naukri JOBSPEAK

A Naukri.com group company

A REPORT ON HIRING ACTIVITY IN INDIA

by: Location, Industry and Experience

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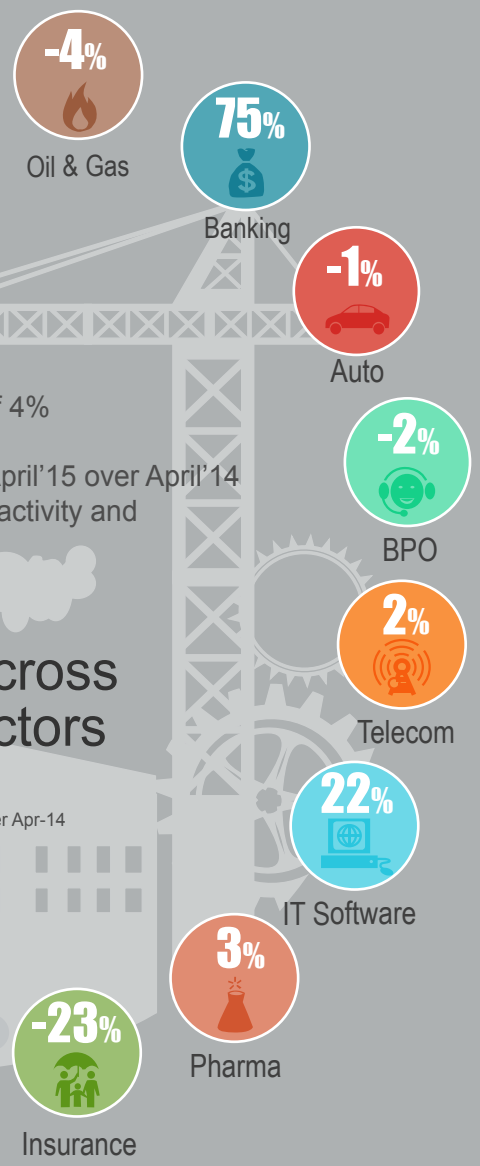
India Inc. Hiring Sentiment moves up by 9% in April 2015 over April 2014, says Naukri Job Speak

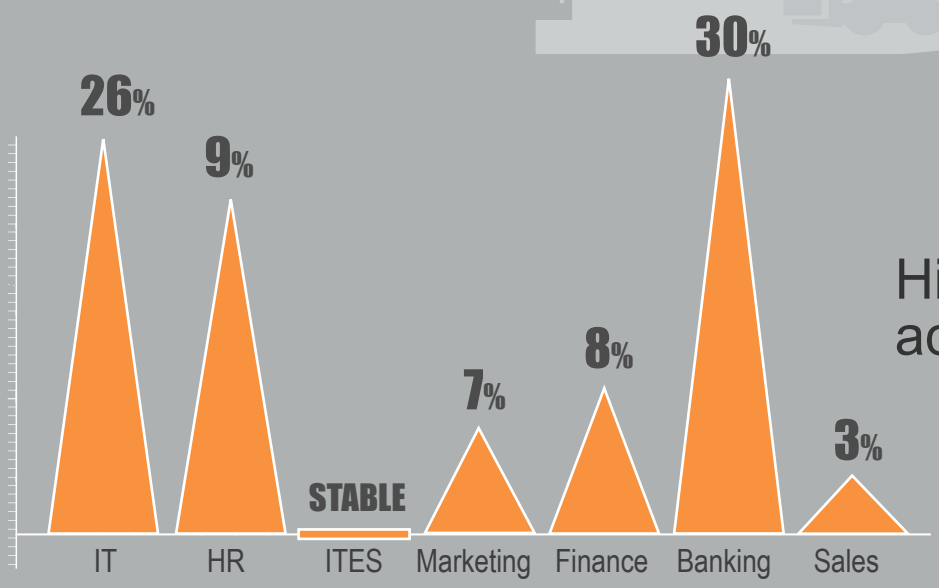
- The demand for IT-Software professionals saw a Y-o-Y growth of 26% whereas that for IT-Hardware professionals registered a Y-o-Y decline of 4%
- The BFSI sector registered a Y-o-Y growth of 75% in April 2015
- Auto and Real Estate industries witnessed a decline in hiring activity in April'15 over April'14
- Among the metros, Bangalore recorded the maximum increase in hiring activity and stood at a Y-o-Y growth of 20%

Hiring trends across top industry sectors

figures are percentage change in Apr-15 over Apr-14

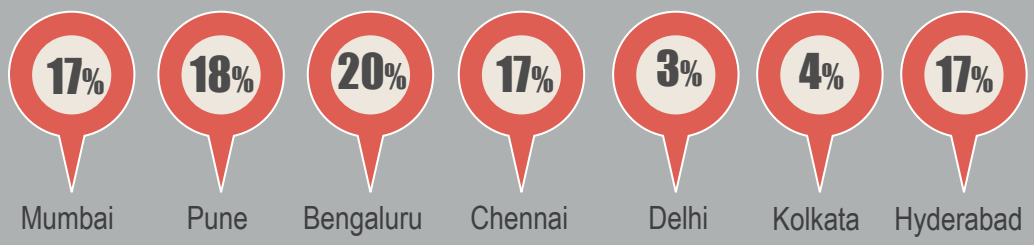


Hiring trends across functional areas



figures are percentage change in Apr-15 over Apr-14

Hiring trends across top cities



figures are percentage change in Apr-15 over Apr-14

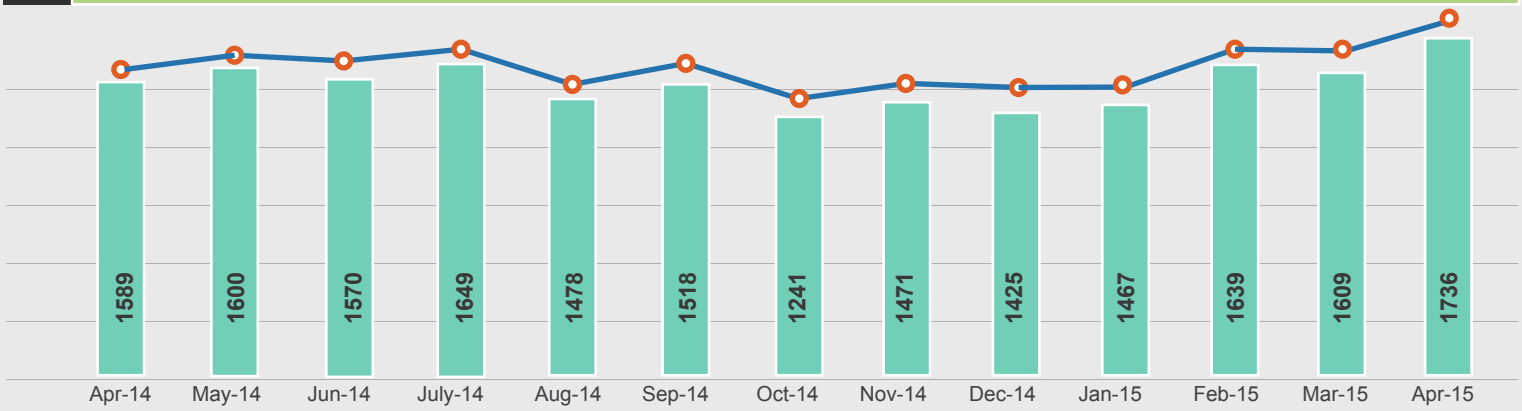
OVERALL JOB INDEX

The Naukri Job Speak Index for the month of April 2015 stood at 1736 recording a 9% increase in hiring activity over April 2014. Apart from BFSI, which led the pack with the maximum Y-o-Y growth, Accounting and IT-Software industries registered a Y-o-Y growth of 27% and 22% respectively in the April'15 index. Among the metros, Bangalore recorded the maximum Y-o-Y growth. Pune, Hyderabad, Mumbai and Chennai witnessed a Y-o-Y increase in hiring activity in the range of 17-18%.

***V. Suresh, Executive Vice President and Chief Sales Officer, Naukri.com** said, "The Job market continues to sustain the momentum gained in February and March 2015. This growth is predominantly driven by sectors viz., Information Technology, Banking and Financial services. Looks like good times are ahead for jobseekers as there is a huge war for high quality talent in some of these sectors."*

Overall Hiring Trends

Index	Apr-14	May-14	Jun-14	July-14	Aug-14	Sep-14	Oct-14	Nov-14	Dec-14	Jan-15	Feb-15	Mar-15	Apr-15
	1589	1600	1570	1649	1478	1518	1241	1471	1425	1467	1639	1609	1736

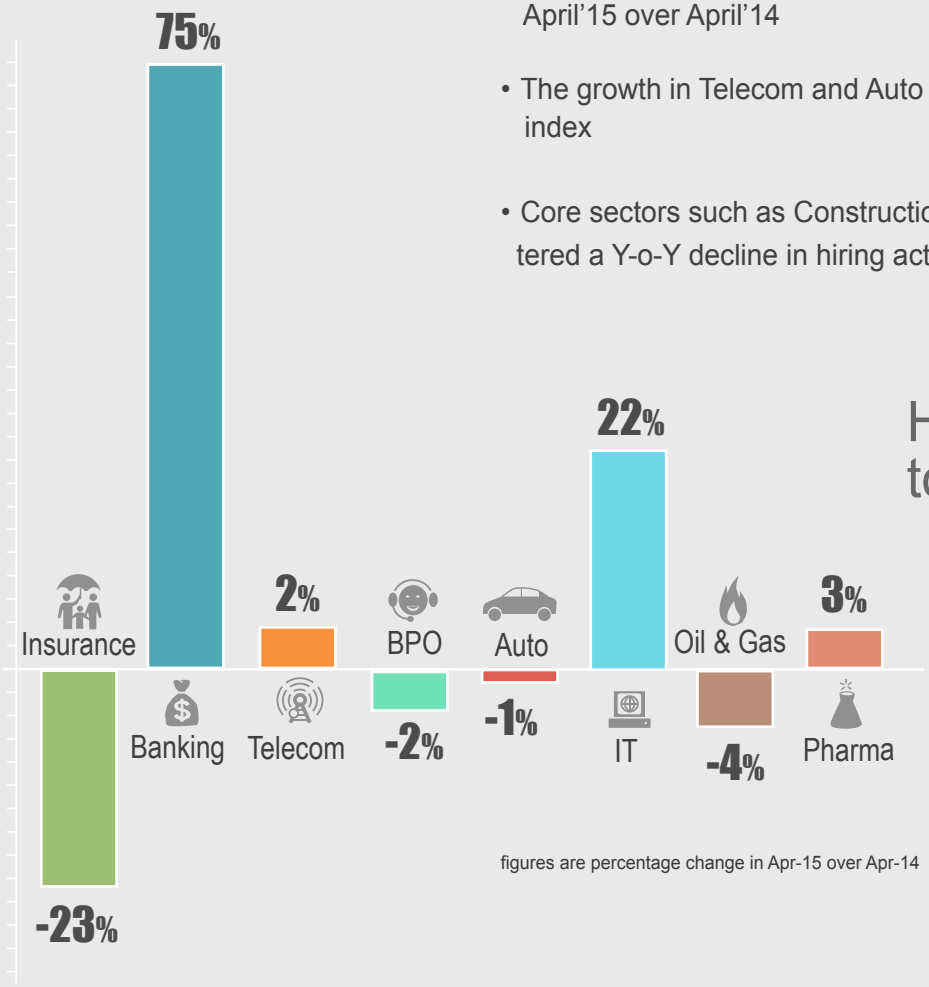


Total no. of new jobs posted in July 2008 was scaled to 1000. Index for subsequent months is relative to Jul 08.

SECTORAL ANALYSIS

Besides BFSI, Accounting and IT-Software industries which led the growth charts,

- The Healthcare and Pharma industries witnessed a Y-o-Y growth of 9% and 3% respectively.
- IT-Hardware and Retail industries recorded a marginal growth of 3% in April'15 over April'14
- The growth in Telecom and Auto industries remained stable in the Apri'15 index
- Core sectors such as Construction/Engineering and Oil and gas regis tered a Y-o-Y decline in hiring activity in the range of 4-5%

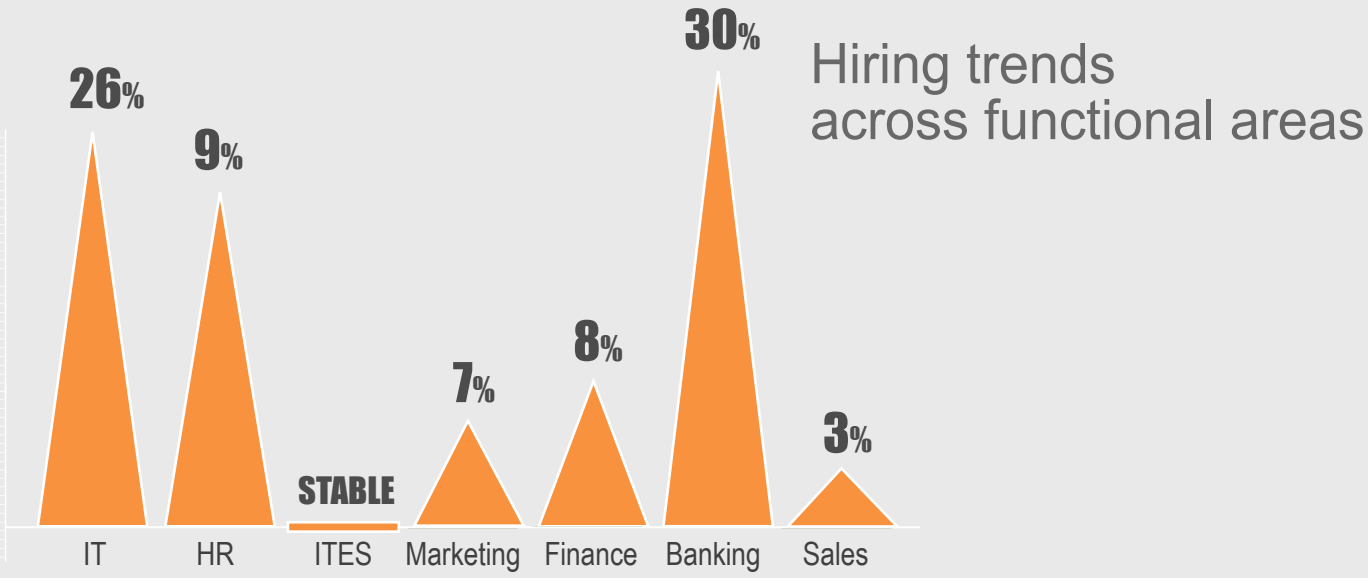


Industry	Jul 08	Apr-14	May-14	Jun-14	July-14	Aug-14	Sep-14	Oct-14	Nov-14	Dec-14	Jan-15	Feb-15	Mar-15	Apr-15
IT- Software	↑ 1000	↑ 1915	↑ 2133	↑ 2085	↑ 2317	↓ 1929	↑ 1956	↓ 1643	↑ 1850	↓ 1835	↑ 1955	↑ 2204	↓ 2171	↑ 2338
BPO and ITeS	↑ 1000	↑ 1501	↑ 1774	↓ 1492	↑ 1517	↓ 1426	↓ 1305	↓ 1087	↑ 1313	↓ 1251	↓ 1191	↑ 1405	↓ 1365	↑ 1470
Construction and Engineering	↑ 1000	↑ 769	↓ 745	↑ 788	↑ 791	↓ 698	↑ 771	↓ 626	↑ 687	↓ 655	↑ 693	↑ 724	↓ 699	↑ 729
Auto and Auto Ancillary	↑ 1000	↑ 1066	↓ 1038	↑ 1138	↑ 1167	↓ 957	↓ 924	↓ 769	↑ 923	↑ 927	↓ 889	↑ 990	↓ 889	↑ 1055
Banking and Financial Services	↑ 1000	↑ 1531	↓ 1453	↑ 1542	↑ 1683	↓ 1567	↑ 1863	↓ 1480	↑ 1726	↓ 1571	↑ 1973	↑ 2529	↓ 2294	↑ 2681
Oil and Gas	↑ 1000	↓ 870	↓ 900	↑ 1020	↓ 859	↓ 816	↑ 1048	↓ 894	↑ 1152	↑ 1228	↓ 971	↑ 1027	↑ 1038	↓ 835
Telecom	↑ 1000	↑ 848	↓ 785	↓ 693	↓ 809	↓ 827	↓ 761	↓ 612	↑ 862	↓ 691	↑ 784	↑ 875	↓ 744	↑ 861
Insurance	↑ 1000	↑ 871	↓ 671	↑ 681	↑ 685	↑ 712	↓ 645	↓ 494	↑ 610	↑ 656	↓ 639	↓ 628	↓ 543	↑ 669
Capital Goods	↑ 1000	↑ 983	↓ 911	→ 911	↓ 903	↓ 783	↑ 801	↓ 644	↑ 851	↓ 801	↓ 688	↑ 876	↓ 835	↑ 882
Pharma & Biotech	↑ 1000	↑ 1933	↓ 1728	↓ 1663	↓ 1706	↓ 1602	↑ 1655	↓ 1292	↑ 1657	↓ 1473	↓ 1631	↑ 1786	↓ 1722	↑ 1998

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 Banking & Insurance and IT-Software saw a Y-o-Y growth of 30% and 26% respectively in April'15 over April'14
- The demand for professionals in HR grew by 9% Y-o-Y in April 2015
- In contrast, the demand for professionals working in IT- Hardware and Pharma saw a Y-o-Y decline of 4% and 5% respectively in the April'15 index



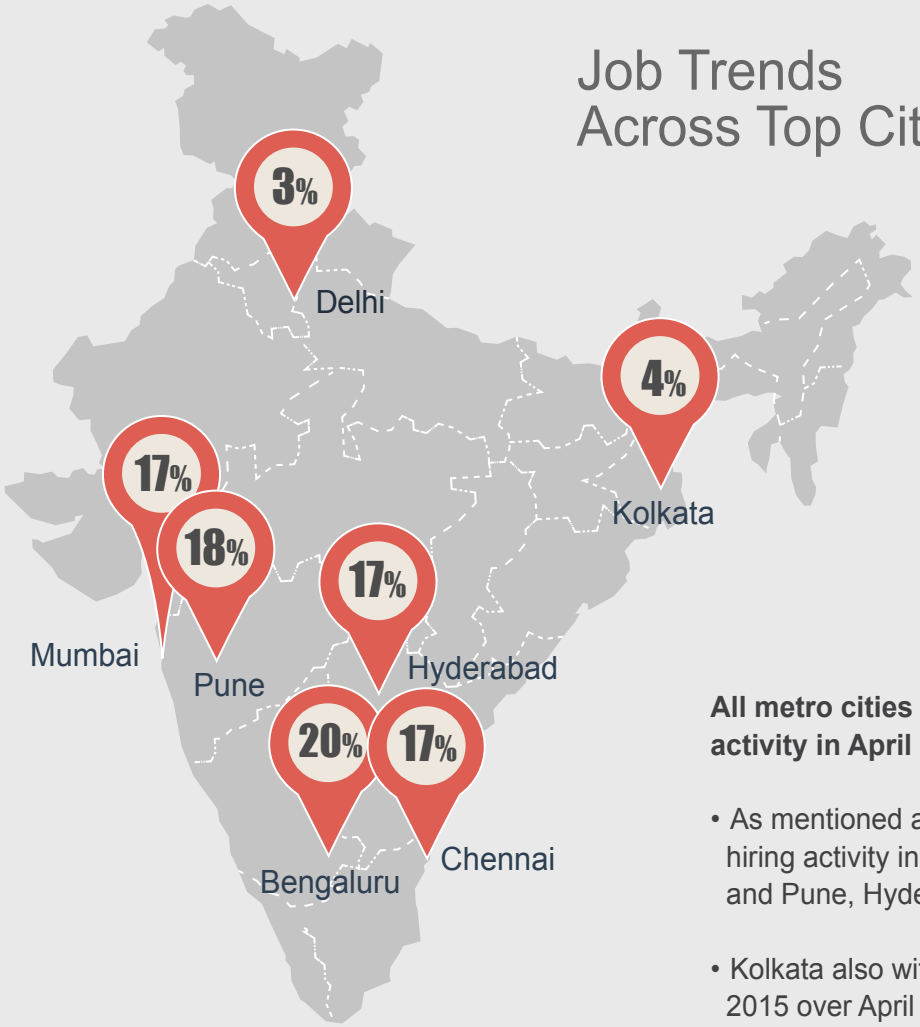
figures are percentage change in Apr-15 over Apr-14

Functional Area	Jul 08	Apr-14	May-14	Jun-14	July-14	Aug-14	Sep-14	Oct-14	Nov-14	Dec-14	Jan-15	Feb-15	Mar-15	Apr-15
IT-Software	↑1000	↑1794	↑1993	↓1937	↑2181	↓1834	↑1843	↓1603	↑1875	↓1849	↑1913	↑2186	↓2178	↑2259
Sales and Business Development	↑1000	↑1865	↑1812	↓1793	↑1814	↓1641	↑1703	↓1354	↑1650	↓1538	↑1704	↑1780	↓1754	↑1920
ITES and BPO	↑1000	↑1965	↑2207	↓1961	↑1963	↓1824	↓1719	↓1348	↑1653	↓1603	↑1613	↑1891	↓1784	↑1968
Production and Maintenance	↑1000	↓1250	↓1171	↑1284	↑1204	↓1125	↑1210	↓867	↑1042	↑1043	↓972	↑1129	↓1047	↑1170
Accounts and Finance	↑1000	↑1179	↑1161	↓1110	↑1186	↓1091	↑1153	↓937	↑1134	↓1068	↓1049	↑1184	↑1197	↑1279
HR & Administration	↑1000	↑1562	↑1512	↓1442	↑1524	↓1449	↑1467	↓1192	↑1537	↓1429	↑1498	↑1614	↑1661	↑1701
Project Management	↑1000	↓763	↓697	↑779	↓690	↓681	↑746	↓576	↑605	↑654	↑674	↑695	↓674	↑674
Marketing and Advertising	↑1000	↑1175	↑1002	↑1131	↑1214	↓1007	↑1099	↓867	↑1043	↓975	↑1022	↑1111	↑1131	↑1262
Banking and Insurance	↑1000	↑957	↑754	↑820	↑889	↓869	↑904	↓644	↑785	↑861	↓785	↑1022	↓964	↑1245
Engineering Design	↑1000	↑1002	↑1043	↓1010	↑1026	↓993	↓976	↓785	↑898	↓877	↓873	↑926	↓923	↑922

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



figures are percentage change in Apr-15 over Apr-14

All metro cities registered an increase in hiring activity in April 2015 in comparison to April 2014

- As mentioned above, Bangalore has taken the lead in hiring activity in the April'15 index, followed by Pune and Pune, Hyderabad, Mumbai and Chennai
- Kolkata also witnessed a Y-o-Y growth of 4% in April 2015 over April 2014
- Delhi-NCR registered the lowest Y-o-Y growth rate in hiring activity among metros to the tune of 3%

City*	Jul 08	Apr-14	May-14	Jun-14	July-14	Aug-14	Sep-14	Oct-14	Nov-14	Dec-14	Jan-15	Feb-15	Mar-15	Apr-15
Delhi-NCR	↑1000	↓1798	↓1490	↓1235	↑1894	↓1676	↓1611	↓1218	↑1573	↓1501	↑1540	↑1707	↑1813	↑1848
Mumbai	↑1000	↑1319	↑1349	↓1245	↑1377	↓1231	↑1287	↓1026	↑1266	↓1170	↑1283	↑1350	↑1365	↑1546
Bangalore	↑1000	↑1810	↑1909	↓1896	↑2027	↓1799	↑1856	↓1603	↑1810	↓1684	↑1812	↑2005	↓1967	↑2172
Chennai	↑1000	↑1287	↑1453	↓1447	↑1546	↓1338	↓1282	↓1108	↑1356	↓1287	↓1269	↑1496	↓1354	↑1500
Hyderabad	↑1000	↑1632	↑1776	↓1675	↑1852	↓1468	↑1538	↓1386	↑1617	↓1577	↑1639	↑1846	↓1709	↑1914
Pune	↑1000	↑1854	↓1848	↓1799	↑1944	↓1635	↑1715	↓1434	↑1754	↓1726	↑1748	↑1995	↑1997	↑2188
Kolkata	↑1000	↑1635	↓1375	↓1269	↑1460	↓1412	↓1264	↓1054	↑1253	↑1363	↓1318	↑1407	↑1632	↑1699

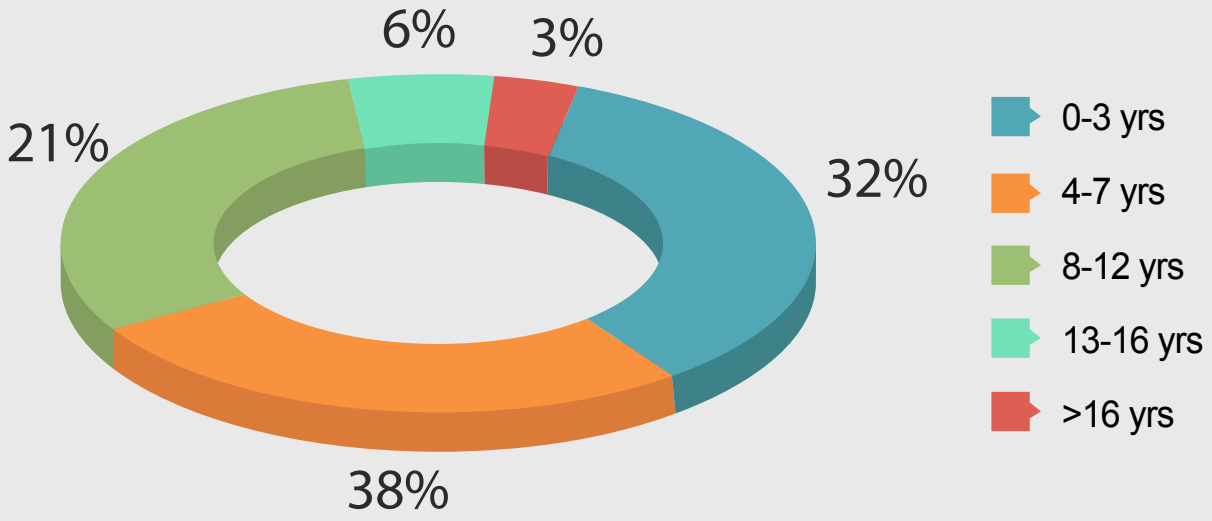
No. of new jobs posted in July '08 for each city was scaled to 1000; all months have been compared with previous column

WORK-
EX BASED SCENARIO

In April '15, hiring activity revived across all experience levels. Professionals across all experience levels saw a marginal increase in April 2015 over April 2014.

Experience Buckets

Percentage share of jobs across experience levels in Mar '15



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*	Apr-14	May-14	Jun-14	Jul-14	Aug-14	Sep-14	Oct-14	Nov-14	Dec-14	Jan-15	Feb-15	Mar-15	Apr-15
IT-Software/Software Services	1915	2133	2085	2317	1929	1956	1643	1850	1835	1955	2204	2171	2338
BPO/ITES/CRM/Transcription	1501	1774	1492	1517	1426	1305	1087	1313	1251	1191	1405	1365	1470
Construction and Engineering	769	745	788	791	698	771	626	687	655	693	724	699	729
Auto and Auto Ancillary	1066	1038	1138	1167	957	924	769	923	927	889	990	889	1055
Banking and Financial Services	1531	1453	1542	1683	1567	1863	1480	1726	1571	1973	2529	2294	2681
Oil and Gas	870	900	1020	859	816	1048	894	1152	1228	971	1027	1038	835
Telecom	848	785	693	809	827	761	612	862	691	784	875	744	861
Insurance	871	671	681	685	712	645	494	610	656	639	628	543	669
Capital Goods	983	911	911	903	783	801	644	851	801	688	876	835	882
Pharma & Biotech	1933	1728	1663	1706	1602	1655	1292	1657	1473	1631	1786	1722	1998
Hospitality	1826	1683	1781	1708	1482	1717	1375	1642	1488	1539	1656	1757	1858
FMCG,Foods and Beverage	1419	1293	1264	1486	1942	1330	947	1199	1189	1211	1221	1257	1418
Chemicals	905	1031	990	978	1248	1064	732	896	800	887	930	739	912
Education	2368	2041	2200	2225	1868	2033	1672	1701	1731	2017	2275	2356	2619
IT-Hardware & Networking	1221	1048	1072	1081	1060	1189	956	1193	1058	1090	1473	1132	1262
Retailing	1121	1169	1240	1357	1223	1259	931	1061	1000	1032	1103	1050	1158
Media and Entertainment	1072	1002	1029	1035	1014	977	848	923	880	1039	1048	1073	1110
Healthcare	2885	2676	2640	2476	2581	2632	2369	2652	2783	2895	2918	2702	3137
Real Estate	2669	2566	2528	2779	2239	2224	1634	2022	1860	2054	2074	1901	2110
Employment Firms	4443	3348	3049	3070	3002	3294	2234	3439	3669	2591	2759	3871	3504
Consumer Durables	1117	1148	1103	971	913	903	807	929	956	986	1095	1027	1150
Accounting & Taxation	1317	1372	1122	1200	1161	1381	1238	1466	1271	1661	1659	1617	1675
Advertising	1582	1527	1605	1632	1438	1477	1146	1466	1243	1416	1523	1799	1801
Textiles	2215	1929	1898	1997	1887	2050	1631	2096	1799	1790	2101	1913	2156
Semiconductors & Electronics	1604	1930	1349	1653	1483	1235	1541	1330	1057	1116	1147	1102	1104
Courier & Transportation	1215	1285	1342	1393	1297	1418	1348	3059	2731	1853	1989	2807	1688
Architecture & Interior Designing	1251	1392	1137	1217	946	1181	921	1032	993	974	1107	1148	1204
Export & Import	1160	1303	1063	997	1002	1008	747	1068	1005	879	1105	1060	1229
Printing & Packaging	1495	1328	1376	1607	1284	1399	906	1101	1034	1091	954	1117	1364
Marine	1135	1250	623	753	527	638	597	757	642	835	790	627	1031
Agriculture	1730	1287	1539	1763	1343	1544	1045	1222	1171	1129	1320	1390	1399
Office Equipment/Automation	1034	950	841	772	796	806	782	534	584	594	702	683	970
Fresher & Trainee	994	1031	1224	1373	1195	1054	1083	1417	1120	1224	1232	1083	1328
Social Services	2300	2271	1980	1987	1817	1576	1306	1611	1682	1625	1689	1838	1561
Gems & Jewellery	3227	3001	2775	2775	2850	2172	2285	3077	2788	2675	2386	2198	3190
Paper	615	553	628	628	615	565	540	477	540	666	502	540	565
Legal	3220	2300	2092	2211	2345	2790	1618	2330	2434	1766	2107	2167	2567
Tyres	861	846	816	935	950	1232	490	1024	668	831	1187	697	519
Fertilizers & Pesticides	2478	1514	1840	1707	2478	2063	1499	1573	1855	1796	2182	1543	1454
Security & Law Enforcement	2521	1778	2503	2557	1487	1524	1397	1524	1778	1923	1669	1832	1905
Defence & Government	863	770	816	1096	910	793	2379	1329	979	840	910	746	420

*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*	Apr-14	May-14	Jun-14	Jul-14	Aug-14	Sep-14	Oct-14	Nov-14	Dec-14	Jan-15	Feb-15	Mar-15	Apr-15
IT-Software	1794	1993	1937	2181	1834	1843	1603	1875	1849	1913	2186	2178	2259
Sales and Business Development	1865	1812	1793	1814	1641	1703	1354	1650	1538	1704	1780	1754	1920
ITES and BPO	1965	2207	1961	1963	1824	1719	1348	1653	1603	1613	1891	1784	1968
Production and Maintenance	1250	1171	1284	1204	1125	1210	867	1042	1043	972	1129	1047	1170
Accounts and Finance	1179	1161	1110	1186	1091	1153	937	1134	1068	1049	1184	1197	1279
HR & Administration	1562	1512	1442	1524	1449	1467	1192	1537	1429	1498	1614	1661	1701
Project Management	763	697	779	690	681	746	576	605	654	674	695	674	674
Marketing and Advertising	1175	1002	1131	1214	1007	1099	867	1043	975	1022	1111	1131	1262
Banking and Insurance	957	754	820	889	869	904	644	785	861	785	1022	964	1245
Engineering Design - R&D	1002	1043	1010	1026	993	976	785	898	877	873	926	923	922
Supply Chain	1100	1053	1011	1110	1033	1051	770	960	891	870	946	858	998
Front Office and Data Entry	1049	966	914	952	855	927	725	843	797	836	825	854	1035
IT- Hardware & Telecom	1673	2683	3027	1593	1559	2676	1282	1462	1403	1272	1565	1463	1607
Teaching & Education	2500	2155	2456	2466	1917	1955	1578	1803	1700	2160	2473	2419	2714
Pharma and Biotech	3394	1632	1462	2542	2582	1505	2512	2697	2712	2765	3058	2924	3212
Hotels and Restaurants	2365	2325	2145	2114	1875	2058	1792	2104	1944	1931	2112	2083	2249
Top Management	688	773	785	851	812	789	610	717	632	659	585	752	764
Architecture & Interior Design	1409	1284	1124	1196	1042	1210	869	963	917	919	1085	1008	999
Merchandising	1430	1871	1662	1767	1428	1267	1603	1224	1206	995	1088	982	1345
Consulting	1109	949	862	1007	1191	1010	816	979	837	898	973	1052	1037
Legal	1727	1422	1309	1604	1588	1673	1275	1570	1466	1523	1535	1482	1689
Web Designing	2169	2188	1931	2238	2015	2364	1642	2097	1975	2094	2455	2436	2505
Journalism	1838	1788	1687	1683	1745	1994	1403	1745	1660	1803	1920	1889	2083
Travel & Airlines	2017	2149	1885	2012	1738	1959	1496	1885	1675	1775	1912	1927	2359
Fashion and Garments	1650	1871	1662	1767	1428	2058	1603	2041	1976	2169	2105	1761	2157
Security Services	949	1133	1163	1092	1081	1010	918	837	898	1092	1143	898	898
Media	1012	849	833	1045	947	882	767	1045	963	1061	1159	947	1094
Packaging	1379	1360	2068	1705	2195	2684	1052	1669	1850	1252	1524	1451	2285

*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*	Apr-14	May-14	Jun-14	Jul-14	Aug-14	Sep-14	Oct-14	Nov-14	Dec-14	Jan-15	Feb-15	Mar-15	Apr-15
Delhi / NCR	1798	1490	1747	1894	1676	1611	1218	1573	1501	1540	1707	1813	1848
Mumbai	1319	1349	1245	1377	1231	1287	1026	1266	1170	1283	1350	1365	1546
Bengaluru / Bangalore	1810	1909	1896	2027	1799	1856	1603	1810	1684	1812	2005	1967	2172
Chennai	1287	1453	1447	1546	1338	1282	1108	1356	1287	1269	1496	1354	1500
Hyderabad / Secunderabad	1632	1776	1675	1852	1468	1538	1386	1617	1577	1639	1846	1709	1914
Pune	1854	1848	1799	1944	1635	1715	1434	1754	1726	1748	1995	1997	2188
Kolkata	1635	1375	1269	1460	1412	1264	1054	1253	1363	1318	1407	1632	1699
Ahmedabad	1950	1756	1766	1808	1578	1801	1500	1684	1582	1523	1682	1709	1939
Chandigarh	1846	1538	1321	1588	1358	1380	1022	1160	1248	1162	1124	1256	1421
Ernakulam	1949	1877	1907	2138	1799	1903	1858	2014	1933	2063	2468	2285	2703
Vadodara / Baroda	1563	1486	1386	1284	1334	1397	1287	1530	1555	1295	1439	1356	1295
Coimbatore	1244	1195	1204	1131	1143	1199	1114	1363	1306	1147	1367	1420	1479
Jaipur	2982	2314	2106	2508	1968	2059	1651	2028	2022	2019	2216	1997	2590

*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