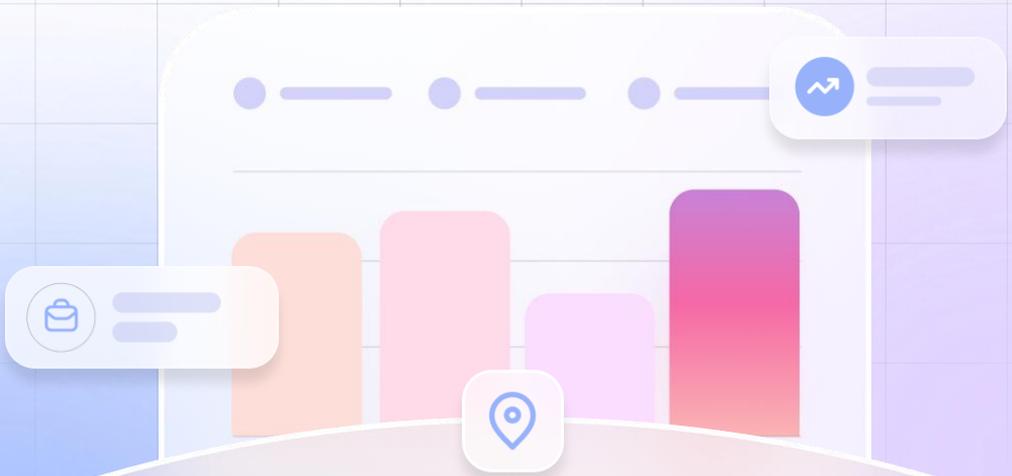




JobSpeak

February, 2026



A Naukri report on hiring trends by city, industry & experience

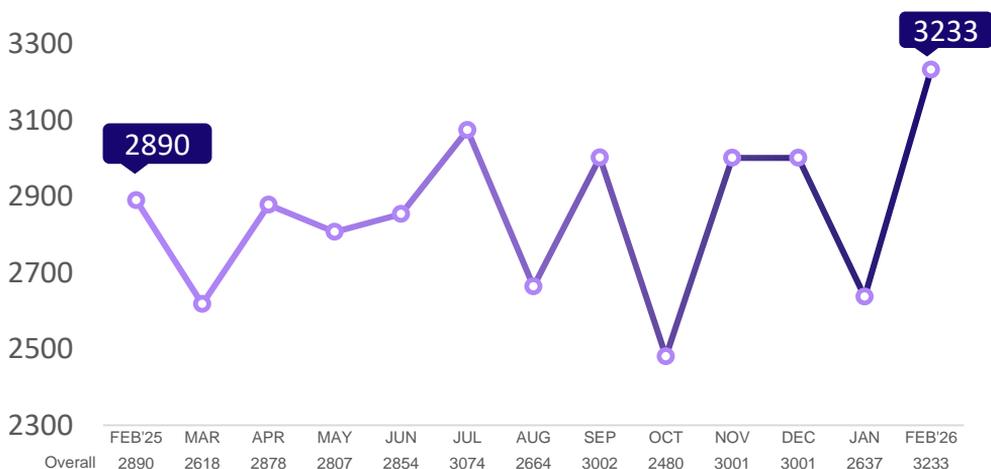


INDEX FOR FEBRUARY 2026

IT Hiring Shows Meaningful Recovery & AI Momentum Continues; White-Collar Market Posts 12% YoY Growth in February 2026

✦ OVERALL HIRING TRENDS

Strong **+12%** YOY growth witnessed in hiring; impressive growth seen across experience bands.



✦ HIGHLIGHTS

Insurance	+28%	Telecom	-11%
BPO/ITES	+22%	Banking	-5%
Real Estate	+19%	Auto	0%



The 23% month-on-month swing from January to February is sharper than historical patterns, and the composition backs it up - IT hiring is recovering meaningfully, and Indian MNCs are investing in AI talent at a healthy pace. The underlying momentum heading into the new fiscal year looks genuinely solid.



Dr. Pawan Goyal

Chief Business Officer, Naukri



Hiring trends by industries

 Insurance	+28%	 Pharma/Biotech	+8%
 BPO/ITES	+22%	 Healthcare	+7%
 Real Estate	+19%	 IT/Software Services	+6%
 Hospitality/Travel	+15%	 Auto	0%
 Retailing	+14%	 Banking/Fin. Services	-5%
 FMCG	+12%	 Telecom	-11%
 Oil & Gas	+11%	 GCC	+6%
 Education	+10%	 AI/ML	+49%

◆ The **Insurance** sector recorded **+28%** overall growth, driven by a strong surge in hiring by **Indian MNCs** (+71%).

◆ The **BPO/ITES** sector grew **+22%** overall, led by a +48% growth in **fresher hiring**.

◆ The **IT sector** grew +6% overall, with a **+41%** increase in hiring for **AI/ML roles**.

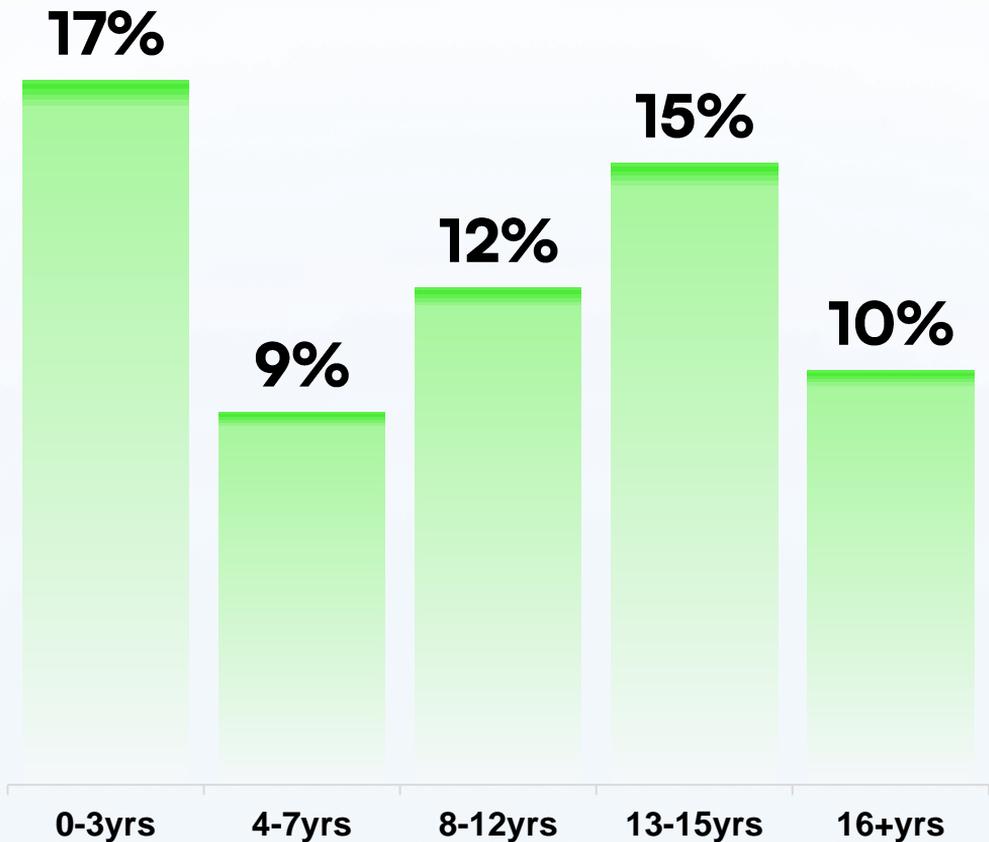
Hiring trends by experience level

17%

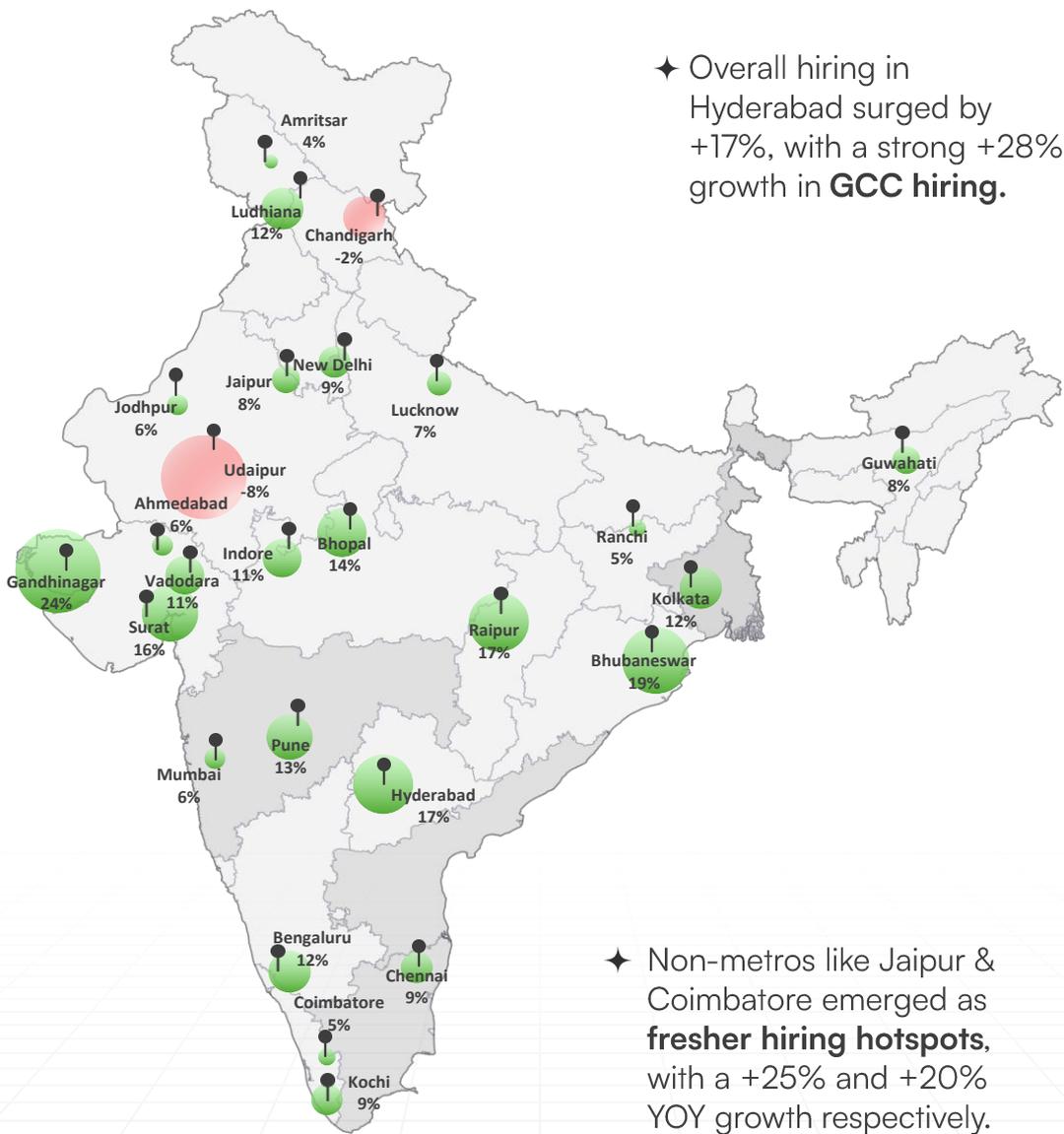
growth recorded in fresher hiring driven by non-IT sectors like **Hospitality & Insurance**.

10%

growth in seasoned professional hiring (>16 years of experience) driven by sectors like **Real Estate and Healthcare**.



Hiring trends by geography



Methodology

The Naukri JobSpeak is a monthly index that tracks trends in India's job market and hiring activity, based on new job postings (including free job listings) and recruiter searches on Naukri.com's resume database. Using July 2008 as the base month (Index = 1,000), the index analyses hiring patterns across industries, cities, and experience levels. It aggregates data from over 150,000 clients, covering 80 lakh+ new job mandates annually.

**Following the inclusion of free listings, hiring activity is witnessing a transient uplift due to higher participation from small and medium businesses, which is expected to normalise once the base adjusts over the next few months. The index excludes gig employment, hyperlocal hiring, and campus placements.*

About naukri

Naukri, pioneering e-recruitment in India since 1997, is the country's leading job site and Info Edge's flagship brand. As the first internet company to be listed in India, Info Edge through Naukri has maintained the highest market share and brand awareness among both job seekers and recruiters for over two decades. The platform has consistently outperformed competitors, making it synonymous with online job search in India.

30 L

DAILY JOB
APPLICATIONS

1.5 L

CLIENTS

1 CR

ACTIVE APP
INSTALLS

80 L

NEW JOB
MANDATES YEARLY

Annexure Industry Data

Industry	Feb'25	Mar'25	Apr'25	May'25	Jun'25	Jul'25	Aug'25	Sep'25	Oct'25	Nov'25	Dec'25	Jan'26	Feb'26	YOY(%)
Accounting/Finance	6513	5926	7218	6502	6989	7947	7456	8329	6658	8975	9121	7556	9449	↑45%
Advertising/PR/MR/Events	5189	4522	4885	4794	5149	5322	5091	5536	4782	5890	5774	5530	6172	↑19%
Agriculture/Dairy	1111	1105	1321	1248	1233	1207	1166	1344	1066	1310	1271	1128	1343	↑21%
Architecture/Interior Designing	3528	3512	3390	3478	4002	4388	4492	4779	4022	5143	4980	4503	5408	↑53%
Auto/Auto Ancillary	1374	1239	1310	1296	1324	1446	1222	1349	1066	1306	1290	1149	1371	↓0%
Banking/Financial Services/Broking	3992	3546	3822	3819	3783	4026	3269	3664	2989	3535	3506	3158	3803	↓5%
BPO/ITES	2171	2095	2314	2282	2339	2450	2332	2532	2193	2475	2460	2306	2643	↑22%
Chemicals/PetroChemical/Plastic/Rubber	1867	1641	1937	1974	1971	2082	1802	1935	1585	1973	1937	1739	1988	↑6%
Construction/Engineering/Cement/Metals	1287	1168	1344	1284	1306	1369	1207	1329	1092	1377	1430	1262	1513	↑18%
Consumer Durables	1019	899	1101	1002	1085	1221	868	904	732	940	1006	863	951	↓7%
Courier/Transportation/Freight	2802	2645	2835	2870	2933	3288	2785	3145	2357	2870	2791	2502	2969	↑6%
Defence/Government	7747	9646	9433	8921	9679	9007	9786	10843	8730	9587	10413	10761	10818	↑40%
Education/Teaching/Training	5010	4420	5044	4994	5020	5515	4945	5357	4831	5973	5345	4733	5532	↑10%
Export/Import	1353	1313	1347	1279	1348	1478	1269	1354	1044	1372	1263	1151	1298	↓4%
Fertilizers/Pesticides	6430	5920	6528	6521	6534	6305	6063	6325	5292	6352	5439	5225	6121	↓5%
FMCG/Foods/Beverage	2248	2082	2272	2235	2211	2224	2003	2376	1859	2349	2321	2146	2514	↑12%
Gems & Jewellery	6459	5989	6554	7140	6581	6993	6750	7119	6296	8140	8257	6829	8023	↑24%
Hotels/Restaurants/Airlines/Travel	1991	1718	1971	1939	1982	2139	1992	2086	1846	2268	2272	2040	2292	↑15%
Industrial Products/Heavy Machinery	1614	1546	1720	1622	1708	1849	1616	1715	1331	1730	1717	1561	1754	↑9%
Insurance	2641	2547	2530	2609	2780	3075	2858	3162	2586	2981	3010	2818	3370	↑28%
IT-Hardware & Networking	615	596	615	618	621	660	510	580	519	647	689	557	694	↑13%
IT-Software/Software Services	3711	3413	3573	3457	3523	3688	3111	3585	2967	3565	3531	3119	3948	↑6%
Legal	6423	5786	5762	5443	5148	6004	5191	5600	4554	4897	4978	4091	5515	↓14%
Media/Dotcom/Entertainment	461	464	493	560	492	566	514	547	437	565	539	497	570	↑24%
Medical/Healthcare/Hospital	6504	6019	6266	6338	6364	6632	5845	6995	5771	7164	6990	6217	6948	↑7%
NGO/Social Services	3999	3426	3627	4293	4274	5048	3891	4685	3465	4344	4530	3750	4427	↑11%
Office Equipment/Automation	4337	3986	4554	4590	4837	4906	4142	4883	3701	4656	4731	4284	4902	↑13%
Oil and Gas/Power/Infrastructure/Energy	790	665	789	797	813	851	717	766	628	779	866	759	878	↑11%

Annexure Industry Data

Industry	Feb'25	Mar'25	Apr'25	May'25	Jun'25	Jul'25	Aug'25	Sep'25	Oct'25	Nov'25	Dec'25	Jan'26	Feb'26	YOY(%)
Pharma/Biotech/Clinical Research	2535	2253	2607	2501	2494	2666	2269	2522	2064	2594	2631	2385	2728	↑8%
Printing/Packaging	1381	1275	1494	1375	1426	1638	1335	1420	1098	1423	1541	1294	1438	↑4%
Real Estate/Property	4301	3874	4212	4288	4316	4518	4277	4711	3765	4784	4963	4444	5125	↑19%
Recruitment	694	662	666	685	699	703	484	545	502	681	876	762	923	↑33%
Retail	1546	1429	1635	1577	1641	1712	1466	1656	1385	1611	1603	1558	1759	↑14%
Security/Law Enforcement	1532	1321	1428	1483	1778	1979	1862	1885	1320	1544	1650	1234	1383	↓10%
Semiconductors/Electronics	5592	5290	5646	5805	5584	6184	5362	5588	4461	5475	5414	4657	5432	↓3%
Shipping/Marine	1266	1077	1107	1032	1114	1183	944	1031	864	947	1025	855	1157	↓9%
Telcom/ISP	505	437	474	467	459	451	413	508	367	453	437	374	450	↓11%
Textiles/Garments/Accessories	2529	2272	2557	2451	2584	2747	2356	2581	2167	2680	2611	2334	2665	↑5%
Aviation / Aerospace Firms	1238	1042	1100	1192	1049	1259	861	1113	797	1143	1348	1093	1142	↓8%
Electricals / Switchgears	2028	1973	2192	2048	2095	2239	1979	2195	1607	2183	2239	1886	2128	↑5%
Facility Management	1470	1281	1464	1412	1429	1359	1134	1259	1088	1364	1377	1335	1617	↑10%
Food Processing	1481	1293	1502	1547	1502	1620	1439	1550	1229	1529	1492	1354	1530	↑3%
Internet/Ecommerce	1003	879	944	968	910	984	878	953	762	890	855	814	924	↓8%
KPO / Research /Analytics	1164	1080	1114	1094	1134	1111	999	1207	981	1083	1044	904	1090	↓6%
Medical Devices / Equipments	1676	1459	1641	1662	1821	1669	1519	1745	1414	1679	1724	1519	1662	↓1%
Mining	1525	1377	1787	1759	1692	1984	1568	1826	1534	1744	2019	1648	1896	↑24%
Other	1315	1226	1389	1408	1487	1622	1346	1612	1252	1661	1643	1522	1761	↑34%
Publishing	1176	1112	1265	1236	1250	1383	1138	1253	1039	1275	1344	1179	1380	↑17%
Steel	1738	1627	1879	1838	1817	1898	1707	1813	1538	1717	1676	1549	1710	↓2%
Strategy /Management Consulting Firms	1294	1119	1093	1017	1104	1179	1017	1208	928	1211	1218	1050	1315	↑2%
Water Treatment / Waste Management	1576	1397	1624	1591	1647	1627	1464	1622	1252	1596	1743	1422	1664	↓6%
Wellness / Fitness / Sports / Beauty	1393	1238	1399	1428	1422	1518	1371	1599	1331	1587	1507	1389	1507	↑8%

Annexure City Data

State	City	Feb'25	Feb'26	MOM(%)	YOY(%)
Andhra Pradesh	Nellore	1315	1381	15%	↑5%
	Vijayawada	1256	1310	22%	↑4%
	Visakhapatnam/Vizag	1043	1231	30%	↑18%
Assam	Guwahati	1231	1329	10%	↑8%
Bihar	Patna	1387	1432	12%	↑3%
Chandigarh (UT)	Chandigarh	1760	1722	11%	↓2%
Chhattisgarh	Raipur	1768	2070	4%	↑17%
Dadra & Nagar Haveli (UT)	Dadra & Nagar Haveli and Daman & Diu	1560	1681	18%	↑8%
Delhi (NCR)	Delhi / NCR	2890	3163	19%	↑9%
Gujarat	Ahmedabad	6518	6895	18%	↑6%
	Vadodara/Baroda	3467	3832	20%	↑11%
	Bharuch	1304	1391	4%	↑7%
	Gandhinagar	1576	1960	15%	↑24%
	Jamnagar	1714	1809	13%	↑6%
	Rajkot	1561	1838	9%	↑18%
Jammu & Kashmir	Surat	1504	1749	4%	↑16%
	Jammu	1660	1867	23%	↑12%
Jharkhand	Jamshedpur	1182	1193	8%	↑1%
	Ranchi	1509	1582	10%	↑5%
Karnataka	Bangalore/Bengaluru	3067	3427	30%	↑12%
	Hubli	1328	1527	27%	↑15%
	Mangaluru/Mangalore	1031	1149	9%	↑11%
	Mysore/Mysuru	1131	1340	39%	↑18%
Kerala	Kochi/Cochin	4225	4594	16%	↑9%
	Calicut/Kozhikode	929	1077	18%	↑16%
	Cannanore/Kannur	1047	960	19%	↓8%
	Kollam/Quilon	1040	1054	8%	↑1%
	Trivandrum/Thiruvananthapuram	712	858	31%	↑21%
Madhya Pradesh	Bhopal	1333	1526	20%	↑14%
	Gwalior	1691	1543	5%	↓9%
	Indore	1484	1651	20%	↑11%
	Jabalpur	1266	1282	5%	↑1%

Annexure City Data

State	City	Feb'25	Feb'26	MOM(%)	YOY(%)
Maharashtra	Mumbai	2259	2402	20%	↑6%
	Pune	4004	4513	24%	↑13%
	Aurangabad	1414	1417	18%	↑0%
	Kolhapur	946	979	13%	↑3%
	Nagpur	1075	1188	13%	↑11%
	Nasik/Nashik	1357	1310	8%	↓3%
Odisha	Bhubaneswar	1381	1643	28%	↑19%
Puducherry (UT)	Pondicherry/Puducherry	1061	1011	25%	↓5%
Punjab	Amritsar	1158	1205	15%	↑4%
	Ludhiana	1309	1468	12%	↑12%
Rajasthan	Jaipur	5214	5610	15%	↑8%
	Jodhpur	1639	1735	16%	↑6%
	Kota	1406	1396	15%	↓1%
	Udaipur	1605	1482	11%	↓8%
Tamil Nadu	Chennai	2331	2550	30%	↑9%
	Coimbatore	3803	3983	27%	↑5%
	Madurai	1303	1281	23%	↓2%
	Salem	1633	1530	16%	↓6%
	Tiruchirapalli/Trichy	1161	1254	28%	↑8%
	Vellore	1264	1416	23%	↑12%
Telangana	Hyderabad/Secunderabad	3730	4372	32%	↑17%
Uttar Pradesh	Agra	1179	1485	12%	↑26%
	Allahabad/Prayagraj	927	1155	12%	↑25%
	Bareilly	1244	1175	0%	↓6%
	Kanpur	1374	1409	3%	↑3%
	Lucknow	1415	1515	18%	↑7%
	Varanasi/Benaras	1294	1542	13%	↑19%
Uttarakhand	Dehradun	1480	1567	13%	↑6%
	Haridwar	2118	1812	4%	↓14%
West Bengal	Kolkata	3597	4039	26%	↑12%
	Siliguri	1303	1512	20%	↑16%