

## Hiring activity sees 26% growth in October'15 over October'14: Naukri Job Speak

- Hiring activity in the IT and ITES sectors continued its upsurge in October 2015 as well and recorded the maximum Y-o-Y growth of 36% in the Oct'15 Index
- Hiring activity in the oil and gas continued its decline in October 2015 as well and recorded a 21% decline over October 2014
- The demand for Marketing and Advertising professionals saw the maximum Y-o-Y growth in hiring activity registering a 50% Y-o-Y increase in the Oct'15 index
- Delhi-NCR led the chart in hiring activity amongst the metros in Oct'15 index too.

### New Delhi, 19 November, 2015:

Naukri Job Speak Index in October 2015 recorded a growth of 26% in hiring activity year on year. However, there is a sharp Y-o-Y increase in hiring activity on October 2015 because both major festivals (Diwali and Dussehra) were celebrated in October 2014. This seasonality has been accounted for in the Naukri Job Speak Index for October 2015.

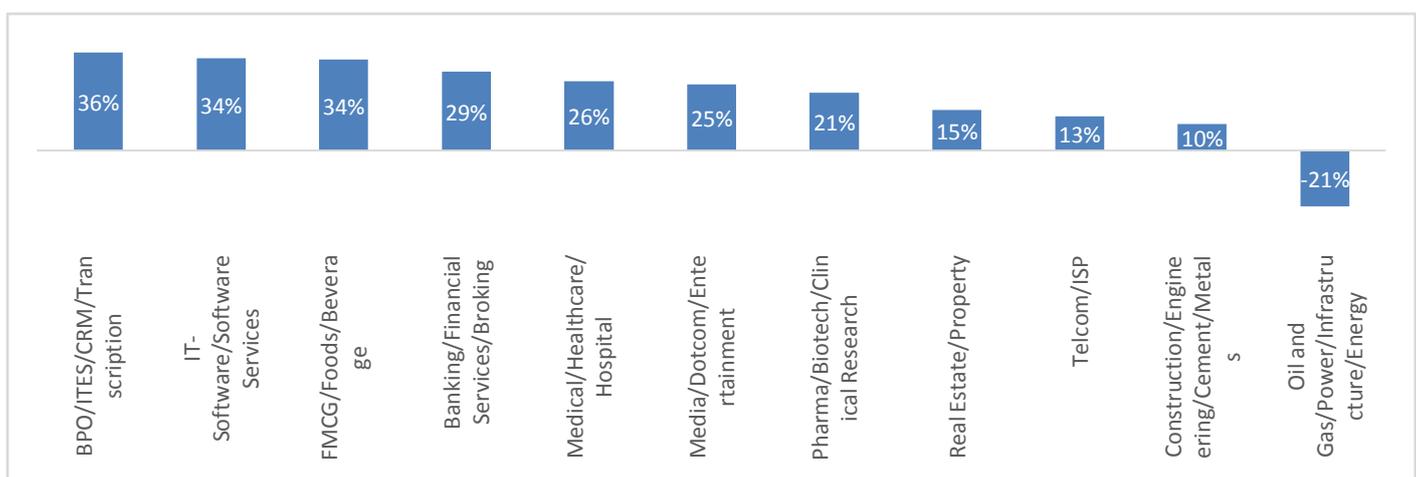
As mentioned above, IT-Software and ITES industries recorded the maximum increase in hiring activity in the Oct'15 index. The Y-o-Y increase for ITES industry moved from 27% in the Sep'15 index to 36% in the October'15 index. A similar trend was displayed by the IT-Software industry as well where the Y-o-Y increase in hiring activity moved from 24% in the Sep'15 index to 34% in the Oct'15 index. These were followed by FMCG, BFSI, Healthcare and Media and Entertainment industries showing similar trends as well.

The growth in the demand for Marketing and advertising professionals recorded an all-time high for the year 2015 and registered a 50% Y-o-Y increase. The demand for ITES professionals increased from a 28% Y-o-Y growth in the Sep'15 index to 49% Y-o-Y growth in the Oct'15 index. Similar trends were seen in the demand for BFSI, IT-Software, Sales and Accounts professionals as well.

Delhi-NCR continued to record the maximum Y-o-Y increase in hiring activity among the metros for second month in a row. It was followed by Mumbai, Hyderabad and Pune.

**V. Suresh, Chief Sales Officer, Naukri.com said,** "The job market continues to sustain the momentum gained over the past few quarters and is moving further north with a 26% YOY growth over last year October and November base. As predicted earlier this growth is driven not just by sectors viz IT/ITES/BFSI but an overall growth in all sectors. Looks like this trend will continue & the festive season is likely to bring cheer to jobseekers across sectors."

### Industry wise Analysis:



As mentioned above, ITES and IT-Software industries witnessed the maximum Y-o-Y growth in hiring activity. Following that,

- The hiring activity in the FMCG sector has continued the recovery it witnessed in the Sep'15 index and recorded a Y-o-Y growth of 34% in the Oct'15 index
- Post the dip in hiring activity witnessed by the BFSI sector in the Sep'15 index, in the Oct'15 index the sector recorded a Y-o-Y increase of 29%.
- The healthcare and the pharmaceutical industries recorded a 26% and 21% Y-o-Y increase in hiring activity respectively in October 2015
- The hiring activity in the media and entertainment sector saw a decline in hiring activity from last month. While in October 2015 it recorded a Y-o-Y increase of 25% in hiring activity, in September 2015 it had recorded a Y-o-Y increase of 28%,
- As mentioned above the Oil and Gas sector continues to see a decline in hiring activity for a second month in a row

#### **City Wise Analysis:**

All metro cities registered have registered an increase in hiring activity in Oct 2015 too. This trend has been consistent for the last 3 months.

- Apart from Delhi, Mumbai and Pune recorded a Y-o-Y increase in hiring activity to the tunes of 30% and 23% respectively in the Oct'15 index
- Hyderabad and Chennai recorded a Y-o-Y increase in hiring activity to the tunes of 25% and 16% respectively in the Oct'15 index
- Bangalore saw a Y-o-Y increase of 19% in hiring activity for the same period
- Hiring activity in Kolkata recorded an increase of 12% in Oct 2015 as compared to Oct 2014 and Nov 2014

#### **Functional Area Analysis:**

Apart from the growth in demand for Marketing and Advertising professionals as mentioned above,

- The demand for professionals in IT-Software, Sales and Pharma recorded a Y-o-Y increase to the tunes of 31%, 24% and 22% respectively in the Oct'15 index
- The demand for professionals in Top management grew by 19% in the Oct'15 index

#### **About Naukri.com**

Naukri.com, 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 seen continued growth while outperforming its competitors in every sphere. Info Edge was the first internet Company to be listed in India. The site enjoys a traffic share of 71% as per recent ComScore data. Naukri.com is a recruitment platform that provides hiring-related services to corporates/ recruiters, placement agencies and to job seekers in India and overseas. It offers multiple products like Resume Database Access, listings and Response Management Tools. With more than 2,50,000 jobs live at any point and over 44.3 million CV's, Naukri.com serviced over 57,500 corporate clients in 2014-2015. The company employs over 4000 people and operates through 65 offices in 44 cities in India and overseas offices in Dubai, Riyadh, Abu Dhabi and Bahrain catering to the Middle East market.

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