



# Jobspeak

*June, 2024*

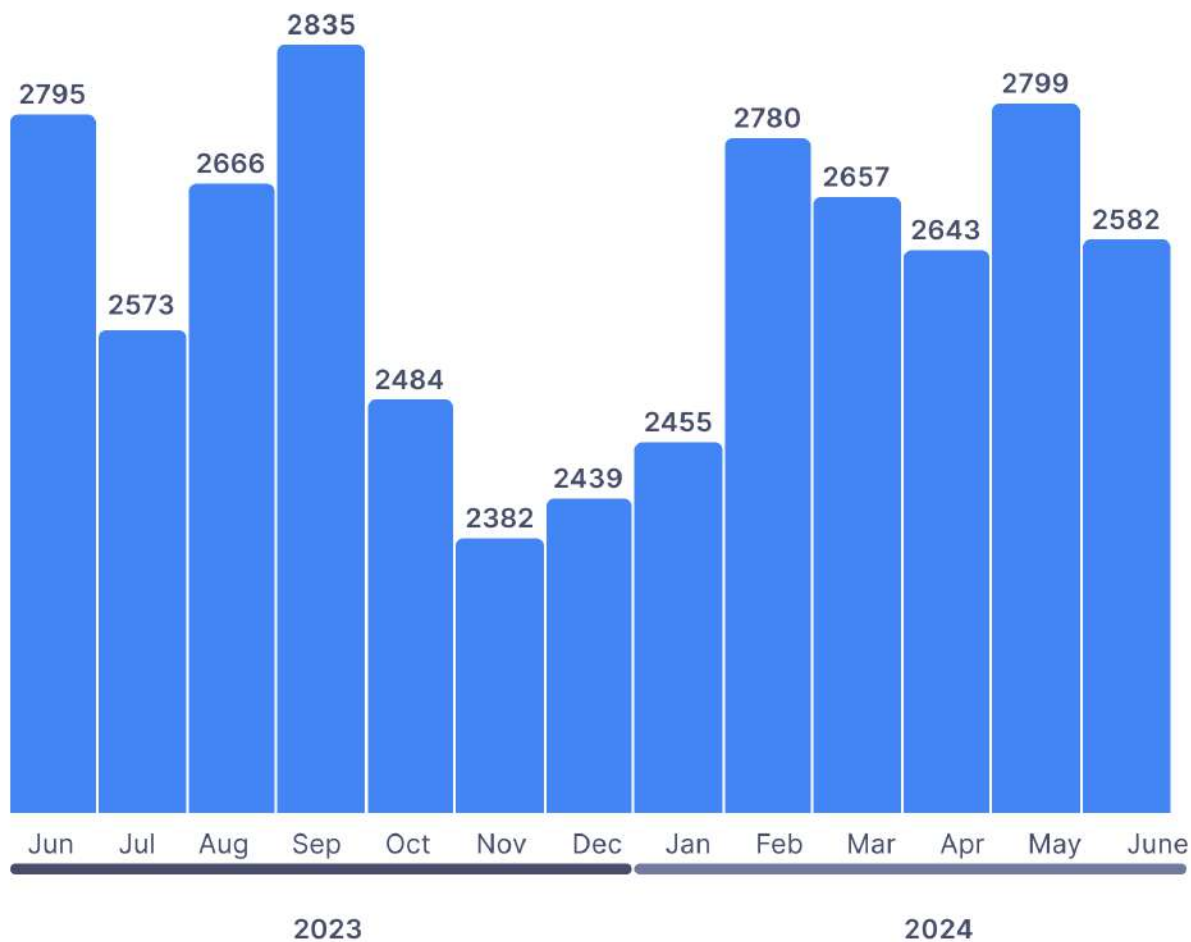
In-depth hiring trends by  
city, industry & experience



# INDEX FOR JUNE 2024

## Hiring Activity stays muted in June – Naukri JobSpeak

### Overall Hiring Trends



- Naukri JobSpeak Index, India's leading indicator of white-collar hiring activity, witnessed a sequential correction as compared to May'24 coming in at **2582**, with an **8% decline vs Jun'23**.
- Major sectors such as **Pharma/Biotech (6%)**, **AI-ML (20%)** and **FMCG (12%)** showed positive growth.
- However **Global Capability Centres (-7%)**, **BPO (-9%)** and **Education (-9%)** dragged down the overall index.
- The western belt outperformed major metropolitan cities while senior professionals continued to show positive demand.

*“As we’ve reported over the past year, the power dynamic shift in the Indian hiring landscape is well and truly underway with mini-metros consistently outpacing their metro counterparts. Gujarat, has been a silver lining in an otherwise turbulent market and it’s now encouraging to see emerging cities in Rajasthan such as Jodhpur and Udaipur join the fray.”*



**Dr. Pawan Goyal**

Chief Business Officer, Naukri

# HIRING TRENDS BY INDUSTRIES

- Hiring in the **Pharma/Biotech** witnessed notable growth in cities like **Hyderabad (18%)**, **Baroda (27%)**, and **Mumbai (14%)**. Hiring was dominated by professionals with over **16 years of experience**, contributing to a significant **58% increase** year-on-year.
- In an otherwise tepid hiring season for **IT**, **Jaipur (16%)**, **Kochi (6%)** and **Delhi-NCR (4%)** emerged as bright spots. Hiring in smaller startups were subdued while **unicorns** recorded an astonishing **30% growth**.
- The **FMCG** sector maintained its momentum, buoyed by strong performances in **Bangalore (24%)**, **Delhi (23%)**, and **Mumbai (34%)**.



## Growth trends Jun'24 vs Jun'23

Industry	Jun'23	Jul'23	Aug'23	Sep'23	Oct'23	Nov'23	Dec'23	Jan'24	Feb'24	Mar'24	Apr'24	May'24	Jun'24	Y-O-Y Growth%
Auto/Auto Ancillary	1238	1193	1173	1270	1188	1114	1195	1158	1323	1232	1294	1324	1274	↑ 3%
Banking/Financial Services/Broking	3644	3261	3533	4817	4014	3989	3876	3916	4260	3858	3890	4214	3705	↑ 2%
BPO/ITES	2163	2036	2085	1952	2179	2054	1872	1939	2157	2264	2181	2195	1961	↓ -9%
Education/Teaching/Training	4993	4561	4773	4772	4274	4145	4614	4730	4991	5146	4644	4842	4550	↓ -9%
FMCG/Foods/Beverage	1800	1694	1769	1683	1838	1782	1942	1925	2088	2016	2133	2196	2011	↑ 12%
Hotels/Restaurants/Airlines/Travel	1634	1519	1736	2025	1675	1581	1639	1620	1662	1801	1877	1872	1642	↑ 1%
Insurance	1644	1775	1779	2387	2627	2386	2378	2295	2745	2514	2361	2450	2106	↑ 28%
IT-Software/Software Services	3511	3187	3278	2989	3302	3349	3210	3233	3748	3501	3456	3630	3341	↓ -5%
Medical/Healthcare/Hospital	5696	5500	5758	6456	5957	5686	5985	6150	6229	6269	6095	6507	5759	↑ 1%
Oil and Gas/Power/Infrastructure/Energy	686	632	642	641	617	581	648	679	754	743	722	768	704	↑ 3%
Pharma/Biotech/Clinical Research	2176	2036	2094	2332	2072	2048	2161	2145	2409	2286	2290	2471	2314	↑ 6%
Real Estate/Property	3621	3427	3667	4521	3430	3257	3633	3744	3932	3873	3798	4070	3720	↑ 3%
Retail	1579	1438	1541	1642	1535	1474	1597	1506	1605	1637	1625	1736	1608	↑ 2%
Telcom/ISP	528	459	547	499	472	474	458	428	510	441	458	508	463	↓ -12%
AI-ML	1182	1139	1280	1191	1141	1220	1183	1252	1516	1399	1327	1572	1424	↓ -9%
GCC	1100	1018	1064	953	912	909	863	955	1116	1038	1055	1119	1027	↓ -7%

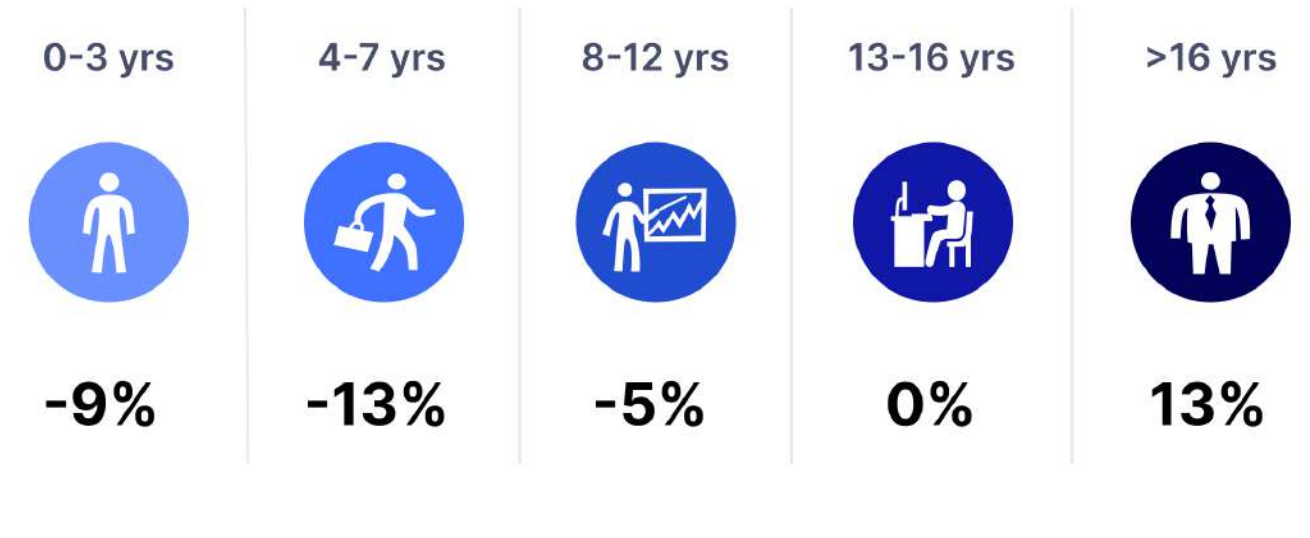
# HIRING TRENDS ACROSS CITIES

Cities in **Rajasthan** and **Gujarat** showed resilience, with **Jodhpur (36%)**, **Kota (21%)**, **Udaipur (13%)**, **Rajkot (35%)**, **Surat (13%)**, and **Jamnagar (13%)** leading in new job creation. Metros like **Bangalore (-9%)** and **Mumbai (-6%)** experienced declines.



GROWTH TRENDS: JUN'24 VS JUN'23

# HIRING TRENDS BY EXPERIENCE LEVEL



↓ -13%

dip in new job opportunities for professionals with experience of about 4-7 years, compared to June'23

↑ 13%

growth in hiring for 16+ yrs of experience in June'24 vs last year

## Growth trends Jun'24 vs Jun'23

Exp Bucket	Jun'23	Jul'23	Aug'23	Sep'23	Oct'23	Nov'23	Dec'23	Jan'24	Feb'24	Mar'24	Apr'24	May'24	Jun'24	Y-O-Y Growth%
0-3 Yrs	2890	2672	2769	2933	2642	2484	2618	2621	2822	2788	2783	2891	2619	↓ -9%
4-7 Yrs	2770	2516	2567	2717	2361	2282	2316	2339	2624	2482	2471	2607	2420	↓ -13%
8-12 Yrs	2724	2507	2633	2861	2431	2343	2366	2374	2797	2655	2619	2807	2590	↓ -8%
13-16 Yrs	2379	2271	2372	2421	2227	2116	2195	2196	2523	2412	2407	2570	2379	0%
16+ Yrs	2370	2276	2457	2522	2361	2247	2357	2429	2744	2640	2690	2893	2687	↑ 13%

# 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

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	Jun'23	Jul'23	Aug'23	Sep'23	Oct'23	Nov'23	Dec'23	Jan'24	Feb'24	Mar'24	Apr'24	May'24	Jun'24	Y-O-Y Growth%
Accounting/Finance	3554	3303	3638	3119	4989	4712	4735	4989	5535	5440	5792	5422	5198	↑ 46%
Advertising/PR/MR/Events	4497	4014	4458	3839	4380	4477	4423	4368	4819	4449	4352	4595	4226	↓ -6%
Agriculture/Dairy	1308	1260	1260	1260	1219	1012	1087	1168	1224	1080	1210	1292	1048	↓ -20%
Architecture/Interior Designing	2610	2612	2596	2557	2512	2368	2314	2707	2951	2856	3179	3150	2669	↑ 2%
Auto/Auto Ancillary	1238	1193	1173	1270	1188	1114	1195	1158	1323	1232	1294	1324	1274	↑ 3%
Banking/Financial Services/Broking	3644	3261	3533	4817	4014	3989	3876	3916	4260	3858	3890	4214	3705	↑ 2%
BPO/ITES	2163	2036	2085	1952	2179	2054	1872	1939	2157	2264	2181	2195	1961	↓ -9%
Chemicals/PetroChemical/Plastic/Rubber	1612	1499	1549	1559	1558	1407	1651	1640	1677	1694	1763	1831	1742	↑ 8%
Construction/Engineering/Cement/Metals	1089	1013	1066	1047	1043	1010	1056	1126	1198	1178	1155	1208	1181	↑ 9%
Consumer Durables	825	772	754	738	795	789	815	815	816	823	852	918	840	↑ 2%
Courier/Transportation/Freight	2975	2777	2961	2661	2500	2238	2475	2425	2663	2700	2431	2729	2679	↓ -10%
Defence/Government	9560	6796	7529	7539	8049	7951	7119	6692	8923	7599	7289	8463	7897	↓ -17%
Education/Teaching/Training	4993	4561	4773	4772	4274	4145	4614	4730	4991	5146	4644	4842	4550	↓ -9%
Export/Import	1181	1224	1300	1204	1092	1036	1285	1219	1298	1281	1258	1307	1164	↓ -1%
Fertilizers/Pesticides	5720	5373	5057	5165	6758	5567	5508	5580	6574	6018	6685	6194	5605	↓ -2%
FMCG/Foods/Beverage	1800	1694	1769	1683	1838	1782	1942	1925	2088	2016	2133	2196	2011	↑ 12%
Gems & Jewellery	5816	5956	6176	6251	5909	5429	6078	5846	6426	6305	6242	5720	6269	↑ 8%
Hotels/Restaurants/Airlines/Travel	1634	1519	1736	2025	1675	1581	1639	1620	1662	1801	1877	1872	1642	↑ 1
Industrial Products/Heavy Machinery	1484	1377	1466	1387	1352	1341	1449	1416	1632	1552	1557	1678	1582	↑ 7%
Insurance	1644	1775	1779	2387	2627	2386	2378	2295	2745	2514	2361	2450	2106	↑ 28%
IT-Hardware & Networking	680	581	636	557	551	492	493	566	640	564	552	616	617	↓ -9%
IT-Software/Software Services	3511	3187	3278	2989	3302	3349	3210	3233	3748	3501	3456	3630	3341	↓ -5%
Legal	5637	5071	5263	5357	6011	4825	5381	4839	6389	5980	5619	6218	5229	↓ -7%
Media/Dotcom/Entertainment	434	426	397	438	385	389	441	386	456	438	477	476	424	↓ -2%
Medical/Healthcare/Hospital	5696	5500	5758	6456	5957	5686	5985	6150	6229	6269	6095	6507	5759	↑ 1%
NGO/Social Services	3256	3104	3541	3175	3536	3747	3457	3651	4483	3995	4119	4158	4259	↑ 31%
Office Equipment/Automation	3786	3778	3905	3839	3536	3511	3809	3789	4212	4102	4069	4115	4082	↑ 8%
Oil and Gas/Power/Infrastructure/Energy	686	632	642	641	617	581	648	679	754	743	722	768	704	↑ 3%
Pharma/Biotech/Clinical Research	2176	2036	2094	2332	2072	2048	2161	2145	2409	2286	2290	2471	2314	↑ 6%
Printing/Packaging	1207	1260	1250	1200	1204	1110	1180	1148	1220	1262	1366	1288	1350	↑ 12%
Real Estate/Property	3621	3427	3667	4521	3430	3257	3633	3744	3932	3873	3798	4070	3720	↑ 3%
Recruitment	2110	1744	1151	896	648	662	685	675	772	724	764	850	723	↓ -66%



# ANNEXURE INDUSTRY DATA

Industry	Jun'23	Jul'23	Aug'23	Sep'23	Oct'23	Nov'23	Dec'23	Jan'24	Feb'24	Mar'24	Apr'24	May'24	Jun'24	Y-O-Y Growth%
Retail	1579	1438	1541	1642	1535	1474	1597	1506	1605	1637	1625	1736	1608	↑ 2%
Security/Law Enforcement	1862	1784	1563	1662	1434	1389	1438	1250	1406	1601	1406	1471	1351	↓ -27%
Semiconductors/Electronics	5371	5067	5096	4797	4359	4158	4769	4696	5171	5016	5124	5390	5156	↓ -4%
Shipping/Marine	914	895	949	832	895	861	893	928	1010	938	1068	1036	986	↑ 8%
Telcom/ISP	528	459	547	499	472	474	458	428	510	441	458	508	463	↓ -12%
Textiles/Garments/Accessories	2067	1837	1997	1941	1995	1939	2292	2100	2195	2367	2431	2438	2307	↑ 12%
Animation	1395	1128	886	749	754	639	755	667	795	669	724	774	763	↓ -45%
Aviation / Aerospace Firms	1279	1277	1106	1193	933	914	924	835	1039	954	1166	1220	1072	↓ -16%
Electricals / Switchgears	1645	1556	1535	1562	1494	1534	1676	1709	1800	1895	1812	1913	1770	↑ 8%
Facility Management	1252	1078	1179	1088	1083	1027	1144	1212	1324	1284	1351	1404	1352	↑ 8%
Food Processing	1434	1246	1304	1332	1345	1266	1340	1337	1450	1359	1477	1451	1396	↓ -3%
Internet/Ecommerce	859	880	862	840	1014	971	964	895	974	932	932	965	877	↑ 2%
KPO / Research / Analytics	1010	909	938	977	901	897	865	918	1127	1005	1036	1071	953	↓ -6%
Medical Devices / Equipments	1268	1217	1343	1225	1311	1195	1445	1347	1353	1368	1329	1471	1376	↑ 9%
Mining	1410	1327	1386	1505	1448	1327	1550	1488	1534	1506	1510	1768	1568	↑ 11%
Other	1297	1259	1275	1183	1112	1085	1086	1128	1243	1172	1206	1317	1286	↓ -1%
Publishing	1137	1129	1155	990	1126	1100	1174	1129	1364	1269	1271	1463	1321	↑ 16%
Steel	1523	1455	1513	1454	1435	1440	1483	1515	1639	1575	1749	1583	1539	↑ 1%
Strategy / Management Consulting Firms	1096	1016	917	924	1011	961	1004	1144	1221	1168	1141	1213	1154	↑ 5%
Water Treatment / Waste Management	1424	1232	1384	1379	1217	1174	1202	1156	1209	1262	1535	1519	1323	↓ -7%
Wellness / Fitness / Sports / Beauty	1172	1115	1098	1157	1150	990	1091	1151	1233	1292	1236	1296	1239	↑ 6%
AI-ML	1182	1139	1280	1191	1141	1220	1183	1252	1516	1399	1327	1572	1424	↓ -9%
GCC	1100	1018	1064	953	912	909	863	955	1116	1038	1055	1119	1027	↓ -7%

# ANNEXURE CITY DATA

City	Jun'23	Jul'23	Aug'23	Sep'23	Oct'23	Nov'23	Dec'23	Jan'24	Feb'24	Mar'24	Apr'24	May'24	Jun'24	Y-O-Y Growth%
Bangalore/Bengaluru	2945	2660	2730	2564	2576	2511	2429	2437	2917	2705	2652	2876	2684	↓ -9%
Chennai	2128	1927	1983	1843	1817	1856	1769	1819	2206	2063	2048	2187	1992	↓ -6%
Delhi / NCR	2650	2457	2613	2670	2558	2375	2572	2544	2814	2744	2744	2952	2612	↓ -1%
Hyderabad/Secunderabad	3266	2945	3009	2895	2951	2967	2777	2895	3405	3211	3145	3399	3142	↓ -4%
Kolkata	3375	3132	3152	2967	2857	3032	3156	3115	3323	3236	3335	3577	3251	↓ -4%
Mumbai	2248	2039	2112	2191	1998	1883	2049	2079	2258	2154	2180	2253	2103	↓ -7%
Pune	3607	3272	3382	3157	3147	3071	3218	3151	3632	3471	3550	3791	3481	↓ -4%
Ahmedabad	5639	5335	5531	5981	5532	4757	5817	5578	6266	5832	5965	6248	5772	↑ 2%
Chandigarh	2052	1819	1946	2091	1727	1595	1724	1783	1794	1740	1801	1880	1751	↓ -15%
Coimbatore	3165	3083	3122	3167	2698	2702	2700	2620	3292	3137	3011	3189	2860	↓ -10%
Jaipur	4274	4446	4844	4823	4280	4009	4642	4208	4839	4692	4892	4852	4276	↑ 0
Kochi/Cochin	3975	3532	3431	3212	3460	3973	3622	3390	3908	3654	3494	3654	3574	↓ -10%
Vadodara/Baroda	3074	2933	2992	3013	3442	2858	3502	3213	3467	3427	3436	3513	3324	↑ 8%
Amritsar	1459	1466	1413	1324	1353	1182	1223	1223	1279	1161	1309	1293	1208	↓ -17%
Bhopal	1244	1296	1275	1124	1136	1121	1241	1215	1207	1251	1296	1416	1367	↑ 10%
Bhubaneswar	1231	1069	986	939	907	943	993	1078	1071	1141	1144	1301	1039	↓ -16%
Gandhinagar	1387	1366	1394	1308	1311	1047	1433	1401	1552	1487	1529	1566	1397	↑ 1%
Guwahati	1179	1052	1090	1093	1117	1087	1137	1236	1184	1273	1145	1245	1105	↓ -6%
Indore	1153	1169	1122	1053	1064	1007	1162	1115	1300	1268	1282	1408	1300	↑ 13%
Jodhpur	1215	1342	1304	1188	1353	1230	1459	1184	1505	1620	1613	1638	1650	↑ 36%
Lucknow	1200	1148	1182	1064	1179	1154	1304	1284	1382	1341	1357	1436	1300	↑ 8%
Ludhiana	1459	1425	1451	1359	1255	1149	1287	1172	1314	1225	1353	1362	1251	↓ -14%
Rajpur	1489	1325	1319	1362	1460	1199	1478	1596	1540	1566	1636	1770	1586	↑ 7%
Ranchi	1550	1615	1436	1442	1293	1173	1318	1431	1431	1308	1416	1462	1292	↓ -17%
Surat	1272	1233	1285	1204	1372	1191	1520	1496	1609	1486	1481	1572	1434	↑ 13%
Udaipur	1138	1101	1128	1015	1078	987	1309	1123	1261	1308	1277	1463	1285	↑ 13%