naukri JOBSPEAK

A Naukri.com group company

A Report on Hiring Activity in India

by: Location, Industry and Experience

A NAUKRI.COM REPORT

September 2014

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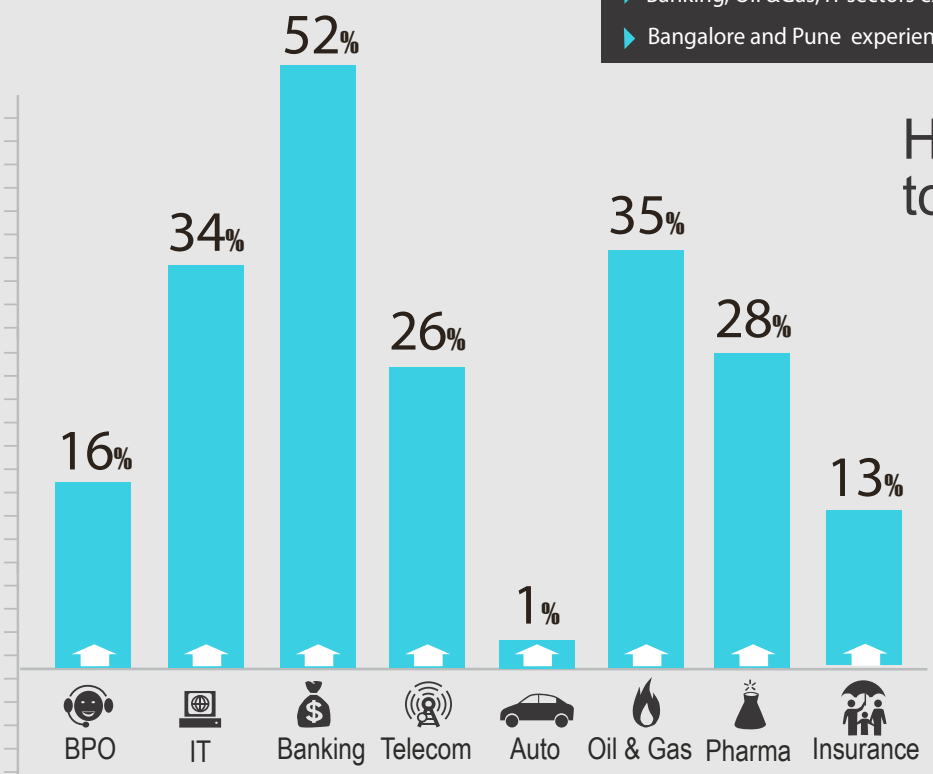
Cheers to Job seekers: 23% growth in Naukri Job Speak Index in September '14

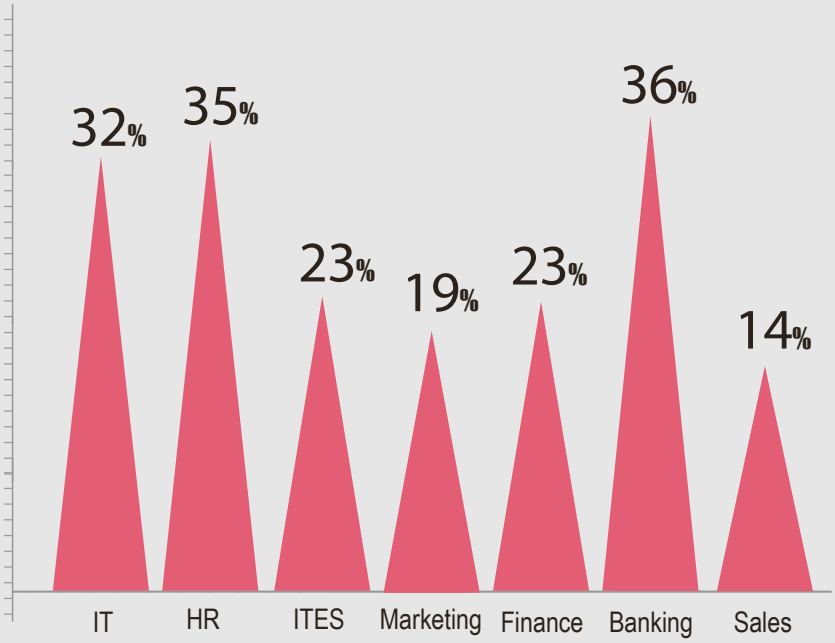
- Banking, Oil &Gas, IT sectors experiencing growth upwards of 30% on a Y-O-Y basis.
- Bangalore and Pune experience a growth upwards of 30% in jobs in September'14

Hiring trends across top industry sectors



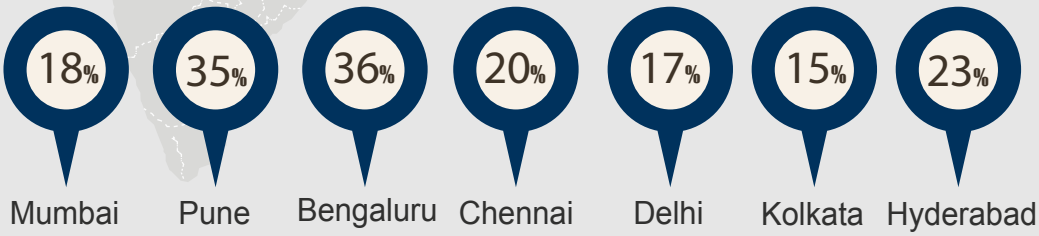
figures are percentage increase in Sep-14 over Sep-13

Hiring trends across functional areas



figures are percentage increase in Sep-14 over Sep-13

Job Trends Across Top Cities



figures are percentage increase in Sep-14 over Sep-13

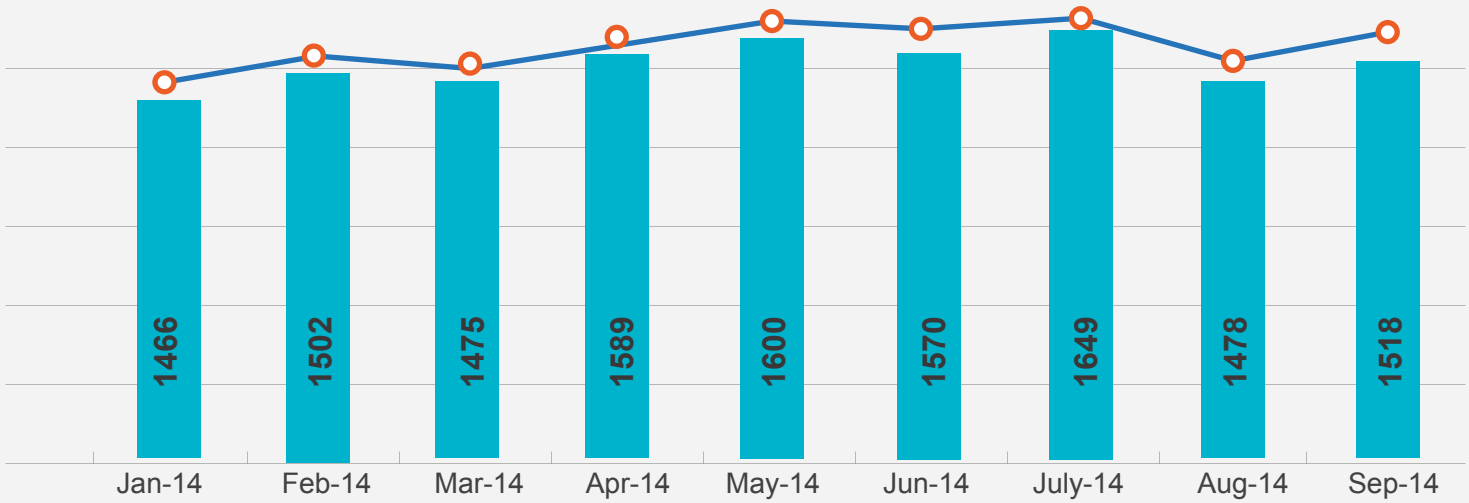
OVERALL JOB INDEX

The Naukri Job Speak Index for the month of September 2014 at 1518 indicates a 23% growth in hiring when compared to September 2013. Industry wise hiring sentiment remained positive with sectors such as Banking and IT seeing an increase of 52% and 34% respectively in September'14 as compared to September'13. Among the top metros, Bangalore and Pune saw maximum growth in hiring with the index moving up by 36% and 35% respectively in the same period.

Hitesh Oberoi, Managing Director and CEO, Info edge (India) *said, "The Naukri Job Speak Index has been growing steadily for the past two months, suggesting a sustained momentum in hiring activity. We expect the upward growth trend to continue in the coming months".*

Hiring trends across top industry sectors

Index	Jan-14	Feb-14	Mar-14	Apr-14	May-14	Jun-14	July-14	Aug-14	Sep-14
	1466	1502	1475	1589	1600	1570	1649	1478	1518



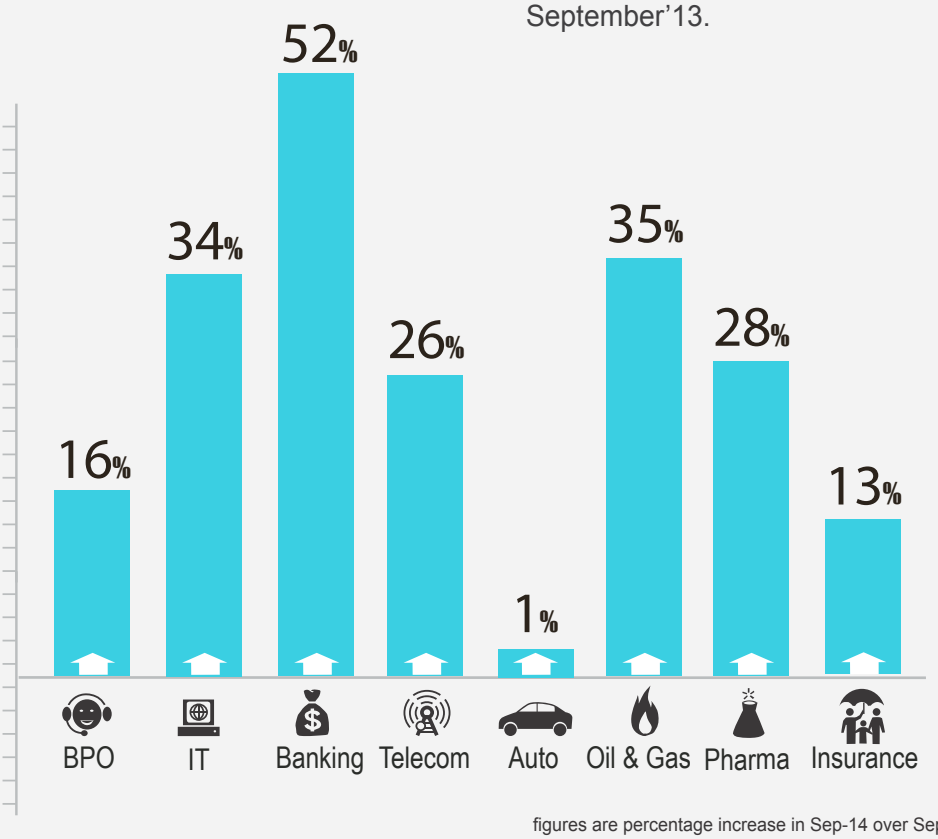
Total no. of new jobs posted in July 2008 was scaled to 1000. Index for subsequent months is relative to Jul 08.

SECTORAL ANALYSIS

An in depth analysis reveals that apart from the Banking and IT sectors, the Oil & Gas and Pharma sectors have also seen yoy growth of 35% and 28% respectively in the index in September'14. The Telecom sector has also moved positively with the index going up by 26% yoy in September '14. The BPO and Insurance sectors have also experienced growth with the index going up by 16% and 13% respectively in the same period.

Other sectors such as Construction and Media have seen growth with the index moving up by 10% and 6% respectively in September'14 over September'13.

Hiring trends across top industry sectors



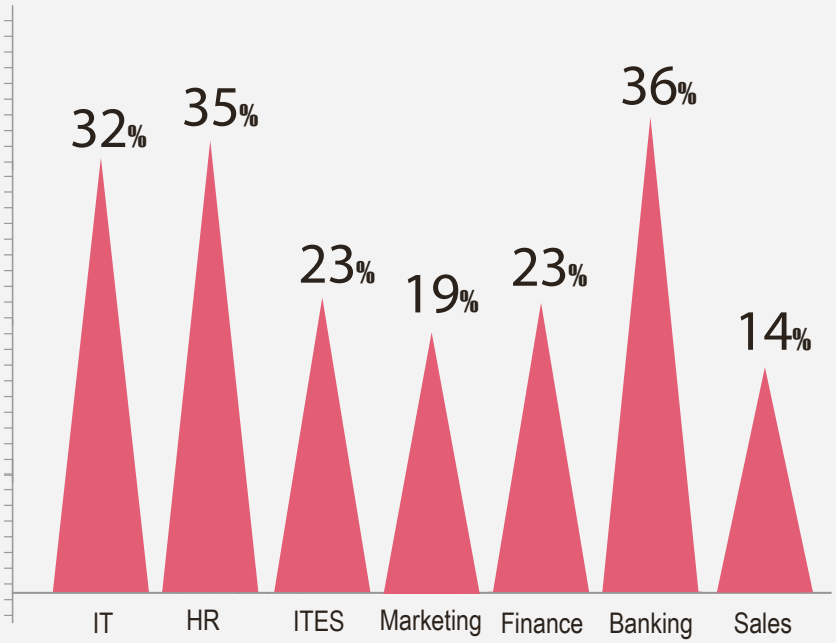
figures are percentage increase in Sep-14 over Sep-13

Industry	Jul 08	Jul-13	Aug-13	Sept-13	Oct-13	Nov-13	Dec-13	Jan-14	Feb-14	Mar-14	Apr-14	May-14	Jun-14	July-14	Aug-14	Sep14
IT- Software	↑1000	↑1609	↓1471	↓1461	↑1493	↑1725	↓1643	↑1936	↓1796	↑1861	↑1915	↑2133	↑2085	↑2317	↓1929	↑1956
BPO and ITeS	↑1000	↓1025	↑1052	↑1122	↑1147	↓1043	↑1144	↑1291	↑1334	↓1284	↑1501	↑1774	↓1492	↑1517	↓1426	↓1305
Construction and Engineering	↑1000	↑719	↓668	↑701	↑716	↑693	↓660	↑810	↓750	↓740	↑769	↓745	↑788	↑791	↓698	↑771
Auto and Auto Ancillary	↑1000	↑975	↓829	↑912	↑932	↓824	↑954	↓933	↑1086	↓1003	↑1066	↓1038	↑1138	↑1167	↓957	↓924
Banking and Financial Services	↑1000	↓1269	↓1156	↑1227	↑1253	↑1290	↑1338	↑1358	↑1425	↓1003	↑1531	↓1453	↑1542	↑1683	↓1567	↑1863
Oil and Gas	↑1000	↑924	↓802	↓776	↑792	↑1071	↓964	↑978	↑988	↓928	↓870	↓900	↑1020	↓859	↓816	↑1048
Telecom	↑1000	↑617	↓531	↑605	↑618	↓601	↑784	↓607	↑771	↓690	↑848	↓785	↓693	↓809	↓827	↓761
Insurance	↑1000	↑712	↓653	↓571	↑583	↓507	↑647	↑815	↓786	↓661	↑871	↓671	↑681	↑685	↑712	↓645
Capital Goods	↑1000	↑836	↓804	↑810	↑827	↓742	↑755	↑888	↑994	↓883	↑983	↓911	→ 911	↓903	↓783	↑801
Pharma & Biotech	↑1000	↑1603	↓1386	↓1295	↑1323	↓1325	↑1541	↑1557	↑1589	↑1721	↑1933	↓1728	↓1663	↓1706	↓1602	↑1655

No. of new jobs posted in July '08 for each industry was scaled to 1000; all months have been compared with previous column

FUNCTIONAL AREA ANALYSIS

The demand for professionals working in HR and Banking grew the most with the index moving up by 35% and 36% respectively in September'14 over September'13. Professionals employed in the IT and Supply Chain functions witnessed a year on year growth in hiring (as represented by the Naukri Job Speak Index) of about 32%and 29% respectively in September'14. Other areas such as Accounts& Finance and BPO grew by 23% each in this time period.



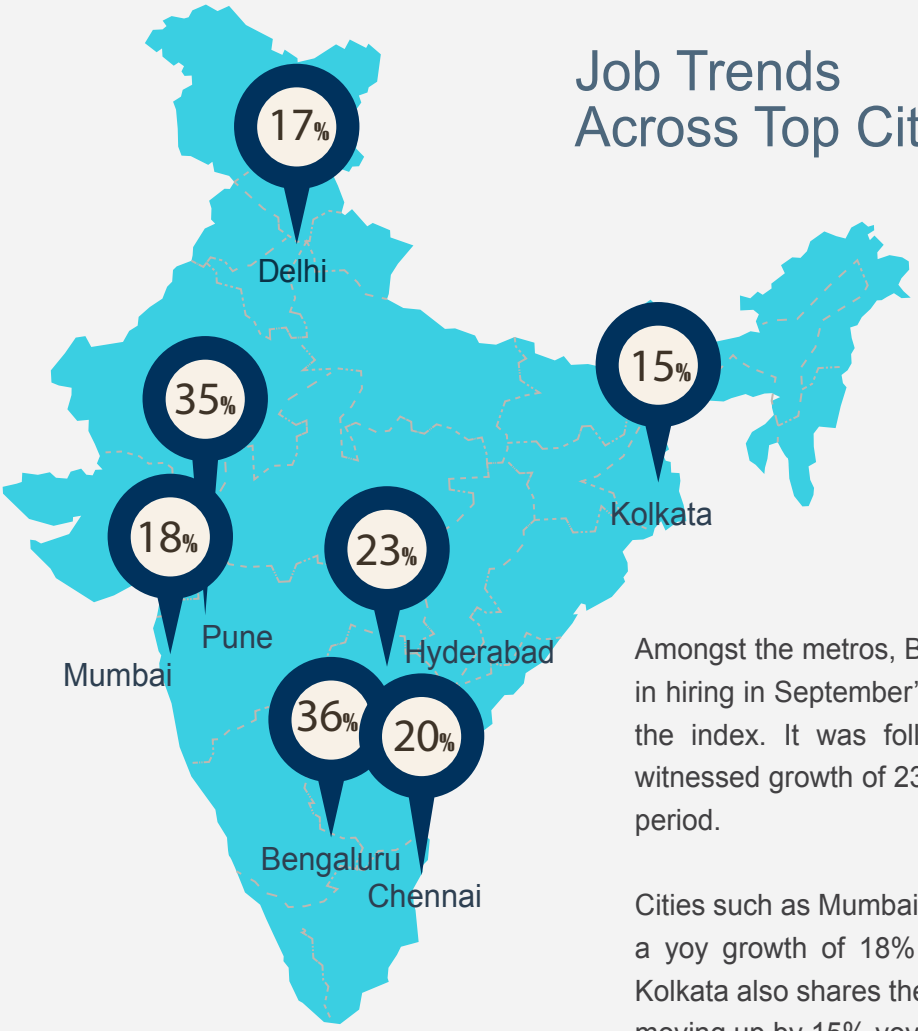
Hiring trends across functional areas

figures are percentage increase in Sep-14 over Sep-13

Functional Area	Jul 08	Sept-13	Oct-13	Nov-13	Dec-13	Jan-14	Feb-14	Mar-14	Apr-14	May-14	Jun-14	July-14	Aug-14	Sep-14
IT-Software	↑1000	↓1391	↑1509	↑1623	↓1573	↑1758	↓1657	↑1724	↑1794	↑1993	↓1937	↑2181	↓1834	↑1843
Sales and Business Development	↑1000	↓1496	↓1479	↓1462	↓1454	↑1725	↑1785	↓1697	↑1865	↑1812	↓1793	↑1814	↓1641	↑1703
ITES and BPO	↑1000	↓1393	↑1583	↓1320	↑1495	↑1729	↑1736	↓1686	↑1965	↑2207	↓1961	↑1963	↓1824	↓1719
Production and Maintenance	↑1000	↓1093	↓1078	↑1129	↓1122	↑1204	↓1197	↑1298	↓1250	↓1171	↑1284	↑1204	↓1125	↑1210
Accounts and Finance	↑1000	↓935	↓906	↓879	↑880	↑986	↑1068	↑1098	↑1179	↑1161	↓1110	↑1186	↓1091	↑1153
HR & Administration	↑1000	↓1084	↑1164	↓1154	↑1192	↑1307	↑1363	↑1376	↑1562	↑1512	↓1442	↑1524	↓1449	↑1467
Project Management	↑1000	↓722	↓710	↑755	↓709	↑837	↓751	↑802	↓763	↓697	↑779	↓690	↓681	↑746
Marketing and Advertising	↑1000	↓924	↓895	↑909	↑914	↑1023	↓1015	↑1083	↑1175	↑1002	↑1131	↑1214	↓1007	↑1099
Banking and Insurance	↑1000	↓664	↑793	↓768	↑854	↓827	↑895	↓807	↑957	↑754	↑820	↑889	↓869	↑904
Engineering Design	↑1000	↓870	↓843	↑886	↑901	↑977	↑1038	↑992	↑1002	↑1043	↓1010	↑1026	↓993	↓976

No. of new jobs posted in July '08 for each F-Area was scaled to 1000; all months have been compared with previous column

CITY BASED
HIRING SCENARIO



Job Trends Across Top Cities

Amongst the metros, Bangalore and Pune saw maximum growth in hiring in September'14 over September'13, as represented by the index. It was followed by Hyderabad and Chennai who witnessed growth of 23% and 20% respectively in the same time period.

Cities such as Mumbai and the Delhi NCR region have also seen a yoy growth of 18% and 17% respectively in September'14. Kolkata also shares their optimism in hiring activity with the index moving up by 15% yoy in September'14.

figures are percentage increase in Sep-14 over Sep-13

City*	Jul 08	Sept-13	Oct-13	Nov-13	Dec-13	Jan-14	Feb-14	Mar-14	Apr-14	May-14	Jun-14	July-14	Aug-14	Sep-14
Delhi-NCR	↑1000	↑1373	↑1408	↓1383	↑1483	↑1582	↑1644	↓1607	↓1798	↓1490	↓1235	↑1894	↓1676	↓1611
Mumbai	↑1000	↓1093	↑1127	↓1105	↓1051	↑1202	↑1211	↓1204	↑1319	↑1349	↓1245	↑1377	↓1231	↑1287
Bangalore	↑1000	↓1360	↑1450	↑1554	↓1438	↑1597	↑1726	↑1807	↑1810	↑1909	↓1896	↑2027	↓1799	↑1856
Chennai	↑1000	↑1070	↑1091	↑1111	↓995	↑1171	↑1282	↑1282	↑1287	↑1453	↓1447	↑1546	↓1338	↓1282
Hyderabad	↑1000	↑1249	↑1325	↑1415	↓1320	↑1582	↓1483	↑1584	↑1632	↑1776	↓1675	↑1852	↓1468	↑1538
Pune	↑1000	↓1268	↑1274	↑1377	↓1330	↑1534	↑1579	↑1713	↑1854	↓1848	↓1799	↑1944	↓1635	↑1715
Kolkata	↑1000	↓1095	↓1018	↑1165	↑1238	↑1597	↓1387	↑1582	↑1635	↓1375	↓1269	↑1460	↓1412	↓1264

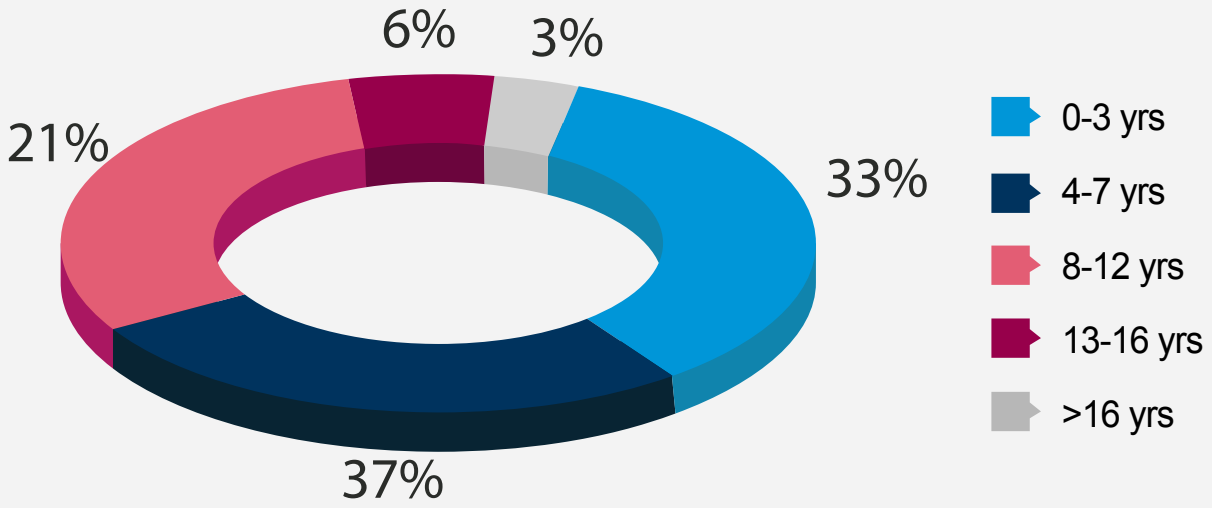
No. of new jobs posted in July '08 for each city was scaled to 1000; all months have been compared with previous column

WORK-
EX BASED SCENARIO

In Sep-14, Hiring activity was at upsurge across all experience levels. Professionals across all experience levels saw b/w 1 to 3% increase in hiring levels in Sep, 14 over Sep, 13.

Experience Buckets

Percentage share of jobs across experience levels in September '14



METHODOLOGY

The Naukri Job Speak index from Feb'10 includes both online jobs as wells as jobs acquired from existing clients by our tele-calling team. Although the tele-calling data is a relatively small component of the entire job postings on Naukri, addition of the same to the index gives a more holistic picture of the Indian job market. Therefore, the Job index which was till now based on the July 2008, has been realigned to take care of the effect of the Jobs added by the tele-sales team.

On the basis of job listings added to the site every month, the data shows an increase or decrease in the index. To calculate the index, job listings added to the site in July 2008 have been taken as 1000. The subsequent months have been indexed with data of July 2008. The monthly report shows hiring trends across industry sectors, geography and functional areas. There might be high volatility for certain fringe cases like smaller cities, niche industries etc. owing to a small base, but more than 48000 clients using Naukri.com leads to high reliability of the data.

Naukri Job Speak not only talks about sectors or cities but also about the total job movement on site. The total jobs on site are defined as:

Total Jobs: Jobs Added + Jobs Refreshed

Where a refreshed job is any job that was posted earlier, however has been refreshed during the month and therefore indicates that the position is still open.

Disclaimer

The data is only representative of the listings on Naukri.com. Our analytics team has used statistical techniques to derive insights which might be useful for our users/stake holders/ audiences. There may be a statistical margin of error

ANNEXURE
SECTORAL DATA

Industry*	Aug-13	Sep-13	Oct-13	Nov-13	Dec'13	Jan-14	Feb-14	Mar-14	Apr-14	May-14	Jun-14	Jul-14	Aug-14	Sep-14
IT-Software/Software Services	1471	1461	1562	1725	1,643	1,936	1796	1861	1915	2133	2085	2317	1929	1956
BPO/ITES/CRM/Transcription	1052	1122	1250	1043	1,144	1,291	1334	1284	1501	1774	1492	1517	1426	1305
Construction and Engineering	668	701	659	694	660	810	750	740	769	745	788	791	698	771
Auto and Auto Ancillary	829	912	906	824	954	933	1086	1003	1066	1038	1138	1167	957	924
Banking and Financial Services	1156	1227	1,241	1290	1,338	1,358	1425	1003	1531	1453	1542	1683	1567	1863
Oil and Gas	802	776	1013	1072	964	978	988	928	870	900	1020	859	816	1048
Telecom	531	605	726	601	784	607	771	690	848	785	693	809	827	761
Insurance	653	571	714	508	647	815	786	661	871	671	681	685	712	645
Capital Goods	804	810	785	743	755	888	994	883	983	911	911	903	783	801
Pharma & Biotech	1386	1295	1385	1326	1,541	1,557	1589	1721	1933	1728	1663	1706	1602	1655
Hospitality	1496	1654	1653	1720	1,532	1,858	1830	1699	1826	1683	1781	1708	1482	1717
FMCG,Foods and Beverage	1238	1225	1144	1202	1,145	1,296	1421	1504	1419	1293	1264	1486	1942	1330
Chemicals	878	917	889	823	926	911	1018	1699	905	1031	990	978	1248	1064
Education	1872	2222	2160	1995	1,770	2,025	2338	2131	2368	2041	2200	2225	1868	2033
IT-Hardware & Networking	1169	917	785	878	792	915	965	1009	1221	1048	1072	1081	1060	1189
Retailing	982	1048	1073	870	965	1,044	1189	1126	1121	1169	1240	1357	1223	1259
Media and Entertainment	821	922	857	844	802	878	1038	898	1072	1002	1029	1035	1014	977
Healthcare	2220	2340	2121	2206	2,447	2,610	2792	2756	2885	2676	2640	2476	2581	2632
Real Estate	1803	1966	1767	2040	1,872	2,046	2229	2383	2669	2566	2528	2779	2239	2224
Employment Firms	2181	2350	3266	2925	3,586	3,958	3501	3797	4443	3348	3049	3070	3002	3294
Consumer Durables	896	1020	800	816	880	1,003	1018	1062	1117	1148	1103	971	913	903
Accounting & Taxation	1240	1641	1207	930	916	1,071	1252	1127	1317	1372	1122	1200	1161	1381
Advertising	1230	1241	1254	1459	1,343	1,545	1369	1413	1582	1527	1605	1632	1438	1477
Textiles	1532	1651	1585	1644	1,716	1,663	1807	2164	2215	1929	1898	1997	1887	2050
Semiconductors & Electronics	1075	875	945	1255	1,171	1,037	1896	1228	1604	1930	1349	1653	1483	1235
Courier & Transportation	1085	929	1024	954	897	1,314	1075	1181	1215	1285	1342	1393	1297	1418
Architecture & Interior Designing	985	943	902	941	974	1,040	1253	1231	1251	1392	1137	1217	946	1181
Export & Import	951	1274	1137	1163	1,183	1,378	1315	1406	1160	1303	1063	997	1002	1008
Printing & Packaging	1091	1280	979	1136	1,226	1,437	1210	1424	1495	1328	1376	1607	1284	1399
Marine	627	642	775	720	493	787	876	805	1135	1250	623	753	527	638
Agriculture	1455	1059	1213	1180	882	1,371	1437	1558	1730	1287	1539	1763	1343	1544
Office Equipment/Automation	683	658	737	782	658	683	697	1138	1034	950	841	772	796	806
Fresher & Trainee	816	846	1009	1039	801	1,017	868	801	994	1031	1224	1373	1195	1054
Social Services	1604	2002	2328	1512	1,640	1,994	1994	2520	2300	2271	1980	1987	1817	1576
Gems & Jewellery	2160	2424	2034	1833	2,461	2,574	2938	2712	3227	3001	2775	2775	2850	2172
Paper	653	515	741	440	615	565	502	590	615	553	628	628	615	565
Legal	1662	1647	2063	1677	1,796	2,285	2330	2226	3220	2300	2092	2211	2345	2790
Tyres	1202	890	1172	950	1,039	1,143	1232	1009	861	846	816	935	950	1232
Fertilizers & Pesticides	1885	1929	1618	1929	994	1,677	2018	1603	2478	1514	1840	1707	2478	2063
Security & Law Enforcement	1560	1741	1233	1614	1,161	1,959	1451	1433	2521	1778	2503	2557	1487	1524
Defence & Government	700	840	443	1632	816	3,102	1376	1026	863	770	816	1096	910	793

*No. of new jobs posted in July '08 for each city was scaled to 1000; all months have been compared with July '08

Upward movement of the index as compared to the previous month

Dip in the index

ANNEXURE
FUNCTIONAL AREA

Functional Area*	Aug-13	Sep-13	Oct-13	Nov-13	Dec'13	Jan-14	Feb-14	Mar-14	Apr-14	May-14	Jun-14	Jul-14	Aug-14	Sep-14
IT-Software	1396	1391	1509	1623	1573	1758	1657	1724	1794	1993	1937	2181	1834	1843
Sales and Business Development	1516	1496	1479	1463	1454	1725	1785	1697	1865	1812	1793	1814	1641	1703
ITES and BPO	1295	1393	1583	1320	1495	1729	1736	1686	1965	2207	1961	1963	1824	1719
Production and Maintenance	982	1093	1078	1130	1122	1204	1197	1298	1250	1171	1284	1204	1125	1210
Accounts and Finance	882	935	906	880	880	986	1068	1098	1179	1161	1110	1186	1091	1153
HR & Administration	1054	1084	1164	1155	1192	1307	1363	1376	1562	1512	1442	1524	1449	1467
Project Management	644	722	710	756	709	837	751	802	763	697	779	690	681	746
Marketing and Advertising	914	924	895	910	914	1023	1015	1083	1175	1002	1131	1214	1007	1099
Banking and Insurance	708	664	793	768	854	827	895	807	957	754	820	889	869	904
Engineering Design - R&D	798	870	843	886	901	977	1038	992	1002	1043	1010	1026	993	976
Supply Chain	808	812	882	880	845	981	1051	1067	1100	1053	1011	1110	1033	1051
Front Office and Data Entry	857	922	924	912	857	977	998	967	1049	966	914	952	855	927
IT- Hardware & Telecom	1237	1277	1448	1369	1098	1137	1401	1390	3394	2683	3027	1593	1559	2676
Teaching & Education	1911	2047	1691	2076	1895	2205	2626	2468	2500	2155	2456	2466	1917	1955
Pharma and Biotech	2283	2363	2239	2225	2536	2880	2912	2738	1673	1632	1462	2542	2582	1505
Hotels and Restaurants	2040	2015	2200	2289	2088	2795	2610	2318	2365	2325	2145	2114	1875	2058
Top Management	665	593	688	616	649	731	742	731	688	773	785	851	812	789
Architecture & Interior Design	931	886	919	965	951	1066	1176	1087	1409	1284	1124	1196	1042	1210
Merchandising	1592	1161	1912	1070	1802	1197	1965	418	1430	1871	1662	1767	1428	1267
Consulting	626	750	1388	810	762	768	807	831	1109	949	862	1007	1191	1010
Legal	1174	1202	1275	1136	1256	1535	1620	1626	1727	1422	1309	1604	1588	1673
Web Designing	1567	1702	1689	1607	1818	1956	1997	2041	1727	2188	1931	2238	2015	2364
Journalism	1240	1294	1364	1290	1294	1500	1951	1570	1109	1788	1687	1683	1745	1994
Travel & Airlines	1511	2038	2012	1991	2112	1854	1648	1590	2017	2149	1885	2012	1738	1959
Fashion and Garments	1592	1621	1912	1364	1802	2204	1965	1936	1650	1871	1662	1767	1428	2058
Security Services	908	1071	847	928	898	1112	1306	939	949	1133	1163	1092	1081	1010
Media	784	555	979	930	735	1061	1583	767	1379	849	833	1045	947	882
Packaging	744	907	798	1106	925	1106	961	1542	2503	1360	2068	1705	2195	2684

*No. of new jobs posted in July '08 for each city was scaled to 1000; all months have been compared with July '08

Upward movement of the index as compared to the previous month

Dip in the index

ANNEXURE
CITIES

City*	Aug-13	Sep-13	Oct-13	Nov-13	Dec'13	Jan-14	Feb-14	Mar-14	Apr-14	May-14	Jun-14	Jul-14	Aug-14	Sep-14
Delhi / NCR	1281	1373	1408	1384	1483	1582	1644	1607	1798	1490	1747	1894	1676	1611
Mumbai	1099	1093	1127	1105	1051	1202	1211	1204	1319	1349	1245	1377	1231	1287
Bengaluru / Bangalore	1405	1360	1450	1555	1438	1597	1726	1807	1810	1909	1896	2027	1799	1856
Chennai	1047	1070	1091	1112	995	1171	1282	1282	1287	1453	1447	1546	1338	1282
Hyderabad / Secunderabad	1219	1249	1325	1416	1320	1582	1483	1584	1632	1776	1675	1852	1468	1538
Pune	1301	1268	1274	1377	1330	1534	1579	1713	1854	1848	1799	1944	1635	1715
Kolkata	1104	1095	1018	1165	1238	1597	1387	1582	1635	1375	1269	1460	1412	1264
Ahmedabad	1300	1333	1361	1572	1638	1869	1858	1586	1950	1756	1766	1808	1578	1801
Chandigarh	1182	1146	1171	1399	1380	1449	1445	1323	1846	1538	1321	1588	1358	1380
Ernakulam	1688	1714	1751	2138	1766	2390	2037	1616	1949	1877	1907	2138	1799	1903
Vadodara / Baroda	1237	1303	1331	1353	1400	1569	1422	1644	1563	1486	1386	1284	1334	1397
Coimbatore	984	923	942	1062	1095	1081	1382	1015	1244	1195	1204	1131	1143	1199
Jaipur	2063	2072	2116	1928	1871	2106	2599	2345	2982	2314	2106	2508	1968	2059

*No. of new jobs posted in July '08 for each city was scaled to 1000; all months have been compared with July '08

Upward movement of the index as compared to the previous month

Dip in the index