

# NAUKRI JOBSPEAK REPORT

Hiring Trends By City, Industry  
& Experience



**2023**

September

# TABLE OF CONTENTS

1  
Overview

2  
Industry Analysis

3  
City Analysis

4  
Work Experience Analysis

5  
Methodology

6  
Annexure

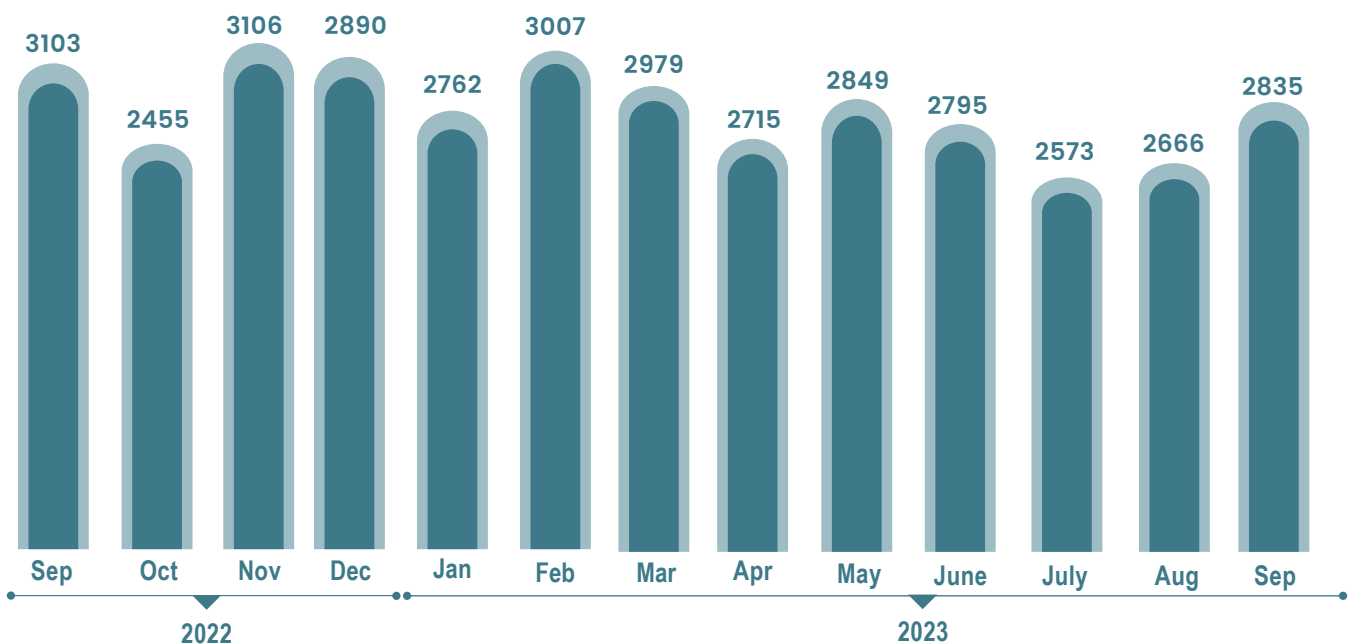




# INDEX FOR SEPTEMBER 2023

Hospitality/Travel sector record impressive growth in hiring in September 2023: Naukri Jobspeak

## OVERALL HIRING TRENDS



- Naukri JobSpeak Index, the premier job index for white-collar hiring in India, stood at 2835 in September 2023, representing a growth of almost 6% over the previous month but a contraction of 9% from its value of 3103 in September 2022.
- The hospitality/Travel sector grew by a massive 22% while BFSI and Healthcare sectors recorded a growth of 7% each in September 2023 over the same month last year.
- Oil & Gas and Auto were the other major sectors to register positive momentum in September 2023.
- Hiring in IT sector declined by 43% in September this year as compared to September 2022.
- However, this is still better than the 46% year-on-year degrowth seen July 2023.

**Pawan Goyal,**

Chief Business Officer,  
Naukri.com



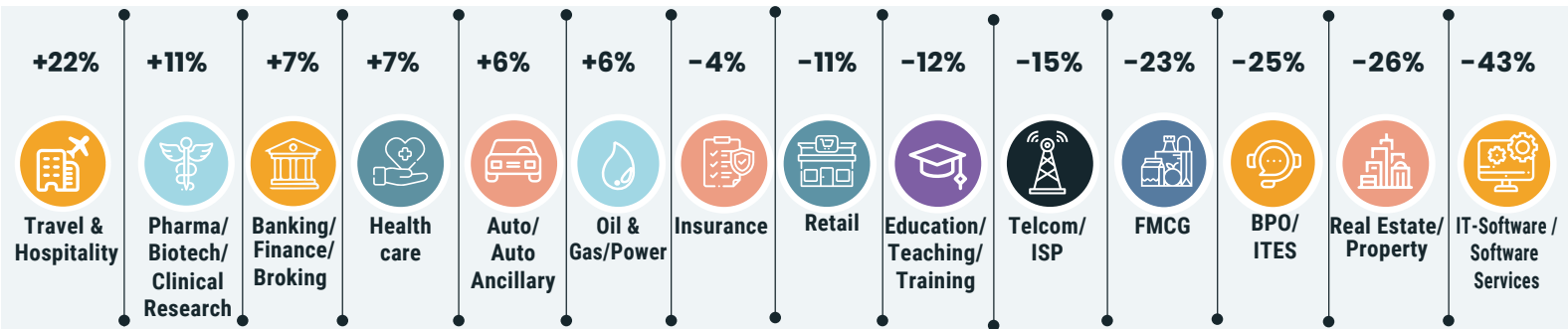
While the IT sector continues to stay impacted, robust growth in the banking sector is a bright spot. Coupled with the fact that the overall index sequentially grew 6% vs. last month, this underscores the resilience of the Indian job market, anchored in sectoral diversity





# HIRING TRENDS ACROSS INDUSTRIES

- Hospitality/Travel saw maximum growth, with Mumbai city recording highest number of job offers getting rolled out for this Sector. Restaurant Manager and Guest Services Roles were in highest demand in the month of September 2023.
- BFSI and Healthcare sectors each clocked 7% yearly growth in September this year.
- Branch Manager and Financial Consultant roles saw maximum demand in the BFSI in cities like Ahmedabad, Chandigarh, and Jaipur.
- The banking sub-segment of the BFSI industry grew by 40% in September 2023 over the same month last year.
- The NBFC and Fintech/Payments sub-segments clocked 31% and 9% growth respectively.
- Oil & Gas and Auto sectors recorded 6% growth each in September over September 2022.
- BPO/ITES and FMCG sectors were some of the major sectors that registered negative growth of 25% and 23% respectively in September 2023 as compared to the same period last year.
- The IT sector continued to face global headwinds and saw the hiring numbers dwindle in the last few months.
- However, Big Data Testing Engineer, IT, Information Security, and IT Operations Manager roles were in high demand even during this period.



Growth Trends: Sep'23 vs Sep'22

| Industry                                | Sep-22 | Oct-22 | Nov-22 | Dec-22 | Jan-23 | Feb-23 | Mar-23 | Apr-23 | May-23 | June-23 | July-23 | Aug-23 | Sep-23 | Y-O-Y Growth % |
|-----------------------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|---------|---------|--------|--------|----------------|
| Travel & Hospitality                    | 1665   | 1492   | 1765   | 1577   | 1547   | 1705   | 1816   | 1625   | 1739   | 1634    | 1519    | 1736   | 2025   | ↑ 22%          |
| Pharma/Biotech/Clinical Research        | 2094   | 1736   | 2154   | 2128   | 2074   | 2206   | 2251   | 2182   | 2314   | 2176    | 2036    | 2094   | 2332   | ↑ 12%          |
| Banking/Financial Services/Broking      | 4496   | 3565   | 4335   | 4016   | 3919   | 4260   | 4555   | 3721   | 3768   | 3644    | 3261    | 3533   | 4817   | ↑ 7%           |
| Medical/Healthcare/Hospital             | 6059   | 5339   | 6559   | 6674   | 5770   | 6328   | 6504   | 5948   | 6052   | 5696    | 5500    | 5758   | 6456   | ↑ 7%           |
| Auto/Auto Ancillary                     | 1201   | 1063   | 1240   | 1219   | 1193   | 1322   | 1287   | 1195   | 1271   | 1238    | 1193    | 1173   | 1270   | ↑ 6%           |
| Oil and Gas/Power/Infrastructure/Energy | 606    | 498    | 603    | 646    | 656    | 625    | 608    | 630    | 675    | 686     | 632     | 642    | 641    | ↑ 6%           |
| Insurance                               | 2479   | 2382   | 2398   | 2544   | 2495   | 2324   | 3212   | 1761   | 1656   | 1644    | 1775    | 1779   | 2387   | ↓ -4%          |
| Retail                                  | 1849   | 1578   | 1811   | 1798   | 1611   | 1724   | 1726   | 1534   | 1621   | 1579    | 1438    | 1541   | 1642   | ↓ -11%         |
| Education/Teaching/Training             | 5448   | 4761   | 5346   | 5208   | 5076   | 5221   | 5638   | 5005   | 5088   | 4993    | 4561    | 4773   | 4772   | ↓ -12%         |
| Telcom/ISP                              | 685    | 517    | 630    | 612    | 549    | 636    | 636    | 571    | 645    | 528     | 459     | 547    | 579    | ↓ -15%         |
| FMCG/Foods/Beverage                     | 2176   | 1746   | 2096   | 2126   | 1842   | 1949   | 2092   | 1914   | 1874   | 1800    | 1694    | 1769   | 1683   | ↓ -23%         |
| BPO/ITES/CRM/Transcription              | 2619   | 2131   | 2511   | 2249   | 2303   | 2456   | 2415   | 2186   | 2256   | 2163    | 2036    | 2085   | 1952   | ↓ -25%         |
| Real Estate/Property                    | 4507   | 3140   | 4105   | 3815   | 3685   | 4169   | 4163   | 4020   | 3891   | 3621    | 3427    | 3667   | 3356   | ↓ -26%         |
| IT-Software/Software Services           | 5283   | 3825   | 4674   | 4087   | 4010   | 4428   | 4147   | 3392   | 3618   | 3511    | 3187    | 3278   | 2989   | ↓ -43%         |



# HIRING TRENDS ACROSS CITIES

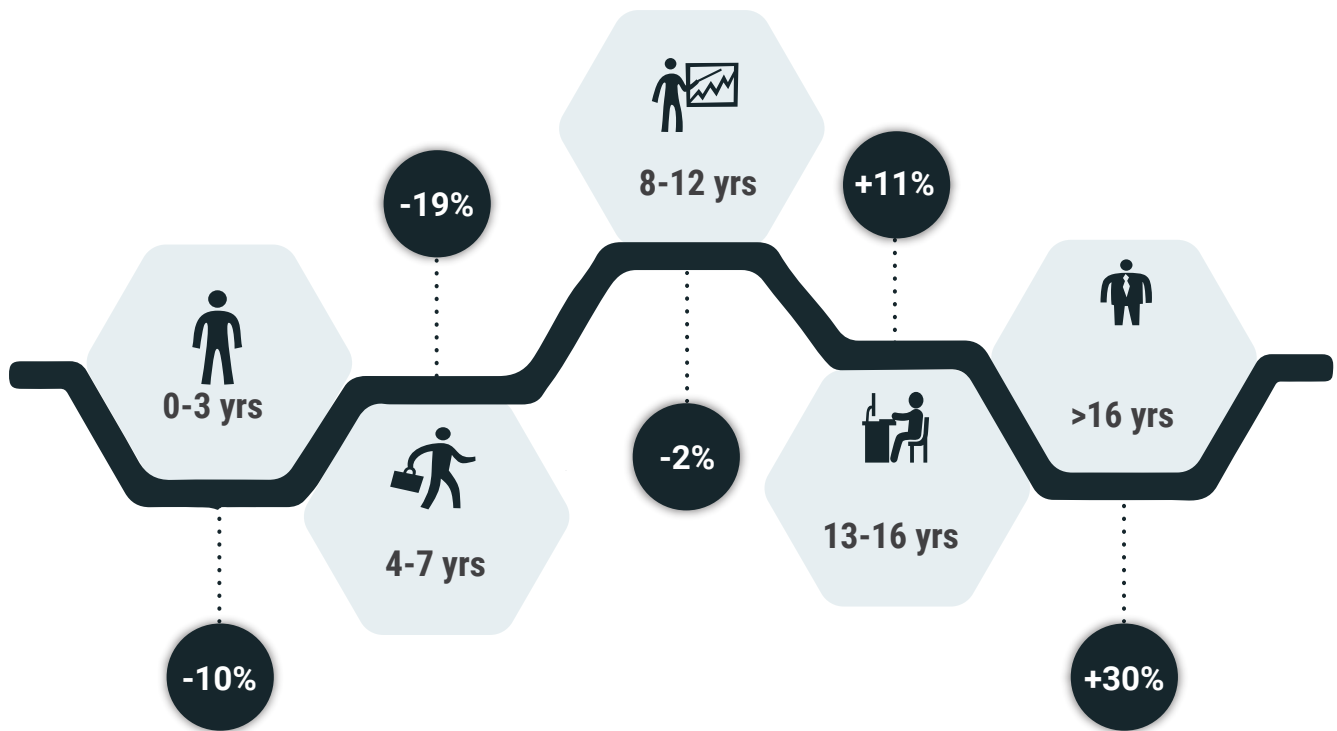
- The non-metro cities continued to outshine the metros for job creation in the latest month also, a trend seen in the last few months.
- The cities of Vadodara, Ahmedabad, and Jaipur experienced 4%, 3%, and 2% growth respectively in hiring in September 2023 over the same month last year.
- While Vadodara did well in hiring for the BPO/ITES and Construction/Engineering sectors, Jaipur created the maximum jobs in the Banking/Financial Services sector.



Growth Trends: Sep'23 vs Sep'22

# HIRING TRENDS ACROSS EXPERIENCE LEVELS

- The job market has shown preferences for experienced professionals in the latest month.
- The hiring for professionals with more than 16 years of experience jumped about 29% in September 2023 over September 2022.
- The hiring numbers for professionals with 13-16 years of experience increased by 11%.
- The new job offers for professionals with 8-12 years of experience and for people with 4-7 years of experience contracted by 2% and 19% respectively.
- The hiring for freshers decreased by 10% in September 2023.



Growth Trends: Sep'23 vs Sep'22

| Exp Bucket | Sep-22 | Oct-22 | Nov-22 | Dec-22 | Jan-23 | Feb-23 | Mar-23 | Apr-23 | May-23 | Jun-23 | Jul-23 | Aug-23 | Sep-23 | Y-O-Y Growth % |
|------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|----------------|
| 0-3 yrs    | 3265   | 2642   | 3253   | 3106   | 2926   | 3073   | 3144   | 2834   | 2945   | 2890   | 2672   | 2769   | 2933   | ↓ -10%         |
| 4-7 yrs    | 3346   | 2632   | 3293   | 2998   | 2871   | 3104   | 3010   | 2725   | 2846   | 2770   | 2516   | 2567   | 2717   | ↓ -19%         |
| 8-12 yrs   | 2914   | 2229   | 2864   | 2676   | 2568   | 2885   | 2859   | 2625   | 2774   | 2724   | 2507   | 2633   | 2861   | ↓ -2%          |
| 13-16 yrs  | 2178   | 1771   | 2342   | 2231   | 2159   | 2362   | 2389   | 2217   | 2370   | 2379   | 2271   | 2372   | 2421   | ↑ +11%         |
| 16 + yrs   | 1946   | 1613   | 2055   | 2184   | 2051   | 2273   | 2373   | 2230   | 2355   | 2370   | 2276   | 2457   | 2522   | ↑ +30%         |

## METHODOLOGY:

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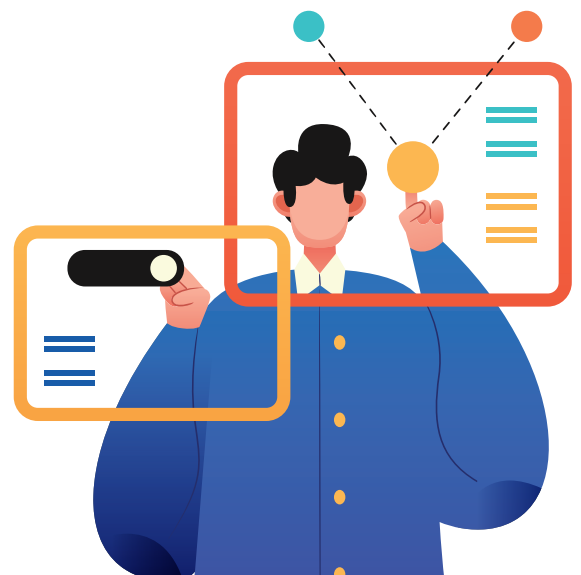
The Naukri JobSpeak is a monthly Index representing the state of the Indian job market & hiring activity based on new job listings and job-related searches\* by recruiters on the resume database of Naukri.com. The JobSpeak Index captures hiring activity across multiple dimensions, including industries, 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.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 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                                | Annual Performance (2022-2023) |        |        |        |        |        |        |        |        |        |        |        |        | Growth               |
|                                         | Sep-22                         | Oct-22 | Nov-22 | Dec-22 | Jan-23 | Feb-23 | Mar-23 | Apr-23 | May-23 | Jun-23 | Jul-23 | Aug-23 | Sep-23 | Y-O-Y Growth %       |
| Office Equipment/Automation             | 2567                           | 2464   | 3271   | 3229   | 4049   | 4148   | 3361   | 3596   | 3902   | 3786   | 3778   | 3905   | 3447   | <span>⬆️</span> 34%  |
| Architecture/Interior Designing         | 2258                           | 2028   | 2618   | 2434   | 2605   | 2675   | 2728   | 2589   | 2811   | 2610   | 2612   | 2596   | 2926   | <span>⬆️</span> 30%  |
| Construction/Engineering/Cement/Metals  | 907                            | 791    | 1025   | 1050   | 1004   | 1061   | 1045   | 1031   | 1083   | 1089   | 1013   | 1066   | 1138   | <span>⬆️</span> 25%  |
| Travel & Hospitality                    | 1665                           | 1492   | 1765   | 1577   | 1547   | 1705   | 1816   | 1625   | 1739   | 1634   | 1519   | 2025   | 2025   | <span>⬆️</span> 22%  |
| Defence/Government                      | 6087                           | 5270   | 7829   | 7254   | 7391   | 7662   | 7684   | 6373   | 8906   | 9560   | 6796   | 7529   | 7353   | <span>⬆️</span> 21%  |
| Chemicals/PetroChemical/Plastic/Rubber  | 1504                           | 1240   | 1621   | 1589   | 1699   | 1667   | 1709   | 1482   | 1689   | 1612   | 1499   | 1549   | 1729   | <span>⬆️</span> 15%  |
| Pharma/Biotech/Clinical Research        | 2094                           | 1736   | 2154   | 2128   | 2074   | 2206   | 2251   | 2182   | 2314   | 2176   | 2036   | 2332   | 2332   | <span>⬆️</span> 11%  |
| NGO/Social Services                     | 3684                           | 2860   | 3706   | 3855   | 3378   | 3395   | 3306   | 3242   | 3724   | 3256   | 3104   | 3541   | 4024   | <span>⬆️</span> 09%  |
| Gems & Jewellery                        | 5789                           | 4533   | 5713   | 5705   | 5638   | 5742   | 6816   | 5477   | 6250   | 5816   | 5956   | 6176   | 6251   | <span>⬆️</span> 08%  |
| Banking/Financial Services/Broking      | 4496                           | 3565   | 4335   | 4016   | 3919   | 4260   | 4555   | 3721   | 3768   | 3644   | 3261   | 4817   | 4817   | <span>⬆️</span> 07%  |
| Medical/Healthcare/Hospital             | 6059                           | 5339   | 6559   | 6674   | 5770   | 6328   | 6504   | 5948   | 6052   | 5696   | 5500   | 6456   | 6456   | <span>⬆️</span> 07%  |
| Oil and Gas/Power/Infrastructure/Energy | 606                            | 498    | 603    | 646    | 656    | 625    | 608    | 630    | 675    | 686    | 632    | 641    | 641    | <span>⬆️</span> 06%  |
| Printing/Packaging                      | 1277                           | 899    | 1102   | 1151   | 1149   | 1189   | 1183   | 1198   | 1157   | 1207   | 1260   | 1250   | 1354   | <span>⬆️</span> 06%  |
| Auto/Auto Ancillary                     | 1201                           | 1063   | 1240   | 1219   | 1193   | 1322   | 1287   | 1195   | 1271   | 1238   | 1193   | 1173   | 1270   | <span>⬆️</span> 06%  |
| Semiconductors/Electronics              | 4832                           | 4169   | 5111   | 5185   | 4727   | 5199   | 5208   | 5004   | 5095   | 5371   | 5067   | 5096   | 4865   | <span>⬆️</span> 01%  |
| Insurance                               | 2479                           | 2382   | 2398   | 2544   | 2495   | 2324   | 3212   | 1761   | 1656   | 1644   | 1775   | 1779   | 2387   | <span>⬆️</span> -4%  |
| Textiles/Garments/Accessories           | 2120                           | 1524   | 2176   | 1971   | 1842   | 2126   | 2102   | 2095   | 2060   | 2067   | 1837   | 1997   | 1997   | <span>⬆️</span> -6%  |
| Courier/Transportation/Freight          | 2877                           | 2729   | 3195   | 3048   | 2788   | 2931   | 3020   | 2908   | 3030   | 2975   | 2777   | 2961   | 2661   | <span>⬆️</span> -8%  |
| Media/Dotcom/Entertainment              | 427                            | 364    | 455    | 364    | 450    | 402    | 458    | 455    | 480    | 434    | 426    | 397    | 384    | <span>⬆️</span> -10% |
| Advertising/PR/MR/Events                | 5112                           | 4086   | 5213   | 5498   | 4736   | 5559   | 5403   | 4607   | 4556   | 4497   | 4014   | 4458   | 4593   | <span>⬆️</span> -10% |
| Consumer Durables                       | 820                            | 656    | 921    | 842    | 788    | 831    | 797    | 750    | 886    | 825    | 772    | 754    | 740    | <span>⬆️</span> -10% |
| Agriculture/Dairy                       | 1590                           | 1413   | 1813   | 1641   | 1544   | 1657   | 1916   | 1463   | 1390   | 1308   | 1260   | 1260   | 1427   | <span>⬆️</span> -10% |
| Retail                                  | 1849                           | 1578   | 1811   | 1798   | 1611   | 1724   | 1726   | 1534   | 1621   | 1579   | 1438   | 1642   | 1642   | <span>⬆️</span> -11% |
| Fertilizers/Pesticides                  | 5817                           | 4259   | 5676   | 5550   | 5060   | 5385   | 5223   | 5246   | 6375   | 5720   | 5373   | 5057   | 5165   | <span>⬆️</span> -11% |
| Industrial Products/Heavy Machinery     | 1575                           | 1284   | 1619   | 1602   | 1286   | 1483   | 1612   | 1560   | 1489   | 1484   | 1377   | 1466   | 1387   | <span>⬆️</span> -12% |
| Education/Teaching/Training             | 5448                           | 4761   | 5346   | 5208   | 5076   | 5221   | 5638   | 5005   | 5058   | 4993   | 4561   | 4772   | 4772   | <span>⬆️</span> -12% |
| Export/Import                           | 1406                           | 1063   | 1332   | 1429   | 1319   | 1451   | 1240   | 1239   | 1405   | 1181   | 1224   | 1300   | 1204   | <span>⬆️</span> -14% |
| Telecom/ISP                             | 685                            | 517    | 630    | 612    | 549    | 636    | 636    | 571    | 645    | 528    | 459    | 547    | 579    | <span>⬆️</span> -15% |
| Accounting/Taxation/Finance             | 4665                           | 4555   | 5307   | 4740   | 4506   | 4787   | 4212   | 4000   | 3879   | 3554   | 3303   | 3638   | 3642   | <span>⬆️</span> -22% |
| Shipping/Marine                         | 1198                           | 879    | 1109   | 1029   | 992    | 1064   | 1044   | 958    | 985    | 914    | 895    | 949    | 923    | <span>⬆️</span> -23% |
| Legal                                   | 6945                           | 5283   | 6655   | 5724   | 5540   | 6272   | 6599   | 5413   | 5851   | 5637   | 5071   | 5263   | 5357   | <span>⬆️</span> -23% |
| FMCG/Foods/Beverage                     | 2176                           | 1746   | 2096   | 2126   | 1842   | 1949   | 2092   | 1914   | 1874   | 1800   | 1694   | 1683   | 1683   | <span>⬆️</span> -23% |
| BPO/ITES/CRM/Transcription              | 2619                           | 2131   | 2511   | 2249   | 2303   | 2456   | 2415   | 2186   | 2256   | 2163   | 2036   | 2085   | 1952   | <span>⬆️</span> -25% |
| Real Estate/Property                    | 4508                           | 3140   | 4105   | 3815   | 3685   | 4169   | 4163   | 4020   | 3891   | 3621   | 3427   | 3356   | 3356   | <span>⬆️</span> -26% |
| Security/Law Enforcement                | 2449                           | 1252   | 1735   | 1778   | 2038   | 1891   | 1971   | 2027   | 1804   | 1862   | 1784   | 1563   | 1662   | <span>⬆️</span> -32% |
| IT-Hardware & Networking                | 916                            | 672    | 828    | 758    | 745    | 816    | 863    | 749    | 733    | 680    | 581    | 636    | 657    | <span>⬆️</span> -39% |
| IT-Software/Software Services           | 5283                           | 3825   | 4674   | 4087   | 4010   | 4428   | 4147   | 3392   | 3618   | 3511   | 3187   | 3278   | 2989   | <span>⬆️</span> -43% |
| Recruitment/Employment Firm             | 4410                           | 3277   | 4154   | 3840   | 3764   | 3950   | 3803   | 2555   | 2411   | 2110   | 1744   | 1151   | 896    | <span>⬆️</span> -80% |



# ANNEXURE CITY DATA

| City                       | Sep-22 | Oct-22 | Nov-22 | Dec-22 | Jan-23 | Feb-23 | Mar-23 | Apr-23 | May-23 | Jun-23 | Jul-23 | Aug-23 | Sep-23 | Y-O-Y Growth %                                                                           |
|----------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|------------------------------------------------------------------------------------------|
| Delhi / NCR                | 2959   | 2436   | 3172   | 2933   | 2782   | 3014   | 2975   | 2759   | 2912   | 2650   | 2457   | 2613   | 2670   |  -10% |
| Mumbai                     | 2373   | 1926   | 2468   | 2365   | 2264   | 2414   | 2369   | 2191   | 2299   | 2248   | 2039   | 2112   | 2191   |  -8%  |
| Kolkata                    | 4176   | 3040   | 4026   | 3754   | 3413   | 3754   | 3522   | 3198   | 3544   | 3375   | 3132   | 3152   | 2967   |  -29% |
| Pune                       | 4453   | 3348   | 4221   | 3869   | 3682   | 4131   | 3932   | 3550   | 3669   | 3607   | 3272   | 3382   | 3157   |  -29% |
| Bengaluru / Bangalore      | 3671   | 2843   | 3534   | 3150   | 3027   | 3389   | 3267   | 2947   | 3020   | 2945   | 2660   | 2730   | 2564   |  -30% |
| Chennai                    | 2726   | 2047   | 2625   | 2337   | 2207   | 2558   | 2478   | 2121   | 2192   | 2128   | 1927   | 1983   | 1843   |  -32% |
| Hyderabad / Secunderabad   | 4246   | 3187   | 4026   | 3590   | 3431   | 3898   | 3663   | 3377   | 3446   | 3266   | 2945   | 3009   | 289    |  -32% |
| Vadodara / Baroda          | 2901   | 2504   | 3256   | 3416   | 3320   | 3517   | 3778   | 3177   | 3507   | 3074   | 2933   | 2992   | 3013   |  4%   |
| Ahmedabad                  | 5814   | 4519   | 5766   | 6006   | 5601   | 5856   | 6041   | 5402   | 5614   | 5639   | 5335   | 5531   | 5981   |  3%   |
| Jaipur                     | 4730   | 3895   | 4839   | 4857   | 4550   | 4768   | 4934   | 4823   | 4935   | 4274   | 4446   | 4844   | 4823   |  2%   |
| Chandigarh                 | 2133   | 1652   | 2167   | 2182   | 1974   | 2232   | 2176   | 1958   | 2120   | 2052   | 1819   | 1946   | 2091   |  -2%  |
| Coimbatore                 | 3581   | 2888   | 3604   | 3322   | 3150   | 3647   | 3547   | 2927   | 3037   | 3165   | 3083   | 3122   | 3167   |  -12% |
| Ernakulam / Kochi / Cochin | 4076   | 4214   | 4695   | 4360   | 4495   | 4630   | 4835   | 4225   | 4528   | 3975   | 3532   | 3431   | 3212   |  -21% |