NAUKRI TRENDS

HIRING TRENDS FOR IT, BFSI & BPO DURING APR - JUN 2019

From the Business Head's Desk

Dear Valued Partner,

I feel honoured and privileged to share that Naukri is the recruitment partner of choice for most organizations today and our success is nothing but a reflection of your constant belief and support in us all these years. We are thus, deeply grateful to you.

It's been more than 20 years now and this tremendous experience has helped us master the art of matchmaking between Jobseekers and Recruiters. In the process, we have accumulated an extraordinary wealth of knowledge and information on the hiring landscape in India, that today, no other player in this arena can speak of.

And it doesn't just end there! We have profusely incorporated emerging technologies like AI/ML and Deep Learning in a way that we are now able to track those pivotal actions taken by job seekers and recruiters and glean insights that are useful for recruiters in discovering talent they'd love to hire.

Naukri Trends report is an attempt from our side to put across a 360-degree panorama of information treasure that captures key hiring trends and analysis across various industries. This first issue focuses on IT, BFSI, & BPO/ITes. And if you are a recruiter/TA head/CHRO from these industries or talent acquisition is something that keeps you awake at night, then this report is made just for you! As it brings to the limelight several facets such as demand vs supply, top & emerging skills, demand dispersion across various salary brackets and experience levels.

We hope you enjoy this. I look forward to your valuable feedback and suggestions on how we can improve this even further.

Thanks,
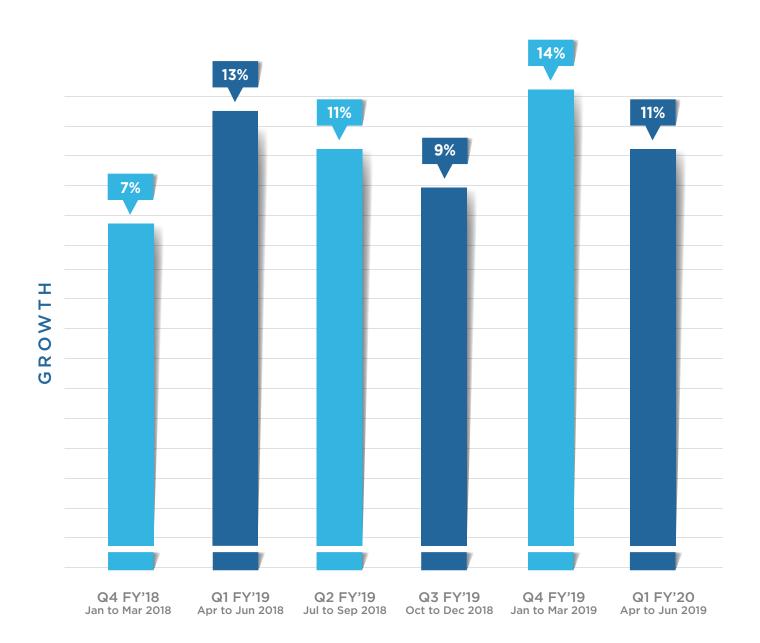
Pawan Goyal

PAWAN GOYAL
Chief Business Officer, Naukri.com

The new financial year (FY 19-20) started on a positive note for the jobseekers as recruitment has shown a robust growth across industries vs last year(LY). As per Naukri Jobspeak report –hiring went up by +11% vs LY - led by IT industry where hiring grew at an astounding 33%.

★ Hiring activity across all industries ★

GROWTH

7%	13%	11%	9%	14%	11%
Q4 FY'18	**Q1 FY'19**	**Q2 FY'19**	**Q3 FY'19**	**Q4 FY'19**	**Q1 FY'20**
Jan to Mar 2018	Apr to Jun 2018	Jul to Sep 2018	Oct to Dec 2018	Jan to Mar 2019	Apr to Jun 2019

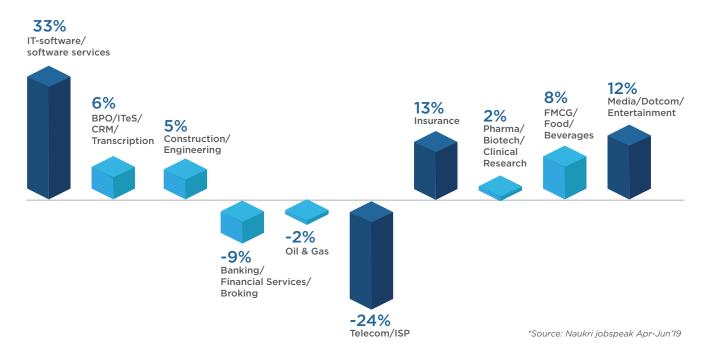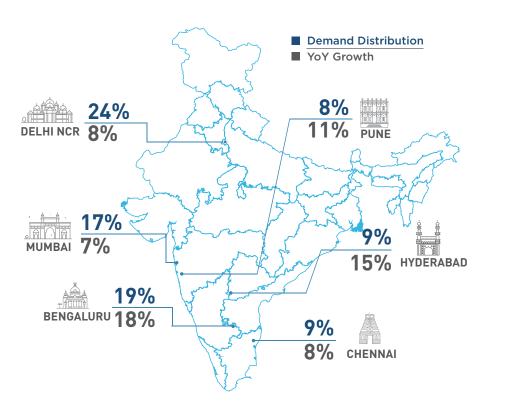QUARTER

Hiring activity across key industries: IT grew at a robust 33% in Q1 FY'20

Growth in hiring activity compared to last year

33%
IT-software/
software services

6%
BPO/ITeS/
CRM/
Transcription

5%
Construction/
Engineering

13%
Insurance

2%
Pharma/
Biotech/
Clinical
Research

8%
FMCG/
Food/
Beverages

12%
Media/Dotcom/
Entertainment

-9%
Banking/
Financial Services/
Broking

-2%
Oil & Gas

-24%
Telecom/ISP

Source: Naukri jobspeak Apr-Jun'19

Other key industries where hiring grew were Insurance (13%), Media/Internet/Entertainment (12%) and FMCG (8%).

Delhi, Mumbai, & Bengaluru contributed to majority of the demand - 60% cumulatively

■ Demand Distribution
■ YoY Growth

24%
8%
DELHI NCR

8%
11%
PUNE

17%
7%
MUMBAI

9%
15% HYDERABAD

19%
18%
BENGALURU

9%
8% CHENNAI

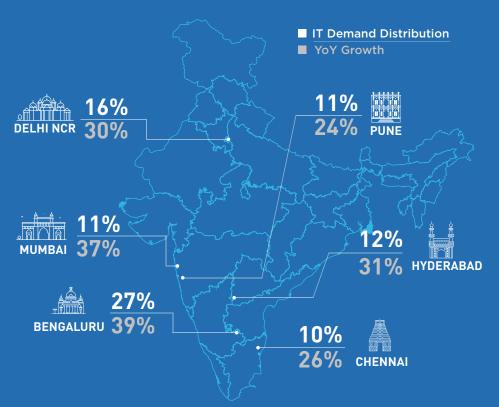85% of the total hiring happened in key metros!

Hiring for key cities grew at - Bengaluru (18%), Hyderabad (15%), and Pune (11%) while other emerging cities grew at Kolkata (3% demand, 14% growth) and Ahmedabad (3% demand, 18% growth).

Source: Naukri jobspeak Apr-Jun'19

Key Hiring Insights:
Information
Technology

Where is IT hiring from?

IT Hiring Distribution(Demand)

■ IT Demand Distribution
■ YoY Growth

DELHI NCR 16% 30%

PUNE 11% 24%

MUMBAI 11% 37%

HYDERABAD 12% 31%

BENGALURU 27% 39%

CHENNAI 10% 26%

Top metros contributed to 87% of the total demand - Bengaluru and Delhi contributed to 43%.

From a growth perspective, Bengaluru and Mumbai take pole position with 39% and 37% vs LY.
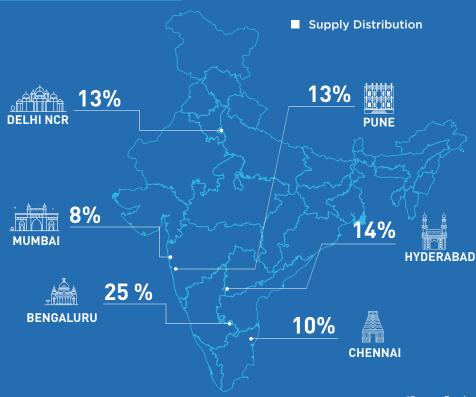
The emerging city Kolkata grew at 49%.

Source: Naukri jobspeak Apr-Jun'19

IT Jobseeker Distribution (Supply)

■ Supply Distribution

Top metros contributed to 83% of the total supply- Bengaluru and Hyderabad contributed to 39%.

Kolkata & Ahmedabad are the emerging cities for talent supply – Together they contributed to 3%.

DELHI NCR 13%

PUNE 13%

MUMBAI 8%

HYDERABAD 14%

BENGALURU 25 %

CHENNAI 10%

Source: Resdex

What are Recruiters Searching for?

Top Searches made by IT recruiters
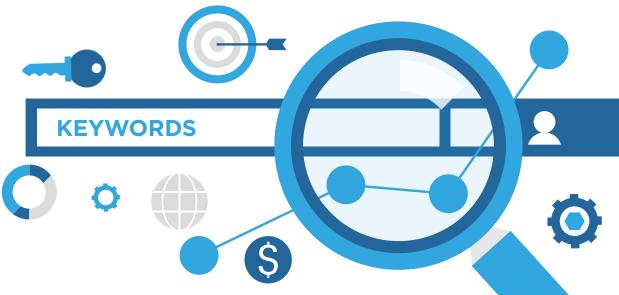
Keywords	Q1 FY'20	Q4 FY'19	% Change
Hibernate	100	94	6% ↑
JQuery	81	75	8% ↑
C#	63	59	6% ↑
MySQL	24	21	14% ↑
Automation Testing	19	19	2% ↑
Azure	17	15	15% ↑
Selenium	15	14	8% ↑
Perl	13	12	8% ↑
Wordpress	13	11	16% ↑
Spring	13	12	4% ↑
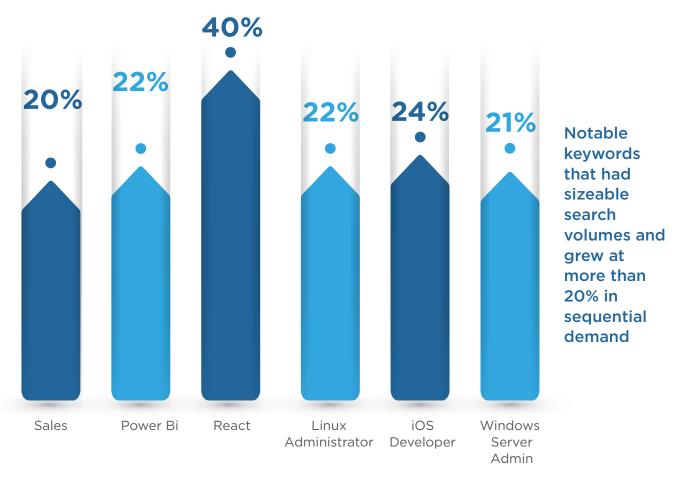
Top 10 Popular keywords as per volume
The number of searches for Hibernate Cluster in Q1 FY'20 has been indexed to 100, all other search values are in relation to that

Fastest Growing Keywords

Top keywords that grew at a rapid pace

Keywords	Change
Hardware Asset Management	249%
Splunk Administration	233%
Scm Functional Consultant	196%
Apache Spark	186%
Regression Analysis	148%

KEYWORDS

*Recruiter Searches data during Q4 FY'19 to Q1 FY'20

20% Sales

22% Power Bi

40% React

22% Linux Administrator

24% iOS Developer

21% Windows Server Admin

Notable keywords that had sizeable search volumes and grew at more than 20% in sequential demand
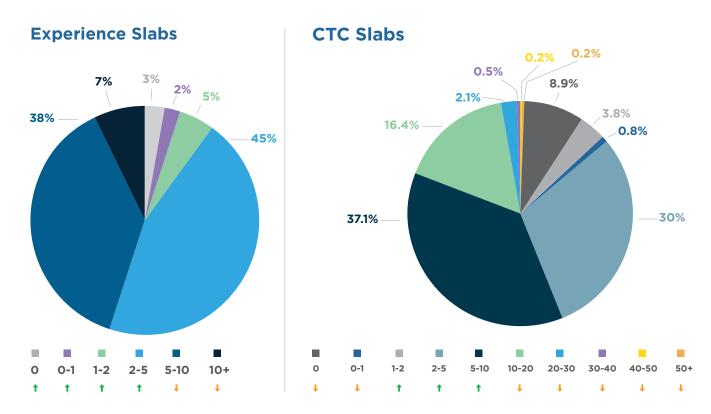
Recruiter searches data during Q4 FY'19 to Q1 FY'20

Information Technology:

Hiring distribution across various Exp. Slabs and CTC Slabs.
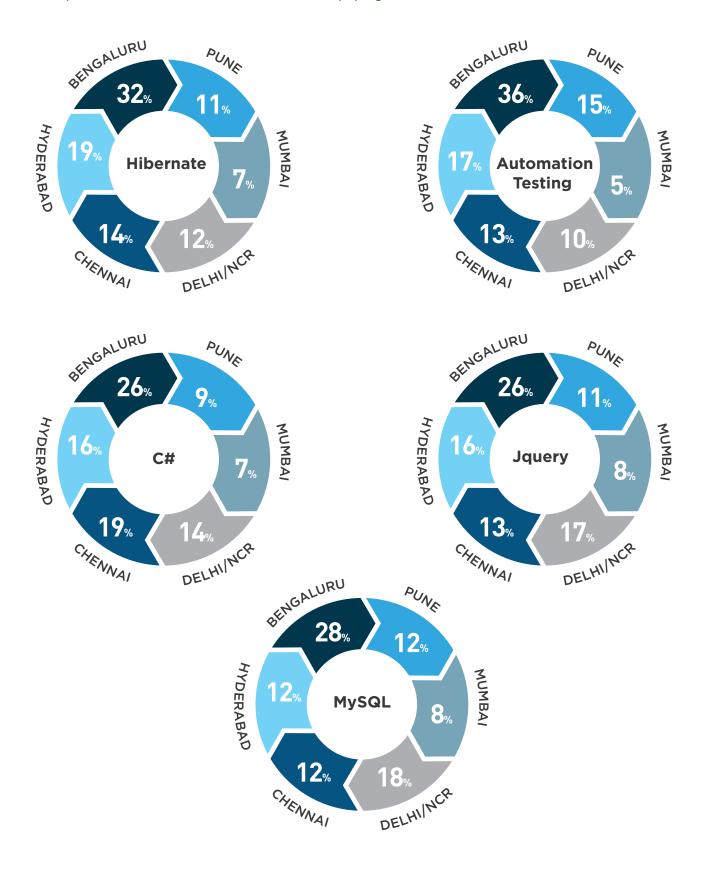
Experience Slabs

7%

3%

2%

5%

38%

45%

0	0-1	1-2	2-5	5-10	10+
↑	↑	↑	↑	↓	↓

Demand Dispersion across Exp. Slabs (in years)

CTC Slabs

0.2%

0.2%

0.5%

8.9%

2.1%

3.8%

16.4%

0.8%

37.1%

30%

0	0-1	1-2	2-5	5-10	10-20	20-30	30-40	40-50	50+
↓	↓	↑	↑	↑	↓	↓	↓	↓	↓

Demand Dispersion across CTC Slabs (in lakhs/annum)

Recruiter Actions during Q4 FY'19 to Q1 FY'20

Skill-wise supply distribution across metros
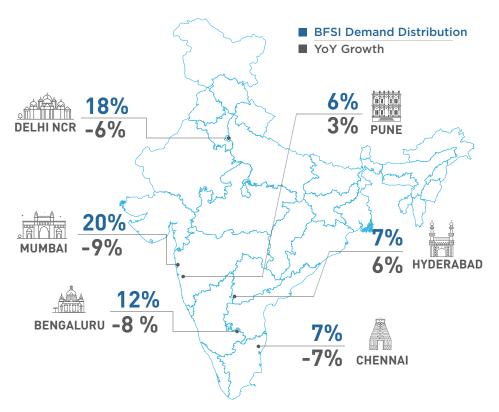
Top Searches in IT and supply distribution in India

Hibernate

- BENGALURU 32%
- PUNE 11%
- MUMBAI 7%
- DELHI/NCR 12%
- CHENNAI 14%
- HYDERABAD 19%

Automation Testing

- BENGALURU 36%
- PUNE 15%
- MUMBAI 5%
- DELHI/NCR 10%
- CHENNAI 13%
- HYDERABAD 17%

C#

- BENGALURU 26%
- PUNE 9%
- MUMBAI 7%
- DELHI/NCR 14%
- CHENNAI 19%
- HYDERABAD 16%

Jquery

- BENGALURU 26%
- PUNE 11%
- MUMBAI 8%
- DELHI/NCR 17%
- CHENNAI 13%
- HYDERABAD 16%

MySQL

- BENGALURU 28%
- PUNE 12%
- MUMBAI 8%
- DELHI/NCR 18%
- CHENNAI 12%
- HYDERABAD 12%

Key Hiring Insights:
BFSI

Where is BFSI hiring from?

BFSI Hiring Distribution(Demand)

■ BFSI Demand Distribution
■ YoY Growth

DELHI NCR
18%
-6%

PUNE
6%
3%

MUMBAI
20%
-9%

HYDERABAD
7%
6%

BENGALURU
12%
-8 %

CHENNAI
7%
-7%

Top metros contributed to about 67% of the total demand - Mumbai and Delhi contributed 38%.

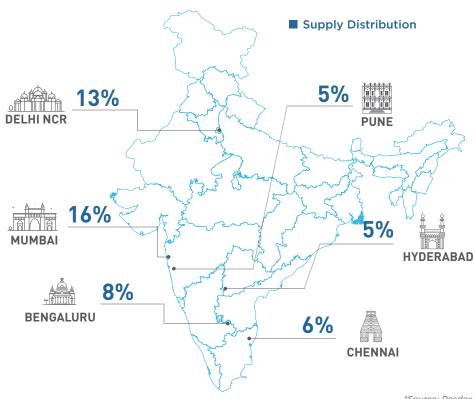From a growth perspective, Hyderabad and Pune have shown increase in demand vs LY.

The emerging locations Vadodara/Baroda and Indore grew at 40% and 31% respectively.

Source: Naukri jobspeak Apr-Jun'19

BFSI Jobseeker Distribution (Supply)

Top metros contributed to 54% of the total supply - Mumbai and Delhi contributed to 29%.

Kolkata, Ahmedabad and Jaipur are the emerging cities for talent supply – Contributed 4%, 2% & 2% respectively.

■ Supply Distribution

DELHI NCR
13%

PUNE
5%

MUMBAI
16%

HYDERABAD
5%

BENGALURU
8%

CHENNAI
6%

Source: Resdex

What are Recruiters Searching for?

Top Searches made by BFSI recruiters (Industry related keywords only)

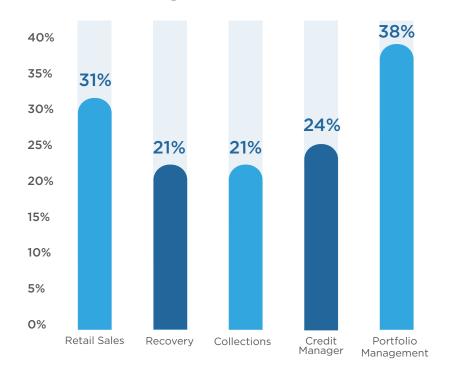| Keywords	Q1 FY'20	Q4 FY'19	% Change	
Sales	100	96	5%	↑
Relationship Manager	44	37	20%	↑
Wealth Management	36	31	16%	↑
Credit Appraisal	31	28	14%	↑
Capital Markets	23	24	-2%	↓
Business Banking	21	20	5%	↑
Telecalling	20	22	-5%	↓
Broking	18	16	9%	↑
Insurance Sales	15	16	-9%	↓
Internal Audit	22	17	31%	↑

Top 10 Popular keywords as per volume
The number of searches for Sales Cluster in Q1 FY'20 has been indexed to 100, all other search values are in relation to that.

Fastest growing keywords

Top keywords that grew at a rapid pace
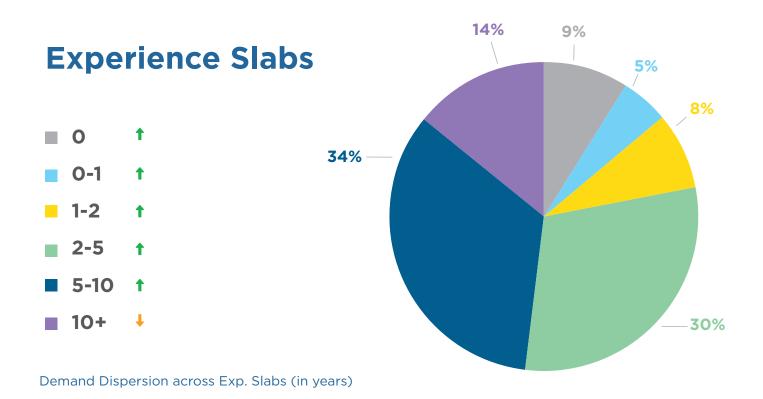
Keywords	Change
Franchisee Acquisition	189%
Banking Operation	160%
Internal Auditor	155%
Online Sales	123%
Credit Processing	102%
Insurance Advisor	88%
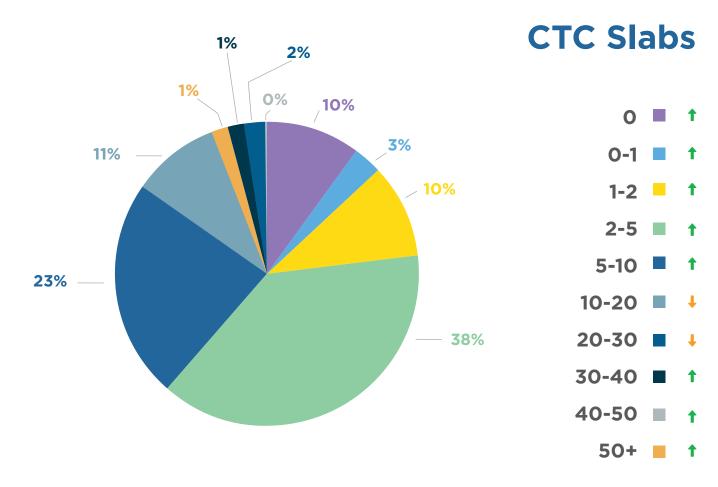
Top keywords that had sizeable search volumes and grew at more than 20%
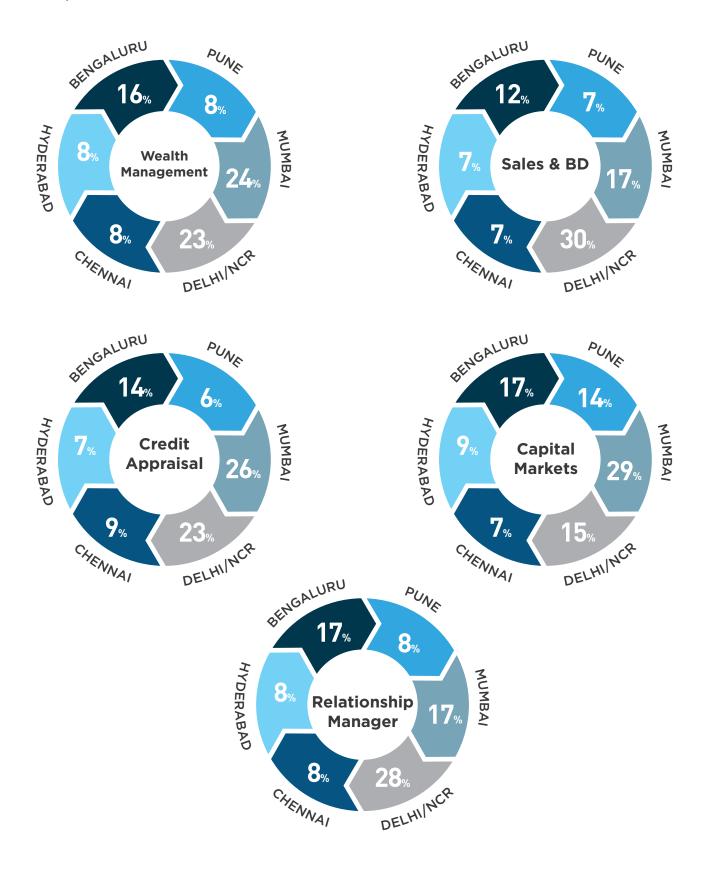
- Retail Sales: 31%
- Recovery: 21%
- Collections: 21%
- Credit Manager: 24%
- Portfolio Management: 38%

*Recruiter searches data during Q4 FY'19 to Q1 FY'20.

BFSI:

Hiring distribution across various Exp. Slabs and CTC Slabs.

Experience Slabs

■	0	↑
■	0-1	↑
■	1-2	↑
■	2-5	↑
■	5-10	↑
■	10+	↓

14% 9% 5% 8% 34% 30%

Demand Dispersion across Exp. Slabs (in years)

CTC Slabs

1% 2% 1% 0% 10% 11% 3% 10% 23% 38%

0	■	↑
0-1	■	↑
1-2	■	↑
2-5	■	↑
5-10	■	↑
10-20	■	↓
20-30	■	↓
30-40	■	↑
40-50	■	↑
50+	■	↑

*Recruiter Actions during Q4 FY'19 to Q1 FY'20

Demand Dispersion across CTC Slabs (in lakhs/annum)
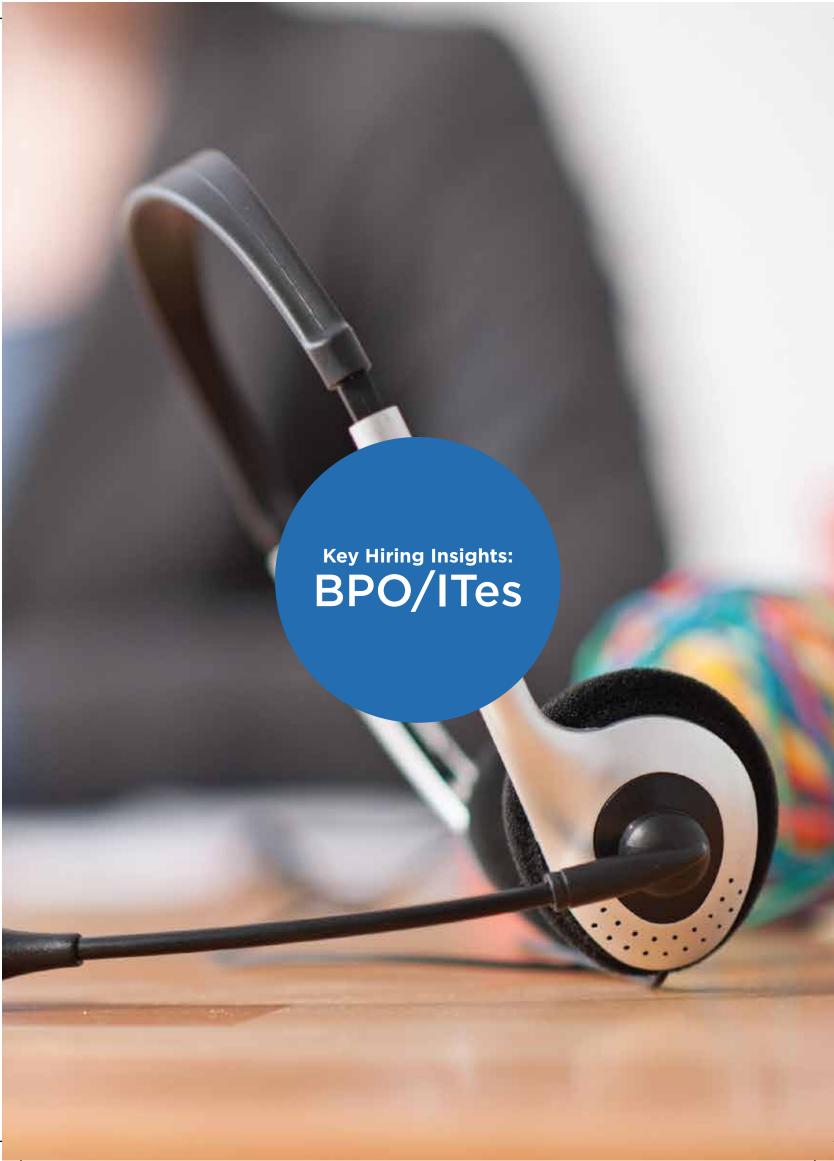
Skill-wise supply distribution across metros
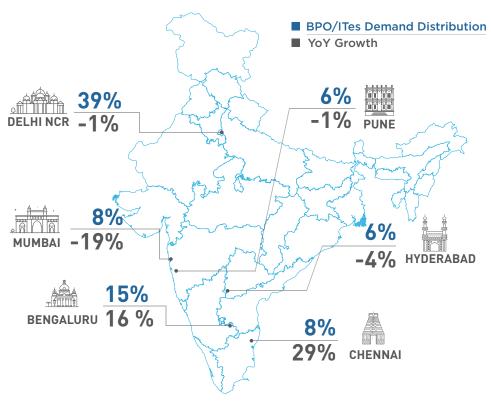
Top Searches in BFSI and where to find them

Wealth Management
- BENGALURU 16%
- PUNE 8%
- MUMBAI 24%
- DELHI/NCR 23%
- CHENNAI 8%
- HYDERABAD 8%

Sales & BD
- BENGALURU 12%
- PUNE 7%
- MUMBAI 17%
- DELHI/NCR 30%
- CHENNAI 7%
- HYDERABAD 7%

Credit Appraisal
- BENGALURU 14%
- PUNE 6%
- MUMBAI 26%
- DELHI/NCR 23%
- CHENNAI 9%
- HYDERABAD 7%

Capital Markets
- BENGALURU 17%
- PUNE 14%
- MUMBAI 29%
- DELHI/NCR 15%
- CHENNAI 7%
- HYDERABAD 9%

Relationship Manager
- BENGALURU 17%
- PUNE 8%
- MUMBAI 17%
- DELHI/NCR 28%
- CHENNAI 8%
- HYDERABAD 8%

Key Hiring Insights:
BPO/ITes

Where is BPO/ITes hiring from?

BPO/ITes Hiring Distribution(Demand)

■ BPO/ITes Demand Distribution
■ YoY Growth

DELHI NCR 39% -1%

PUNE 6% -1%

MUMBAI 8% -19%

HYDERABAD 6% -4%

BENGALURU 15% 16%

CHENNAI 8% 29%

Top metros contributed 81% of the total demand - Delhi and Bengaluru contributed 54%.

From a growth perspective, Chennai and Bengaluru have shown increase in demand vs LY.
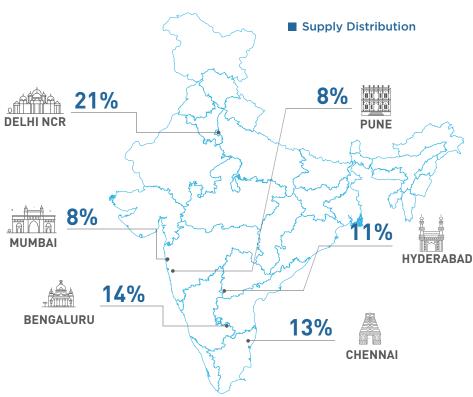
The emerging locations Kochi and Ahmedabad grew at 36% and 19% respectively.

Source: Naukri jobspeak Apr-Jun'19

BPO/ITes Jobseeker Distribution (Supply)

■ Supply Distribution

Top metros contributed to 75% of the total supply - Bengaluru and Delhi contributed to 35%.

Kolkata & Coimbatore are the emerging cities for talent supply – Together they contributed to 5%.

DELHI NCR 21%

PUNE 8%

MUMBAI 8%

HYDERABAD 11%

BENGALURU 14%

CHENNAI 13%

Source: Resdex

What are Recruiters Searching for?

Top Searches made by BPO/ITeS recruiters (Industry related keywords only)

KEYWORDS	Q1 FY'20	Q4 FY'19	CHANGE
Voice Process	100	93	7% ↑
Customer Care	28	27	2% ↑
Sales	27	24	11% ↑
General Ledger	25	21	20% ↑
Social Media Marketing	24	22	10% ↑
Technical Support	19	17	13% ↑
Lead Generation	14	13	7% ↑
B2B Sales	12	12	6% ↑
Photoshop	12	11	8% ↑
Telecalling	11	11	7% ↑

Top 10 Popular keywords as per volume

The number of searches for Voice Process Cluster in Q1 FY'20 has been indexed to 100, all other search values are in relation to that

Fastest Growing Keywords:

Top keywords that grew at a rapid pace
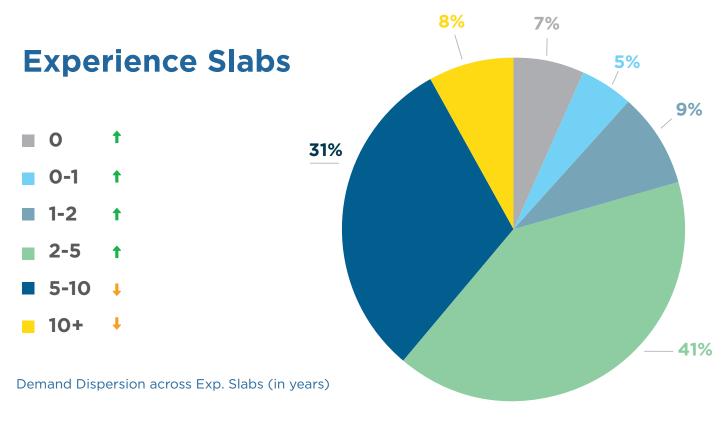
KEYWORDS	CHANGE
Field Sales Executive	123%
French Translator	86%
Document Verification	84%
Eloqua	76%
Japanese Language Specialist	64%
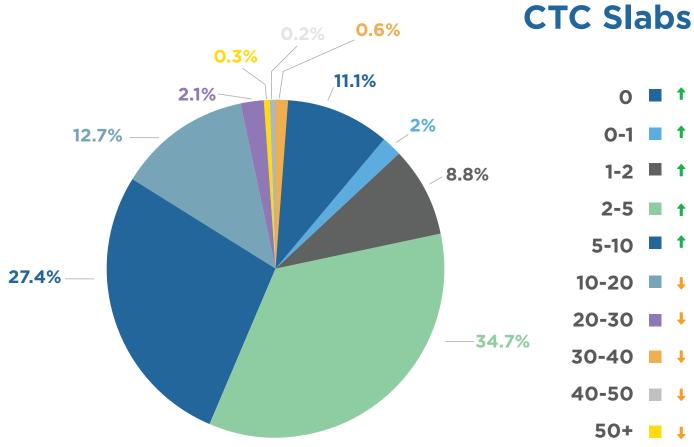
Top keywords that had size-able search volumes and grew at more than 20%

KEYWORDS	CHANGE
Troubleshoot	44%
Desktop Support	39%
Content Development	27%
Call Monitoring	23%
Accounts Executive	23%
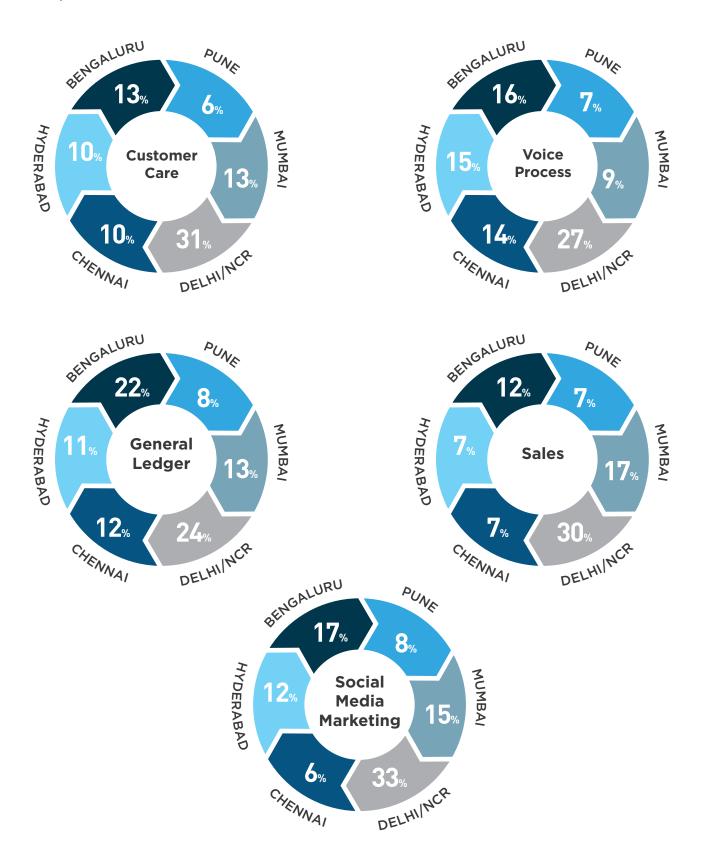
*Recruiter searches data during Q4 FY'19 to Q1 FY'20

BPO/ITes:

Hiring distribution across various Exp. Slabs and CTC Slabs.

Experience Slabs

■	0	↑
■	0-1	↑
■	1-2	↑
■	2-5	↑
■	5-10	↓
■	10+	↓

Demand Dispersion across Exp. Slabs (in years)

8%
7%
5%
9%
31%
41%

CTC Slabs

0.2%
0.6%
0.3%
11.1%
2.1%
12.7%
2%
8.8%
27.4%
34.7%

0	■	↑
0-1	■	↑
1-2	■	↑
2-5	■	↑
5-10	■	↑
10-20	■	↓
20-30	■	↓
30-40	■	↓
40-50	■	↓
50+	■	↓

*Recruiter Actions during Q4 FY'19 to Q1 FY'20

Demand Dispersion across CTC Slabs (in lakhs/annum)

Skill-wise supply distribution across metros

Top Searches in BPO and where to find them

Customer Care
- BENGALURU 13%
- PUNE 6%
- MUMBAI 13%
- DELHI/NCR 31%
- CHENNAI 10%
- HYDERABAD 10%

Voice Process
- BENGALURU 16%
- PUNE 7%
- MUMBAI 9%
- DELHI/NCR 27%
- CHENNAI 14%
- HYDERABAD 15%

General Ledger
- BENGALURU 22%
- PUNE 8%
- MUMBAI 13%
- DELHI/NCR 24%
- CHENNAI 12%
- HYDERABAD 11%

Sales
- BENGALURU 12%
- PUNE 7%
- MUMBAI 17%
- DELHI/NCR 30%
- CHENNAI 7%
- HYDERABAD 7%

Social Media Marketing
- BENGALURU 17%
- PUNE 8%
- MUMBAI 15%
- DELHI/NCR 33%
- CHENNAI 6%
- HYDERABAD 12%

We would love to hear your feedback and suggestions on this report.

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