. last year is a promising takeaway for us. Robust growth in pockets like **AI-ML, emerging technologies** and **senior professionals'** cohort added a silver lining to the March trends.



**Dr. Pawan Goyal**

Chief Business Officer, Naukri



# Hiring trends by industries

✦ AI/ ML	+25%	⚙️ IT/Software services	-3%
🥤 FMCG	+3%	❤️ Healthcare	-4%
🚗 Auto/ Auto ancillary	+1%	✈️ Hospitality/Travel	-5%
🛡️ Insurance	+1%	👤 BPO/ITES	-7%
🏠 Real Estate/ Property	0%	🏦 Banking/ Finance/ Broking	-8%
🌐 GCC	0%	💧 Oil & Gas Power	-10%
🧪 Pharma/ Clinical Research	-1%	🏪 Retail	-13%
📞 Telecom/ ISP	-1%	🎓 Education	-14%

✦ Despite **FMCG** posting a **+3% rise** and **Pharma** seeing a **-1% dip**, demand for seasoned professionals surged by **+21%** and **+11%** in these sectors, respectively.

✦ While **Retail** witnessed an overall **decline of -13%**, the Consumer Durables sub-sector under it showed resilience with **+9% growth**.

✦ Even as **Banking & Financial Services** saw an overall **-8% dip**, unicorns in the sector bucked the trend with a strong **+36% hiring surge** in March 2025.

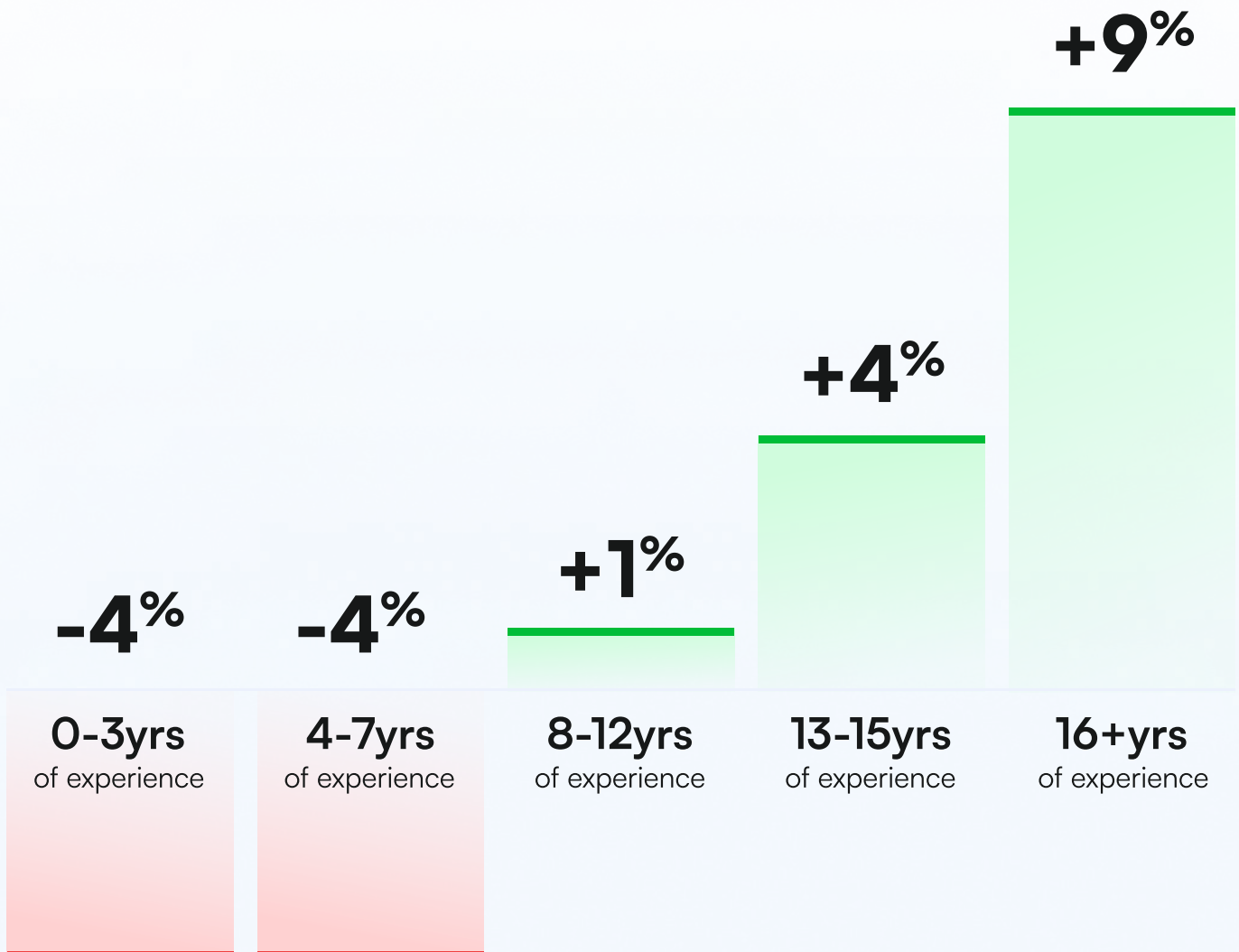
# Hiring trends by experience level

**-4%**

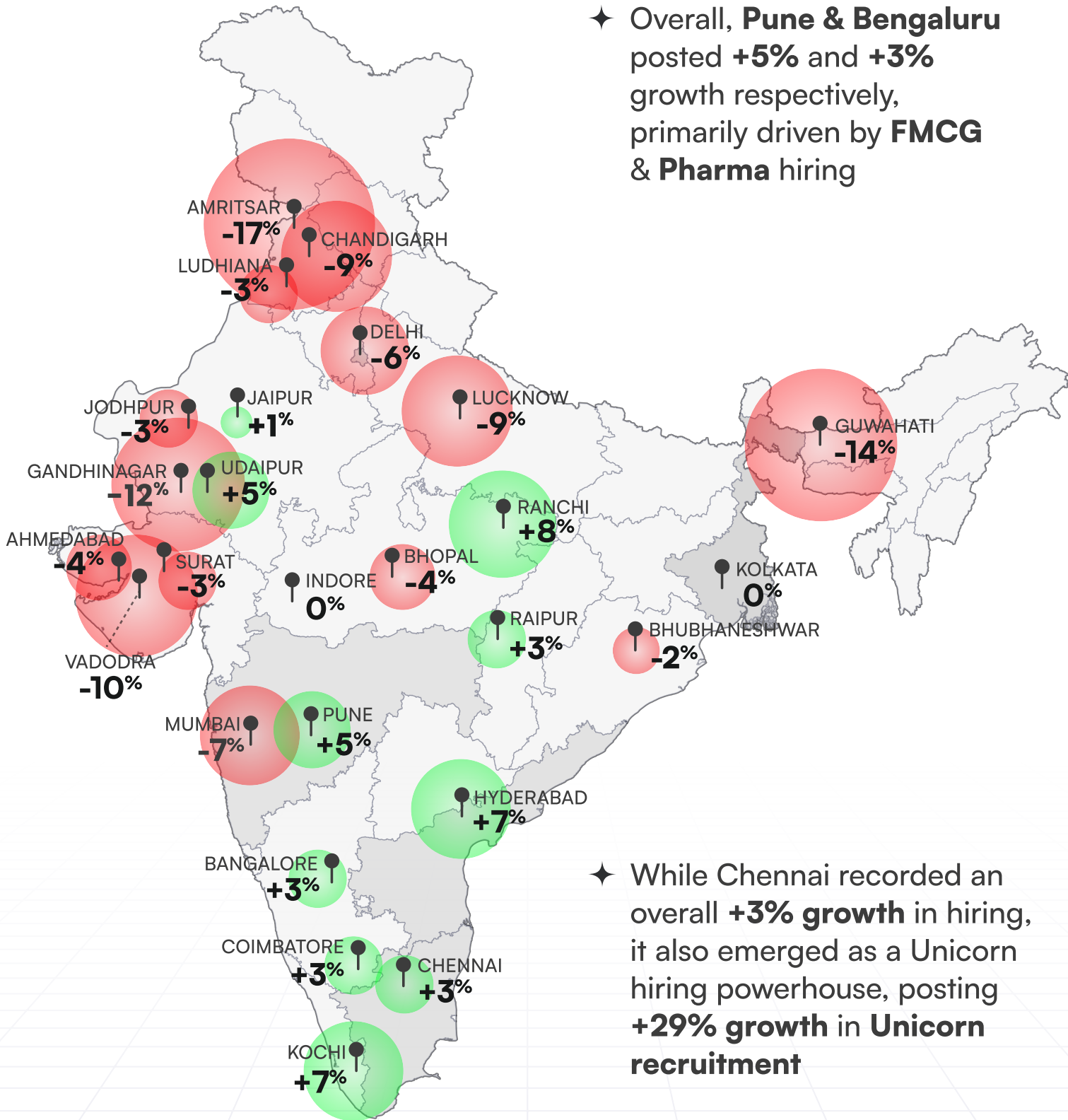
decline in overall **fresher hiring**, with **Banking & Retail** showing significant **de-growth**

**+9%**

growth in hiring for **16+ years experience band**, driven by sectors like **FMCG, Pharma & Real Estate**



# Hiring trends by geography



✦ Overall, **Pune & Bengaluru** posted **+5%** and **+3%** growth respectively, primarily driven by **FMCG & Pharma** hiring

✦ While Chennai recorded an overall **+3% growth** in hiring, it also emerged as a Unicorn hiring powerhouse, posting **+29% growth** in **Unicorn recruitment**

# Methodology

The Naukri JobSpeak is a monthly Index that tracks Indian job market trends and hiring activity based on new job listings and recruiter searches on Naukri.com's resume database. Using July 2008 as the base month (Index value: 1,000), it analyzes hiring across industries, cities and experience levels. The Index aggregates data from over 100,000 clients, representing **70 Lakh+ new job mandates annually**. It excludes gig employment, hyperlocal hiring, and campus placements.

## About naukri

Naukri, pioneering e-recruitment in India since 1997, is the country's **leading job site** and Info Edge's flagship brand. As the first internet company to be listed in India, Info Edge through Naukri has maintained the **highest market share** and brand awareness among both job seekers and recruiters for over two decades. The platform has consistently outperformed competitors, making it synonymous with online job search in India.

**30 L**

DAILY JOB  
APPLICATIONS

**1 L**

CLIENTS

**1 CR**

ACTIVE APP  
INSTALLS

**70 L**

NEW JOB  
MANDATES YEARLY

# Annexure Industry Data

Industry	Mar'24	Apr'24	May'24	Jun'24	Jul'24	Aug'24	Sep'24	Oct'24	Nov'24	Dec'24	Jan'25	Feb'25	Mar'25	YOY(%)
Accounting / Finance	5440	5792	5422	5198	6036	5526	5820	5793	5319	5979	5167	6513	5926	↑ 9%
Advertising / PR / MR / Events	4449	4352	4595	4226	4505	4145	4475	4467	4037	4264	4575	5189	4522	↑ 2%
Agriculture / Dairy	1080	1210	1292	1048	1171	1111	1070	1129	921	1061	1202	1111	1105	↑ 2%
Architecture / Interior Designing	2856	3179	3150	2669	2796	2859	2843	3101	2830	3146	3119	3528	3512	↑ 23%
Auto / Auto Ancillary	1232	1294	1324	1274	1356	1258	1279	1243	1146	1291	1250	1374	1239	↑ 1%
Banking / Financial Services / Broking	3858	3890	4214	3705	4152	3678	3917	3915	3412	3770	3736	3992	3546	↓ -8%
BPO / ITES	2264	2181	2195	1961	2157	1995	2036	2077	1887	1984	1909	2171	2095	↓ -7%
Chemicals / PetroChemical / Plastic / Rubber	1694	1763	1831	1742	1940	1717	1772	1759	1598	1786	1746	1867	1641	↓ -3%
Construction / Engineering / Cement / Metals	1178	1155	1208	1181	1256	1138	1221	1192	1084	1265	1240	1287	1168	↓ -1%
Consumer Durables	823	852	918	840	1009	823	907	849	761	931	930	1019	899	↑ 9%
Courier / Transportation / Freight	2700	2431	2729	2679	2937	2622	2788	2756	2547	2702	2809	2802	2645	↓ -2%
Defence / Government	7599	7289	8463	7897	8121	6968	7886	7288	7822	8003	6872	7747	9646	↑ 27%
Education / Teaching / Training	5146	4644	4842	4550	4750	4250	4403	4285	4159	4899	4613	5010	4420	↓ -14%
Export / Import	1281	1258	1307	1164	1311	1241	1183	1109	1019	1251	1161	1353	1313	↑ 3%
Fertilizers / Pesticides	6018	6685	6194	5605	6874	6403	6390	5834	5455	5743	6234	6430	5920	↓ -2%
FMCG / Foods / Beverage	2016	2133	2196	2011	2136	1968	2075	1987	1891	2173	2225	2248	2082	↑ 3%
Gems & Jewellery	6305	6242	5720	6269	6248	6227	6164	6655	5694	6496	6137	6459	5989	↓ -5%
Hotels / Restaurants / Airlines / Travel	1801	1877	1872	1642	1695	1632	1752	1733	1615	1757	1767	1991	1718	↓ -5%
Industrial Products / Heavy Machinery	1552	1557	1678	1582	1649	1480	1577	1586	1395	1586	1557	1614	1546	0%
Insurance	2514	2361	2450	2106	2519	2299	2465	2773	2186	2249	2637	2641	2547	↑ 1%
IT-Hardware & Networking	564	552	616	617	670	594	656	598	521	573	578	615	596	↑ 6%
IT-Software / Software Services	3501	3456	3630	3341	3713	3310	3539	3487	3116	3266	3190	3711	3413	↓ -3%
Legal	5980	5619	6218	5229	6009	5158	5819	5914	4878	4840	5786	6423	5786	↓ -3%
Media / Dotcom / Entertainment	438	477	476	424	528	437	456	468	382	413	441	461	464	↑ 6%
Medical / Healthcare / Hospital	6269	6095	6507	5759	6371	5784	5967	6165	5693	6691	5920	6504	6019	↓ -4%
NGO / Social Services	3995	4119	4158	4259	4422	4108	4108	4255	3825	3999	3968	3999	3426	↓ -14%
Office Equipment / Automation	4102	4069	4115	4082	4197	3741	3700	3899	3285	4105	3950	4337	3986	↓ -3%
Oil and Gas / Power / Infrastructure / Energy	743	722	768	704	755	673	724	731	662	734	718	790	665	↓ -11%



# Annexure Industry Data

Industry	Mar'24	Apr'24	May'24	Jun'24	Jul'24	Aug'24	Sep'24	Oct'24	Nov'24	Dec'24	Jan'25	Feb'25	Mar'25	YOY(%)
Pharma/Biotech/Clinical Research	2286	2290	2471	2314	2560	2283	2290	2325	2073	2379	2390	2535	2253	↓ -1%
Printing/Packaging	1262	1366	1288	1350	1449	1244	1417	1221	1155	1250	1269	1381	1275	↑ 1%
Real Estate/Property	3873	3798	4070	3720	4200	3617	3739	3914	3415	4092	3997	4301	3874	0%
Recruitment	724	764	850	723	697	628	645	668	578	642	613	694	662	↓ -9%
Retail	1637	1625	1736	1608	1694	1420	1572	1525	1315	1536	1518	1546	1429	↓ -13%
Security/Law Enforcement	1601	1406	1471	1351	1422	1169	1370	1588	1198	1438	1646	1532	1321	↓ -17%
Semiconductors/Electronics	5016	5124	5390	5156	5503	5061	5519	5065	4532	5286	5295	5592	5290	↑ 5%
Shipping/Marine	938	1068	1036	986	1175	1030	1137	1159	905	1136	1159	1266	1077	↑ 15%
Telcom/ISP	441	458	508	463	498	477	491	489	434	475	472	505	437	↓ -1%
Textiles/Garments/Accessories	2367	2431	2438	2307	2439	2267	2345	2182	1977	2367	2434	2529	2272	↓ -4%
Animation	669	724	774	763	784	652	686	678	697	689	699	701	690	↑ 3%
Aviation / Aerospace Firms	954	1166	1220	1072	1444	1010	1272	1139	967	1021	1113	1238	1042	↑ 9%
Electricals / Switchgears	1895	1812	1913	1770	1954	1729	1927	1817	1591	2001	1858	2028	1973	↑ 4%
Facility Management	1284	1351	1404	1352	1322	1100	1231	1392	1362	1335	1314	1470	1281	0%
Food Processing	1359	1477	1451	1396	1552	1421	1512	1388	1295	1372	1404	1481	1293	↓ -5%
Internet/Ecommerce	932	932	965	877	988	914	929	936	818	870	943	1003	879	↓ -6%
KPO / Research /Analytics	1005	1036	1071	953	1013	961	1040	1127	1079	1289	1076	1164	1080	↑ 7%
Medical Devices / Equipments	1368	1329	1471	1376	1504	1324	1512	1396	1214	1475	1436	1676	1459	↓ 7%
Mining	1506	1510	1768	1568	1742	1715	1653	1640	1609	1645	1671	1525	1377	↓ -9%
Other	1172	1206	1317	1286	1331	1249	1303	1334	1078	1225	1218	1315	1226	↑ 5%
Publishing	1269	1271	1463	1321	1453	1327	1321	1347	1126	1229	1136	1176	1112	↓ -12%
Steel	1575	1749	1583	1539	1736	1664	1707	1763	1578	1701	1631	1738	1627	↑ 3%
Strategy /Management Consulting Firms	1168	1141	1213	1154	1274	1151	1189	1282	1047	1075	1129	1294	1119	↓ -4%
Water Treatment / Waste Management	1262	1535	1519	1323	1545	1371	1401	1302	1202	1437	1375	1576	1397	↑ 11%
Wellness / Fitness / Sports / Beauty	1292	1236	1296	1239	1354	1166	1348	1299	1163	1273	1318	1393	1238	↓ -4%

# Annexure City Data

Industry	City	Mar'24	Mar'25	MOM (%)	YOY(%)
Andhra Pradesh	Nellore	1182	1171	-11%	↓ -1%
	Tirupati	1221	1197	-8%	↓ -2%
	Vijayawada	1105	1123	-11%	↑ 2%
	Visakhapatnam/Vizag	893	922	-12%	↑ 3%
Assam	Guwahati	1273	1095	-11%	↓ -14%
Bihar	Patna	1306	1254	-10%	↓ -4%
Chandigarh (UT)	Chandigarh	1740	1575	-11%	↓ -9%
Chhattisgarh	Raipur	1566	1620	-8%	↑ 3%
Dadra & Nagar Haveli (UT)	Dadra & Nagar Haveli and Daman & Diu	1378	1410	-10%	↑ 2%
Delhi (NCR)	Delhi / NCR	2744	2586	-11%	↓ -6%
Gujarat	Ahmedabad	5832	5615	-14%	↓ -4%
	Vadodara/Baroda	3427	3101	-11%	↓ -10%
	Bharuch	1311	1171	-10%	↓ -11%
	Gandhinagar	1487	1304	-17%	↓ -12%
	Jamnagar	1479	1421	-17%	↓ -4%
	Rajkot	1543	1458	-7%	↓ -6%
	Surat	1486	1438	-4%	↓ -3%
Jammu & Kashmir	Jammu	1346	1512	-9%	↑ 12%
Jharkhand	Jamshedpur	1279	1077	-9%	↓ -16%
	Ranchi	1308	1417	-6%	↑ 8%
Karnataka	Bangalore/Bengaluru	2705	2781	-9%	↑ 3%
	Hubli	1352	1160	-13%	↓ -14%
	Mangaluru/Mangalore	1060	1007	-2	↓ -5%
	Mysore/Mysuru	1152	1168	3%	↑ 1%
Kerala	Kochi/Cochin	3654	3910	-7%	↑ 7%
	Calicut/Kozhikode	1010	828	-11	↓ -18%
	Cannanore/Kannur	973	860	-18%	↓ -12%
	Kollam/Quilon	952	912	-12%	↓ -4%
	Trivandrum/Thiruvananthapuram	596	609	-14%	↑ 2%
Madhya Pradesh	Bhopal	1251	1197	-10%	↓ -4%
	Gwalior	1295	1427	-16%	↑ 10%
	Indore	1268	1273	-14%	0%
	Jabalpur	1207	1203	-5%	0%

# Annexure City Data

Industry	City	Mar'24	Mar'25	MOM (%)	YOY(%)
Maharashtra	Mumbai	2154	2010	-11%	↓ -7%
	Pune	3471	3640	-9%	↑ 5%
	Aurangabad	1145	1143	-19%	0%
	Kolhapur	967	874	-8%	↓ -10%
	Nagpur	945	1008	-6%	↑ 7%
	Nasik/Nashik	1243	1195	-12%	↓ -4%
Odisha	Bhubaneswar	1141	1116	-19%	↓ -2%
Puducherry (UT)	Pondicherry/Puducherry	959	943	-11%	↓ -2%
Punjab	Amritsar	1161	960	-17%	↓ -17%
	Ludhiana	1225	1189	-9%	↓ -3%
Rajasthan	Jaipur	4692	4741	-9%	↑ 1%
	Jodhpur	1620	1570	-4%	↓ -3%
	Kota	1085	1283	-9%	↑ 18%
	Udaipur	1308	1376	-14%	↑ 5%
Tamil Nadu	Chennai	2063	2124	-9%	↑ 3%
	Coimbatore	3137	3228	-15%	↑ 3%
	Madurai	1140	1099	-16%	↓ -4%
	Salem	1332	1354	-17%	↑ 2%
	Tiruchirapalli/Trichy	1039	1061	-9%	↑ 2%
	Vellore	1173	1068	-16%	↓ -9%
Telangana	Hyderabad/Secunderabad	3211	3420	-8%	↑ 7%
Uttar Pradesh	Agra	1388	1162	-1%	↓ -16%
	Allahabad/Prayagraj	1031	998	8%	↓ -3%
	Bareilly	1429	1149	-8%	↓ -20%
	Kanpur	1360	1171	-15%	↓ -14%
	Lucknow	1341	1227	-13%	↓ -9%
	Varanasi/Benaras	1430	1309	1%	↓ -8%
Uttarakhand	Dehradun	1498	1386	-6%	↓ -7%
	Haridwar	1680	1696	-20%	↑ 1%
West Bengal	Kolkata	3236	3231	-10%	0%
	Siliguri	1223	1239	-5%	↑ 1%