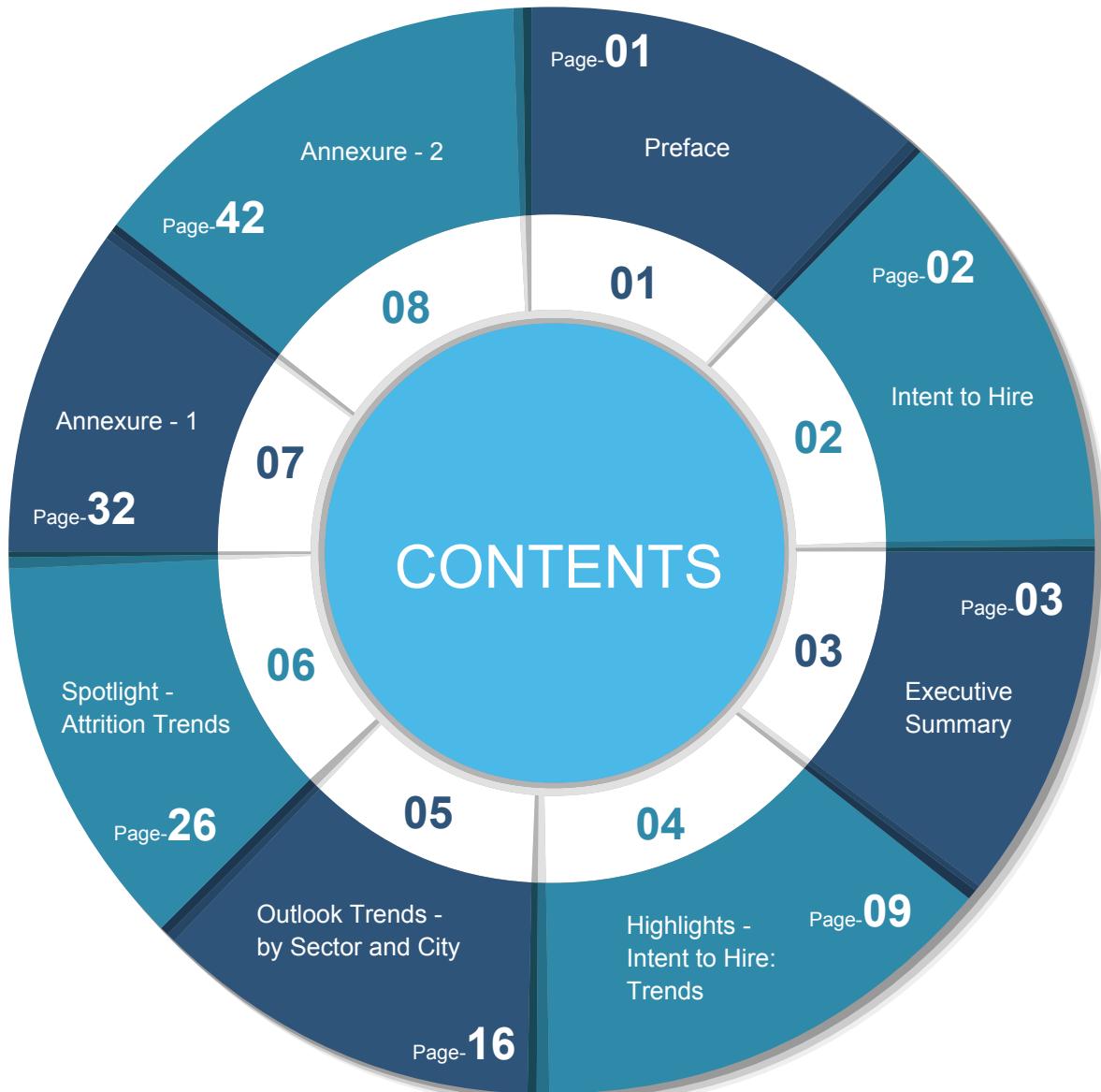


INTENT TO HIRE

# Employment Outlook Report

Q1: April - June, 2021

Comprehensive overview of the mechanics of hiring, job growth, job creation, salaries and their drivers, trends and forecasts across 14 cities and 21 sectors in India



The TeamLease Employment Outlook Report is a forward looking tool for human resource professionals, policy and decision makers, reflecting hiring sentiment across 14 cities and 21 sectors in India. This report carries “Intent to Hire” statistics for Q-1, 2021-22 [April, 2021 –June, 2021] on the basis of the survey and analysis carried out during January and February, 2021.

The survey covers 712 small, medium and large companies across the 21 sectors across India. The coverage is spread across 4 geographical areas [Metros, Tier-1, Tier-2/3 and Rural], 4 hierarchical levels [Entry, Junior, Mid and Senior Levels] and 7 functional areas [Sales, Marketing, Information Technology, Engineering, Office Services, Human Resources, Blue Collar].

Tracking critical drivers that influence hiring every half year, the Employment Outlook Report is the only one of its kind seeking to deliver high impact hiring decision support to its stakeholders –Business & HR heads, Senior Management and Policy-makers in industry and the government.

The report aims to

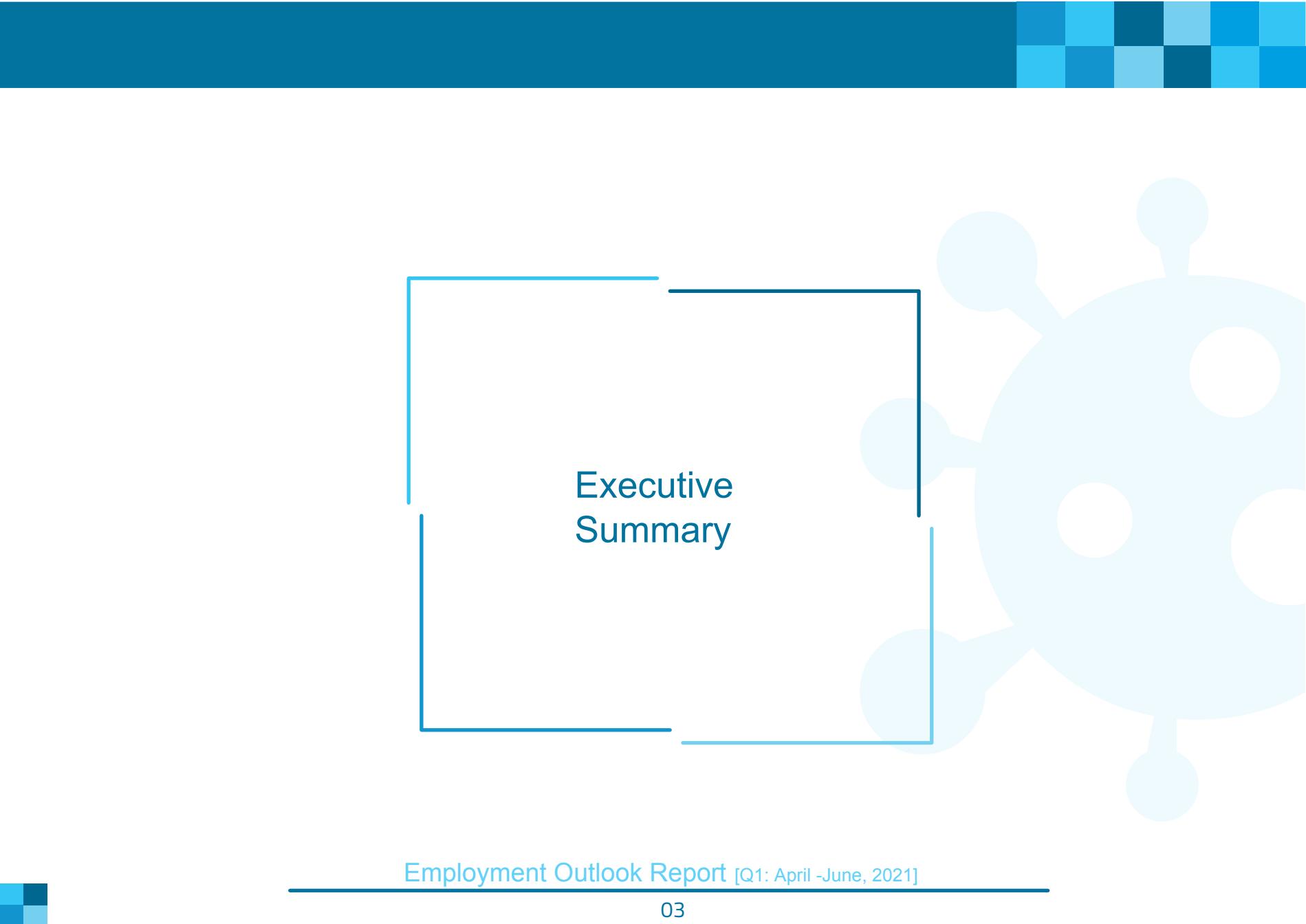
- Measure Intent to Hire across the country, by city and sector.
- Track Intent to Hire by geography, business size and hierarchy.
- Identify key drivers of hiring sentiment, by sector.

The clear and present disruption from COVID-19 necessitates the use of a more nuanced metric compared with Net Employment Outlook to describe the state of the job market.

The onset of the pandemic had only a minute proportion of businesses planning to hire more employees than they had hired over the previous quarter. To capture the current mood appropriately, and to compare it with the mood of the previous quarter/HY, the Employment Outlook Report now uses an Intent to Hire metric in place of the “Net Employment Outlook”.

For the current and the past three quarters, the Intent to Hire metric is defined as: The percentage of employers that is likely to hire employees during the quarter.

For all the quarters and HYs previous to the above, the Intent to Hire metric is defined as: The percentage of employers that is likely to continue hiring at least the same number of employees during a given quarter/HY as in the previous quarter/HY.



## Executive Summary



Across APAC, lockdowns and such other restrictions have eased, and there is revival in export activity.

Fiscal support to households and businesses, and central bank support have worked well for North America, Japan and United Kingdom. This is a driving factor in the 2% -5% improvements in sentiment in the Americas, APAC and Europe.

Monetary policy adjustments, liquidity support from central banks, credits to SMBs, and reforms in the financial sector have helped the Middle East.



### Gain in intent to hire:

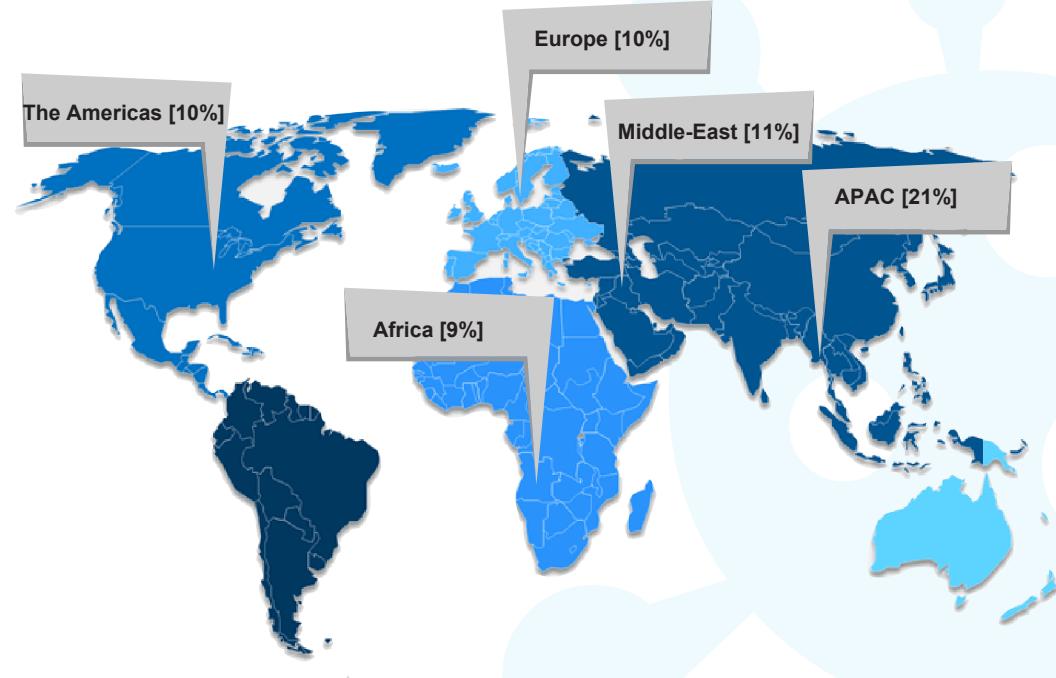
APAC – **[21%]**

Middle East – **[11%]**

Americas – **[10%]**

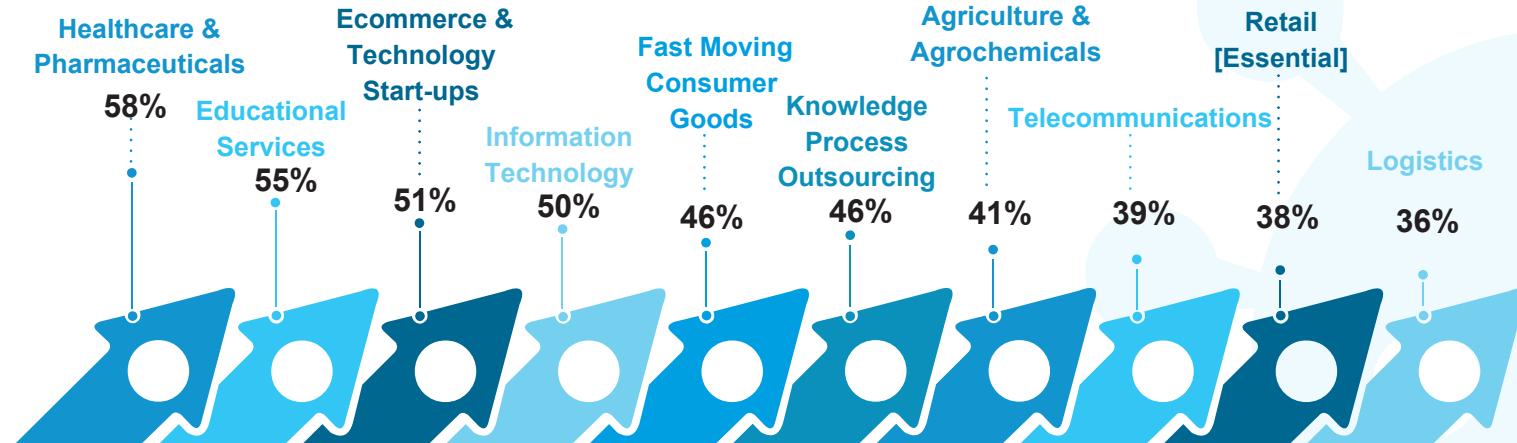
Europe – **[10%]**

Africa – **[9%]**

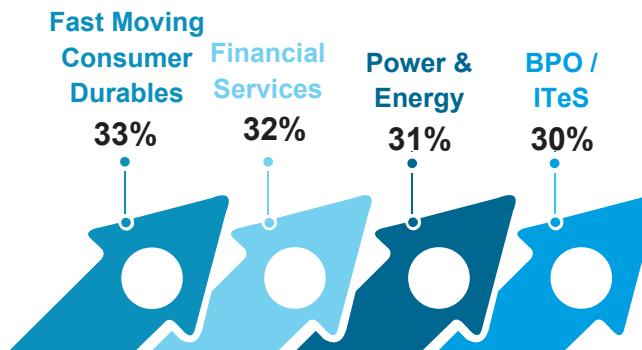


**India Trends** - ■ Favourable growth forecasts ranging from **11.5%** by the IMF, to **12.8%** by the OECD.  
■ Increased government spending, a business and consumption friendly budget.  
■ Economic activity in India, China and Turkey has moved above pre-pandemic levels thanks to fiscal measures and recovery in the manufacturing and construction sectors.

**Sector Trends** - High intent to hire Sectors:

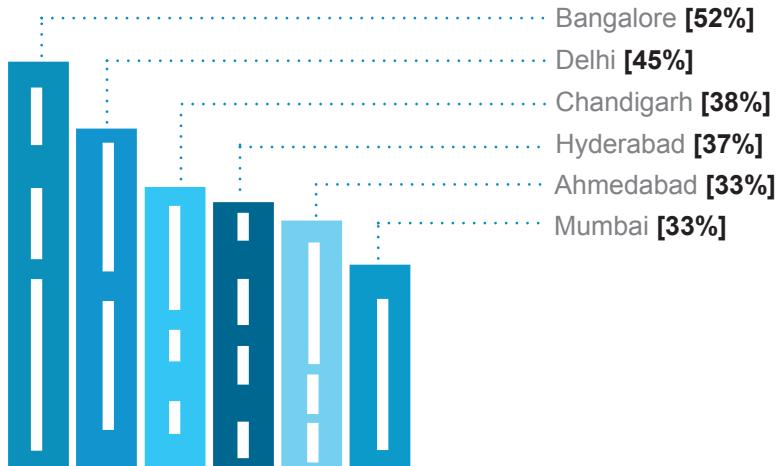


**Sector Trends** - Moderate intent to hire Sectors:



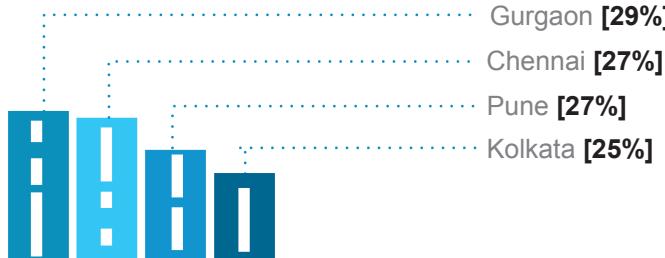
## City Trends -

High intent to hire Cities:



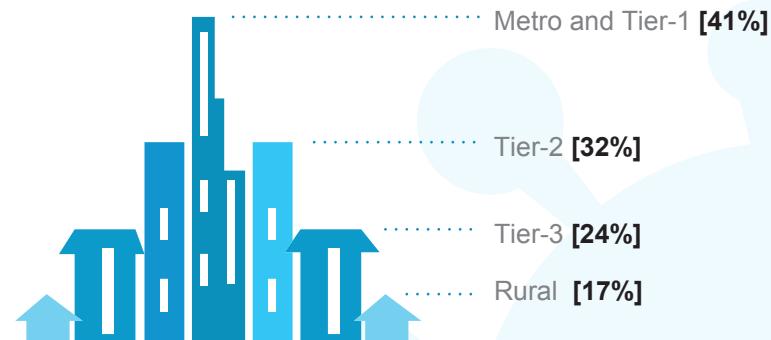
## City Trends -

Moderate intent to hire Cities:



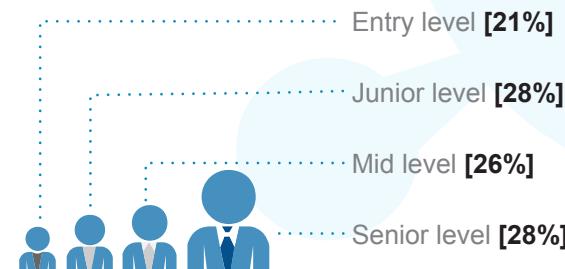
## Geographical Trends -

Intent to Hire:



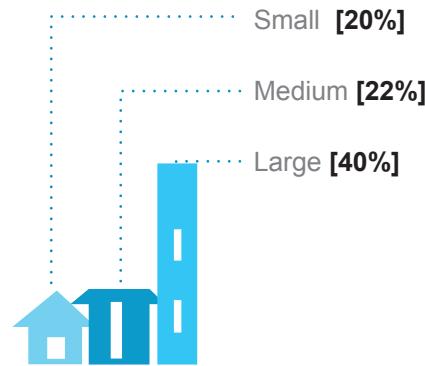
## Hierarchical Trends -

Intent to Hire:



## Business Size Trends

Intent to Hire:



## Functional Area Trends -

Intent to Hire:



## Attrition Trends

Biggest gainers of the downward trend:



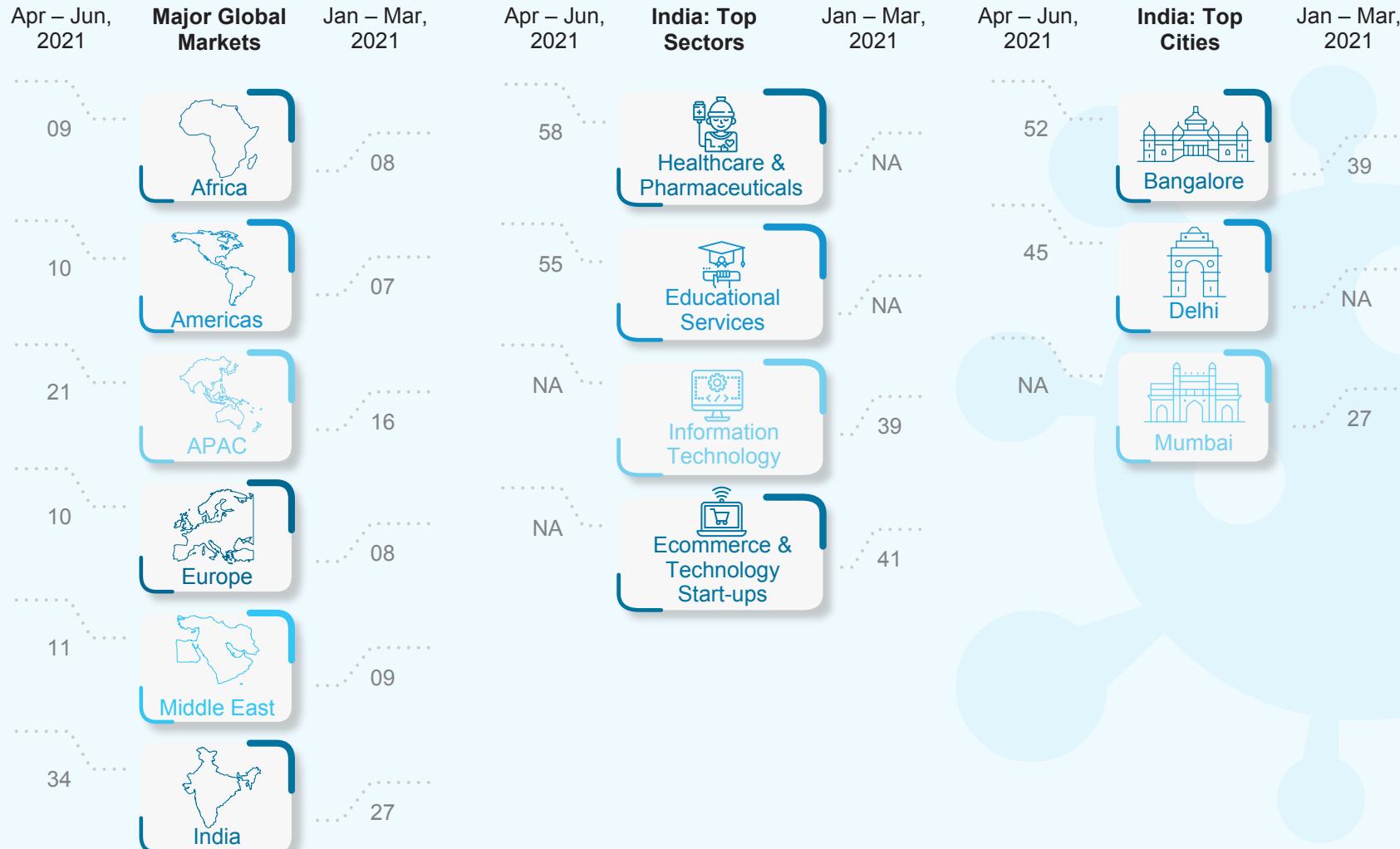
## Attrition Trends

Smaller drop in attrition rates:

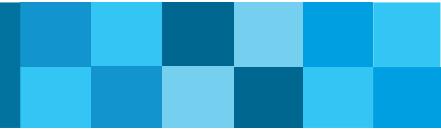


# Executive Summary

## Intent to Hire: HY1-on-Current Quarter comparison



Note: The numbers in the tables depicts Percentages



## Highlights

- Intent to Hire: Trends

Global Markets	% intent to hire (Apr–Jun, 2021-22)	% intent to hire (Jan–Mar, 2020-21)	% change (Q-on-Q)
 Africa	09	08	+1
 Americas	10	07	+3
 APAC	21	16	+5
 Europe	10	08	+2
 Middle East	11	09	+2
 India	34	27	+7

- Policy support and vaccine approvals/launches from governments around the world have shored up sentiment –in varying degrees –across all the five regions. However, the outlook remains cautious because of the renewed waves and virus variants, and uncertainty lingers on in the global economy.
- Fiscal support to households and businesses, and central bank support have worked well for North America, Japan and United Kingdom. This is a driving factor in the 2% -5% improvements in sentiment in the Americas, APAC and Europe.
- Across APAC, lockdowns and such other restrictions have eased, and there is revival in export activity. This follows a dip in infections across APAC, except in Indonesia, Philippines, Malaysia and Myanmar.
- The sentiment boost for Europe comes from ramped up debt market borrowing, healthcare investments, job retention and labour market support schemes.
- Monetary policy adjustments, liquidity support from central banks, credits to SMBs, and reforms in the financial sector have helped the Middle East, albeit amidst ongoing uncertainty in the oil markets.
- A growth rebound in South Africa, improved external demand and narrowing current account deficits are factors currently in Africa's favour.

# Highlights

## Intent to Hire: India –Q1, 2021-22, Current quarter in historical perspective

HY/Quarter	% intent to hire	% change (Q-on-Q)
Apr – Sep, 2019-20 [HY]	99	+1
Oct – Mar, 2019-20 [HY]	97	-2
Apr – Sep, 2020-21 [HY]	18	-79
Oct – Dec, 2020-21 [Quarter]	21	NA
Jan – Mar, 2020-21 [Quarter]	27	+6
Apr – Jun, 2021-22 [Quarter]	34	+7

TeamLease survey, January and February, 2021



- Favourable growth forecasts ranging from 11.5% by the IMF, to 12.8% by the OECD and Fitch have bolstered business sentiment and hiring intent in India.
- Increased government spending, a business and consumption friendly budget and gradually diminishing risks of the pandemic stand India in good stead.
- Economic activity in India, China and Turkey has moved above pre-pandemic levels thanks to fiscal measures and recovery in the manufacturing and construction sectors.
- The vaccination drive is seeing early success, with 5 crore people administered so far, and will act as a consumer confidence booster and enable better functioning of workplaces.
- The rupee continues to remain strong on the back of strong forex reserves, boosting the prospects of trade and containing deficits.

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# Highlights

## Intent to Hire Trends: Q1, 2021-22 by Geography\*

### METRO & TIER-1\*\*



### % intent to hire

Jan – Mar, 2020-21	32
Apr – Jun, 2021-22	41

### TIER-2\*\*



Jan – Mar, 2020-21	21
Apr – Jun, 2021-22	32

### TIER-3\*\*



Jan – Mar, 2020-21	16
Apr – Jun, 2021-22	24

### RURAL\*\*



Jan – Mar, 2020-21	12
Apr – Jun, 2021-22	17



- The positivity is spread across geographies, and the rise in sentiment is significant for each segment.
- Tier-2 cities are likely to do marginally better Tier-1 cities during the forthcoming quarter.
- The sentiment in tier-3 towns and rural geographies is significantly higher than usual.

\*Geographical areas are locations where hiring takes place

\*\*Please refer Bibliography and Definitions

TeamLease survey, January and February, 2021

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# Highlights

## Intent to Hire Trends: Q1, 2021-22 by Business Size\*\*

### SMALL



### % intent to hire

Jan – Mar, 2020-21	19
Apr – Jun, 2021-22	20

### MEDIUM



Jan – Mar, 2020-21	19
Apr – Jun, 2021-22	22

### LARGE



Jan – Mar, 2020-21	34
Apr – Jun, 2021-22	40



Small businesses seem to be likely to take a breather during the forthcoming quarter and are not likely to hire any more than they did during the previous quarter.

Hiring intent sees a significant increase among the large firms, as Covid-19 related risks seem to be subsiding. The new waves might still pose a risk though.

Medium-sized businesses, taking a cue from the large, are displaying an intent only marginally lower than that of large businesses.

\*\*Respondents categorized as Small (less than 500 employees), Medium (500 to 5,000 employees) and Large (greater than 5,000 employees)

TeamLease survey, January and February, 2021

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# Highlights

## Intent to Hire Trends: Q1, 2021-22 by Hierarchy\*

### ENTRY LEVEL



### % intent to hire

Jan – Mar, 2020-21	16
Apr – Jun, 2021-22	21

### JUNIOR LEVEL



Jan – Mar, 2020-21	25
Apr – Jun, 2021-22	28

### MID-LEVEL



Jan – Mar, 2020-21	24
Apr – Jun, 2021-22	26

### SENIOR LEVEL



Jan – Mar, 2020-21	32
Apr – Jun, 2021-22	28



The steady revival in commercial activity is likely to sustain the growing demand for entry level jobs. The category is likely to witness the biggest share of hiring across the hierarchy.

Junior and mid-level hiring intent is marginally lower than that for entry levels, but is appreciably sustained in comparison with the previous quarter.

Businesses seem to have found the steady, senior hands that can steer them through the Covid crisis, and so are lowering their intent to hire leadership talent for the forthcoming quarter.

\*The organizational level at which employers plan to hire. Please refer Bibliography and Definitions

TeamLease survey, January and February, 2021

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# Highlights

## Intent to Hire Trends: Q1, 2021-22 by Functional Area\*

### SALES



Jan – Mar, 2020-21

### % intent to hire

29

Apr – Jun, 2021-22

41

### MARKETING



Jan – Mar, 2020-21

23

Apr – Jun, 2021-22

34

### INFORMATION TECHNOLOGY



Jan – Mar, 2020-21

24

Apr – Jun, 2021-22

33

### ENGINEERING



Jan – Mar, 2020-21

18

Apr – Jun, 2021-22

24

\*The functional areas in organizations for which employers plan to hire. Please refer to the Bibliography and Definitions.

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### OFFICE SERVICES



Jan – Mar, 2020-21

19

Apr – Jun, 2021-22

23

### HUMAN RESOURCES



Jan – Mar, 2020-21

11

Apr – Jun, 2021-22

12

### BLUE COLLAR



Jan – Mar, 2020-21

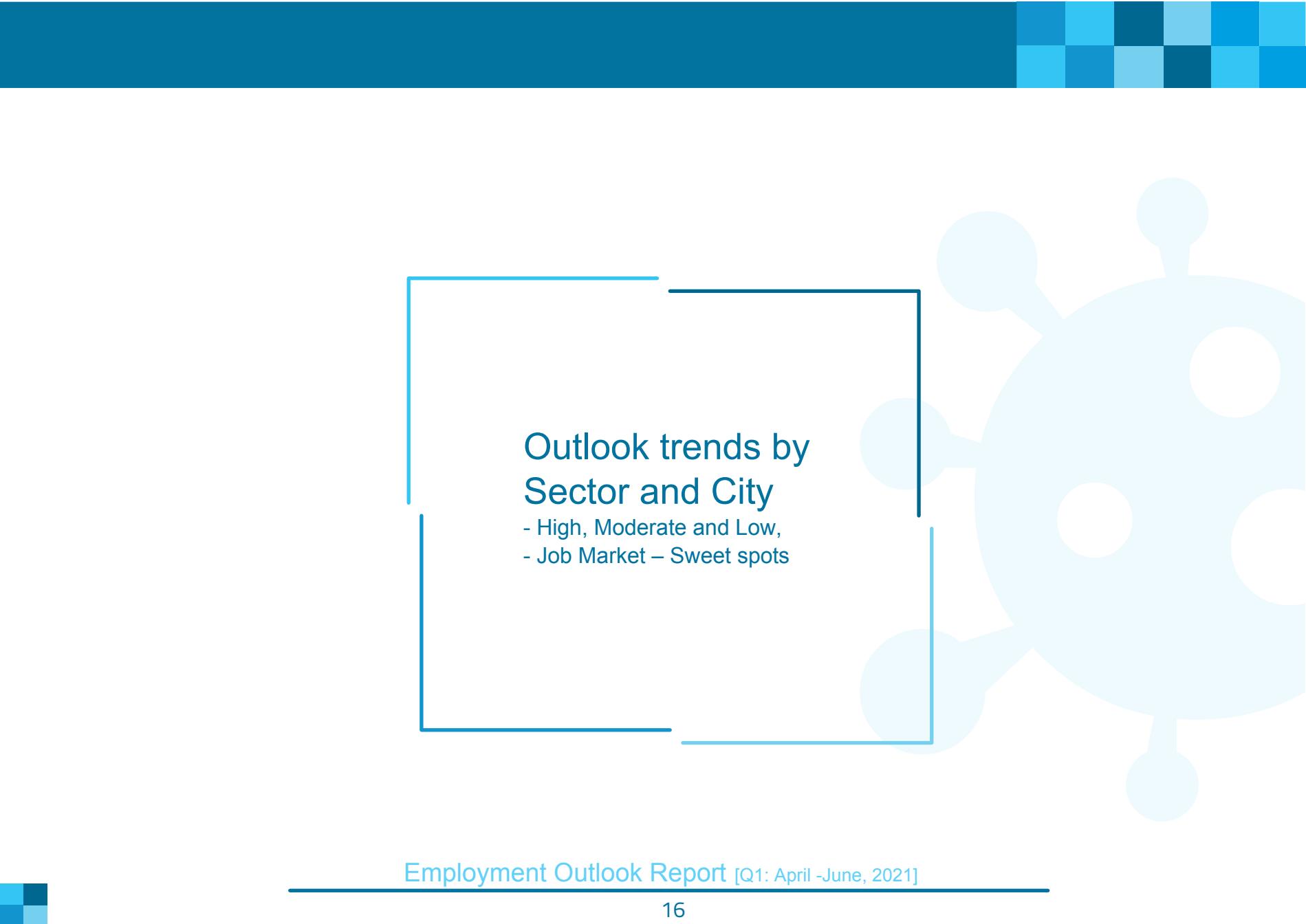
40

Apr – Jun, 2021-22

41

- Sales and Marketing continue to lead hiring intent by a substantial lead as compared to other functional areas.
- The hiring intent for the Information Technology area is marginally lower, but substantial enough to account for a sizeable proportion of the overall positivity.
- While Engineering and Office Services are likely to see significant increase in hiring intent, demand for the evergreen Blue Collar function is likely to have plateaued.

TeamLease survey, January and February, 2021



## Outlook trends by Sector and City

- High, Moderate and Low,
- Job Market – Sweet spots

# Outlook trends by Sector and City

## Intent to Hire Trends: Q1, 2021-22 by Sector\*\*

Sectors	Apr-Jun, 2021-22	Jan-Mar, 2020-21
 Healthcare & Pharmaceuticals	58	47
 Educational Services	55	43
 Ecommerce & Technology Start-ups	51	41
 Information Technology	50	39
 Fast Moving Consumer Goods	46	37
 Knowledge Process Outsourcing	46	37
 Agriculture & Agrochemicals	41	31
 Telecommunications	39	32
 Retail [Essential]	37	28
 Logistics	36	29

\*\*Respondents categorized by sector

Note: Sectors listed in the descending order of the Intent to Hire

■ High ■ Moderate ■ Low

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TeamLease survey, January and February, 2021

# Outlook trends by Sector and City

## Intent to Hire Trends: Q1, 2021-22 by Sector\*\*

Sectors	Jan-Mar, 2020-21	Oct-Dec, 2020-21
 Fast Moving Consumer Durables	33	26
 Financial Services	32	26
 Power & Energy	31	28
 BPO / ITeS	30	24
 Manufacturing, Engineering & Infrastructure	25	19
 Retail [Non-Essential]	24	15
 Construction & Real Estate	24	18
 Media & Entertainment	24	20
 Consulting	21	16
 Marketing & Advertising	18	15
 Travel & Hospitality	10	8

\*\*Respondents categorized by sector

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Note: Sectors listed in the descending order of the Intent to Hire

■ High ■ Moderate ■ Low

TeamLease survey, January and February, 2021

# Outlook trends by Sector and City

## Intent to Hire Trends: Q1, 2021-22 by City\*\*

Cities	Apr-Jun, 2021-22	Jan-Mar, 2020-21
 Bangalore	52	39
 Delhi	45	33
 Hyderabad	37	29
 Chandigarh	38	28
 Mumbai	33	27
 Ahmedabad	33	23
 Kolkata	25	21

\*\*Respondents categorized by the city where they are head-quartered

■ High ■ Moderate ■ Low

Cities	Apr-Jun, 2021-22	Jan-Mar, 2020-21
 Chennai	27	20
 Pune	27	19
 Gurgaon	29	18
 Coimbatore	18	15
 Nagpur	20	14
 Kochi	15	11
 Indore	17	10

Note: Cities listed in the descending order of the Intent to Hire

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TeamLease survey, January and February, 2021

# Outlook trends by Sector and City

## Job Market Sweet Spots, City-Sector

### Manufacturing Sectors

Cities	FMCG	FMCD	H&P	MEI	AGCH	P&E
AHM	39	15	15	20	31	14
	21	29	15	14	35	27
BNG	36	19	33	20	35	21
	40	26	40	17	22	25
CHN	29	24	51	14	33	31
	38	25	24	23	15	17
DEL	33	30	49	25	26	20
	23	18	33	17	33	26
HYD	40	25	30	12	30	25
	18	23	13	19	14	32
KOL	12	20	36	22	33	25
	10	25	50	25	14	17
MUM	36	17	14	19	36	12
	26	24	15	20	27	28
PUN	39	15	15	20	31	14
	21	29	15	14	35	27
CHD	36	19	33	20	35	21
	40	26	40	17	22	25
COM	29	24	51	14	33	31
	38	25	24	23	15	17
GUR	33	30	49	25	26	20
	23	18	33	17	33	26
IND	40	25	30	12	30	25
	18	23	13	19	14	32
KOC	12	20	36	22	33	25
	10	25	50	25	14	17
NPR	36	17	14	19	36	12
	26	24	15	20	27	28

TeamLease survey, January and February, 2021

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Note: The colour code within the tables highlighted are top 3 amongst Manufacturing and Service Sectors

# Outlook trends by Sector and City

## Job Market Sweet Spots, City-Sector

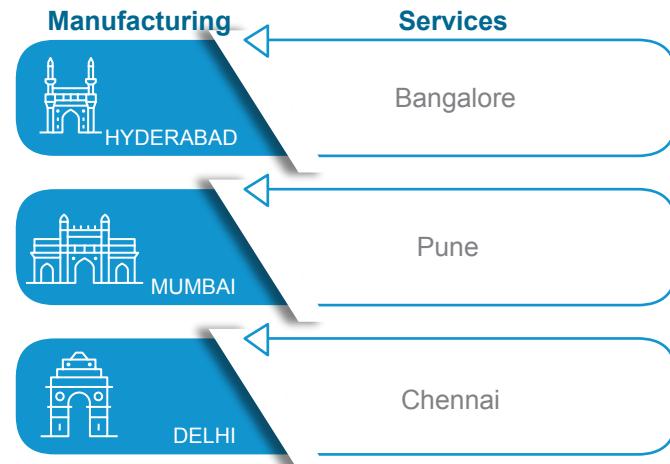
### Service Sectors

Cities	TEL	IT	FS	RET (E)	RET (NE)	EC&TS	M&E	C&RE	T&H	ES	BPO/ ITeS	KPO	CON	LOG	M&A
AHM	19	21	22	24	16	47	20	22	6	24	18	16	9	15	10
BNG	24	47	10	23	12	46	17	13	11	16	21	40	16	21	11
CHN	33	44	20	25	9	41	20	13	8	35	22	27	10	20	14
DEL	31	41	22	22	16	36	14	12	10	37	17	30	10	18	15
HYD	26	27	26	29	13	28	17	18	7	29	10	42	14	26	14
KOL	18	18	25	18	12	15	8	11	8	38	27	26	11	24	10
MUM	28	43	23	25	11	37	20	18	7	39	16	26	13	24	10
PUN	22	22	31	22	15	47	12	17	11	49	18	29	15	28	13
CHD	29	26	16	19	11	33	15	10	11	33	28	22	9	23	12
COM	23	26	16	19	19	36	10	15	7	27	14	19	10	10	18
GUR	35	32	20	27	14	25	10	10	9	21	10	17	15	16	14
IND	21	15	17	33	14	21	8	20	10	19	10	7	10	16	9
KOC	15	10	13	18	9	17	11	19	10	23	9	10	8	33	8
NPR	21	29	16	30	10	24	15	18	11	10	10	16	9	34	10
	Apr21-Jun21														

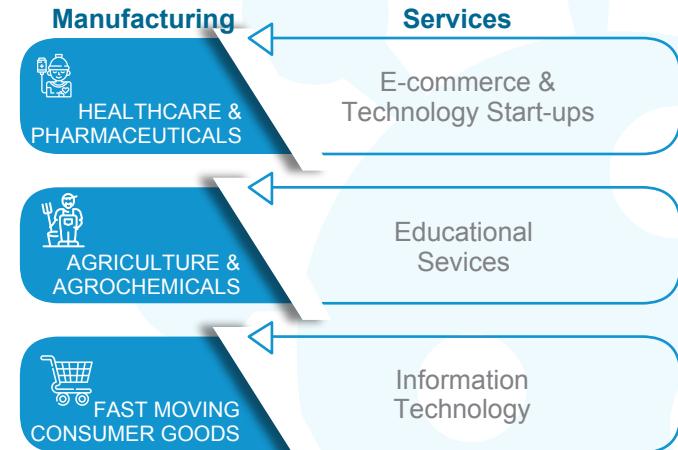
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TeamLease survey, January and February, 2021  
Note: The colour code within the tables highlighted are top 3 amongst Manufacturing and Service Sectors

### Top Cities



### Top Sectors



### Manufacturing Sectors

Functional Area	FMCG	FMCD	H&P	MEI	AGCH	P&E
SALES	36	17	38	10	31	14
MARKETING	41	30	53	20	12	12
INFORMATION TECHNOLOGY	19	30	22	19	10	26
ENGINEERING	7	28	11	20	10	28
OFFICE SERVICES	41	15	14	21	15	31
HUMAN RESOURCES	22	27	49	18	34	24
BLUE COLLAR	28	26	27	30	36	29

The report is based on the analysis of surveys carried out with employers across India and literature review of sector performance prognosis. Respondents from 712 small, medium and large businesses across 14 cities and 21 sectors have been surveyed for this edition of the report. All findings are reported as percentages of total respondents at the specific levels of analysis.

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Note: The colour code within the tables highlighted are top 3 amongst Manufacturing and Service Sectors

# Outlook trends by Sector and City

## Job Market Sweet Spots, Functional Area-Sector

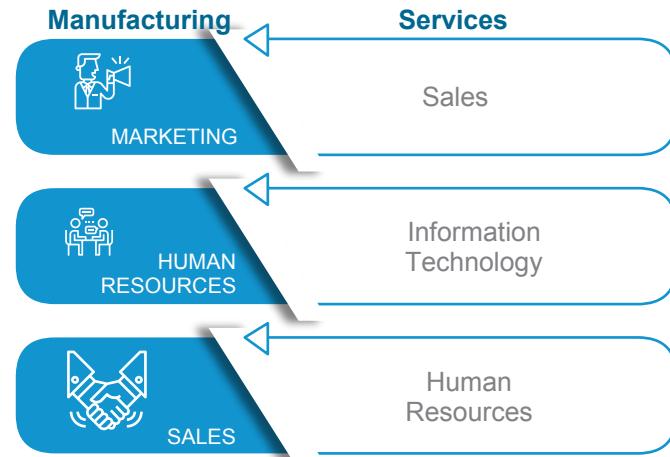
### Service Sectors

Functional Area	TEL	IT	FS	RET (E)	RET (NE)	EC&TS	M&E	C&RE	T&H	ES	BPO	KPO	CON	LOG	M&A
 SALES	19	26	27	23	10	45	14	10	6	50	31	17	10	9	7
 MARKETING	35	17	22	19	11	38	12	11	15	17	9	8	5	7	12
 INFORMATION TECHNOLOGY	38	45	19	18	12	25	20	12	5	22	18	41	8	9	7
 ENGINEERING	35	42	28	12	14	16	18	18	6	26	20	28	10	16	9
 OFFICE SERVICES	30	15	27	25	10	36	12	16	12	17	18	21	9	14	6
 HUMAN RESOURCES	33	45	18	18	10	29	12	10	7	10	29	12	14	10	17
 BLUE COLLAR	36	15	24	35	19	35	26	24	14	27	14	16	7	26	13
	Apr21-Jun21														

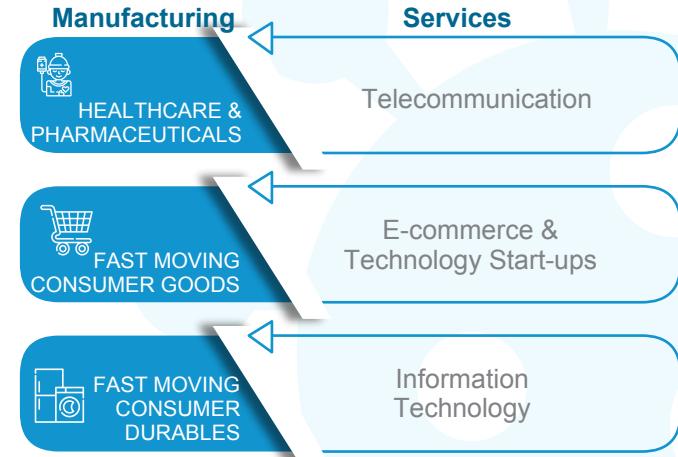
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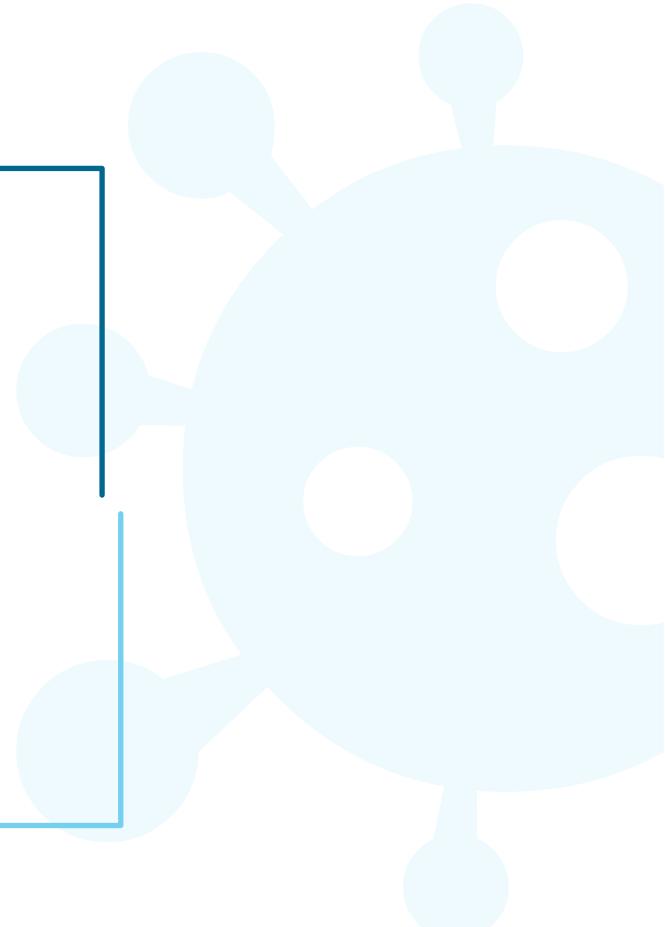
TeamLease survey, January and February, 2021  
Note: The colour code within the tables highlighted are top 3 amongst Manufacturing and Service Sectors

### Top Functional Areas



### Top Sectors

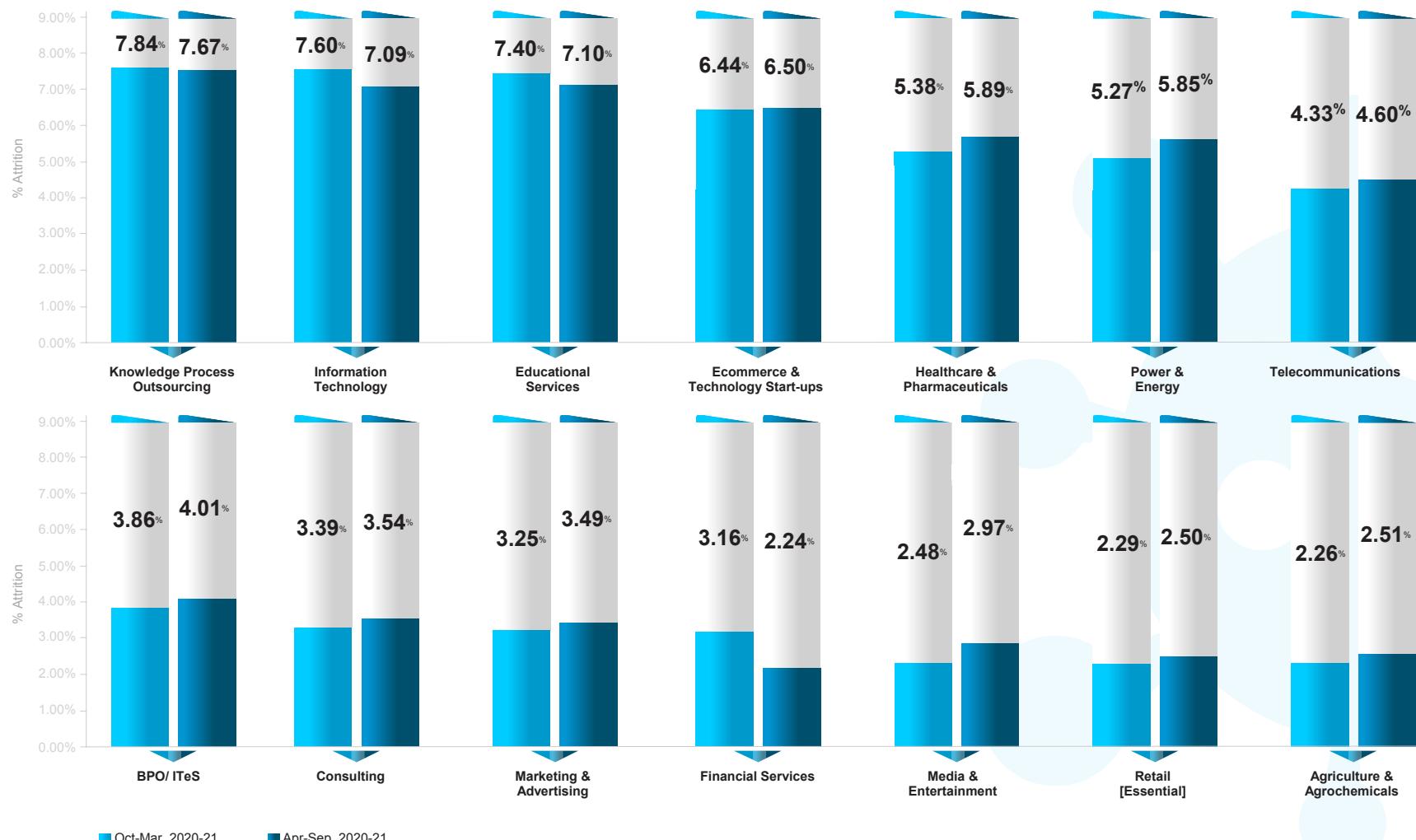




## Spotlight

- Attrition Trends

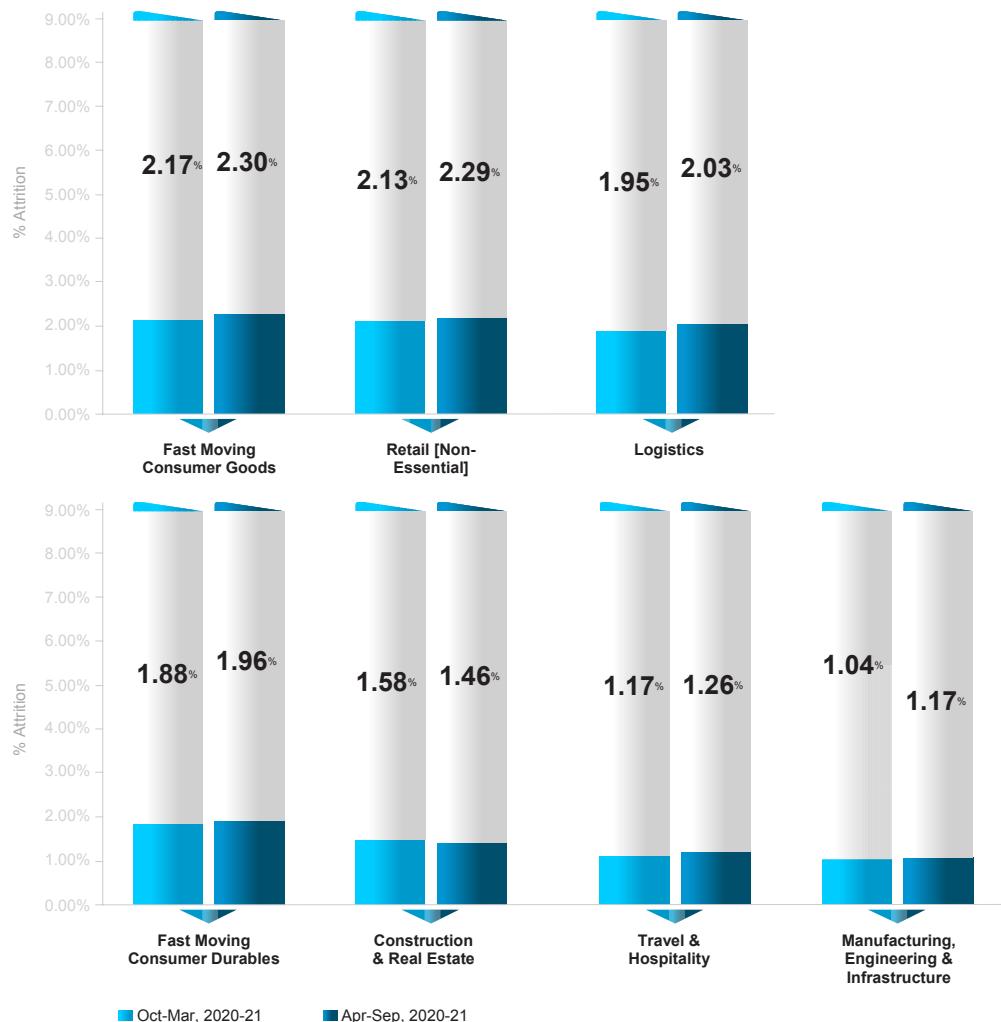
## Attrition Trends- Oct-Mar, 2020-21



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TeamLease survey, January and February, 2021

## Attrition Trends- Oct-Mar, 2020-21

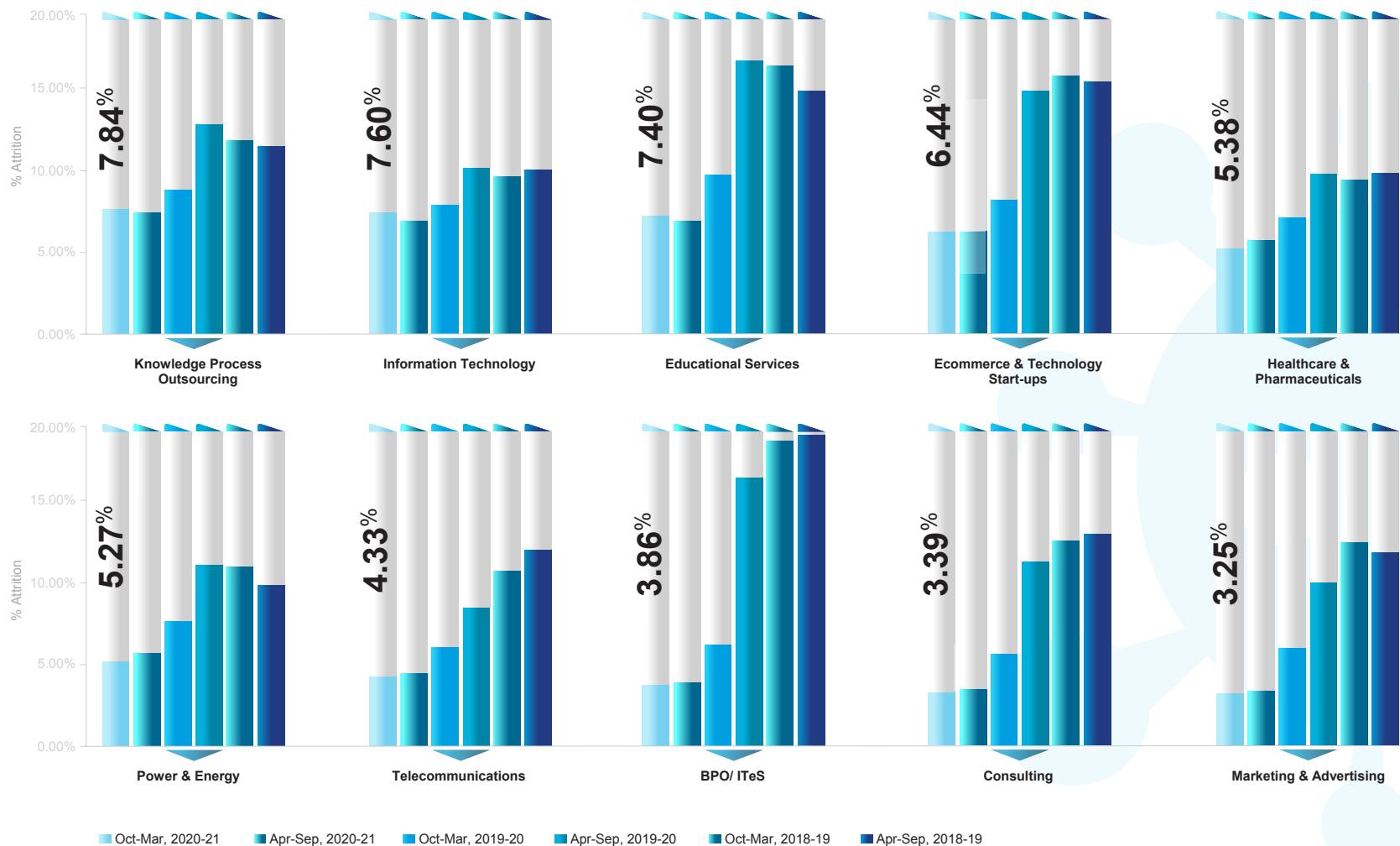


- The 12-month trend slightly changes tack, with five sectors (Knowledge Process Outsourcing, Information Technology, Educational Services, Financial Services and Construction & Real Estate) exhibiting low to moderate increase in attrition rates.
- Financial Services (which saw the biggest drop during the last quarter), Information Technology, and Educational Services witness a moderate increase in attrition rates –a first in the 12 months since the onset of the pandemic.
- Power & Energy, Healthcare & Pharmaceuticals, and Media & Entertainment further reduce attrition rates significantly.

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TeamLease survey, January and February, 2021

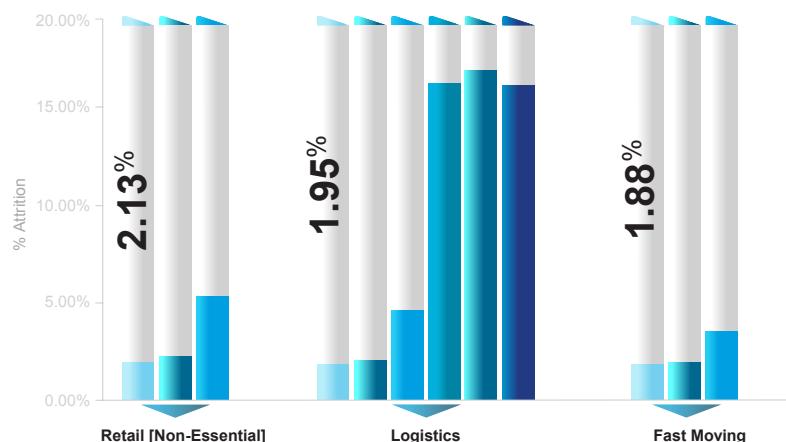
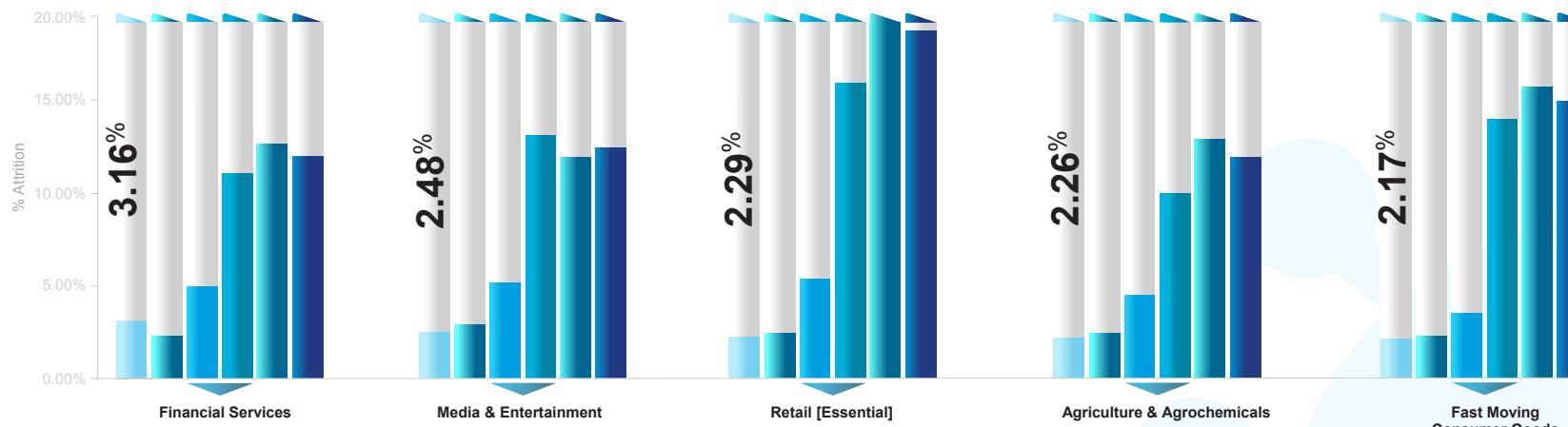
## Attrition Trends- Past six HYs [fiscal]



The report is based on the analysis of surveys carried out with employers across India and literature review of sector performance prognosis. Respondents from 712 small, medium and large businesses across 14 cities and 21 sectors have been surveyed for this edition of the report. All findings are reported as percentages of total respondents at the specific levels of analysis.

TeamLease survey, January and February, 2021

## Attrition Trends- Past six HYs [fiscal]

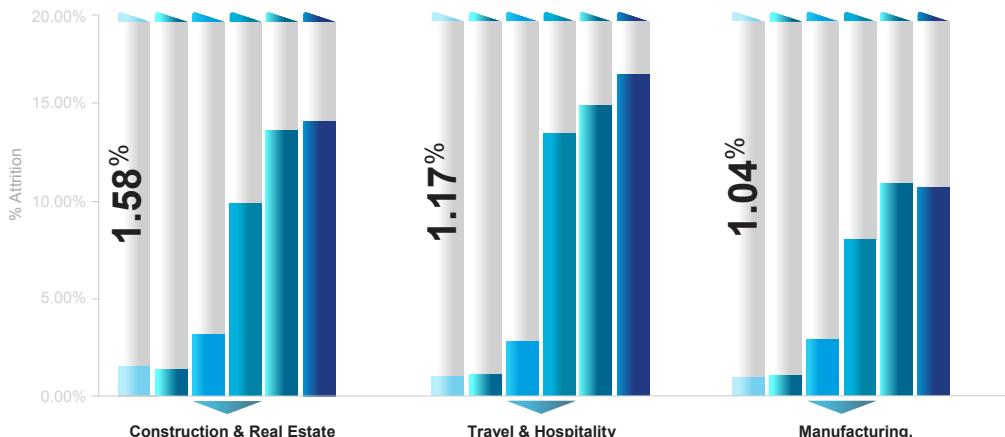


Apr-Sep, 2020-21   Oct-Mar, 2019-20   Apr-Sep, 2019-20   Oct-Mar, 2018-19   Apr-Sep, 2018-19   Oct-Mar, 2017-18

The report is based on the analysis of surveys carried out with employers across India and literature review of sector performance prognosis. Respondents from 815 small, medium and large businesses across 14 cities and 21 sectors have been surveyed for this edition of the report. All findings are reported as percentages of total respondents at the specific levels of analysis.

TeamLease survey, October & November, 2020

## Attrition Trends- Past six HYs [fiscal]



Attrition levels have plummeted across sectors with the onset of Covid, and are likely to remain so for the foreseeable future.

However, for 10 out of the 18 sectors in consideration, the drop in the levels of attrition is substantial.

- Travel & Hospitality
- Logistics
- Retail [Essential]
- BPO / ITeS
- Manufacturing, Engineering and Infrastructure
- Construction and Real Estate
- Fast Moving Consumer Goods
- Agriculture & Agrochemicals
- Media & Entertainment
- Financial Services

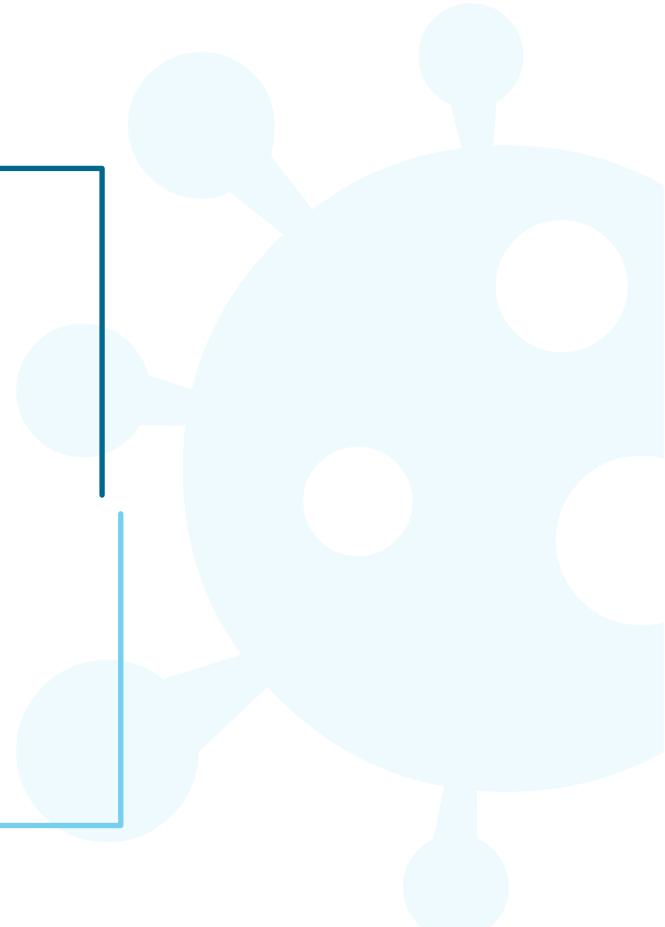
Most of the remaining sectors (Knowledge Process Outsourcing, Information Technology, Educational Services, and Ecommerce & Technology start-ups) are likely to see a revert of attrition trends to pre-Covid levels.

Telecommunications, Power & Energy, Healthcare & Pharmaceuticals, Consulting, and Marketing & Advertising may still see low levels of attrition - as compared to pre-Covid levels) for an extended period of time.

■ Apr-Sep, 2020- 21 ■ Oct-Mar, 2019- 20 ■ Apr-Sep, 2019- 20 ■ Oct-Mar, 2018- 19 ■ Apr-Sep, 2018- 19 ■ Oct-Mar, 2017- 18

The report is based on the analysis of surveys carried out with employers across India and literature review of sector performance prognosis. Respondents from 815 small, medium and large businesses across 14 cities and 21 sectors have been surveyed for this edition of the report. All findings are reported as percentages of total respondents at the specific levels of analysis.

TeamLease survey, October & November, 2020



## Annexure- 1

- Sector-wise analysis
- City-wise outlook statistics

## Sector-wise analysis

Quarter	Intent to Hire	Sectoral Impact
Jan – Mar, 2020-21	47	Healthcare & Pharmaceuticals
Apr – Jun, 2021-22	58	<p>Government planning to hire more auxiliary nurse midwives expanding the presence with states and UTs for expansion of vaccinators. The industry is able to generate about 20,000 Data Science job opportunities. Top six health-tech jobs currently in demand are: Big Data, Engineering leaders (with data science experience), Mobile Technology, UX &amp; UI Designers, Medical coding and health informatics and economics and cyber security. Rs.80 crore invested in up-skilling healthcare professionals by the med-tech sector's CSR programme in Tier2/3/rural India.</p>
Jan – Mar, 2020-21	43	Educational Services
Apr – Jun, 2021-22	55	<p>Vedantu announced plans to hire 2500 employees this quarter at entry and mid-level across job roles such as product developers, engineers, academic counsellors, and marketing. Tata ClassEdge is hiring Hardware &amp; Networking Engineers for the Jamshedpur location. Funds of Rs.3,000 crore were allocated for Revitalising Infrastructure and Systems in Education (RISE). Tata Technologies to upgrade and modernise 150 government ITIs in Karnataka state to provide standard training for 'Industry 4.0.' with an investment of Rs.4636.50 crore.</p>
Jan – Mar, 2020-21	41	Ecommerce & Technology Start-ups
Apr – Jun, 2021-22	51	<p>Amazon to hire about 750 fresher's from campuses quarterly for various locations such as Bengaluru, Chennai, Hyderabad, Delhi, and Pune. Online fashion retailer Bewakoof has raised Rs.30 crore investment to improve branding and technology, as well as launch new product categories. Flipkart to expand its grocery services to more than 35-40 cities this quarter. Pickup, a last mile delivery start-up is investing Rs.4-6 crore to expand its operations to additional 4 cities Bengaluru, Chennai, Vijayawada and Visakhapatnam.</p>
Jan – Mar, 2020-21	39	Information Technology
Apr – Jun, 2021-22	50	<p>TCS, Infosys, HCL and Wipro are planning to hire approximately 10,000, 6,000, 4,000 and 3,000 freshers respectively, every quarter. Karnataka to create 50,000 tech jobs under Engineering Research and Development (R&amp;D) policy in collaboration with NASSCOM. Capgemini planning to hire more than 7,000 over the quarter across the emerging digital skills such as Artificial Intelligence, 5G, Cloud Computing, Cybersecurity, Edge Computing and engineering and research and development. Vuram to hire around 100 from entry-level to senior positions for server support, software development and quality engineering and operations in India.</p>

TeamLease survey, January and February, 2021

The report is based on the analysis of surveys carried out with employers across India and literature review of sector performance prognosis. Respondents from 712 small, medium and large businesses across 14 cities and 21 sectors have been surveyed for this edition of the report. All findings are reported as percentages of total respondents at the specific levels of analysis.

■ High ■ Moderate ■ Low

## Sector-wise analysis

Quarter	Intent to Hire	Sectoral Impact
Jan – Mar, 2020-21	37	<b>Fast Moving Consumer Goods</b> The Government of India has approved 100% FDI in the cash and carry segment and in single-brand retail along with 51% FDI in multi-brand retail. Union cabinet approved PLI scheme for the sector to boost manufacturing capabilities and exports and to generate medium- to large-scale jobs. FMCG companies add distributors for better rural reach who cater to 7.5 million retail stores [new products] which is the increase in demand by the rural market. Emami Agrotech exploring opportunities to set up edible oil plant in the west coast.
Apr – Jun, 2021-22	46	
Jan – Mar, 2020-21	37	<b>Knowledge Process Outsourcing</b> Hubilo plans to hire 150 employees with an investment of Rs.170 crores in virtual and hybrid events while providing real-time data and analytics, setting up Offshore Delivery Centers hiring local talent to cater to localised services. KPO companies are proactively expanding their operations to tier-II cities. TCS, in partnership with Star Alliance to provide predictive and real-time business analytics, improve customer experience and accelerate digital transformation.
Apr – Jun, 2021-22	46	
Jan – Mar, 2020-21	31	<b>Agriculture &amp; Agrochemicals</b> Demand for agricultural inputs and allied services like warehousing and cold storages is increasing in India. The agrochemicals market is expected to witness 8% CAGR. Gol's Pradhan Mantri Krishi Sinchay Yojana (PMKSY) initiated with an investment of Rs.50,000 crore aimed at development of irrigation sources. Government plans to triple the capacity of food processing sector in India from current 10% of agriculture produce and also invested Rs.6,000 crore for mega food parks as part of SAMPADA scheme. 100% FDI is allowed under the automatic route in the chemicals sector with few exceptions that include hazardous chemicals.
Apr – Jun, 2021-22	41	
Jan – Mar, 2020-21	32	<b>Telecommunications</b> Major companies like Cisco, Nokia, Ericsson, Jabil, Flex and Foxconn are likely to apply for the Rs.12,195-crore PLI scheme to boost domestic production, increase employment and export competitiveness which may result in generating thousands of jobs. Pixxel received a nearly Rs.53 crore deal and is working on two satellites to send to space this year. Rising demand for connectivity as digitalisation and WFH gain around, telecom infrastructure and OEMs are expected to recruit nearly 1,000 personnel this quarter.
Apr – Jun, 2021-22	39	

TeamLease survey, January and February, 2021

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## Sector-wise analysis

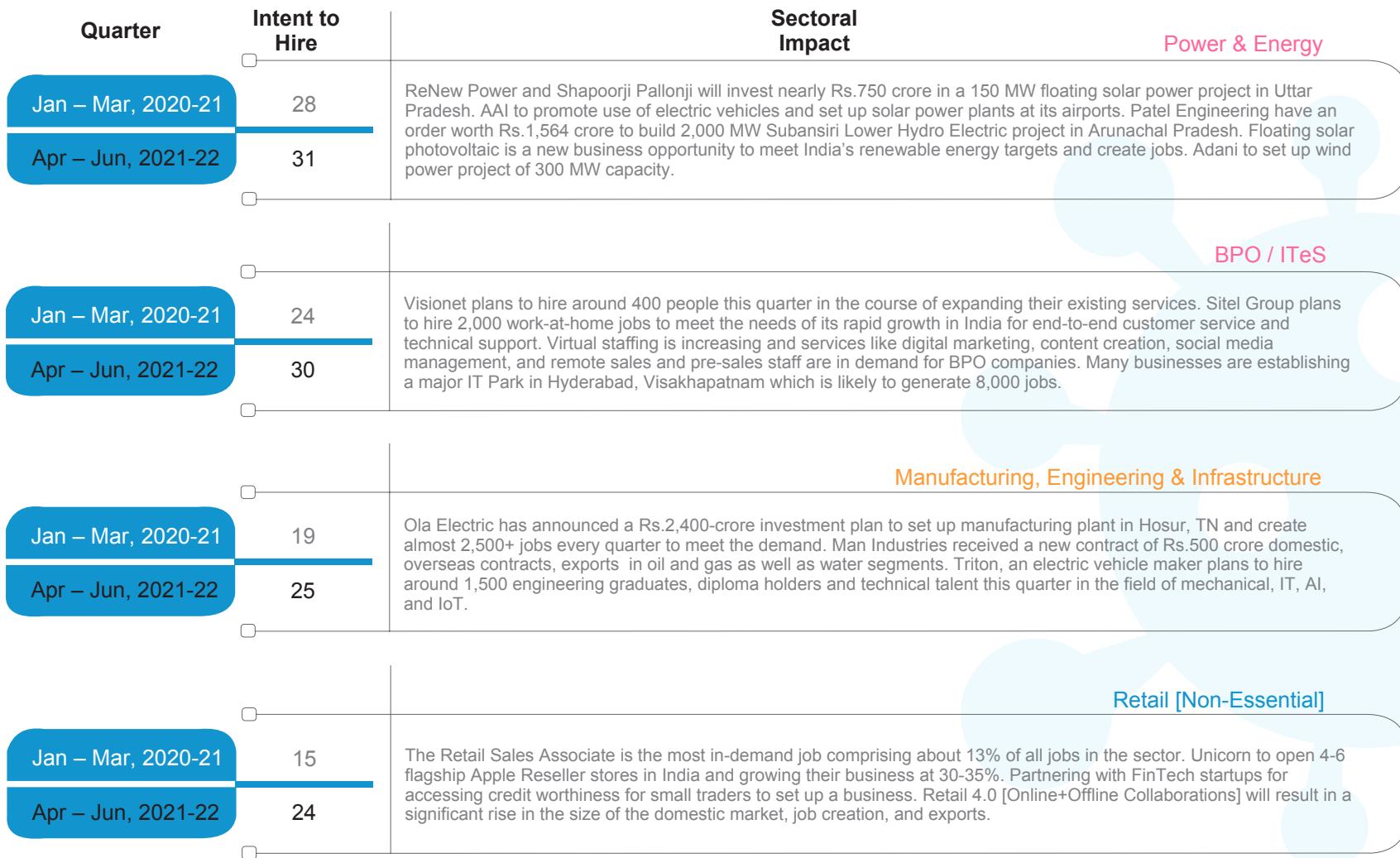
Quarter	Intent to Hire	Sectoral Impact	Retail [Essential]
Jan – Mar, 2020-21	28	Several tier 2 and tier 3 cities boast favourable conditions such as unaddressed demand for organized brands, lower rentals and manpower. Leading e-commerce players are realizing the potential of expanding beyond metros and tier 1 cities. Government of India has allowed 100% FDI in online retail of goods and services through the automatic route. Ikea will invest Rs.5,500 crore in developing shopping mall, hotel, offices and retail areas in Noida.	
Apr – Jun, 2021-22	37		
Jan – Mar, 2020-21	29	Logistics tech startup Pickrr to hire over 200 employees in roles such as Technology Experts / Specialists to Business Development and Data Scientists. Top job role in demand in the sector – Courier Delivery Executive accounts for about 16% of all jobs. The demand for jobs aggregated in the sector is 23% across all 5 sectors in the ASEEM portal. Ecom Express to create 8,000 new jobs prioritizing employing women for jobs at delivery centers, fulfillment centers, and warehouses across the nation.	Logistics
Apr – Jun, 2021-22	36		
Jan – Mar, 2020-21	26	PG Electroplast is expanding its manufacturing business of ACs and other appliances in Ahmednagar and is likely to generate 600 new jobs. Bosch is investing Rs.800 crore to upgrade its existing campus in Bengaluru to a fully artificial intelligence of things (AloT)-enabled 'smart campus' and hire thousands of software engineers. The demand for jobs aggregated in the sector is 6% across all 5 sectors in the ASEEM portal mainly in electronics and hardware area. BSH Household Appliances to invest Rs.600 crore in India for manufacturing specific products [top-load washing machine, dishwashers, cooktops and hoods] will lead to job creation.	Fast Moving Consumer Durables
Apr – Jun, 2021-22	33		
Jan – Mar, 2020-21	26	Goldman Sachs to hire 500 employees in Hyderabad for its global shared services footprint in India. Deutsche Bank has announced plans to hire 1,000 technology professionals to boost its in-house engineering capabilities. KPMG hiring thousands of employees having skill set of problem-solving, good interpersonal skills, strong technical skills with a humanities background. Few companies are hiring temp CXOs in advisory roles who work for short period to complete the 'mission critical' task and it is an increasing trend now. Paypal is ramping up its team in India and planning to hire about 250 engineers for roles across software, product development, data science, risk analytics and business analytics streams at entry, mid-level, and senior positions	Financial Services
Apr – Jun, 2021-22	32		

TeamLease survey, January and February, 2021

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## Sector-wise analysis

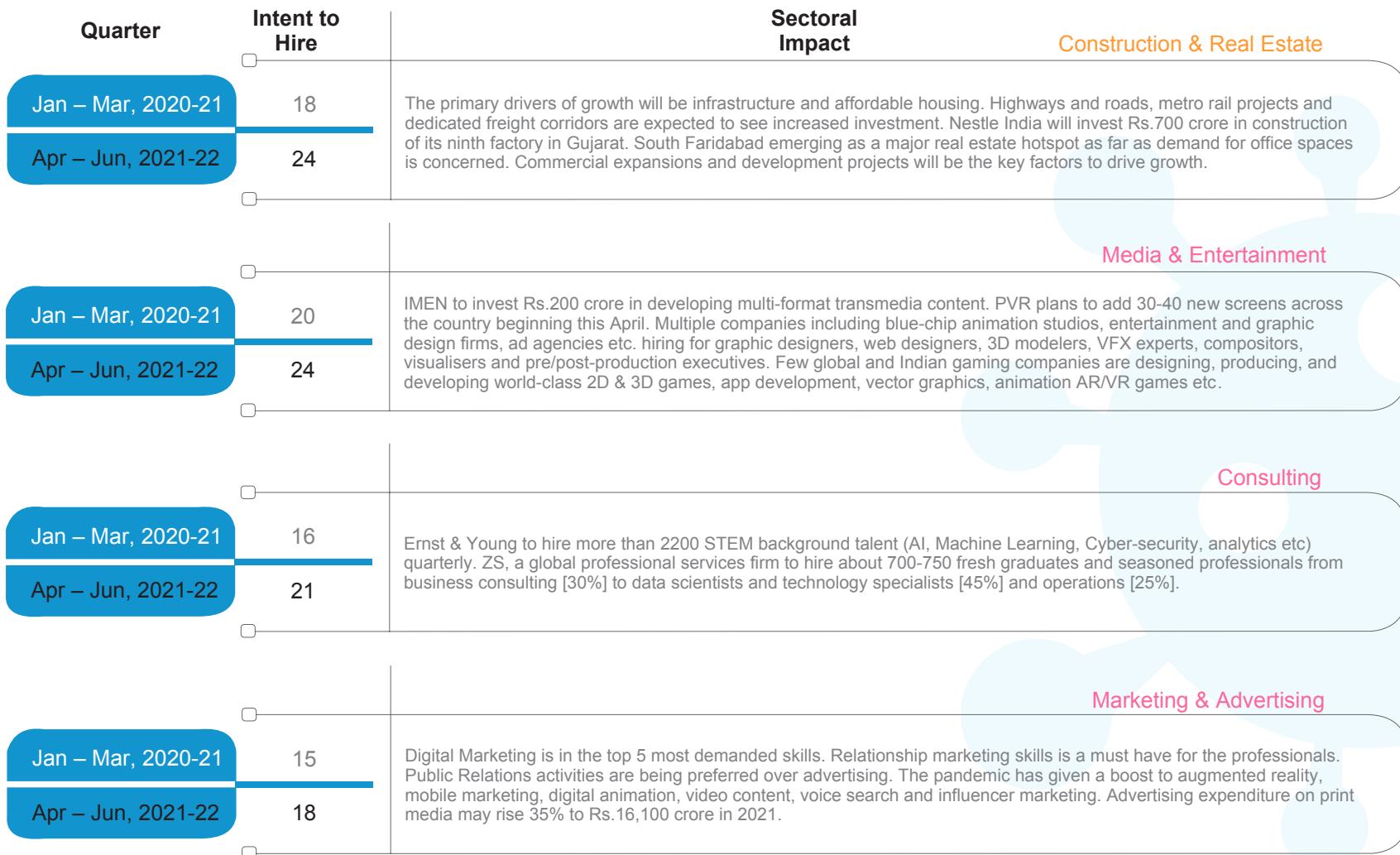


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■ High ■ Moderate ■ Low

## Sector-wise analysis

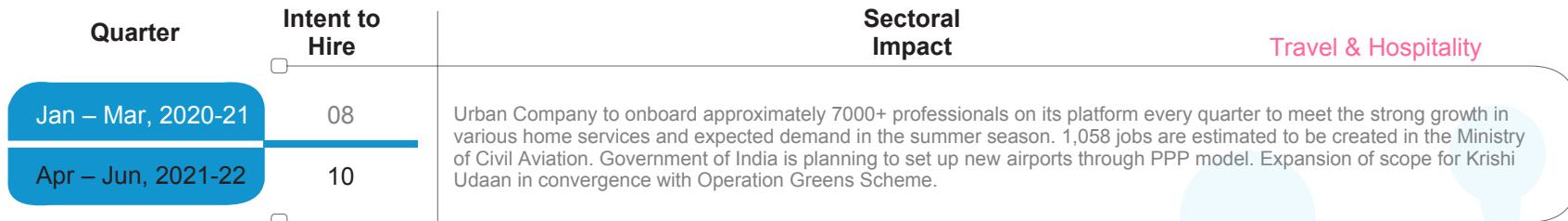


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■ High ■ Moderate ■ Low

## Sector-wise analysis



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■ High ■ Moderate ■ Low

## City-wise analysis



TeamLease survey, January and February, 2021

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■ High ■ Moderate ■ Low

## City-wise analysis



TeamLease survey, January and February, 2021

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■ High ■ Moderate ■ Low

## City-wise analysis



TeamLease survey, January and February, 2021

The report is based on the analysis of surveys carried out with employers across India and literature review of sector performance prognosis. Respondents from 712 small, medium and large businesses across 14 cities and 21 sectors have been surveyed for this edition of the report. All findings are reported as percentages of total respondents at the specific levels of analysis.

■ High ■ Moderate ■ Low



## Annexure- 2

- Research Methodology
- Sample Design
- Bibliography
- Definitions

Random stratified sampling technique\*\* was used to identify respondents for the survey. Data sources used to collect contact data were:

Kompass directory for small, medium and large sized companies in the private sector. To ensure continuity with the baseline measurement, the core random sample was drawn from this database.

NASSCOM / iSPiRT database for IT Services and Ecommerce / Tech start-up companies

Companies registered with the Bombay Stock Exchange (BSE).

### Respondent Selection

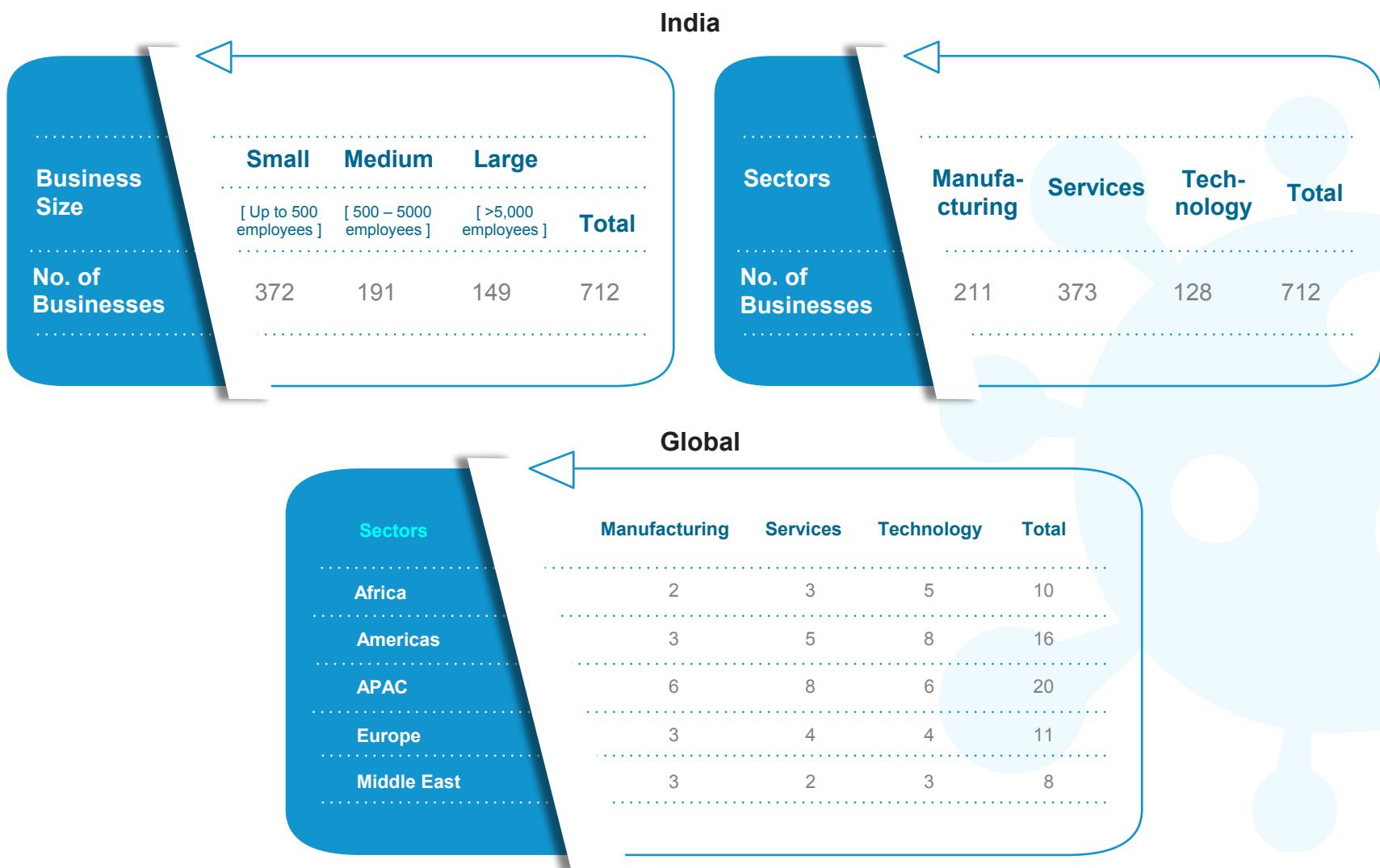
Target respondents for the study were Business & HR Heads as well as Senior Managers with hiring mandates. The databases offered a contact name for each company listed. Interviewers called into each of these companies and obtained the names of the appropriate individuals who were responsible for hiring decisions.

### Data Collection

The survey instrument was then administered to the target respondents using a mobile survey application. Please refer 'Sample Design' section.

### Secondary Data Sources

Major Indian and international research resources about employment trends in India



Sectors	Short Form	Sector
MEI	Manufacturing, Engineering and Infrastructure	
AGCH	Agriculture and Agrochemicals	
P&E	Power & Energy	
IT	Information Technology	
EC&TS	Ecommerce and Tech Start-ups	
FMCG	Fast Moving Consumer Goods	
FMCD	Fast Moving Consumer Durables	
FS	Financial Services	
RET [E]	Retail [Essential]	
RET [NE]	Retail [Non-Essential]	
M&E	Media & Entertainment	
C&RE	Construction and Real Estate	
T&H	Travel and Hospitality	
ES	Educational Services	
BPO	Business Process Outsourcing	
KPO	Knowledge Process Outsourcing	
TEL	Telecommunications	
H&P	Healthcare and Pharmaceuticals	
CON	Consulting	
LOG	Logistics	
M&A	Marketing and Advertising	

Cities	Short Form	City
AHM	Ahmedabad	
BNG	Bangalore	
CHN	Chennai	
DEL	Delhi	
HYD	Hyderabad	
KOL	Kolkata	
MUM	Mumbai	
PUN	Pune	
CHD	Chandigarh	
COM	Coimbatore	
GUR	Gurgaon	
IND	Indore	
KOC	Kochi	
NPR	Nagpur	

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## Timelines:

Short Term: 3 months

## Organized Sector:

Comprises of businesses that are systematically run and compliant with government regulations pertaining to land, labour, machinery, investments and taxation.

## Unorganized Sector:

Comprises of businesses that are run without due registration / recognition by the government and are generally non-compliant with regulations pertaining to one or more of the following – land, labour, machinery, investments and taxation.



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