



Jobspeak

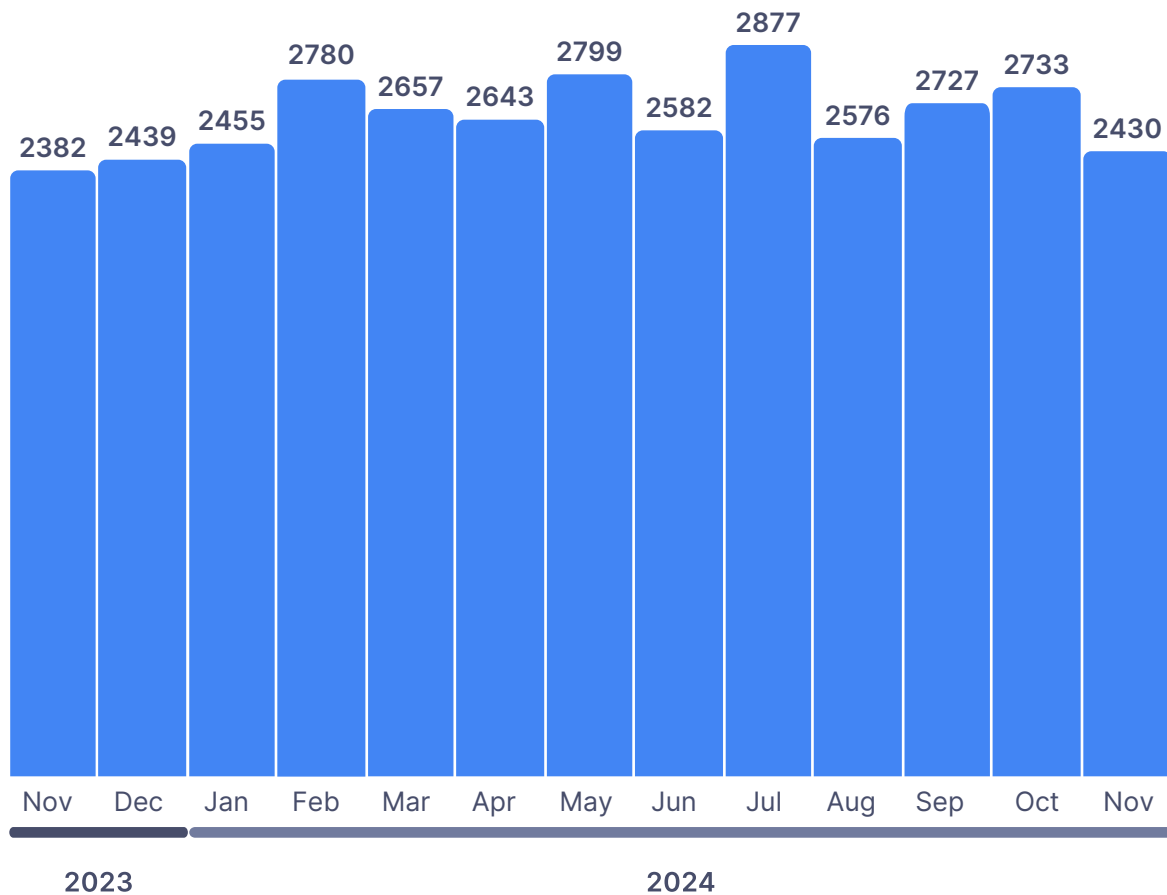
November, 2024

In-depth hiring trends by
city, industry & experience



White Collar Hiring Grows a Healthy 6% in Festive Season, Despite a Modest Show in November

Overall Hiring Trends



- Naukri JobSpeak Index, India's leading indicator of white-collar hiring activity, reported a nuanced performance in November, coming in at **2430** points, with a steady **2%** year-on-year growth.
- A consolidated view of October and November together (comprising the festive period) shows a resilient job market, posting a healthy **6%** YoY growth during the festive season, majorly driven by growth in key **Non-IT sectors**.
- Standout performers in November included **Oil & Gas (+14%)**, **FMCG (+6%)** and **GCCs (+4%)**, highlighting the continued dynamism in specialised domains.

"We typically observe muted trends on white collar hiring during the festive period and the 2% growth in November broadly reflects that. However the combined October and November trends reflect good resilience. Additionally, the rise in non-IT fresher hiring is a good development with respect to the younger talent."



Dr. Pawan Goyal

Chief Business Officer, Naukri

HIRING TRENDS BY INDUSTRIES

- Non-IT sectors emerged as fresher hiring hotspots, with sectors like Architecture/Interior Designing (+29%), Facility Management (+27%), KPO/Research/Analytics (+28%) and Steel (+37%) witnessing substantial YoY growth in fresher hiring.
- With an impressive 18% growth in Beauty & Personal Care and 17% in Fitness & Wellness, the industry witnessed an impressive surge. It also saw a +32% growth in fresher hiring.
- The FMCG sector continued on a positive trajectory, registering a +6% YoY growth in November 2024. Delhi NCR (+5%) and Kolkata (+10%) emerged as key drivers for the growth.



Growth Trends: Nov'24 vs Nov'23

Industry	Nov'23	Dec'23	Jan'24	Feb'24	Mar'24	Apr'24	May'24	Jun'24	Jul'24	Aug'24	Sep'24	Oct'24	Nov'24	Nov YOY%
IT/Software Services	3349	3210	3233	3748	3501	3456	3630	3341	3713	3310	3539	3487	3116	↓ -7%
AI-ML	1220	1183	1252	1516	1399	1327	1572	1424	1680	1454	1566	1590	1470	↑ 20%
GCC	909	863	955	1116	1038	1055	1119	1027	1143	1024	1069	1067	948	↑ 4%
BPO/ITES	2054	1872	1939	2157	2264	2181	2195	1961	2157	1995	2036	2077	1887	↓ -8%
Auto/Auto Ancillary	1114	1195	1158	1323	1232	1294	1324	1274	1356	1258	1279	1243	1146	↑ 3%
Pharma	2048	2161	2145	2409	2286	2290	2471	2314	2560	2283	2290	2325	2073	↑ 1%
Oil and Gas	581	648	679	754	743	722	768	704	755	673	724	731	662	↑ 14%
FMCG	1782	1942	1925	2088	2016	2133	2196	2011	2136	1968	2075	1987	1891	↑ 6%
Healthcare	5686	5985	6150	6229	6269	6095	6507	5759	6371	5784	5967	6165	5693	→ 0%
Retail	1474	1597	1506	1605	1637	1625	1736	1608	1694	1420	1572	1525	1315	↓ -11%
Banking/Financial Services	3989	3876	3916	4260	3858	3890	4214	3705	4152	3678	3917	3915	3412	↓ -14%
Insurance	2386	2378	2295	2745	2514	2361	2450	2106	2519	2299	2465	2773	2186	↓ -8%
Hospitality/Travel	1581	1639	1620	1662	1801	1877	1872	1642	1695	1632	1752	1733	1615	↑ 2%
Education	4145	4614	4730	4991	5146	4644	4842	4550	4750	4250	4403	4285	4159	→ 0%
Telcom/ISP	474	458	428	510	441	458	508	463	498	477	491	489	434	↓ -8%
Real Estate	3257	3633	3744	3932	3873	3798	4070	3720	4200	3617	3739	3914	3415	↑ 5%

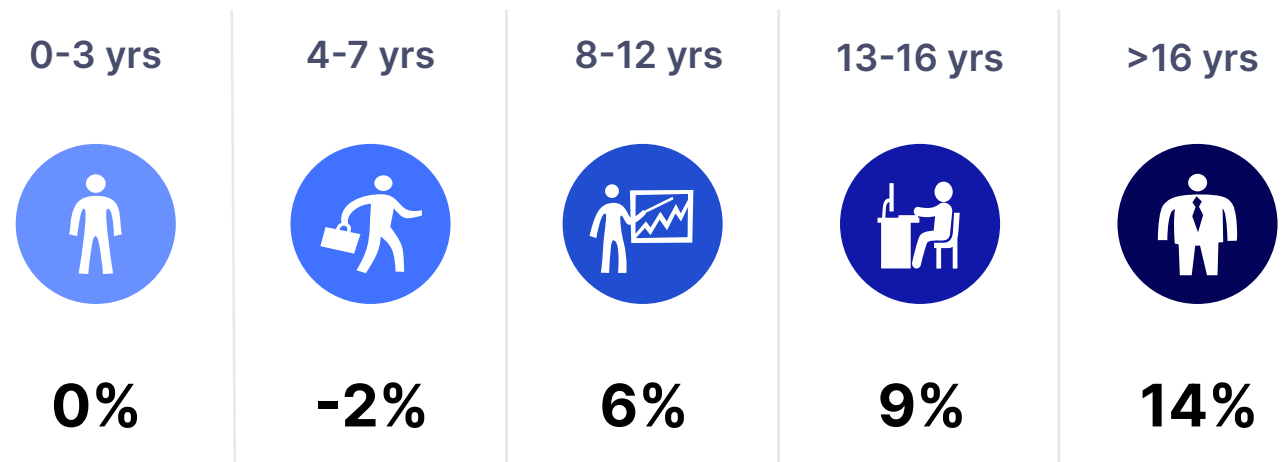
HIRING TRENDS ACROSS CITIES

Cities in Rajasthan sustained remarkable resilience. Jaipur (+14%), Udaipur (+24%) and Kota (+15%) emerged as notable bright spots, wherein Jaipur saw a 20% YoY growth in hiring by Foreign MNCs. Towards the eastern end, Bhubaneswar impressed with a 21% YoY increase.



Growth Trends: Nov'24 vs Nov'23

HIRING TRENDS BY EXPERIENCE LEVEL



0%

increase in job opportunities for professionals with experience of 0-3 years, compared to Nov'23

↑ 14%

growth in hiring for professionals with 16+ years of experience in Nov'24 as compared to Nov'23

Growth Trends: Nov'24 vs Nov'23

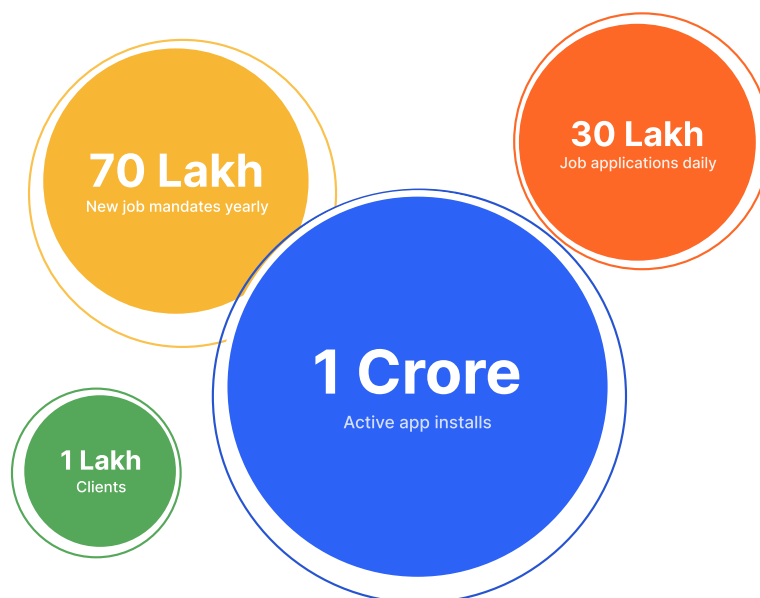
Exp Bucket	Nov'23	Dec'23	Jan'24	Feb'24	Mar'24	Apr'24	May'24	Jun'24	Jul'24	Aug'24	Sep'24	Oct'24	Nov'24	Nov YOY%
0-3 yrs	2484	2618	2621	2822	2788	2783	2891	2619	2869	2585	2739	2789	2482	- 0%
4-7 yrs	2282	2316	2339	2624	2482	2471	2607	2420	2688	2401	2529	2505	2226	↓ -2%
8-12 yrs	2343	2366	2374	2797	2655	2619	2807	2590	2920	2600	2771	2785	2474	↑ 6%
13-16 yrs	2116	2195	2196	2523	2412	2407	2570	2379	2671	2407	2548	2570	2308	↑ 9%
16+ yrs	2247	2357	2429	2744	2640	2690	2893	2687	2994	2729	2872	2906	2552	↑ 14%

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 of Naukri.com. The JobSpeak Index captures hiring activity across multiple dimensions, including industries, cities, functional areas, and experience bands. July 2008 is 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 an extended period, 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

Naukri, 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 over 1 Crore active app installs and receives over 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 9 Crore jobseekers, the brand serves over 100,000 unique clients through its 63 offices in 56 cities in India.

ANNEXURE INDUSTRY DATA

Industry	Nov'23	Dec'23	Jan'24	Feb'24	Mar'24	Apr'24	May'24	Jun'24	Jul'24	Aug'24	Sep'24	Oct'24	Nov'24	Y-O-Y%
Accounting/Finance	4712	4735	4989	5535	5440	5792	5422	5198	6036	5526	5820	5793	5319	↑ 13%
Advertising/PR/MR/Events	4477	4423	4368	4819	4449	4352	4595	4226	4505	4145	4475	4467	4037	↓ -10%
Agriculture/Dairy	1012	1087	1168	1224	1080	1210	1292	1048	1171	1111	1070	1129	921	↓ -9%
Architecture/Interior Designing	2368	2314	2707	2951	2856	3179	3150	2669	2796	2859	2843	3101	2830	↑ 20%
Auto/Auto Ancillary	1114	1195	1158	1323	1232	1294	1324	1274	1356	1258	1279	1243	1146	↑ 3%
Banking/Financial Services/Broking	3989	3876	3916	4260	3858	3890	4214	3705	4152	3678	3917	3915	3412	↓ -14%
BPO/ITES	2054	1872	1939	2157	2264	2181	2195	1961	2157	1995	2036	2077	1887	↓ -8%
Chemicals/PetroChemical/Plastic/Rubber	1407	1651	1640	1677	1694	1763	1831	1742	1940	1717	1772	1759	1598	↑ 14%
Construction/Engineering/Cement/Metals	1010	1056	1126	1198	1178	1155	1208	1181	1256	1138	1221	1192	1084	↑ 7%
Consumer Durables	789	815	815	816	823	852	918	840	1009	823	907	849	761	↓ -4%
Courier/Transportation/Freight	2238	2475	2425	2663	2700	2431	2729	2679	2937	2622	2788	2756	2547	↑ 14%
Defence/Government	7951	7119	6692	8923	7599	7289	8463	7897	8121	6968	7886	7288	7822	↓ -2%
Education/Teaching/Training	4145	4614	4730	4991	5146	4644	4842	4550	4750	4250	4403	4285	4159	— 0%
Export/Import	1036	1285	1219	1298	1281	1258	1307	1164	1311	1241	1183	1109	1019	↓ -2%
Fertilizers/Pesticides	5567	5508	5580	6574	6018	6685	6194	5605	6874	6403	6390	5834	5455	↓ -2%
FMCG/Foods/Beverage	1782	1942	1925	2088	2016	2133	2196	2011	2136	1968	2075	1987	1891	↑ 6%
Gems & Jewellery	5429	6078	5846	6426	6305	6242	5720	6269	6248	6227	6164	6655	5694	↑ 5%
Hotels/Restaurants/Airlines/Travel	1581	1639	1620	1662	1801	1877	1872	1642	1695	1632	1752	1733	1615	↑ 2%
Industrial Products/Heavy Machinery	1341	1449	1416	1632	1552	1557	1678	1582	1649	1480	1577	1586	1395	↑ 4%
Insurance	2386	2378	2295	2745	2514	2361	2450	2106	2519	2299	2465	2773	2186	↓ -8%
IT-Hardware & Networking	492	493	566	640	564	552	616	617	670	594	656	598	521	↑ 6%
IT-Software/Software Services	3349	3210	3233	3748	3501	3456	3630	3341	3713	3310	3539	3487	3116	↓ -7%
Legal	4825	5381	4839	6389	5980	5619	6218	5229	6009	5158	5819	5914	4878	↑ 1%
Media/Dotcom/Entertainment	389	441	386	456	438	477	476	424	528	437	456	468	382	↓ -2%
Medical/Healthcare/Hospital	5686	5985	6150	6229	6269	6095	6507	5759	6371	5784	5967	6165	5693	— 0%
NGO/Social Services	3747	3457	3651	4483	3995	4119	4158	4259	4422	4108	4108	4255	3825	↑ 2%
Office Equipment/Automation	3511	3809	3789	4212	4102	4069	4115	4082	4197	3741	3700	3899	3285	↓ -6%
Oil and Gas/Power/Infrastructure/Energy	581	648	679	754	743	722	768	704	755	673	724	731	662	↑ 14%
Pharma/Biotech/Clinical Research	2048	2161	2145	2409	2286	2290	2471	2314	2560	2283	2290	2325	2073	↑ 1%
Printing/Packaging	1110	1180	1148	1220	1262	1366	1288	1350	1449	1244	1417	1221	1155	↑ 4%
Real Estate/Property	3257	3633	3744	3932	3873	3798	4070	3720	4200	3617	3739	3914	3415	↑ 5%
Recruitment	662	685	675	772	724	764	850	723	697	628	645	668	578	↓ -13%
Retail	1474	1597	1506	1605	1637	1625	1736	1608	1694	1420	1572	1525	1315	↓ -11%
Security/Law Enforcement	1389	1438	1250	1406	1601	1406	1471	1351	1422	1169	1370	1588	1198	↓ -14%
Semiconductors/Electronics	4158	4769	4696	5171	5016	5124	5390	5156	5503	5061	5519	5065	4532	↑ 9%
Shipping/Marine	861	893	928	1010	938	1068	1036	986	1175	1030	1137	1159	905	↑ 5%
Telcom/ISP	474	458	428	510	441	458	508	463	498	477	491	489	434	↓ -8%
Textiles/Garments/Accessories	1939	2292	2100	2195	2367	2431	2438	2307	2439	2267	2345	2182	1977	↑ 2%

ANNEXURE INDUSTRY DATA

Industry	Nov'23	Dec'23	Jan'24	Feb'24	Mar'24	Apr'24	May'24	Jun'24	Jul'24	Aug'24	Sep'24	Oct'24	Nov'24	Y-O-Y%
Animation	639	755	667	795	669	724	774	763	784	652	686	678	697	↑ 9%
Aviation / Aerospace Firms	914	924	835	1039	954	1166	1220	1072	1444	1010	1272	1139	967	↑ 6%
Electricals / Switchgears	1534	1676	1709	1800	1895	1812	1913	1770	1954	1729	1927	1817	1591	↑ 4%
Facility Management	1027	1144	1212	1324	1284	1351	1404	1352	1322	1100	1231	1392	1362	↑ 33%
Food Processing	1266	1340	1337	1450	1359	1477	1451	1396	1552	1421	1512	1388	1295	↑ 2%
Internet/Ecommerce	971	964	895	974	932	932	965	877	988	914	929	936	818	↓ -16%
KPO / Research /Analytics	897	865	918	1127	1005	1036	1071	953	1013	961	1040	1127	1079	↑ 20%
Medical Devices / Equipments	1195	1445	1347	1353	1368	1329	1471	1376	1504	1324	1512	1396	1214	↑ 2%
Mining	1327	1550	1488	1534	1506	1510	1768	1568	1742	1715	1653	1640	1609	↑ 21%
Other	1085	1086	1128	1243	1172	1206	1317	1286	1331	1249	1303	1334	1078	↓ -1%
Publishing	1100	1174	1129	1364	1269	1271	1463	1321	1453	1327	1321	1347	1126	↑ 2%
Steel	1440	1483	1515	1639	1575	1749	1583	1539	1736	1664	1707	1763	1578	↑ 10%
Strategy /Management Consulting Firms	961	1004	1144	1221	1168	1141	1213	1154	1274	1151	1189	1282	1047	↑ 9%
Water Treatment / Waste Management	1174	1202	1156	1209	1262	1535	1519	1323	1545	1371	1401	1302	1202	↑ 2%
Wellness / Fitness / Sports / Beauty	990	1091	1151	1233	1292	1236	1296	1239	1354	1166	1348	1299	1163	↑ 17%

ANNEXURE CITY DATA

State	City	Nov'23	Nov'24	MOM (%)	Y-O-Y%
Andhra Pradesh	Nellore	1208	1188	2%	↓ -2%
	Tirupati	1191	1190	-4%	→ 0%
	Vijayawada	1053	1025	-13%	↓ -2%
	Visakhapatnam/Vizag	914	848	-16%	↓ -7%
Assam	Guwahati	1087	1047	-7%	↓ -4%
Bihar	Patna	1133	1072	-11%	↓ -5%
Chandigarh (UT)	Chandigarh	1595	1498	-14%	↓ -6%
Chhattisgarh	Raipur	1199	1390	-11%	↑ 16%
Dadra & Nagar Haveli (UT)	Dadra & Nagar Haveli and Daman & Diu	1176	1181	-15%	→ 0%
Delhi (NCT)	Delhi / NCR	2375	2429	-12%	↑ 2%
Gujarat	Ahmedabad	4757	5070	-19%	↑ 7%
	Vadodara/Baroda	2858	2893	-13%	↑ 1%
	Bharuch	1006	1171	-4%	↑ 16%
	Gandhinagar	1047	1095	-31%	↑ 5%
	Jamnagar	1486	1502	-12%	↑ 1%
	Rajkot	1185	1211	-26%	↑ 2%
	Surat	1191	1253	-20%	↑ 5%
Jammu & Kashmir	Jammu	1165	1319	-12%	↑ 13%
Jharkhand	Jamshedpur	1274	1157	-11%	↓ -9%
	Ranchi	1173	1132	-6%	↓ -4%
Karnataka	Bangalore/Bengaluru	2511	2554	-11%	↑ 2%
	Hubli	1211	1099	-1%	↓ -9%
	Mangaluru/Mangalore	1009	963	-6%	↓ -5%
	Mysore/Mysuru	1081	986	-11%	↓ -9%
Kerala	Kochi/Cochin	3973	3446	-9%	↓ -13%
	Calicut/Kozhikode	1146	874	-7%	↓ -24%
	Cannanore/Kannur	1079	953	-5%	↓ -12%
	Kollam/Quilon	1049	755	-27%	↓ -28%
	Trivandrum/Thiruvananthapuram	659	541	-19%	↓ -18%
Madhya Pradesh	Bhopal	1121	1141	-9%	↑ 2%
	Gwalior	1098	1295	-13%	↑ 18%
	Indore	1007	1197	-1%	↑ 19%
	Jabalpur	979	1084	-5%	↑ 11%
Maharashtra	Mumbai	1883	1860	-16%	↓ -1%
	Pune	3071	3210	-15%	↑ 5%
	Aurangabad	1054	943	-20%	↓ -11%
	Kolhapur	834	742	-12%	↓ -11%
	Nagpur	829	919	-17%	↑ 11%
	Nasik/Nashik	1105	1063	-16%	↓ -4%

ANNEXURE CITY DATA

State	City	Nov'23	Nov'24	MOM (%)	Y-O-Y%
Odisha	Bhubaneswar	943	1145	-13%	↑ 21%
Puducherry (UT)	Pondicherry/Puducherry	1147	834	-3%	↓ -27%
Punjab	Amritsar	1182	973	-18%	↓ -18%
	Ludhiana	1149	1104	-15%	↓ -4%
Rajasthan	Jaipur	4009	4563	-14%	↑ 14%
	Jodhpur	1230	1288	-19%	↑ 5%
	Kota	928	1070	-16%	↑ 15%
	Udaipur	987	1225	-11%	↑ 24%
Tamil Nadu	Chennai	1856	1925	-9%	↑ 4%
	Coimbatore	2702	3217	-7%	↑ 19%
	Madurai	1030	1046	-14%	↑ 2%
	Salem	1186	1284	-8%	↑ 8%
	Tiruchirapalli/Trichy	1097	909	-12%	↓ -17%
	Vellore	1075	1110	-15%	↑ 3%
Telangana	Hyderabad/Secunderabad	2967	3071	-10%	↑ 4%
Uttar Pradesh	Agra	1112	1067	-24%	↓ -4%
	Allahabad/Prayagraj	962	968	-1%	↑ 1%
	Bareilly	985	957	-29%	↓ -3%
	Kanpur	1181	1210	-10%	↑ 2%
	Lucknow	1154	1152	-13%	— 0%
	Varanasi/Benaras	1370	1172	-17%	↓ -14%
Uttarakhand	Dehradun	1208	1241	-12%	↑ 3%
	Haridwar	1490	1457	-17%	↓ -2%
West Bengal	Kolkata	3032	3113	-4%	↑ 3%
	Siliguri	1146	1131	-1%	↓ -1%