naukri JOBSPEAK

A Naukri.com group company

A Report on Hiring Activity in India

by: Location, Industry and Experience

A NAUKRI.COM November 2014 REPORT

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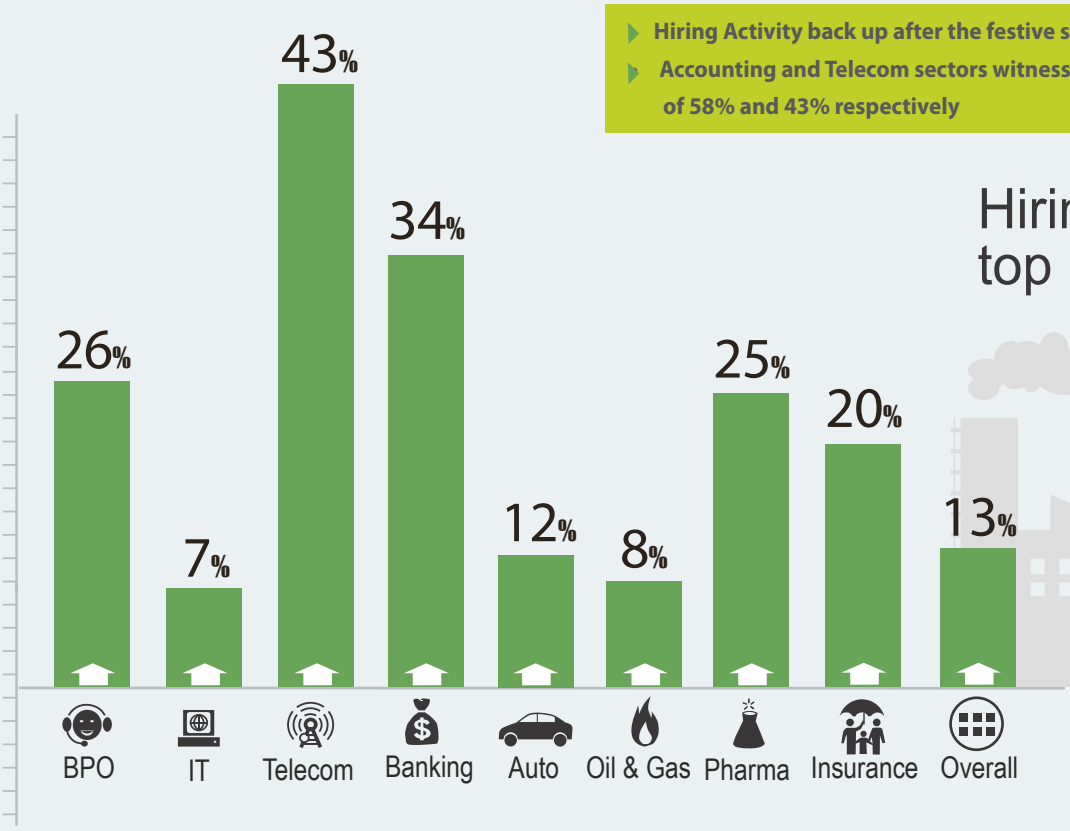
Time to Grow: Naukri Jobspeak Index sees 13% growth in Nov '14 over Nov '13

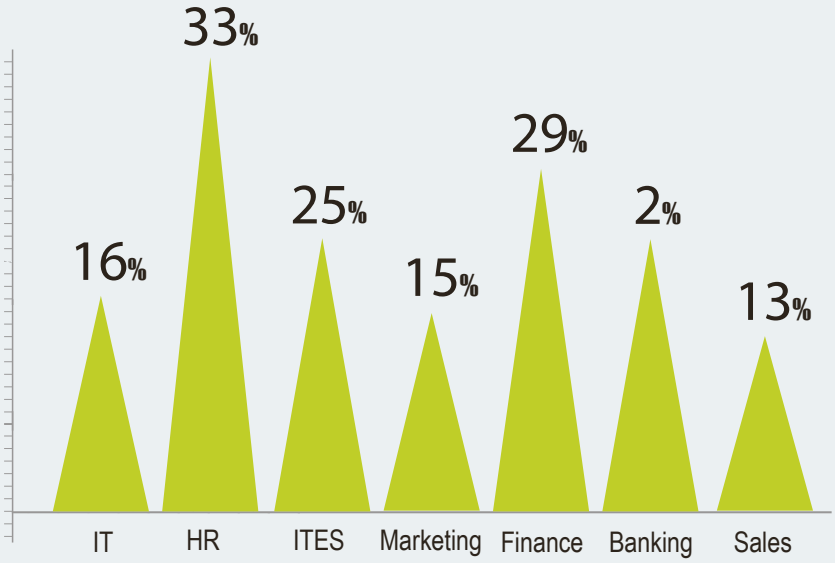
- Hiring Activity back up after the festive season
- Accounting and Telecom sectors witnessed maximum year on year growth of 58% and 43% respectively

Hiring trends across top industry sectors



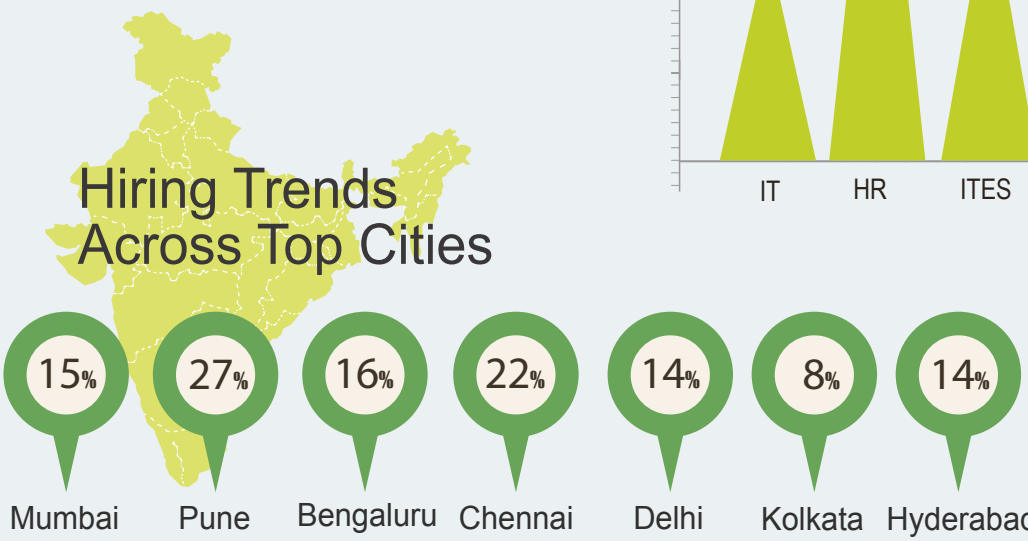
figures are percentage change in Nov-14 over Nov-13

Hiring trends across functional areas



figures are percentage change in Nov-14 over Nov-13

Hiring Trends Across Top Cities



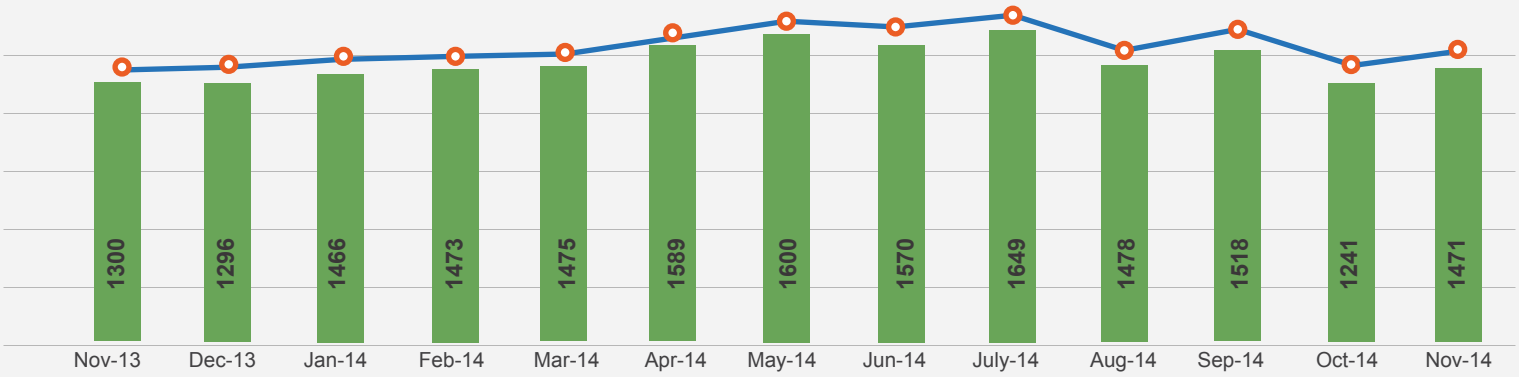
figures are percentage change in Nov-14 over Nov-13

OVERALL JOB INDEX

Naukri Job Speak Index for the month of November 2014 was at 1471, registering a 13% increase hiring activity when compared to November 2013. With the festive season now over, all key sectors witnessed growth in hiring activity. Maximum increase was recorded in the Accounting and Telecom sectors with a 58% and 43% year on year increment respectively. At the city level too, all metros registered healthy growth with Pune and Chennai leading the tally at 27% and 22% year on year growth in the hiring index respectively.

Overall Hiring Trends

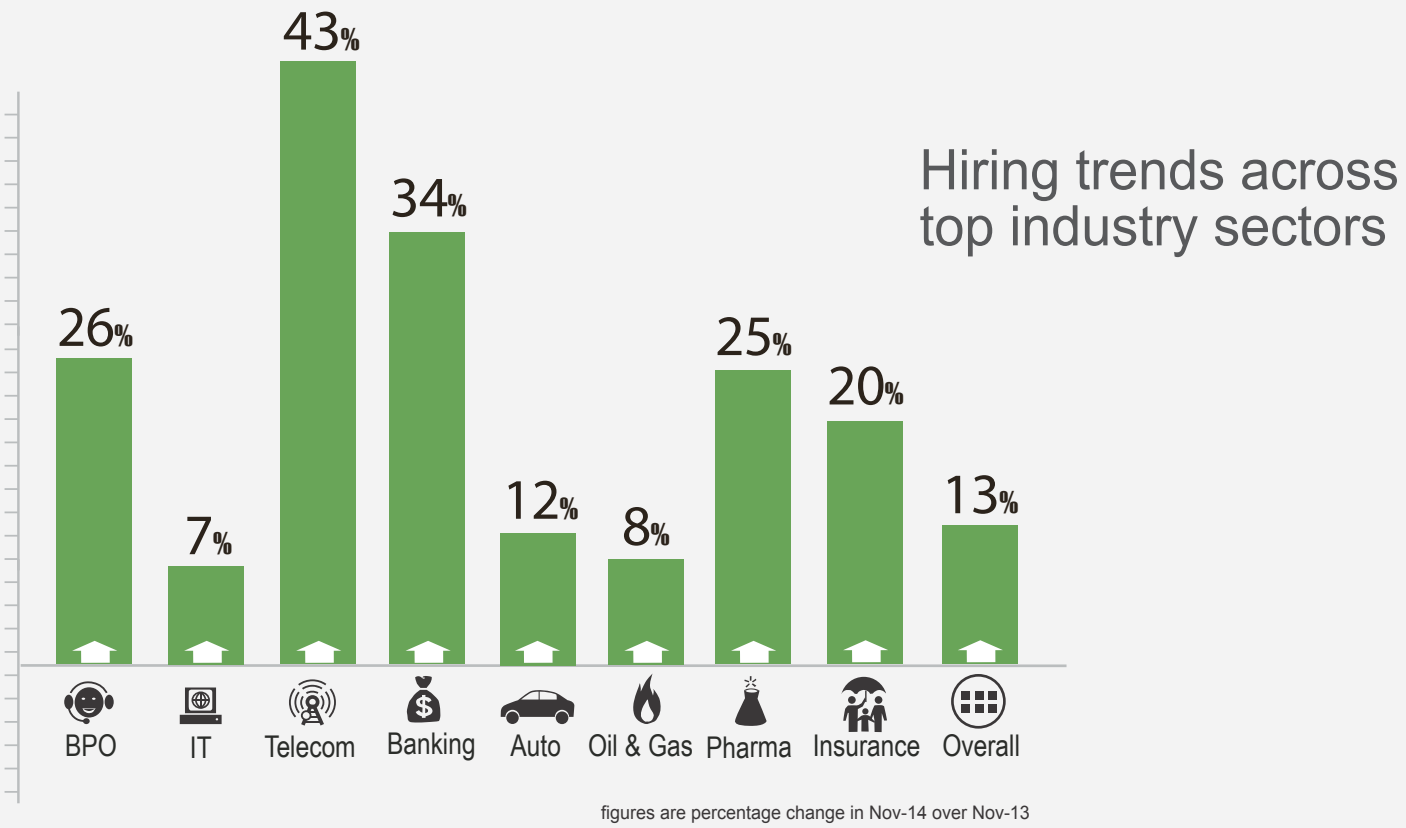
Index	Nov-13	Dec-13	Jan-14	Feb-14	Mar-14	Apr-14	May-14	Jun-14	July-14	Aug-14	Sep-14	Oct-14	Nov-14
	1300	1296	1466	1473	1475	1589	1600	1570	1649	1478	1518	1241	1471



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

SECTORAL ANALYSIS

Most sectors registered year on year growth in the Naukri Job Speak Index in the month of November 2014. Closely following the leaders, Accounting and Telecom, were the Banking, ITES and Pharma sectors at 34% and 26% and 25% growth in November 2014 over November 2013. Sectors such as Retail, Insurance and Healthcare also witnessed an increase of 22%, 20% and 20% respectively. Additionally, the IT Software, Capital Goods and the Auto sectors recorded a growth of 7%, 15% and 12% respectively for the same time period.

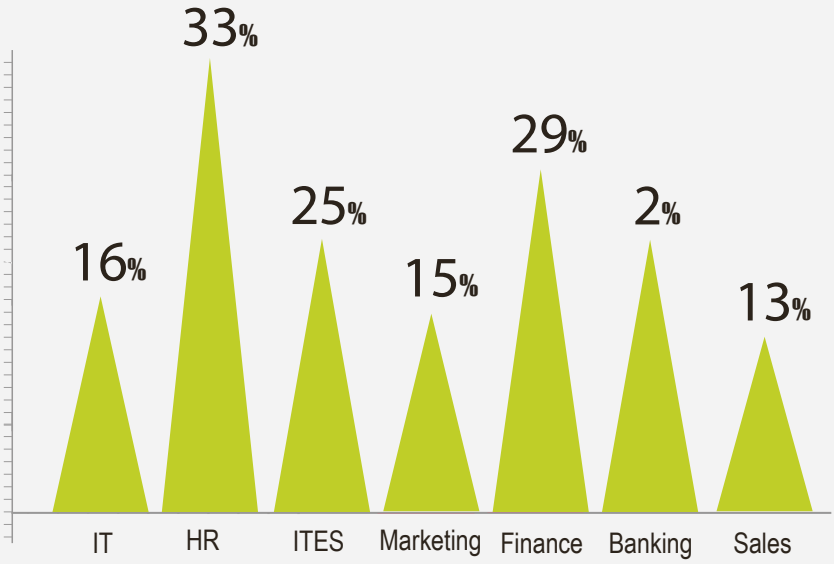


Industry	Jul 08	Nov-13	Dec-13	Jan-14	Feb-14	Mar-14	Apr-14	May-14	Jun-14	July-14	Aug-14	Sep-14	Oct-14	Nov-14
IT- Software	↑1000	↑1725	↓1643	↑1936	↓1796	↑1861	↑1915	↑2133	↑2085	↑2317	↓1929	↑1956	↓1643	↑1850
BPO and ITeS	↑1000	↓1043	↑1144	↑1291	↑1334	↓1284	↑1501	↑1774	↓1492	↑1517	↓1426	↓1305	↓1087	↑1313
Construction and Engineering	↑1000	↑693	↓660	↑810	↓750	↓740	↑769	↓745	↑788	↑791	↓698	↑771	↓626	↑687
Auto and Auto Ancillary	↑1000	↓824	↑954	↓933	↑1086	↓1003	↑1066	↓1038	↑1138	↑1167	↓957	↓924	↓769	↑923
Banking and Financial Services	↑1000	↑1290	↑1338	↑1358	↑1425	↓1003	↑1531	↓1453	↑1542	↑1683	↓1567	↑1863	↓1480	↑1726
Oil and Gas	↑1000	↑1071	↓964	↑978	↑988	↓928	↓870	↓900	↑1020	↓859	↓816	↑1048	↓894	↑1152
Telecom	↑1000	↓601	↑784	↓607	↑771	↓690	↑848	↓785	↓693	↓809	↓827	↓761	↓612	↑862
Insurance	↑1000	↓507	↑647	↑815	↓786	↓661	↑871	↓671	↑681	↑685	↑712	↓645	↓494	↑610
Capital Goods	↑1000	↓742	↑755	↑888	↑994	↓883	↑983	↓911	→ 911	↓903	↓783	↑801	↓644	↑851
Pharma & Biotech	↑1000	↓1325	↑1541	↑1557	↑1589	↑1721	↑1933	↓1728	↓1663	↓1706	↓1602	↑1655	↓1292	↑1657

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 in the HR & Administration functions, as depicted by the increase in the Naukri Job Speak Index in November 2014, grew by 33% year on year, the maximum growth amongst other prominent functional areas. Fuelled by the growth of the internet sector, the demand for web designing professionals also grew by 30% in the same period. Following very closely was the Accounts & Finance function registering a 29% growth year on year. The ITES & BPO functions registered a growth of 25% while the Consulting function recorded a 21% increase in November 2014 over November 2013. Some other key functions such as IT Software, Sales and Marketing recorded a year on year growth of 16%, 13% and 15% respectively as depicted by the Index.



Hiring trends across functional areas

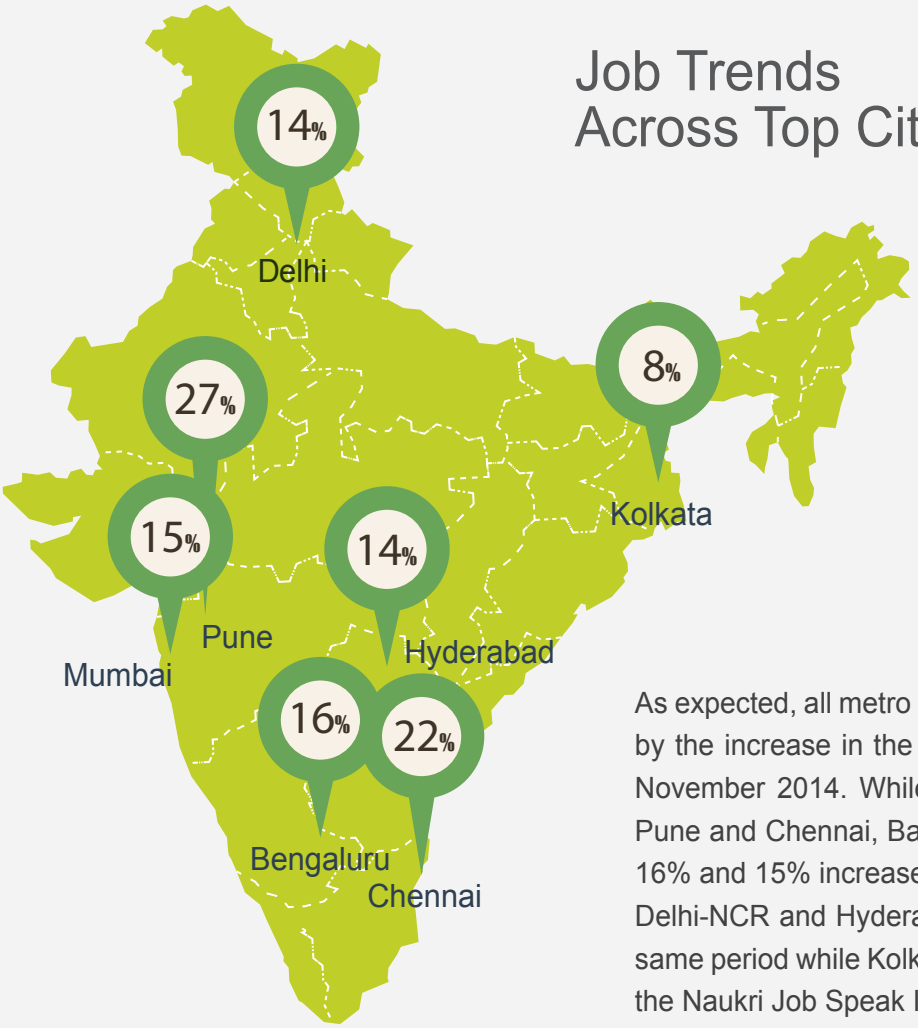
figures are percentage change in Nov-14 over Nov-13

Functional Area	Jul 08	Nov-13	Dec-13	Jan-14	Feb-14	Mar-14	Apr-14	May-14	Jun-14	July-14	Aug-14	Sep-14	Oct-14	Nov-14
IT-Software	↑1000	↑1623	↓1573	↑1758	↓1657	↑1724	↑1794	↑1993	↓1937	↑2181	↓1834	↑1843	↓1603	↑1875
Sales and Business Development	↑1000	↓1462	↓1454	↑1725	↑1785	↓1697	↑1865	↑1812	↓1793	↑1814	↓1641	↑1703	↓1354	↑1650
ITES and BPO	↑1000	↓1320	↑1495	↑1729	↑1736	↓1686	↑1965	↑2207	↓1961	↑1963	↓1824	↓1719	↓1348	↑1653
Production and Maintenance	↑1000	↑1129	↓1122	↑1204	↓1197	↑1298	↓1250	↓1171	↑1284	↑1204	↓1125	↑1210	↓867	↑1042
Accounts and Finance	↑1000	↓879	↑880	↑986	↑1068	↑1098	↑1179	↑1161	↓1110	↑1186	↓1091	↑1153	↓937	↑1134
HR & Administration	↑1000	↓1154	↑1192	↑1307	↑1363	↑1376	↑1562	↑1512	↓1442	↑1524	↓1449	↑1467	↓1192	↑1537
Project Management	↑1000	↑755	↓709	↑837	↓751	↑802	↓763	↓697	↑779	↓690	↓681	↑746	↓576	↑605
Marketing and Advertising	↑1000	↑909	↑914	↑1023	↓1015	↑1083	↑1175	↑1002	↑1131	↑1214	↓1007	↑1099	↓867	↑1043
Banking and Insurance	↑1000	↓768	↑854	↓827	↑895	↓807	↑957	↑754	↑820	↑889	↓869	↑904	↓644	↑785
Engineering Design	↑1000	↑886	↑901	↑977	↑1038	↑992	↑1002	↑1043	↓1010	↑1026	↓993	↓976	↓785	↑898

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



As expected, all metro cities revived the hiring activity as depicted by the increase in the Naukri Job Speak Index for the month of November 2014. While the maximum growth was registered in Pune and Chennai, Bangalore and Mumbai followed closely at a 16% and 15% increase in November 2014 over November 2013. Delhi-NCR and Hyderabad witnessed a 14% growth each in the same period while Kolkata witnessed 8% year on year increase in the Naukri Job Speak Index for the month of November 2014.

figures are percentage change in Nov-14 over Nov-13

City*	Jul 08	Nov-13	Dec-13	Jan-14	Feb-14	Mar-14	Apr-14	May-14	Jun-14	July-14	Aug-14	Sep-14	Oct-14	Nov-14
Delhi-NCR	↑1000	↓1383	↑1483	↑1582	↑1644	↓1607	↓1798	↓1490	↓1235	↑1894	↓1676	↓1611	↓1218	↑1573
Mumbai	↑1000	↓1105	↓1051	↑1202	↑1211	↓1204	↑1319	↑1349	↓1245	↑1377	↓1231	↑1287	↓1026	↑1266
Bangalore	↑1000	↑1554	↓1438	↑1597	↑1726	↑1807	↑1810	↑1909	↓1896	↑2027	↓1799	↑1856	↓1603	↑1810
Chennai	↑1000	↑1111	↓995	↑1171	↑1282	↑1282	↑1287	↑1453	↓1447	↑1546	↓1338	↓1282	↓1108	↑1356
Hyderabad	↑1000	↑1415	↓1320	↑1582	↓1483	↑1584	↑1632	↑1776	↓1675	↑1852	↓1468	↑1538	↓1386	↑1617
Pune	↑1000	↑1377	↓1330	↑1534	↑1579	↑1713	↑1854	↓1848	↓1799	↑1944	↓1635	↑1715	↓1434	↑1754
Kolkata	↑1000	↑1165	↑1238	↑1597	↓1387	↑1582	↑1635	↓1375	↓1269	↑1460	↓1412	↓1264	↓1054	↑1253

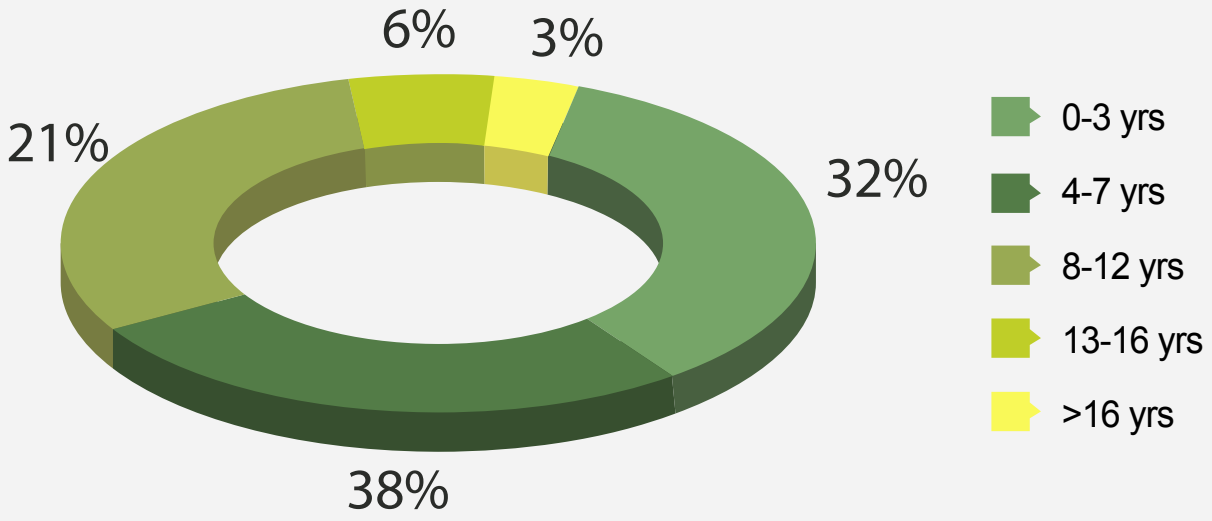
No. of new jobs posted in July '08 for each city was scaled to 1000; all months have been compared with previous column

WORK-
EX BASED SCENARIO

In November 14, hiring activity revived across all experience levels. Professionals across all experience levels saw a uniform increase more than 10% in November 2014 over October 2014.

Experience Buckets

Percentage share of jobs across experience levels in November '14



METHODOLOGY

Naukri.com is India's No. 1 job site that enjoys a a traffic share of 69% as per Comscore. With more than 1,25,000 jobs live at any point in time and over 38 million CV's, Naukri.com serviced over 48,000 corporate clients in 2013-14. This wide spread access to hiring activity across sectors, regions and functional areas gives the company a substantial base to build its analysis.

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.

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.

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*	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	Oct-14	Nov-14
IT-Software/Software Service	1461	1562	1725	1643	1936	1796	1861	1915	2133	2085	2317	1929	1956	1643	1850
BPO/ITES/CRM/Transcriptior	1122	1250	1043	1144	1291	1334	1284	1501	1774	1492	1517	1426	1305	1087	1313
Construction and Engineering	701	659	694	660	810	750	740	769	745	788	791	698	771	626	687
Auto and Auto Ancillary	912	906	824	954	933	1086	1003	1066	1038	1138	1167	957	924	769	923
Banking and Financial Servic	1227	1241	1290	1338	1358	1425	1003	1531	1453	1542	1683	1567	1863	1480	1726
Oil and Gas	776	1013	1072	964	978	988	928	870	900	1020	859	816	1048	894	1152
Telecom	605	726	601	784	607	771	690	848	785	693	809	827	761	612	862
Insurance	571	714	508	647	815	786	661	871	671	681	685	712	645	494	610
Capital Goods	810	785	743	755	888	994	883	983	911	911	903	783	801	644	851
Pharma & Biotech	1295	1385	1326	1541	1557	1589	1721	1933	1728	1663	1706	1602	1655	1292	1657
Hospitality	1654	1653	1720	1532	1858	1830	1699	1826	1683	1781	1708	1482	1717	1375	1642
FMCG,Foods and Beverage	1225	1144	1202	1145	1296	1421	1504	1419	1293	1264	1486	1942	1330	947	1199
Chemicals	917	889	823	926	911	1018	1699	905	1031	990	978	1248	1064	732	896
Education	2222	2160	1995	1770	2025	2338	2131	2368	2041	2200	2225	1868	2033	1672	1701
IT-Hardware & Networking	917	785	878	792	915	965	1009	1221	1048	1072	1081	1060	1189	956	1193
Retailing	1048	1073	870	965	1044	1189	1126	1121	1169	1240	1357	1223	1259	931	1061
Media and Entertainment	922	857	844	802	878	1038	898	1072	1002	1029	1035	1014	977	848	923
Healthcare	2340	2121	2206	2447	2610	2792	2756	2885	2676	2640	2476	2581	2632	2369	2652
Real Estate	1966	1767	2040	1872	2046	2229	2383	2669	2566	2528	2779	2239	2224	1634	2022
Employment Firms	2350	3266	2925	3586	3958	3501	3797	4443	3348	3049	3070	3002	3294	2234	3439
Consumer Durables	1020	800	816	880	1003	1018	1062	1117	1148	1103	971	913	903	807	929
Accounting & Taxation	1641	1207	930	916	1071	1252	1127	1317	1372	1122	1200	1161	1381	1238	1466
Advertising	1241	1254	1459	1343	1545	1369	1413	1582	1527	1605	1632	1438	1477	1146	1466
Textiles	1651	1585	1644	1716	1663	1807	2164	2215	1929	1898	1997	1887	2050	1631	2096
Semiconductors & Electronic	875	945	1255	1171	1037	1896	1228	1604	1930	1349	1653	1483	1235	1541	1330
Courier & Transportation	929	1024	954	897	1314	1075	1181	1215	1285	1342	1393	1297	1418	1348	3059
Architecture & Interior Design	943	902	941	974	1040	1253	1231	1251	1392	1137	1217	946	1181	921	1032
Export & Import	1274	1137	1163	1183	1378	1315	1406	1160	1303	1063	997	1002	1008	747	1068
Printing & Packaging	1280	979	1136	1226	1437	1210	1424	1495	1328	1376	1607	1284	1399	906	1101
Marine	642	775	720	493	787	876	805	1135	1250	623	753	527	638	597	757
Agriculture	1059	1213	1180	882	1371	1437	1558	1730	1287	1539	1763	1343	1544	1045	1222
Office Equipment/Automation	658	737	782	658	683	697	1138	1034	950	841	772	796	806	782	534
Fresher & Trainee	846	1009	1039	801	1017	868	801	994	1031	1224	1373	1195	1054	1083	1417
Social Services	2002	2328	1512	1640	1994	1994	2520	2300	2271	1980	1987	1817	1576	1306	1611
Gems & Jewellery	2424	2034	1833	2461	2574	2938	2712	3227	3001	2775	2775	2850	2172	2285	3077
Paper	515	741	440	615	565	502	590	615	553	628	628	615	565	540	477
Legal	1647	2063	1677	1796	2285	2330	2226	3220	2300	2092	2211	2345	2790	1618	2330
Tyres	890	1172	950	1039	1143	1232	1009	861	846	816	935	950	1232	490	1024
Fertilizers & Pesticides	1929	1618	1929	994	1677	2018	1603	2478	1514	1840	1707	2478	2063	1499	1573
Security & Law Enforcement	1741	1233	1614	1161	1959	1451	1433	2521	1778	2503	2557	1487	1524	1397	1524
Defence & Government	840	443	1632	816	3102	1376	1026	863	770	816	1096	910	793	2379	1329

*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*	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	Oct-14	Nov-14
IT-Software	1391	1509	1623	1573	1758	1657	1724	1794	1993	1937	2181	1834	1843	1603	1875
Sales and Business Developr	1496	1479	1463	1454	1725	1785	1697	1865	1812	1793	1814	1641	1703	1354	1650
ITES and BPO	1393	1583	1320	1495	1729	1736	1686	1965	2207	1961	1963	1824	1719	1348	1653
Production and Maintenance	1093	1078	1130	1122	1204	1197	1298	1250	1171	1284	1204	1125	1210	867	1042
Accounts and Finance	935	906	880	880	986	1068	1098	1179	1161	1110	1186	1091	1153	937	1134
HR & Administration	1084	1164	1155	1192	1307	1363	1376	1562	1512	1442	1524	1449	1467	1192	1537
Project Management	722	710	756	709	837	751	802	763	697	779	690	681	746	576	605
Marketing and Advertising	924	895	910	914	1023	1015	1083	1175	1002	1131	1214	1007	1099	867	1043
Banking and Insurance	664	793	768	854	827	895	807	957	754	820	889	869	904	644	785
Engineering Design - R&D	870	843	886	901	977	1038	992	1002	1043	1010	1026	993	976	785	898
Supply Chain	812	882	880	845	981	1051	1067	1100	1053	1011	1110	1033	1051	770	960
Front Office and Data Entry	922	924	912	857	977	998	967	1049	966	914	952	855	927	725	843
IT- Hardware & Telecom	1277	1448	1369	1098	1137	1401	1390	3394	2683	3027	1593	1559	2676	1282	1462
Teaching & Education	2047	1691	2076	1895	2205	2626	2468	2500	2155	2456	2466	1917	1955	1578	1803
Pharma and Biotech	2363	2239	2225	2536	2880	2912	2738	1673	1632	1462	2542	2582	1505	2512	2697
Hotels and Restaurants	2015	2200	2289	2088	2795	2610	2318	2365	2325	2145	2114	1875	2058	1792	2104
Top Management	593	688	616	649	731	742	731	688	773	785	851	812	789	610	717
Architecture & Interior Design	886	919	965	951	1066	1176	1087	1409	1284	1124	1196	1042	1210	869	963
Merchandising	1161	1912	1070	1802	1197	1965	418	1430	1871	1662	1767	1428	1267	1603	1224
Consulting	750	1388	810	762	768	807	831	1109	949	862	1007	1191	1010	816	979
Legal	1202	1275	1136	1256	1535	1620	1626	1727	1422	1309	1604	1588	1673	1275	1570
Web Designing	1702	1689	1607	1818	1956	1997	2041	1727	2188	1931	2238	2015	2364	1642	2097
Journalism	1294	1364	1290	1294	1500	1951	1570	1109	1788	1687	1683	1745	1994	1403	1745
Travel & Airlines	2038	2012	1991	2112	1854	1648	1590	2017	2149	1885	2012	1738	1959	1496	1885
Fashion and Garments	1621	1912	1364	1802	2204	1965	1936	1650	1871	1662	1767	1428	2058	1603	2041
Security Services	1071	847	928	898	1112	1306	939	949	1133	1163	1092	1081	1010	918	837
Media	555	979	930	735	1061	1583	767	1379	849	833	1045	947	882	767	1045
Packaging	907	798	1106	925	1106	961	1542	2503	1360	2068	1705	2195	2684	1052	1669

*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*	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	Oct-14	Nov-14
Delhi / NCR	1373	1408	1384	1483	1582	1644	1607	1798	1490	1747	1894	1676	1611	1218	1573
Mumbai	1093	1127	1105	1051	1202	1211	1204	1319	1349	1245	1377	1231	1287	1026	1266
Bengaluru / Bangalore	1360	1450	1555	1438	1597	1726	1807	1810	1909	1896	2027	1799	1856	1603	1810
Chennai	1070	1091	1112	995	1171	1282	1282	1287	1453	1447	1546	1338	1282	1108	1356
Hyderabad / Secunderabad	1249	1325	1416	1320	1582	1483	1584	1632	1776	1675	1852	1468	1538	1386	1617
Pune	1268	1274	1377	1330	1534	1579	1713	1854	1848	1799	1944	1635	1715	1434	1754
Kolkata	1095	1018	1165	1238	1597	1387	1582	1635	1375	1269	1460	1412	1264	1054	1253
Ahmedabad	1333	1361	1572	1638	1869	1858	1586	1950	1756	1766	1808	1578	1801	1500	1684
Chandigarh	1146	1171	1399	1380	1449	1445	1323	1846	1538	1321	1588	1358	1380	1022	1160
Ernakulam	1714	1751	2138	1766	2390	2037	1616	1949	1877	1907	2138	1799	1903	1858	2014
Vadodara / Baroda	1303	1331	1353	1400	1569	1422	1644	1563	1486	1386	1284	1334	1397	1287	1530
Coimbatore	923	942	1062	1095	1081	1382	1015	1244	1195	1204	1131	1143	1199	1114	1363
Jaipur	2072	2116	1928	1871	2106	2599	2345	2982	2314	2106	2508	1968	2059	1651	2028

*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