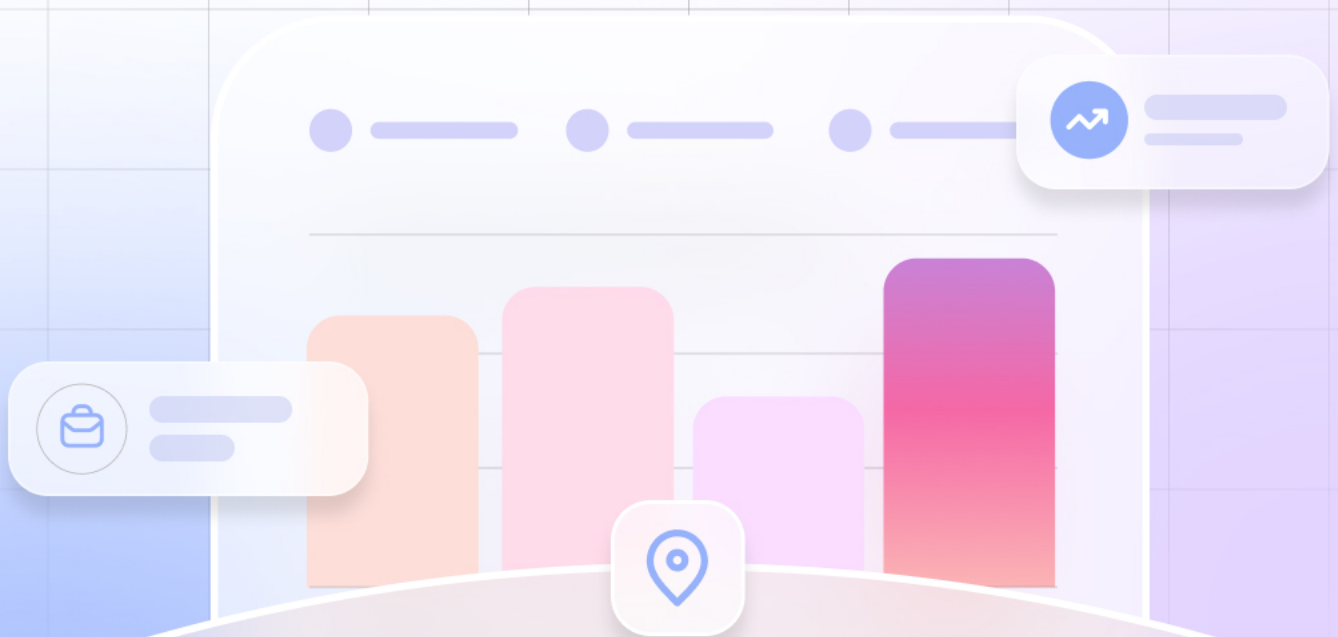




JobSpeak

June, 2025



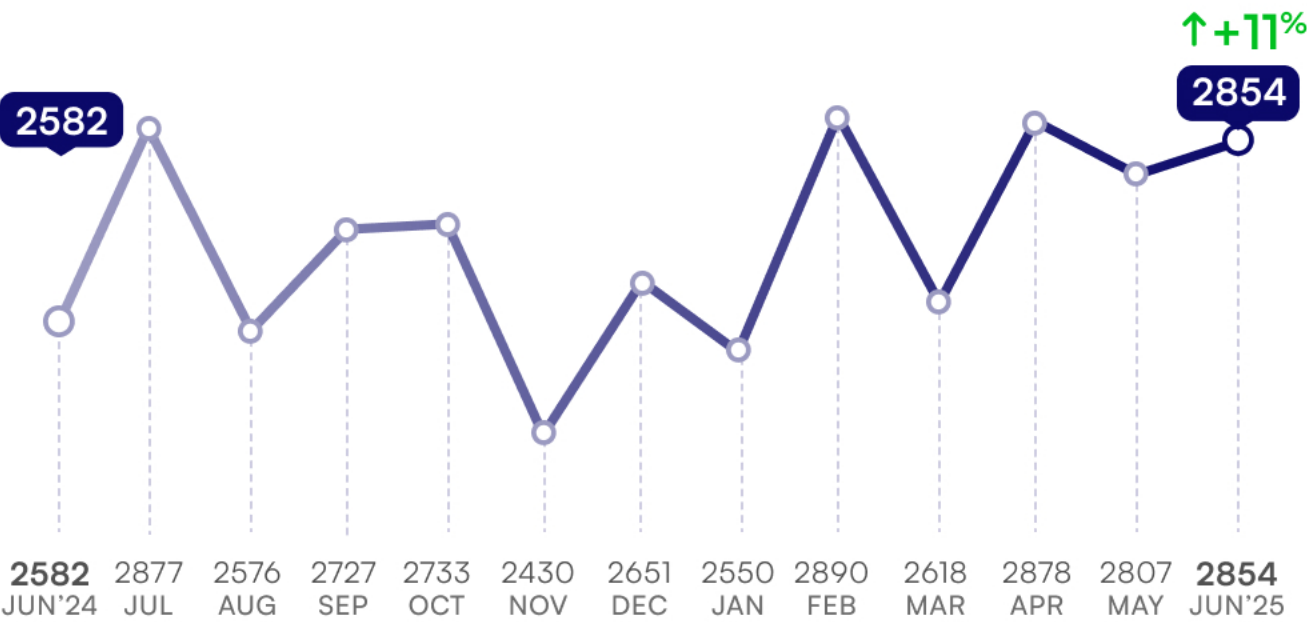
In-depth hiring trends by city,
industry & experience



Fresher Hiring Sees Double-Digit Jump as White Collar Job Market Grows 11% in June

OVERALL HIRING TRENDS

Strong hiring growth of **11%**, led by increased demand for AI/ML roles & freshers



HIGHLIGHTS

Insurance	+32%	Retail	+2%
Hospitality	+21%	Banking & Financial Services	+2%
BPO/ITES	+19%	Auto	+4%



What stood out in June was the sharp pickup in hiring across core service sectors like **Hospitality and BPO/ITES**. It was also encouraging to see IT hiring turn positive after a muted spell, especially with strong demand emerging from tier-II cities. **Fresher hiring in non-tech sectors** continues to gain traction, reflecting expanding opportunities for young professionals.



Dr. Pawan Goyal

Chief Business Officer, Naukri



Hiring trends by industries

 Insurance	+32%	 Pharma / Clinical Research	+8%
 Hospitality / Travel	+21%	 IT / Software Services	+5%
 BPO/ITES	+19%	 Auto / Auto Ancillary	+4%
 Real Estate / Property	+16%	 Retail	+2%
 Oil & Gas Power	+15%	 Banking / Finance / Broking	+2%
 Healthcare	+11%	 Telecom / ISP	-1%
 Education	+10%	 AI / ML	+42%
 FMCG	+10%	 GCC	+9%

✦ While growth for **Banking & Financial** Services remained flat, **hiring by Unicorns** in the sector surged by **+30%**.

✦ Hiring in the **Insurance** sector grew by **+32%**, driven by a significant surge in **fresher recruitment (+59%)**.

✦ **BPO/ITES** sector's **+19%** growth was majorly fuelled by strong hiring momentum witnessed in emerging cities like **Jaipur (+64%)** and **Baroda (+54%)**.

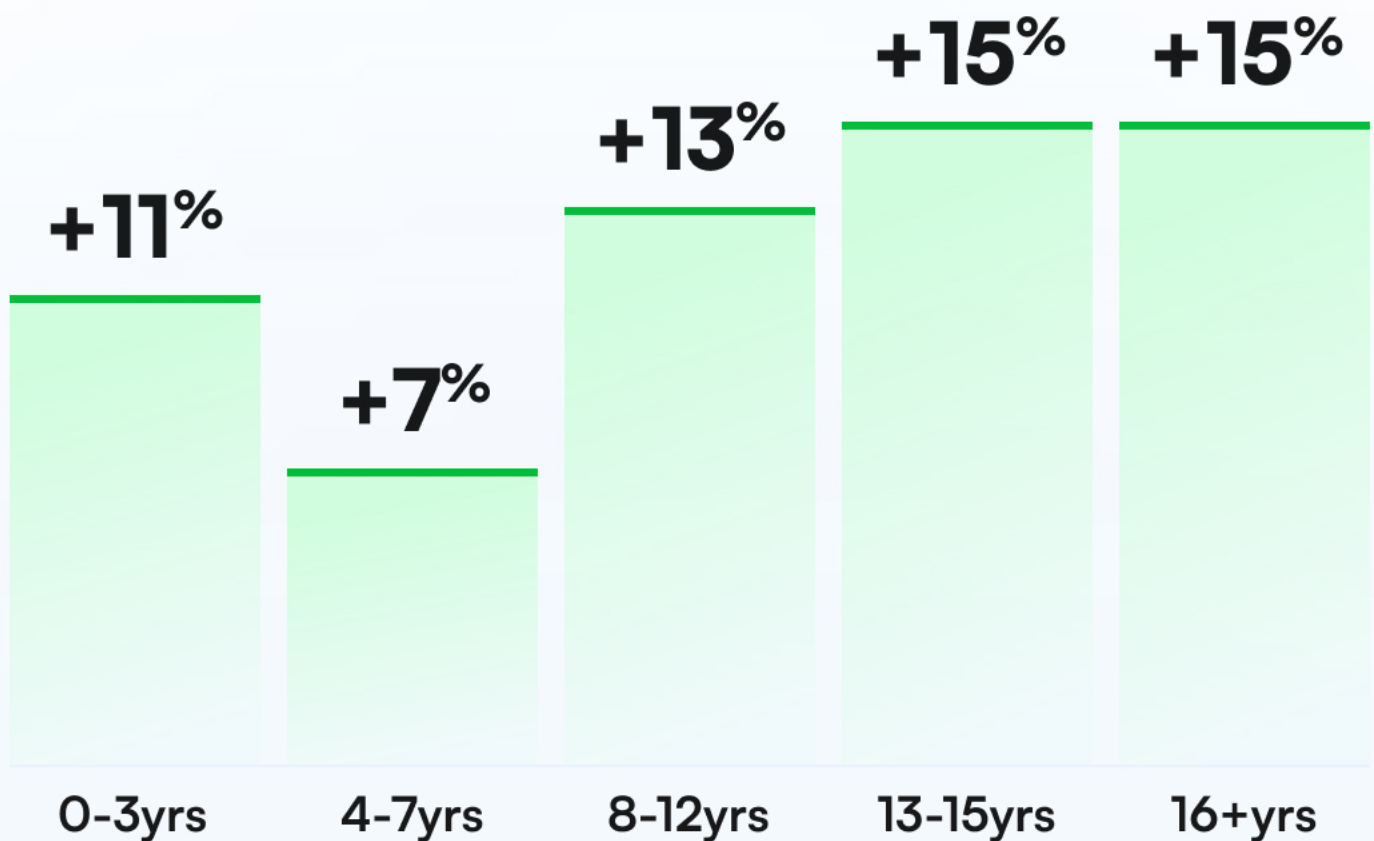
Hiring trends by experience level

+11%

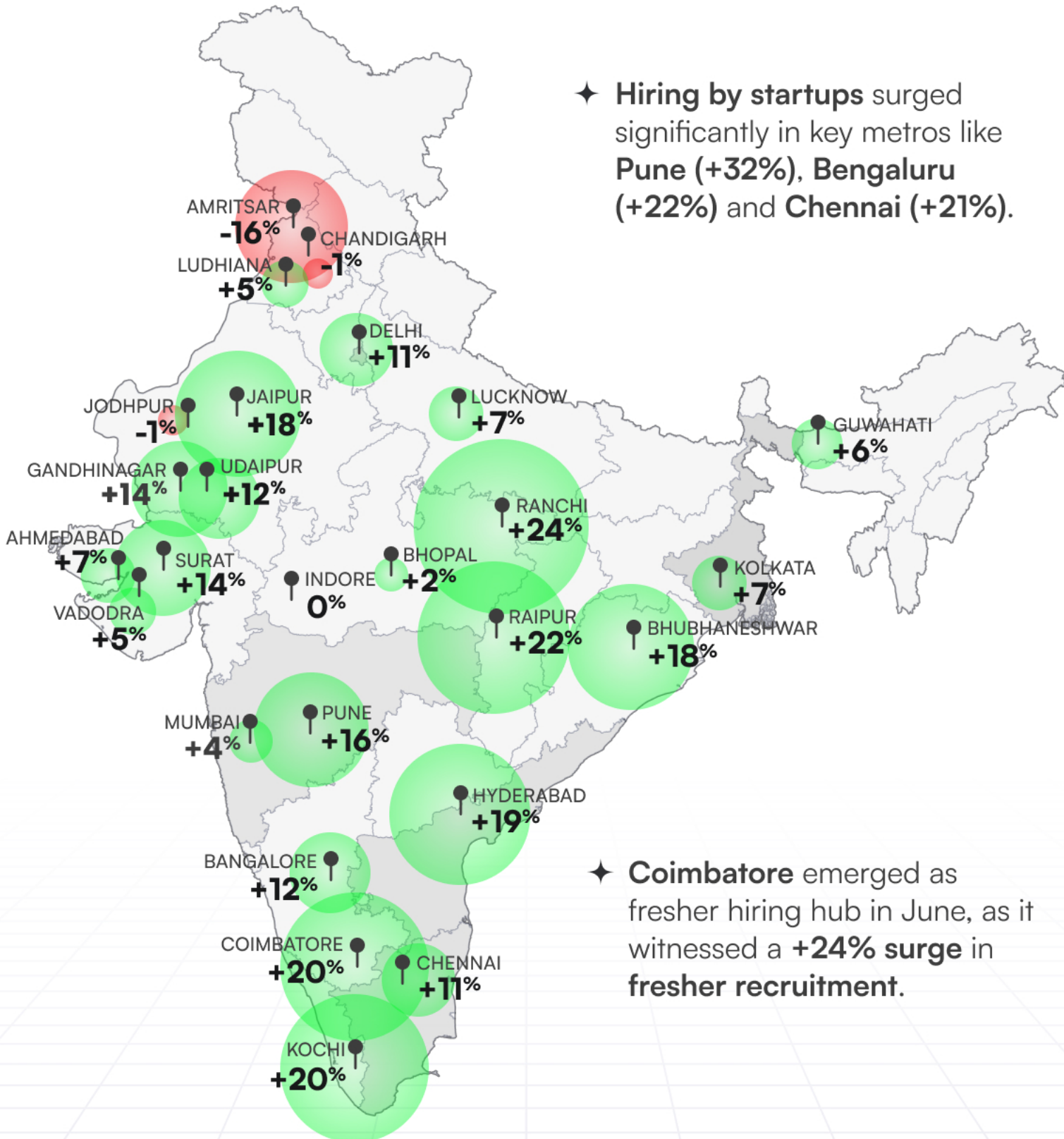
growth in **fresher hiring**,
driven by **Non IT sectors** like
Hospitality & Insurance

+15%

growth in hiring for
16+ years experience band,
driven by industries like **Real
Estate & Pharma/Biotech**



Hiring trends by geography



Methodology

The Naukri JobSpeak is a monthly Index that tracks Indian job market trends and hiring activity based on new job listings and recruiter searches on Naukri.com's resume database. Using July 2008 as the base month (Index value: 1,000), it analyzes hiring across industries, cities and experience levels. The Index aggregates data from over 100,000 clients, representing **70 Lakh+ new job mandates annually**. It 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 L

CLIENTS

1 CR

ACTIVE APP
INSTALLS

70 L

NEW JOB
MANDATES YEARLY

Annexure Industry Data

Industry	Jun'24	Jul'24	Aug'24	Sep'24	Oct'24	Nov'24	Dec'24	Jan'25	Feb'25	Mar'25	Apr'25	May'25	Jun'25	YOY(%)
Accounting / Finance	5198	6036	5526	5820	5793	5319	5979	5167	6513	5926	7218	6502	6989	↑34%
Advertising / PR / MR / Events	4226	4505	4145	4475	4467	4037	4264	4575	5189	4522	4885	4794	5149	↑22%
Agriculture / Dairy	1048	1171	1111	1070	1129	921	1061	1202	1111	1105	1321	1248	1233	↑18%
Architecture / Interior Designing	2669	2796	2859	2843	3101	2830	3146	3119	3528	3512	3390	3478	4002	↑50%
Auto / Auto Ancillary	1274	1356	1258	1279	1243	1146	1291	1250	1374	1239	1310	1296	1324	↑4%
Banking / Financial Services / Broking	3705	4152	3678	3917	3915	3412	3770	3736	3992	3546	3822	3819	3783	↑2%
BPO / ITES	1961	2157	1995	2036	2077	1887	1984	1909	2171	2095	2314	2282	2339	↑19%
Chemicals / PetroChemical / Plastic / Rubber	1742	1940	1717	1772	1759	1598	1786	1746	1867	1641	1937	1974	1971	↑13%
Construction / Engineering / Cement / Metals	1181	1256	1138	1221	1192	1084	1265	1240	1287	1168	1344	1284	1306	↑11%
Consumer Durables	840	1009	823	907	849	761	931	930	1019	899	1101	1002	1085	↑29%
Courier / Transportation / Freight	2679	2937	2622	2788	2756	2547	2702	2809	2802	2645	2835	2870	2933	↑9%
Defence / Government	7897	8121	6968	7886	7288	7822	8003	6872	7747	9646	9433	8921	9679	↑23%
Education / Teaching / Training	4550	4750	4250	4403	4285	4159	4899	4613	5010	4420	5044	4994	5020	↑10%
Export / Import	1164	1311	1241	1183	1109	1019	1251	1161	1353	1313	1347	1279	1348	↑16%
Fertilizers / Pesticides	5605	6874	6403	6390	5834	5455	5743	6234	6430	5920	6528	6521	6534	↑17%
FMCG / Foods / Beverage	2011	2136	1968	2075	1987	1891	2173	2225	2248	2082	2272	2235	2211	↑10%
Gems & Jewellery	6269	6248	6227	6164	6655	5694	6496	6137	6459	5989	6554	7140	6581	↑5%
Hotels / Restaurants / Airlines / Travel	1642	1695	1632	1752	1733	1615	1757	1767	1991	1718	1971	1939	1982	↑21%
Industrial Products / Heavy Machinery	1582	1649	1480	1577	1586	1395	1586	1557	1614	1546	1720	1622	1708	↑8%
Insurance	2106	2519	2299	2465	2773	2186	2249	2637	2641	2547	2530	2609	2780	↑32%
IT-Hardware & Networking	617	670	594	656	598	521	573	578	615	596	615	618	621	↑1%
IT-Software / Software Services	3341	3713	3310	3539	3487	3116	3266	3190	3711	3413	3573	3457	3523	↑5%
Legal	5229	6009	5158	5819	5914	4878	4840	5786	6423	5786	5762	5443	5148	↓-2%
Media / Dotcom / Entertainment	424	528	437	456	468	382	413	441	461	464	493	560	492	↑16%
Medical / Healthcare / Hospital	5759	6371	5784	5967	6165	5693	6691	5920	6504	6019	6266	6338	6364	↑11%
NGO / Social Services	4259	4422	4108	4108	4255	3825	3999	3968	3999	3426	3627	4293	4274	0%
Office Equipment / Automation	4082	4197	3741	3700	3899	3285	4105	3950	4337	3986	4554	4590	4837	↑19%
Oil and Gas / Power / Infrastructure / Energy	704	755	673	724	731	662	734	718	790	665	789	797	813	↑15%

Annexure Industry Data

Industry	Jun'24	Jul'24	Aug'24	Sep'24	Oct'24	Nov'24	Dec'24	Jan'25	Feb'25	Mar'25	Apr'25	May'25	Jun'25	YOY(%)
Pharma/Biotech/Clinical Research	2314	2560	2283	2290	2325	2073	2379	2390	2535	2253	2607	2501	2494	↑ 8%
Printing/Packaging	1350	1449	1244	1417	1221	1155	1250	1269	1381	1275	1494	1375	1426	↑ 6%
Real Estate/Property	3720	4200	3617	3739	3914	3415	4092	3997	4301	3874	4212	4288	4316	↑ 16%
Recruitment	723	697	628	645	668	578	642	613	694	662	666	685	699	↓ -3%
Retail	1608	1694	1420	1572	1525	1315	1536	1518	1546	1429	1635	1577	1641	↑ 2%
Security/Law Enforcement	1351	1422	1169	1370	1588	1198	1438	1646	1532	1321	1428	1483	1778	↑ 32%
Semiconductors/Electronics	5156	5503	5061	5519	5065	4532	5286	5295	5592	5290	5646	5805	5584	↑ 8%
Shipping/Marine	986	1175	1030	1137	1159	905	1136	1159	1266	1077	1107	1032	1114	↑ 13%
Telcom/ISP	463	498	477	491	489	434	475	472	505	437	474	467	459	↓ -1%
Textiles/Garments/Accessories	2307	2439	2267	2345	2182	1977	2367	2434	2529	2272	2557	2451	2584	↑ 12%
Animation	763	784	652	686	678	697	689	699	701	690	478	573	621	↓ -19%
Aviation / Aerospace Firms	1072	1444	1010	1272	1139	967	1021	1113	1238	1042	1100	1192	1049	↓ -2%
Electricals / Switchgears	1770	1954	1729	1927	1817	1591	2001	1858	2028	1973	2192	2048	2095	↑ 18%
Facility Management	1352	1322	1100	1231	1392	1362	1335	1314	1470	1281	1464	1412	1429	↑ 6%
Food Processing	1396	1552	1421	1512	1388	1295	1372	1404	1481	1293	1502	1547	1502	↑ 8%
Internet/Ecommerce	877	988	914	929	936	818	870	943	1003	879	944	968	910	↑ 4%
KPO / Research /Analytics	953	1013	961	1040	1127	1079	1289	1076	1164	1080	1114	1094	1134	↑ 19%
Medical Devices / Equipments	1376	1504	1324	1512	1396	1214	1475	1436	1676	1459	1641	1662	1821	↑ 32%
Mining	1568	1742	1715	1653	1640	1609	1645	1671	1525	1377	1787	1759	1692	↑ 8%
Other	1286	1331	1249	1303	1334	1078	1225	1218	1315	1226	1389	1408	1487	↑ 16%
Publishing	1321	1453	1327	1321	1347	1126	1229	1136	1176	1112	1265	1236	1250	↓ -5%
Steel	1539	1736	1664	1707	1763	1578	1701	1631	1738	1627	1879	1838	1817	↑ 18%
Strategy /Management Consulting Firms	1154	1274	1151	1189	1282	1047	1075	1129	1294	1119	1093	1017	1104	↓ -4%
Water Treatment / Waste Management	1323	1545	1371	1401	1302	1202	1437	1375	1576	1397	1624	1591	1647	↑ 24%
Wellness / Fitness / Sports / Beauty	1239	1354	1166	1348	1299	1163	1273	1318	1393	1238	1399	1428	1422	↑ 15%

Annexure City Data

Industry	City	Jun'24	Jun'25	MOM (%)	YOY(%)
Andhra Pradesh	Nellore	1321	1194	6%	↓ -10%
	Tirupati	1242	1310	4%	↑ 5%
	Vijayawada	1074	1148	-1%	↑ 7%
	Visakhapatnam/Vizag	891	1006	0%	↑ 13%
Assam	Guwahati	1105	1173	1%	↑ 6%
Bihar	Patna	1246	1322	1%	↑ 6%
Chandigarh (UT)	Chandigarh	1751	1728	-2%	↓ -1%
Chhattisgarh	Raipur	1586	1928	5%	↑ 22%
Dadra & Nagar Haveli (UT)	Dadra & Nagar Haveli and Daman & Diu	1409	1662	6%	↑ 18%
Delhi (NCR)	Delhi / NCR	2612	2888	-1%	↑ 11%
Gujarat	Ahmedabad	5772	6187	0%	↑ 7%
	Vadodara/Baroda	3324	3505	-2%	↑ 5%
	Bharuch	1240	1344	7%	↑ 8%
	Gandhinagar	1397	1596	4%	↑ 14%
	Jamnagar	1542	1651	3%	↑ 7%
	Rajkot	1534	1490	-6%	↓ -3%
	Surat	1434	1630	3%	↑ 14%
Jammu & Kashmir	Jammu	1268	1780	16%	↑ 40%
Jharkhand	Jamshedpur	1173	1243	1%	↑ 6%
	Ranchi	1292	1606	14%	↑ 24%
Karnataka	Bangalore/Bengaluru	2684	3016	4%	↑ 12%
	Hubli	1274	1297	2%	↑ 2%
	Mangaluru/Mangalore	963	977	2	↑ 1%
	Mysore/Mysuru	1159	1213	5%	↑ 5%
Kerala	Kochi/Cochin	3574	4299	9%	↑ 20%
	Calicut/Kozhikode	918	860	8	↓ -6%
	Cannanore/Kannur	897	781	5%	↓ -13%
	Kollam/Quilon	765	877	-6%	↑ 15%
	Trivandrum/Thiruvananthapuram	540	654	2%	↑ 21%
Madhya Pradesh	Bhopal	1367	1391	-3%	↑ 2%
	Gwalior	1273	1514	-10%	↑ 19%
	Indore	1300	1298	0%	0%
	Jabalpur	1274	1169	-7%	↓ -8%

Annexure City Data

Industry	City	Jun'24	Jun'25	MOM (%)	YOY(%)
Maharashtra	Mumbai	2103	2189	1%	↑ 4%
	Pune	3481	4021	2%	↑ 16%
	Aurangabad	1143	1216	0%	↑ 6%
	Kolhapur	887	935	10%	↑ 5%
	Nagpur	876	1015	-7%	↑ 16%
	Nasik/Nashik	1182	1395	2%	↑ 18%
Odisha	Bhubaneswar	1039	1228	-1%	↑ 18%
Puducherry (UT)	Pondicherry/Puducherry	866	963	3%	↑ 11%
Punjab	Amritsar	1208	1009	-8%	↓ -16%
	Ludhiana	1251	1315	-1	↑ 5%
Rajasthan	Jaipur	4276	5035	-1%	↑ 18%
	Jodhpur	1650	1630	7%	↓ -1%
	Kota	1295	1305	-12%	↑ 1%
	Udaipur	1285	1439	-3%	↑ 12%
Tamil Nadu	Chennai	1992	2216	1%	↑ 11%
	Coimbatore	2860	3425	5%	↑ 20%
	Madurai	1112	1202	2%	↑ 8%
	Salem	1301	1636	18%	↑ 26%
	Tiruchirapalli/Trichy	893	1088	9%	↑ 22%
	Vellore	1202	1283	-5%	↑ 7%
Telangana	Hyderabad/Secunderabad	3142	3743	3%	↑ 19%
Uttar Pradesh	Agra	1271	1243	-7%	↓ -2%
	Allahabad/Prayagraj	995	931	-15%	↓ -6%
	Bareilly	1072	1184	-5%	↑ 10%
	Kanpur	1332	1423	-5%	↑ 7%
	Lucknow	1300	1391	-8%	↑ 7%
	Varanasi/Benaras	1214	1348	5%	↑ 11%
Uttarakhand	Dehradun	1414	1440	-3%	↑ 2%
	Haridwar	1758	1654	-13%	↓ -6%
West Bengal	Kolkata	3251	3493	-4%	↑ 7%
	Siliguri	1283	1326	-5%	↑ 3%