naukri JOBSPEAK

A Naukri.com group company

A REPORT ON HIRING ACTIVITY IN INDIA

by: Location, Industry and Experience

A NAUKRI.COM REPORT

December 2014

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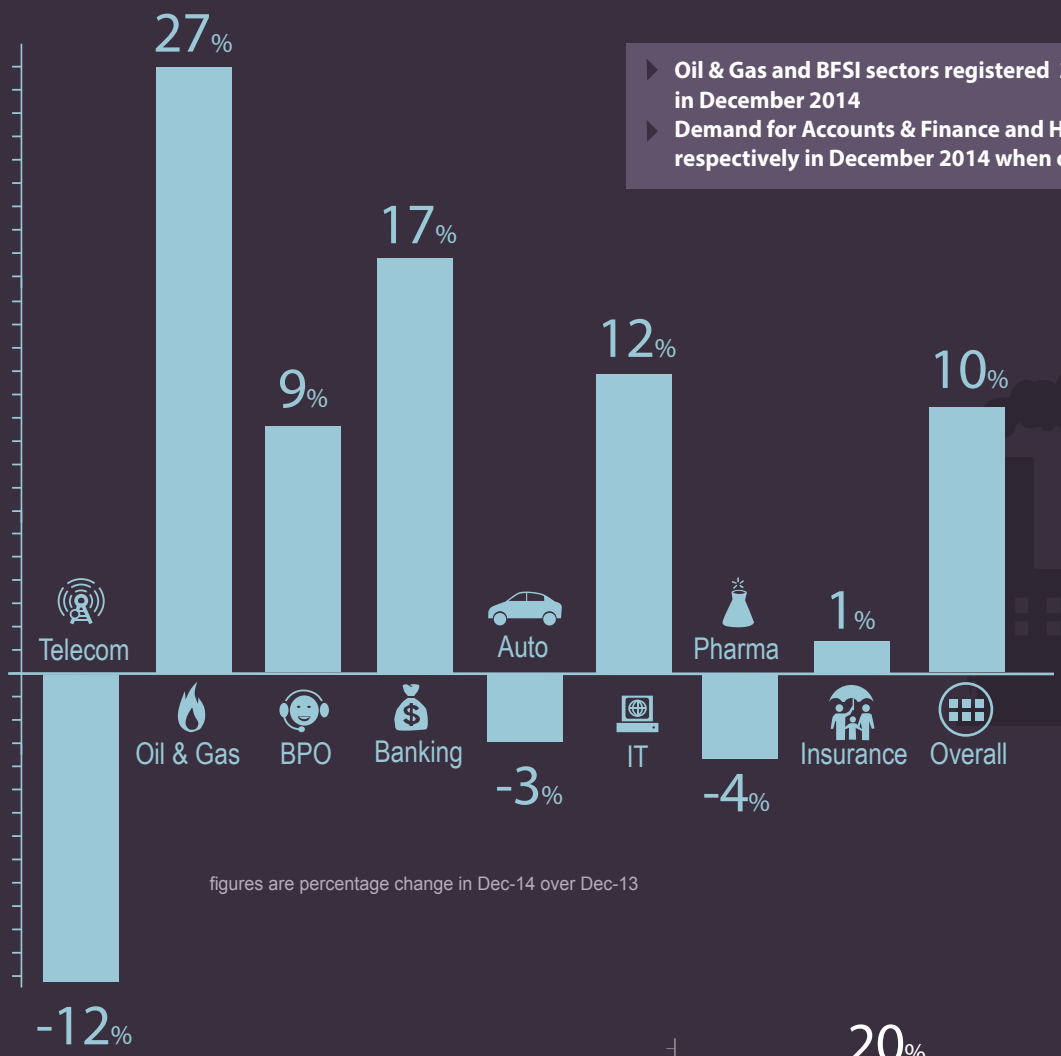
Growth Continues: Naukri Jobspeak Index sees 10% growth in Dec '14 over Dec'13

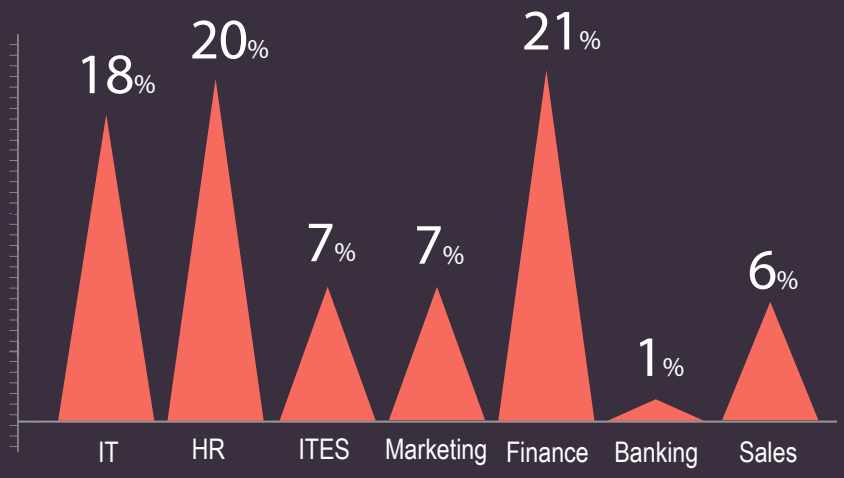
- Oil & Gas and BFSI sectors registered 27% and 17% year on year growth in December 2014
- Demand for Accounts & Finance and HR professionals grew by 21% and 20% respectively in December 2014 when compared to December 2013

Hiring trends across top industry sectors



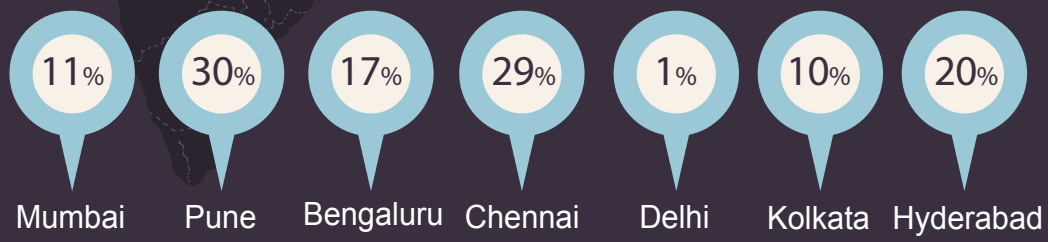
figures are percentage change in Dec-14 over Dec-13

Hiring trends across functional areas



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

Hiring Trends Across Top Cities



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

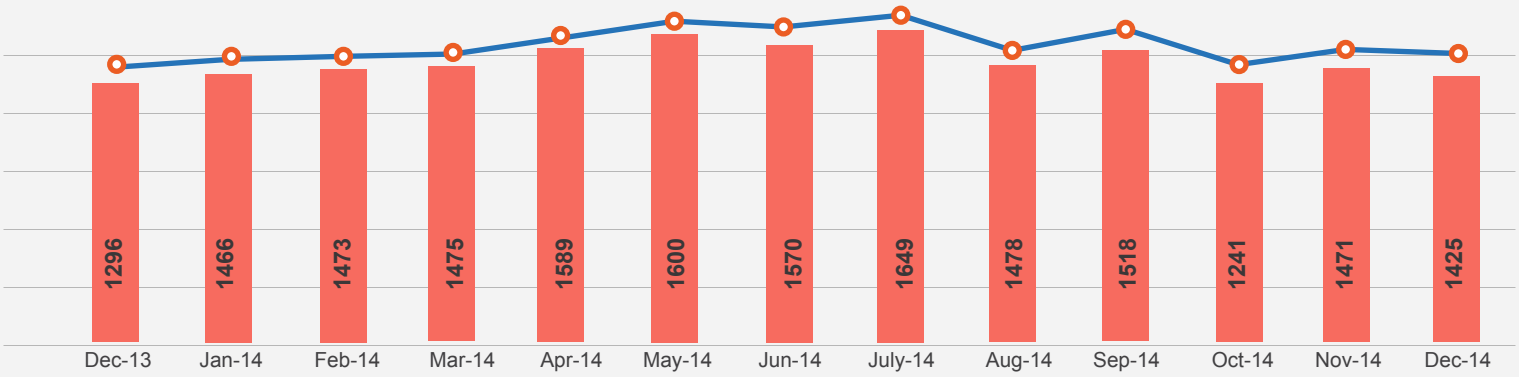
OVERALL JOB INDEX

Naukri Job Speak Index for the month of December 2014 was at 1425, registering a 10% increase hiring activity over December 2013. The sectors which recorded maximum increase were Oil & Gas and BFSI at 27% and 17% year-on-year (yoy) increase in December 2014. Geographically, Pune and Chennai were leading the tally and registered a yoy growth of 30% and 29% in December 2014 as reflected by the Naukri Job Speak Index.

Sumeet Singh, Senior Vice President, Marketing and Corporate Communication, Info edge (India) *said, "The Naukri Job Index for the month of December reflects a 10% growth in hiring activity. Barring the month of October (owing to the festivities), the entire 2014 has been a good year with increase in hiring activity. With improvement in the domestic market, we are hopeful that the growth story should continue. "*

Overall Hiring Trends

Index	Dec-13	Jan-14	Feb-14	Mar-14	Apr-14	May-14	Jun-14	July-14	Aug-14	Sep-14	Oct-14	Nov-14	Dec-14
	1296	1466	1473	1475	1589	1600	1570	1649	1478	1518	1241	1471	1425

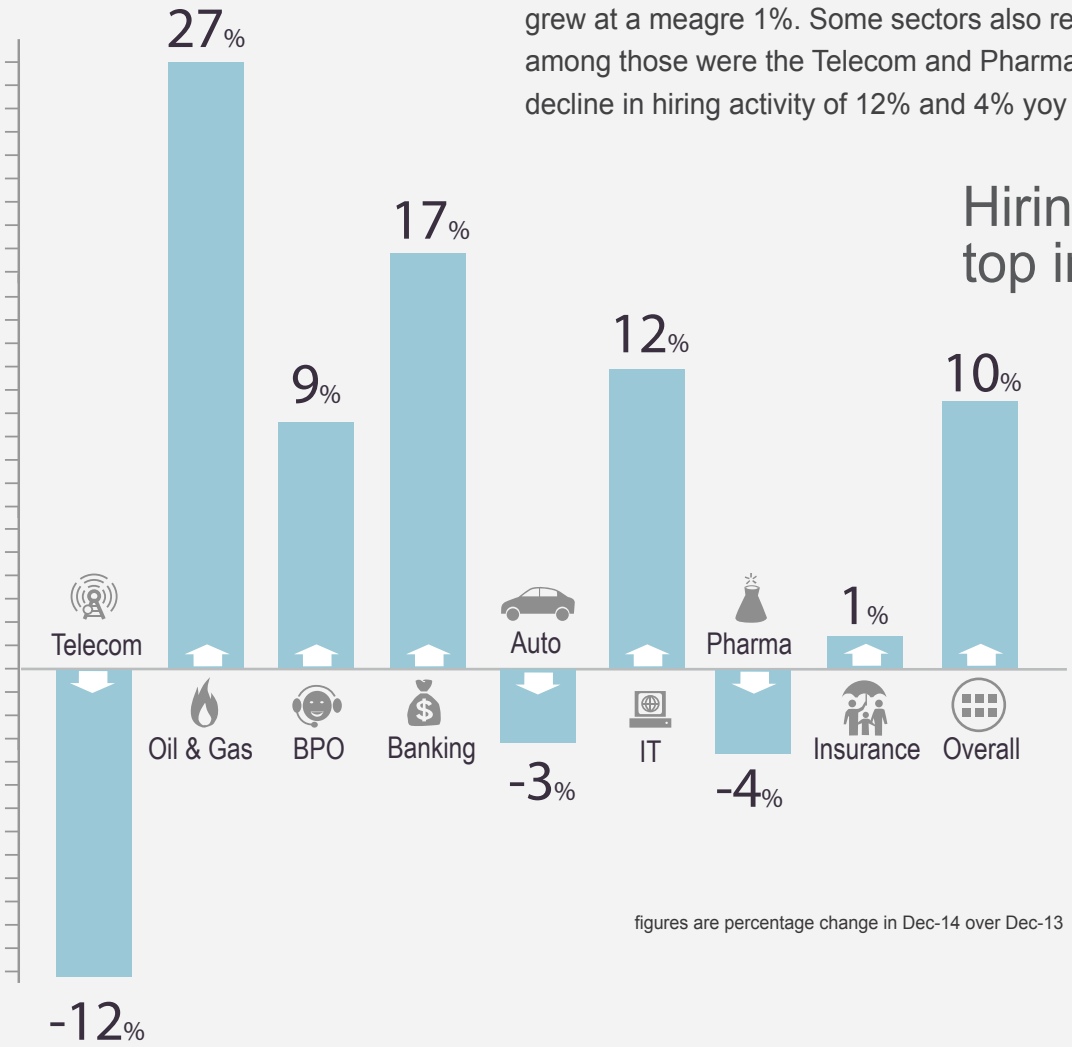


Total no. of new jobs posted in July 2008 was scaled to 1000. Index for subsequent months is relative to Jul 08.

SECTORAL ANALYSIS

While the Oil & Gas and BFSI sectors recorded maximum yoy growth in hiring activity as reflected by the Naukri Job Speak Index in December 2014, the IT Software and the BPO sectors also registered a healthy growth of 12% and 9% year on year for the same period. Moderate growth was observed in the Capital Goods sector at 6% and the Insurance sector grew at a meagre 1%. Some sectors also registered degrowth, the highest among those were the Telecom and Pharma sectors which witnessed a decline in hiring activity of 12% and 4% yoy in December 2014.

Hiring trends across top industry sectors



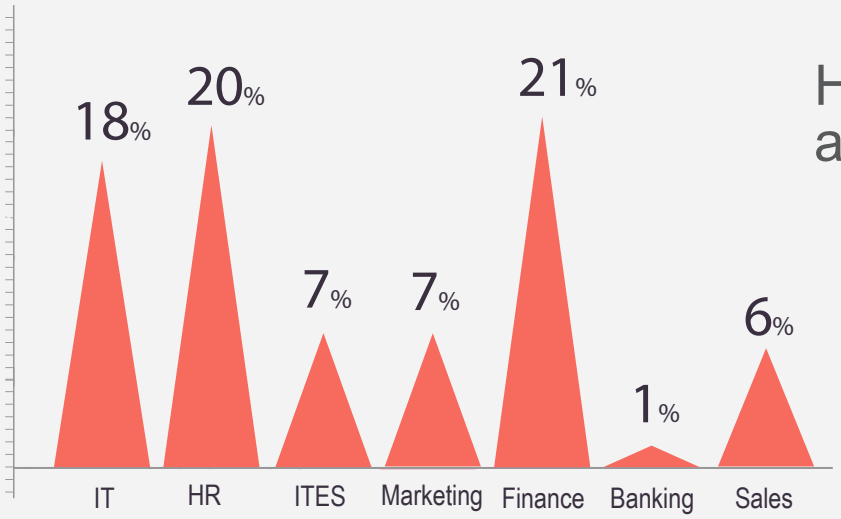
figures are percentage change in Dec-14 over Dec-13

Industry	Jul 08	Dec-13	Jan-14	Feb-14	Mar-14	Apr-14	May-14	Jun-14	July-14	Aug-14	Sep-14	Oct-14	Nov-14	Dec-14
IT- Software	1000	1643	1936	1796	1861	1915	2133	2085	2317	1929	1956	1643	1850	1835
BPO and ITeS	1000	1144	1291	1334	1284	1501	1774	1492	1517	1426	1305	1087	1313	1251
Construction and Engineering	1000	660	810	750	740	769	745	788	791	698	771	626	687	655
Auto and Auto Ancillary	1000	954	933	1086	1003	1066	1038	1138	1167	957	924	769	923	927
Banking and Financial Services	1000	1338	1358	1425	1003	1531	1453	1542	1683	1567	1863	1480	1726	1571
Oil and Gas	1000	964	978	988	928	870	900	1020	859	816	1048	894	1152	1228
Telecom	1000	784	607	771	690	848	785	693	809	827	761	612	862	691
Insurance	1000	647	815	786	661	871	671	681	685	712	645	494	610	656
Capital Goods	1000	755	888	994	883	983	911	911	903	783	801	644	851	801
Pharma & Biotech	1000	1541	1557	1589	1721	1933	1728	1663	1706	1602	1655	1292	1657	1473

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 three sectors grew fairly strongly in December 2014 over December 2013. These were Accounts & Finance, HR & Administration and IT-Software which grew at 21%, 20% and 18% respectively. Moderate growth was seen in the Marketing & Advertising and BPO areas at 7% each in December 2014. Also included in this moderate growth segment is the Sales and Business Development area which grew at 6% year on year in December 2014. On the other hand, the demand for Production & Maintenance professionals and Project Management professionals registered a decline of 7% and 8% respectively for the same period.



Hiring trends across functional areas

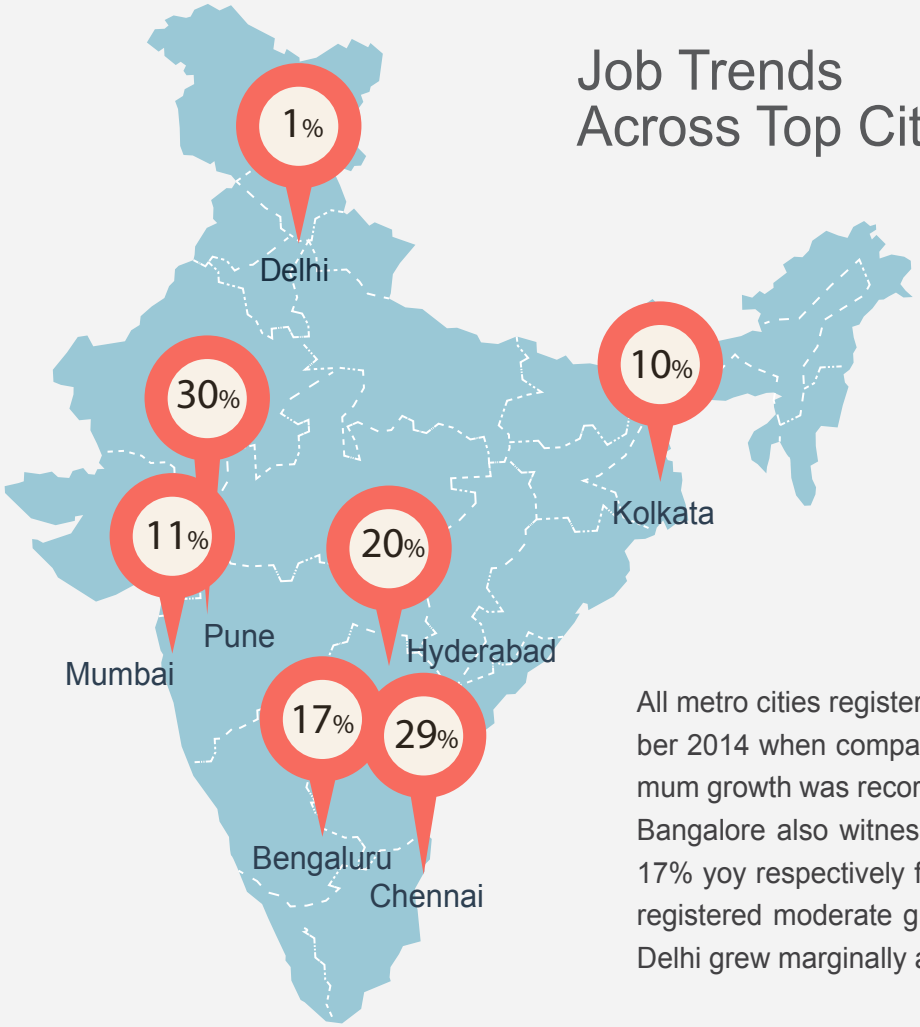
figures are percentage change in Dec-14 over Dec-13

Functional Area	Jul 08	Dec-13	Jan-14	Feb-14	Mar-14	Apr-14	May-14	Jun-14	July-14	Aug-14	Sep-14	Oct-14	Nov-14	Dec-14
IT-Software	↑1000	↓1573	↑1758	↓1657	↑1724	↑1794	↑1993	↓1937	↑2181	↓1834	↑1843	↓1603	↑1875	↓1849
Sales and Business Development	↑1000	↓1454	↑1725	↑1785	↓1697	↑1865	↑1812	↓1793	↑1814	↓1641	↑1703	↓1354	↑1650	↓1538
ITES and BPO	↑1000	↑1495	↑1729	↑1736	↓1686	↑1965	↑2207	↓1961	↑1963	↓1824	↓1719	↓1348	↑1653	↓1603
Production and Maintenance	↑1000	↓1122	↑1204	↓1197	↑1298	↓1250	↓1171	↑1284	↑1204	↓1125	↑1210	↓867	↑1042	↑1043
Accounts and Finance	↑1000	↑880	↑986	↑1068	↑1098	↑1179	↑1161	↓1110	↑1186	↓1091	↑1153	↓937	↑1134	↓1068
HR & Administration	↑1000	↑1192	↑1307	↑1363	↑1376	↑1562	↑1512	↓1442	↑1524	↓1449	↑1467	↓1192	↑1537	↓1429
Project Management	↑1000	↓709	↑837	↓751	↑802	↓763	↓697	↑779	↓690	↓681	↑746	↓576	↑605	↑654
Marketing and Advertising	↑1000	↑914	↑1023	↓1015	↑1083	↑1175	↑1002	↑1131	↑1214	↓1007	↑1099	↓867	↑1043	↓975
Banking and Insurance	↑1000	↑854	↓827	↑895	↓807	↑957	↑754	↑820	↑889	↓869	↑904	↓644	↑785	↑861
Engineering Design	↑1000	↑901	↑977	↑1038	↑992	↑1002	↑1043	↓1010	↑1026	↓993	↓976	↓785	↑898	↓877

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



All metro cities registered an increase in hiring activity in December 2014 when compared with December 2013. While the maximum growth was recorded in Pune and Chennai, Hyderabad and Bangalore also witnessed high growth of the order of 20% and 17% yoy respectively for the same period. Mumbai and Kolkatta registered moderate growth of 11% and 10% respectively while Delhi grew marginally at 1% yoy in December 2014.

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

City*	Jul 08	Dec-13	Jan-14	Feb-14	Mar-14	Apr-14	May-14	Jun-14	July-14	Aug-14	Sep-14	Oct-14	Nov-14	Dec-14
Delhi-NCR	↑1000	↑1483	↑1582	↑1644	↓1607	↓1798	↓1490	↓1235	↑1894	↓1676	↓1611	↓1218	↑1573	↓1501
Mumbai	↑1000	↓1051	↑1202	↑1211	↓1204	↑1319	↑1349	↓1245	↑1377	↓1231	↑1287	↓1026	↑1266	↓1170
Bangalore	↑1000	↓1438	↑1597	↑1726	↑1807	↑1810	↑1909	↓1896	↑2027	↓1799	↑1856	↓1603	↑1810	↓1684
Chennai	↑1000	↓995	↑1171	↑1282	↑1282	↑1287	↑1453	↓1447	↑1546	↓1338	↓1282	↓1108	↑1356	↓1287
Hyderabad	↑1000	↓1320	↑1582	↓1483	↑1584	↑1632	↑1776	↓1675	↑1852	↓1468	↑1538	↓1386	↑1617	↓1577
Pune	↑1000	↓1330	↑1534	↑1579	↑1713	↑1854	↓1848	↓1799	↑1944	↓1635	↑1715	↓1434	↑1754	↓1726
Kolkata	↑1000	↑1238	↑1597	↓1387	↑1582	↑1635	↓1375	↓1269	↑1460	↓1412	↓1264	↓1054	↑1253	↑1363

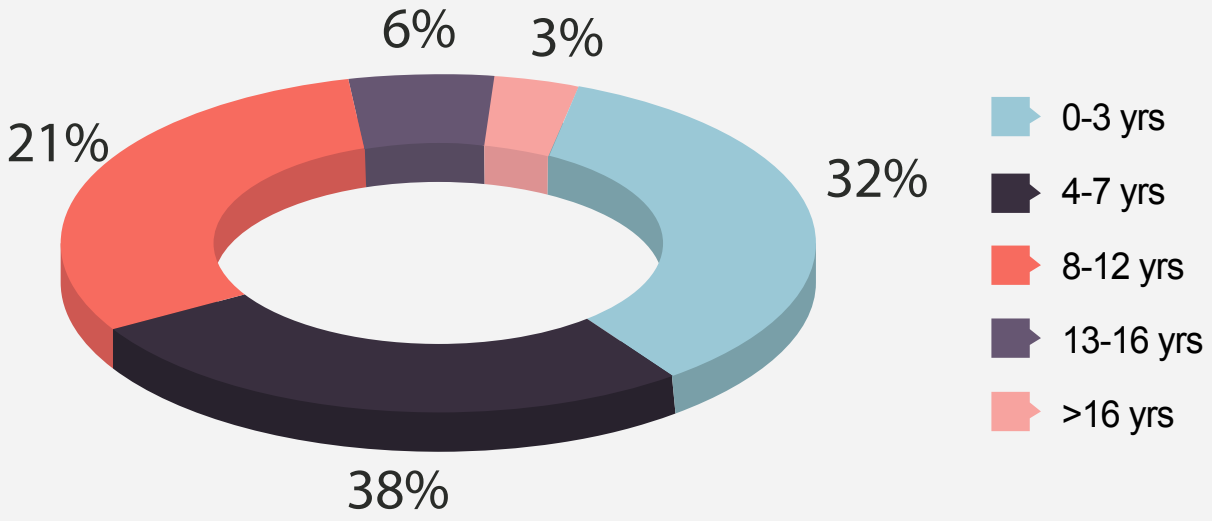
No. of new jobs posted in July '08 for each city was scaled to 1000; all months have been compared with previous column

WORK-
EX BASED SCENARIO

In December 14, hiring activity revived across all experience levels. Professionals across all experience levels saw a marginal increase in December 2014 over December 2013.

Experience Buckets

Percentage share of jobs across experience levels in December '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*	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	Dec-14
IT-Software/Software Service	1562	1725	1,643	1,936	1796	1861	1915	2133	2085	2317	1929	1956	1643	1850	1835
BPO/ITES/CRM/Transcription	1250	1043	1,144	1,291	1334	1284	1501	1774	1492	1517	1426	1305	1087	1313	1251
Construction and Engineering	659	693.6	660	810	750	740	769	745	788	791	698	771	626	687	655
Auto and Auto Ancillary	906	824.4	954	933	1086	1003	1066	1038	1138	1167	957	924	769	923	927
Banking and Financial Servic	1,241	1290	1,338	1,358	1425	1003	1531	1453	1542	1683	1567	1863	1480	1726	1571
Oil and Gas	1013	1072	964	978	988	928	870	900	1020	859	816	1048	894	1152	1228
Telecom	726	601.4	784	607	771	690	848	785	693	809	827	761	612	862	691
Insurance	714	507.8	647	815	786	661	871	671	681	685	712	645	494	610	656
Capital Goods	785	742.6	755	888	994	883	983	911	911	903	783	801	644	851	801
Pharma & Biotech	1385	1326	1,541	1,557	1589	1721	1933	1728	1663	1706	1602	1655	1292	1657	1473
Hospitality	1653	1720	1,532	1,858	1830	1699	1826	1683	1781	1708	1482	1717	1375	1642	1488
FMCG,Foods and Beverage	1144	1202	1,145	1,296	1421	1504	1419	1293	1264	1486	1942	1330	947	1199	1189
Chemicals	889	823.2	926	911	1018	1699	905	1031	990	978	1248	1064	732	896	800
Education	2160	1995	1,770	2,025	2338	2131	2368	2041	2200	2225	1868	2033	1672	1701	1731
IT-Hardware & Networking	785	877.7	792	915	965	1009	1221	1048	1072	1081	1060	1189	956	1193	1058
Retailing	1073	869.7	965	1,044	1189	1126	1121	1169	1240	1357	1223	1259	931	1061	1000
Media and Entertainment	857	844.1	802	878	1038	898	1072	1002	1029	1035	1014	977	848	923	880
Healthcare	2121	2206	2,447	2,610	2792	2756	2885	2676	2640	2476	2581	2632	2369	2652	2783
Real Estate	1767	2040	1,872	2,046	2229	2383	2669	2566	2528	2779	2239	2224	1634	2022	1860
Employment Firms	3266	2925	3,586	3,958	3501	3797	4443	3348	3049	3070	3002	3294	2234	3439	3669
Consumer Durables	800	816.2	880	1,003	1018	1062	1117	1148	1103	971	913	903	807	929	956
Accounting & Taxation	1207	930.2	916	1,071	1252	1127	1317	1372	1122	1200	1161	1381	1238	1466	1271
Advertising	1254	1459	1,343	1,545	1369	1413	1582	1527	1605	1632	1438	1477	1146	1466	1243
Textiles	1585	1644	1,716	1,663	1807	2164	2215	1929	1898	1997	1887	2050	1631	2096	1799
Semiconductors & Electronic	945	1255	1,171	1,037	1896	1228	1604	1930	1349	1653	1483	1235	1541	1330	1057
Courier & Transportation	1024	954	897	1,314	1075	1181	1215	1285	1342	1393	1297	1418	1348	3059	2731
Architecture & Interior Design	902	940.7	974	1,040	1253	1231	1251	1392	1137	1217	946	1181	921	1032	993
Export & Import	1137	1163	1,183	1,378	1315	1406	1160	1303	1063	997	1002	1008	747	1068	1005
Printing & Packaging	979	1136	1,226	1,437	1210	1424	1495	1328	1376	1607	1284	1399	906	1101	1034
Marine	775	719.8	493	787	876	805	1135	1250	623	753	527	638	597	757	642
Agriculture	1213	1180	882	1,371	1437	1558	1730	1287	1539	1763	1343	1544	1045	1222	1171
Office Equipment/Automation	737	781.6	658	683	697	1138	1034	950	841	772	796	806	782	534	584
Fresher & Trainee	1009	1039	801	1,017	868	801	994	1031	1224	1373	1195	1054	1083	1417	1120
Social Services	2328	1512	1,640	1,994	1994	2520	2300	2271	1980	1987	1817	1576	1306	1611	1682
Gems & Jewellery	2034	1833	2,461	2,574	2938	2712	3227	3001	2775	2775	2850	2172	2285	3077	2788
Paper	741	439.5	615	565	502	590	615	553	628	628	615	565	540	477	540
Legal	2063	1677	1,796	2,285	2330	2226	3220	2300	2092	2211	2345	2790	1618	2330	2434
Tyres	1172	949.8	1,039	1,143	1232	1009	861	846	816	935	950	1232	490	1024	668
Fertilizers & Pesticides	1618	1929	994	1,677	2018	1603	2478	1514	1840	1707	2478	2063	1499	1573	1855
Security & Law Enforcement	1233	1614	1,161	1,959	1451	1433	2521	1778	2503	2557	1487	1524	1397	1524	1778
Defence & Government	443	1632	816	3,102	1376	1026	863	770	816	1096	910	793	2379	1329	979

*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*	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	Dec-14
IT-Software	1509	1623	1573	1758	1657	1724	1794	1993	1937	2181	1834	1843	1603	1875	1849
Sales and Business Developr	1479	1463	1454	1725	1785	1697	1865	1812	1793	1814	1641	1703	1354	1650	1538
ITES and BPO	1583	1320	1495	1729	1736	1686	1965	2207	1961	1963	1824	1719	1348	1653	1603
Production and Maintenance	1078	1130	1122	1204	1197	1298	1250	1171	1284	1204	1125	1210	867	1042	1043
Accounts and Finance	906	880	880	986	1068	1098	1179	1161	1110	1186	1091	1153	937	1134	1068
HR & Administration	1164	1155	1192	1307	1363	1376	1562	1512	1442	1524	1449	1467	1192	1537	1429
Project Management	710	755.9	709	837	751	802	763	697	779	690	681	746	576	605	654
Marketing and Advertising	895	909.5	914	1023	1015	1083	1175	1002	1131	1214	1007	1099	867	1043	975
Banking and Insurance	793	768	854	827	895	807	957	754	820	889	869	904	644	785	861
Engineering Design - R&D	843	886	901	977	1038	992	1002	1043	1010	1026	993	976	785	898	877
Supply Chain	881.6	880.5	845	981	1051	1067	1100	1053	1011	1110	1033	1051	770	960	891
Front Office and Data Entry	924	911.7	857	977	998	967	1049	966	914	952	855	927	725	843	797
IT- Hardware & Telecom	1448	1369	1098	1137	1401	1390	3394	2683	3027	1593	1559	2676	1282	1462	1403
Teaching & Education	1691	2076	1895	2205	2626	2468	2500	2155	2456	2466	1917	1955	1578	1803	1700
Pharma and Biotech	2239	2225	2536	2880	2912	2738	1673	1632	1462	2542	2582	1505	2512	2697	2712
Hotels and Restaurants	2200	2289	2088	2795	2610	2318	2365	2325	2145	2114	1875	2058	1792	2104	1944
Top Management	688	616.1	649	731	742	731	688	773	785	851	812	789	610	717	632
Architecture & Interior Design	919	965.1	951	1066	1176	1087	1409	1284	1124	1196	1042	1210	869	963	917
Merchandising	1912	1070	1802	1197	1965	418	1430	1871	1662	1767	1428	1267	1603	1224	1206
Consulting	1388	810.2	762	768	807	831	1109	949	862	1007	1191	1010	816	979	837
Legal	1275	1136	1256	1535	1620	1626	1727	1422	1309	1604	1588	1673	1275	1570	1466
Web Designing	1689	1607	1818	1956	1997	2041	1727	2188	1931	2238	2015	2364	1642	2097	1975
Journalism	1364	1290	1294	1500	1951	1570	1109	1788	1687	1683	1745	1994	1403	1745	1660
Travel & Airlines	2012	1991	2112	1854	1648	1590	2017	2149	1885	2012	1738	1959	1496	1885	1675
Fashion and Garments	1912	1364	1802	2204	1965	1936	1650	1871	1662	1767	1428	2058	1603	2041	1976
Security Services	847	928.5	898	1112	1306	939	949	1133	1163	1092	1081	1010	918	837	898
Media	979	930.5	735	1061	1583	767	1379	849	833	1045	947	882	767	1045	963
Packaging	798	1106	925	1106	961	1542	2503	1360	2068	1705	2195	2684	1052	1669	1850

*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*	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	Dec-14
Delhi / NCR	1408	1384	1483	1582	1644	1607	1798	1490	1747	1894	1676	1611	1218	1573	1501
Mumbai	1127	1105	1051	1202	1211	1204	1319	1349	1245	1377	1231	1287	1026	1266	1170
Bengaluru / Bangalore	1450	1555	1438	1597	1726	1807	1810	1909	1896	2027	1799	1856	1603	1810	1684
Chennai	1091	1112	995	1171	1282	1282	1287	1453	1447	1546	1338	1282	1108	1356	1287
Hyderabad / Secunderabad	1325	1416	1320	1582	1483	1584	1632	1776	1675	1852	1468	1538	1386	1617	1577
Pune	1274	1377	1330	1534	1579	1713	1854	1848	1799	1944	1635	1715	1434	1754	1726
Kolkata	1018	1165	1238	1597	1387	1582	1635	1375	1269	1460	1412	1264	1054	1253	1363
Ahmedabad	1361	1572	1638	1869	1858	1586	1950	1756	1766	1808	1578	1801	1500	1684	1582
Chandigarh	1171	1399	1380	1449	1445	1323	1846	1538	1321	1588	1358	1380	1022	1160	1248
Ernakulam	1751	2138	1766	2390	2037	1616	1949	1877	1907	2138	1799	1903	1858	2014	1933
Vadodara / Baroda	1331	1353	1400	1569	1422	1644	1563	1486	1386	1284	1334	1397	1287	1530	1555
Coimbatore	942	1062	1095	1081	1382	1015	1244	1195	1204	1131	1143	1199	1114	1363	1306
Jaipur	2116	1928	1871	2106	2599	2345	2982	2314	2106	2508	1968	2059	1651	2028	2022

*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