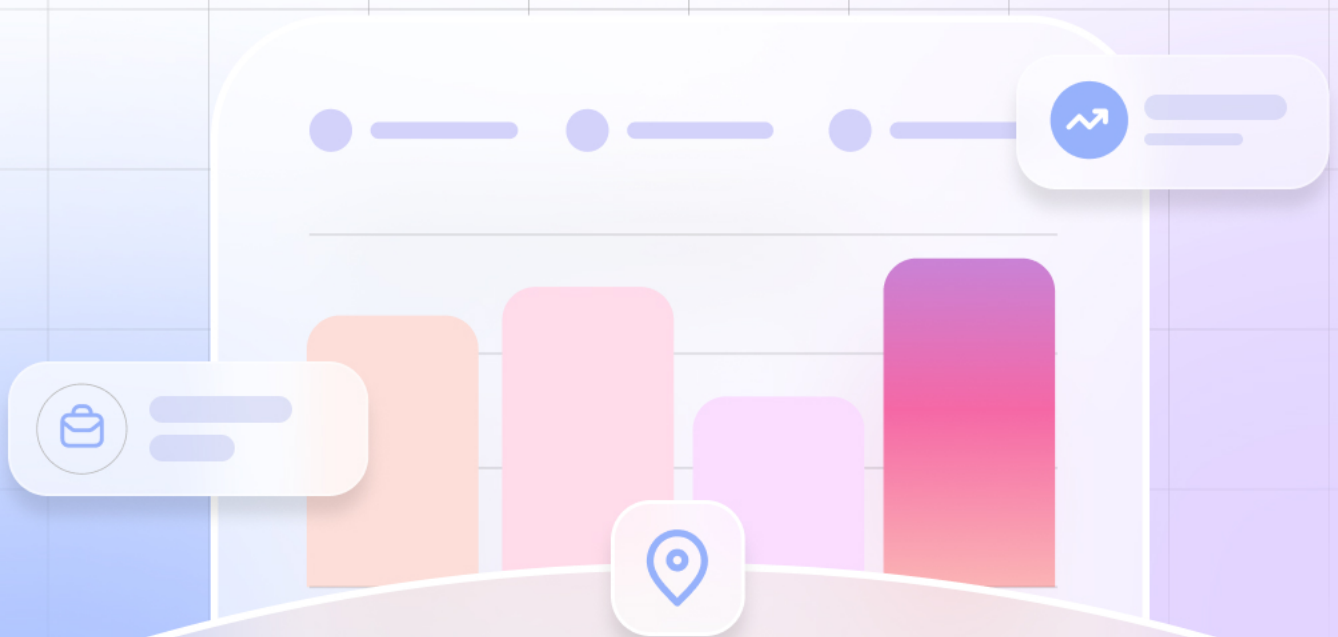




JobSpeak

October, 2025



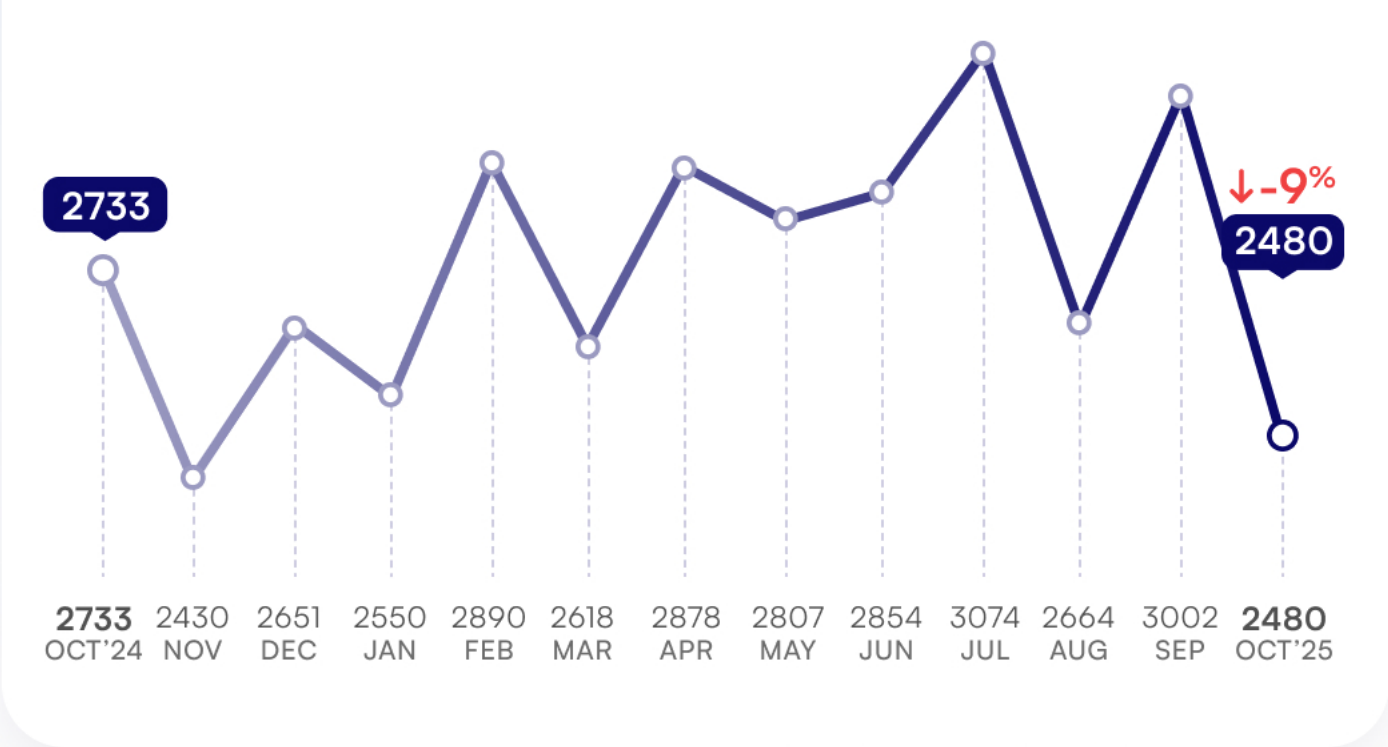
In-depth hiring trends by city,
industry & experience



White-Collar Job Market Sees Temporary Dip in October Due to Festive Clustering

OVERALL HIRING TRENDS

Headline hiring dipped **-9% YoY** due to the Diwali impact, but adjusted data shows **+3%** underlying growth



HIGHLIGHTS

Accounting & Finance **+15%**
Education **+13%**
BPO/ITES **+6%**

Banking **-24%**
IT **-15%**
Auto **-14%**



The moderation in October hiring was expected, given the clustering of major festive holidays like **Diwali and Dussehra** in the same month. Once adjusted for this seasonal effect, the underlying hiring trend remains **positive (3%)**, reflecting a steady start to Q3. It's encouraging to see **Education and BPO sectors** sustain their growth momentum alongside continued demand for specialized, high-skill roles.



Dr. Pawan Goyal

Chief Business Officer, Naukri



Hiring trends by industries

 Education	+13%	 Pharma / Clinical Research	-11%
 Hospitality / Travel	+7%	 Auto / Auto Ancillary	-14%
 BPO/ITES	+6%	 Oil & Gas Power	-14%
 Real Estate / Property	-4%	 IT / Software Services	-15%
 Healthcare	-6%	 Banking / Finance / Broking	-24%
 FMCG	-6%	 Telecom / ISP	-25%
 Insurance	-7%	 AI / ML	+33%
 Retail	-9%	 GCC	-11%

✦ The **Education sector** recorded **13%** overall growth, driven by a **77%** surge in **startup hiring**

✦ The **Hospitality/Travel sector** grew **7%** overall, with a notable **28%** surge in **fresher hiring**

✦ The **BPO/ITES** industry posted **6%** overall growth, driven by strong gains in southern cities - **Bengaluru (+17%)**, **Chennai (+29%)**, and **Coimbatore (+33%)**

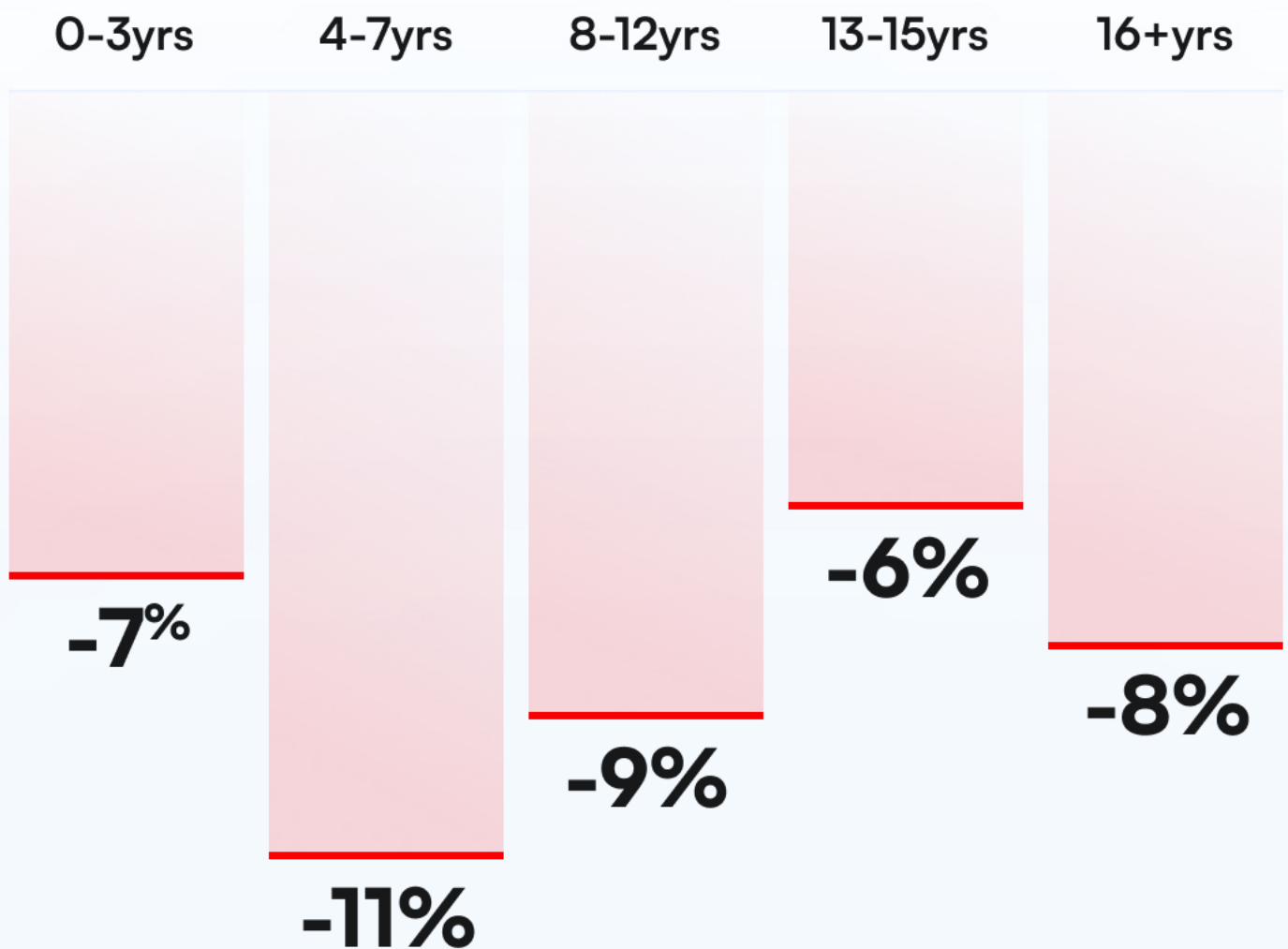
Hiring trends by experience level

+28%

growth recorded in fresher hiring within the **Hospitality/Travel sector**.

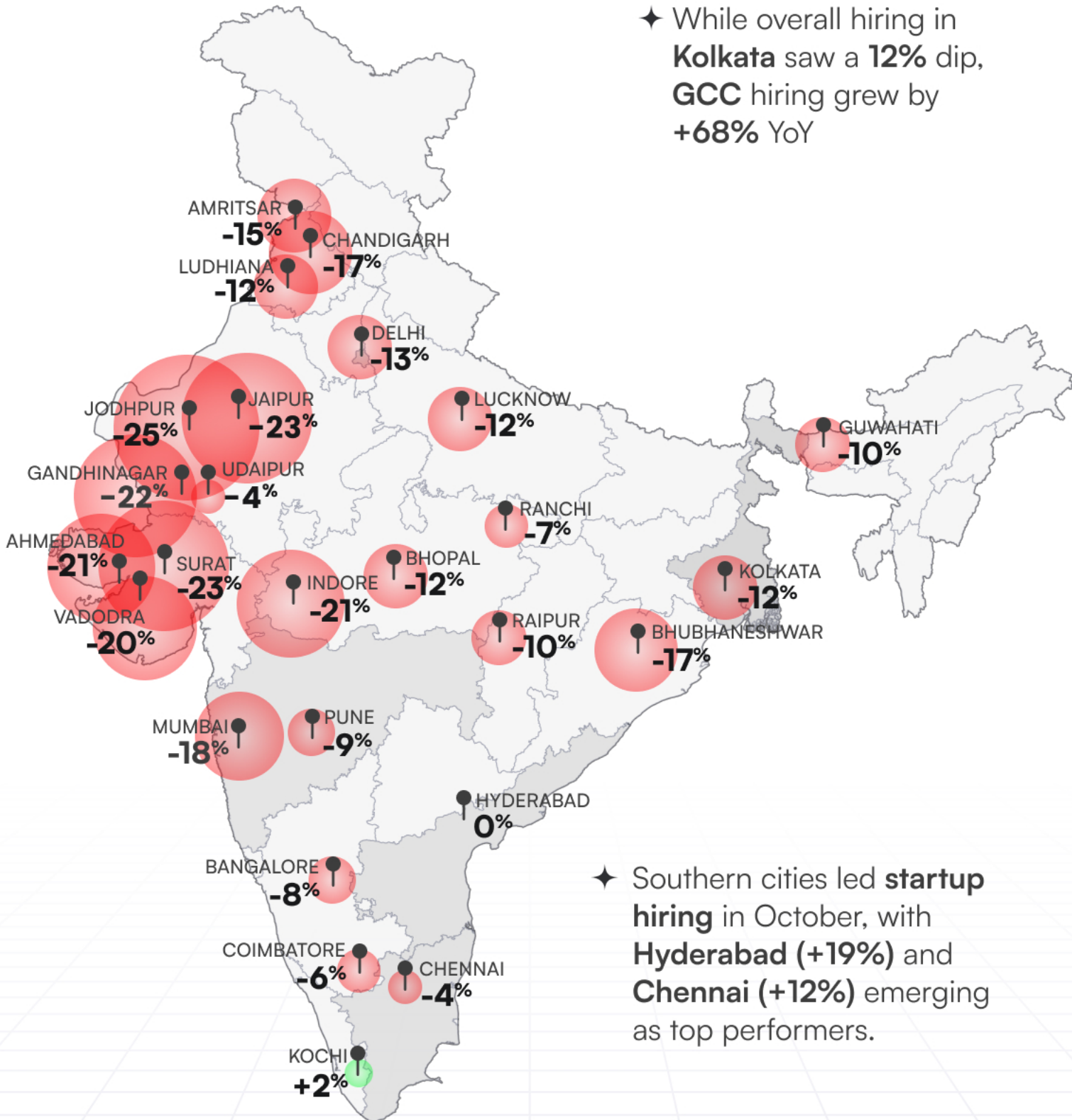
+9%

growth in seasoned professional hiring driven by the **Education/Teaching/Training sector**.



Hiring trends by geography

✦ While overall hiring in **Kolkata** saw a **12% dip**, **GCC** hiring grew by **+68% YoY**



✦ Southern cities led **startup hiring** in October, with **Hyderabad (+19%)** and **Chennai (+12%)** emerging as top performers.

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	Oct'24	Nov'24	Dec'24	Jan'25	Feb'25	Mar'25	Apr'25	May'25	Jun'25	Jul'25	Aug'25	Sep'25	Oct'25	YOY(%)
Accounting / Finance	5793	5319	5979	5167	6513	5926	7218	6502	6989	7947	7456	8329	6658	↑ 15%
Advertising / PR / MR / Events	4467	4037	4264	4575	5189	4522	4885	4794	5149	5322	5091	5536	4782	↑ 7%
Agriculture / Dairy	1129	921	1061	1202	1111	1105	1321	1248	1233	1207	1166	1344	1066	↓ -6%
Architecture / Interior Designing	3101	2830	3146	3119	3528	3512	3390	3478	4002	4388	4492	4779	4022	↑ 30%
Auto / Auto Ancillary	1243	1146	1291	1250	1374	1239	1310	1296	1324	1446	1222	1349	1066	↓ -14%
Banking / Financial Services / Broking	3915	3412	3770	3736	3992	3546	3822	3819	3783	4026	3269	3664	2989	↓ -24%
BPO / ITES	2077	1887	1984	1909	2171	2095	2314	2282	2339	2450	2332	2532	2193	↑ 6%
Chemicals / PetroChemical / Plastic / Rubber	1759	1598	1786	1746	1867	1641	1937	1974	1971	2082	1802	1935	1585	↓ -10%
Construction / Engineering / Cement / Metals	1192	1084	1265	1240	1287	1168	1344	1284	1306	1369	1207	1329	1092	↓ -8%
Consumer Durables	849	761	931	930	1019	899	1101	1002	1085	1221	868	904	732	↓ -14%
Courier / Transportation / Freight	2756	2547	2702	2809	2802	2645	2835	2870	2933	3288	2785	3145	2357	↓ -14%
Defence / Government	7288	7822	8003	6872	7747	9646	9433	8921	9679	9007	9786	10843	8730	↑ 20%
Education / Teaching / Training	4285	4159	4899	4613	5010	4420	5044	4994	5020	5515	4945	5357	4831	↑ 13%
Export / Import	1109	1019	1251	1161	1353	1313	1347	1279	1348	1478	1269	1354	1044	↓ -6%
Fertilizers / Pesticides	5834	5455	5743	6234	6430	5920	6528	6521	6534	6305	6063	6325	5292	↓ -9%
FMCG / Foods / Beverage	1987	1891	2173	2225	2248	2082	2272	2235	2211	2224	2003	2376	1859	↓ -6%
Gems & Jewellery	6655	5694	6496	6137	6459	5989	6554	7140	6581	6993	6750	7119	6296	↓ -5%
Hotels / Restaurants / Airlines / Travel	1733	1615	1757	1767	1991	1718	1971	1939	1982	2139	1992	2086	1846	↑ 7%
Industrial Products / Heavy Machinery	1586	1395	1586	1557	1614	1546	1720	1622	1708	1849	1616	1715	1331	↓ -16%
Insurance	2773	2186	2249	2637	2641	2547	2530	2609	2780	3075	2858	3162	2586	↓ -7%
IT-Hardware & Networking	598	521	573	578	615	596	615	618	621	660	510	580	519	↓ -13%
IT-Software / Software Services	3487	3116	3266	3190	3711	3413	3573	3457	3523	3688	3111	3585	2967	↓ -15%
Legal	5914	4878	4840	5786	6423	5786	5762	5443	5148	6004	5191	5600	4554	↓ -23%
Media / Dotcom / Entertainment	468	382	413	441	461	464	493	560	492	566	514	547	437	↓ -7%
Medical / Healthcare / Hospital	6165	5693	6691	5920	6504	6019	6266	6338	6364	6632	5845	6995	5771	↓ -6%
NGO / Social Services	4255	3825	3999	3968	3999	3426	3627	4293	4274	5048	3891	4685	3465	↓ -19%
Office Equipment / Automation	3899	3285	4105	3950	4337	3986	4554	4590	4837	4906	4142	4883	3701	↓ -5%
Oil and Gas / Power / Infrastructure / Energy	731	662	734	718	790	665	789	797	813	851	717	766	628	↓ -14%

Annexure Industry Data

Industry	Oct'24	Nov'24	Dec'24	Jan'25	Feb'25	Mar'25	Apr'25	May'25	Jun'25	Jul'25	Aug'25	Sep'25	Oct'25	YOY(%)
Pharma/Biotech/Clinical Research	2325	2073	2379	2390	2535	2253	2607	2501	2494	2666	2269	2522	2064	↓ -11%
Printing/Packaging	1221	1155	1250	1269	1381	1275	1494	1375	1426	1638	1335	1420	1098	↓ -10%
Real Estate/Property	3914	3415	4092	3997	4301	3874	4212	4288	4316	4518	4277	4711	3765	↓ -4%
Recruitment	668	578	642	613	694	662	666	685	699	703	484	545	502	↓ -25%
Retail	1525	1315	1536	1518	1546	1429	1635	1577	1641	1712	1466	1656	1385	↓ -9%
Security/Law Enforcement	1588	1198	1438	1646	1532	1321	1428	1483	1778	1979	1862	1885	1320	↓ -17%
Semiconductors/Electronics	5065	4532	5286	5295	5592	5290	5646	5805	5584	6184	5362	5588	4461	↓ -12%
Shipping/Marine	1159	905	1136	1159	1266	1077	1107	1032	1114	1183	944	1031	864	↓ -25%
Telcom/ISP	489	434	475	472	505	437	474	467	459	451	413	508	367	↓ -25%
Textiles/Garments/Accessories	2182	1977	2367	2434	2529	2272	2557	2451	2584	2747	2356	2581	2167	↓ -1%
Animation	678	697	689	699	701	690	478	573	621	806	604	661	638	↓ -6%
Aviation / Aerospace Firms	1139	967	1021	1113	1238	1042	1100	1192	1049	1259	861	1113	797	↓ -30%
Electricals / Switchgears	1817	1591	2001	1858	2028	1973	2192	2048	2095	2239	1979	2195	1607	↓ -12%
Facility Management	1392	1362	1335	1314	1470	1281	1464	1412	1429	1359	1134	1259	1088	↓ -22%
Food Processing	1388	1295	1372	1404	1481	1293	1502	1547	1502	1620	1439	1550	1229	↓ -11%
Internet/Ecommerce	936	818	870	943	1003	879	944	968	910	984	878	953	762	↓ -19%
KPO / Research /Analytics	1127	1079	1289	1076	1164	1080	1114	1094	1134	1111	999	1207	981	↓ -13%
Medical Devices / Equipments	1396	1214	1475	1436	1676	1459	1641	1662	1821	1669	1519	1745	1414	↑ 1%
Mining	1640	1609	1645	1671	1525	1377	1787	1759	1692	1984	1568	1826	1534	↓ -6%
Other	1334	1078	1225	1218	1315	1226	1389	1408	1487	1622	1346	1612	1252	↓ -6%
Publishing	1347	1126	1229	1136	1176	1112	1265	1236	1250	1383	1138	1253	1039	↓ -23%
Steel	1763	1578	1701	1631	1738	1627	1879	1838	1817	1898	1707	1813	1538	↓ -13%
Strategy /Management Consulting Firms	1282	1047	1075	1129	1294	1119	1093	1017	1104	1179	1017	1208	928	↓ -28%
Water Treatment / Waste Management	1302	1202	1437	1375	1576	1397	1624	1591	1647	1627	1464	1622	1252	↓ -4%
Wellness / Fitness / Sports / Beauty	1299	1163	1273	1318	1393	1238	1399	1428	1422	1518	1371	1599	1331	↑ 2%

Annexure City Data

Industry	City	Oct'24	Oct'25	MOM (%)	YOY(%)
Andhra Pradesh	Nellore	1160	1010	-19%	↓-13%
	Tirupati	1241	1179	-8%	↓-5%
	Vijayawada	1182	1114	-6%	↓-6%
	Visakhapatnam/Vizag	1008	865	-15%	↓-14%
Assam	Guwahati	1121	1013	-22%	↓-10%
Bihar	Patna	1199	1057	-27%	↓-12%
Chandigarh (UT)	Chandigarh	1737	1434	-25%	↓-17%
Chhattisgarh	Raipur	1566	1411	-30%	↓-10%
Dadra & Nagar Haveli (UT)	Dadra & Nagar Haveli and Daman & Diu	1394	1232	-30%	↓-12%
Delhi (NCR)	Delhi / NCR	2763	2401	-22%	↓-13%
Gujarat	Ahmedabad	6257	4972	-24%	↓-21%
	Vadodara/Baroda	3342	2684	-27%	↓-20%
	Bharuch	1218	1073	-26%	↓-12%
	Gandhinagar	1578	1230	-29%	↓-22%
	Jamnagar	1873	1192	-26%	↓-36%
	Rajkot	1627	1248	-25%	↓-23%
	Surat	1561	1204	-31%	↓-23%
Jammu & Kashmir	Jammu	1494	1482	-21%	↓-1%
Jharkhand	Jamshedpur	1301	926	-17%	↓-29%
	Ranchi	1213	1123	-26%	↓-7%
Karnataka	Bangalore/Bengaluru	2869	2650	-16%	↓-8%
	Hubli	1366	1050	-31%	↓-23%
	Mangaluru/Mangalore	1024	931	-15%	↓-9%
	Mysore/Mysuru	1107	961	-20%	↓-13%
Kerala	Kochi/Cochin	3805	3891	-4%	↑2%
	Calicut/Kozhikode	939	847	-8%	↓-10%
	Cannanore/Kannur	1004	687	-17%	↓-32%
	Kollam/Quilon	1036	792	2%	↓-24%
	Trivandrum/Thiruvananthapuram	667	662	-11%	↓-1%
Madhya Pradesh	Bhopal	1256	1110	-22%	↓-12%
	Gwalior	1489	1093	-35%	↓-27%
	Indore	1480	1162	-20%	↓-21%
	Jabalpur	1136	930	-32%	↓-18%

Annexure City Data

Industry	City	Oct'24	Oct'25	MOM (%)	YOY(%)
Maharashtra	Mumbai	2225	1826	-20%	↓ -18%
	Pune	3779	3453	-17%	↓ -9%
	Aurangabad	1181	1076	-18%	↓ -9%
	Kolhapur	839	683	-28%	↓ -19%
	Nagpur	1109	866	-21%	↓ -22%
	Nasik/Nashik	1267	1063	-23%	↓ -16%
Odisha	Bhubaneswar	1312	1085	-15%	↓ -17%
Puducherry (UT)	Pondicherry/Puducherry	862	793	-19%	↓ -8%
Punjab	Amritsar	1185	1003	-23%	↓ -15%
	Ludhiana	1299	1148	-25	↓ -12%
Rajasthan	Jaipur	5306	4112	-27%	↓ -23%
	Jodhpur	1583	1193	-31%	↓ -25%
	Kota	1278	1133	-25%	↓ -11%
	Udaipur	1373	1323	-23%	↓ -4%
Tamil Nadu	Chennai	2119	2030	-13%	↓ -4%
	Coimbatore	3455	3235	-14%	↓ -6%
	Madurai	1223	1023	-17%	↓ -16%
	Salem	1390	1319	-17%	↓ -5%
	Tiruchirapalli/Trichy	1037	995	-15%	↓ -4%
	Vellore	1306	1147	-12%	↓ -12%
Telangana	Hyderabad/Secunderabad	3412	3396	-13%	0%
Uttar Pradesh	Agra	1397	1074	-25%	↓ -23%
	Allahabad/Prayagraj	975	922	-24%	↓ -5%
	Bareilly	1341	903	-37%	↓ -33%
	Kanpur	1350	1115	-28%	↓ -17%
	Lucknow	1331	1169	-23%	↓ -12%
	Varanasi/Benaras	1416	1281	-15%	↓ -10%
Uttarakhand	Dehradun	1410	1128	-23%	↓ -20%
	Haridwar	1756	1298	-28%	↓ -26%
West Bengal	Kolkata	3254	2858	-17%	↓ -12%
	Siliguri	1139	1045	-22%	↓ -8%