



INTENT TO HIRE

# Employment Outlook Report

Q2: July - September, 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

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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-2, 2021-22 [Jul, 2021 – Sep, 2021] on the basis of the survey and analysis carried out during April and May, 2021.

The survey covers 661 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.

## INTENT TO HIRE:

An outlook metric used in this edition of the report

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”.

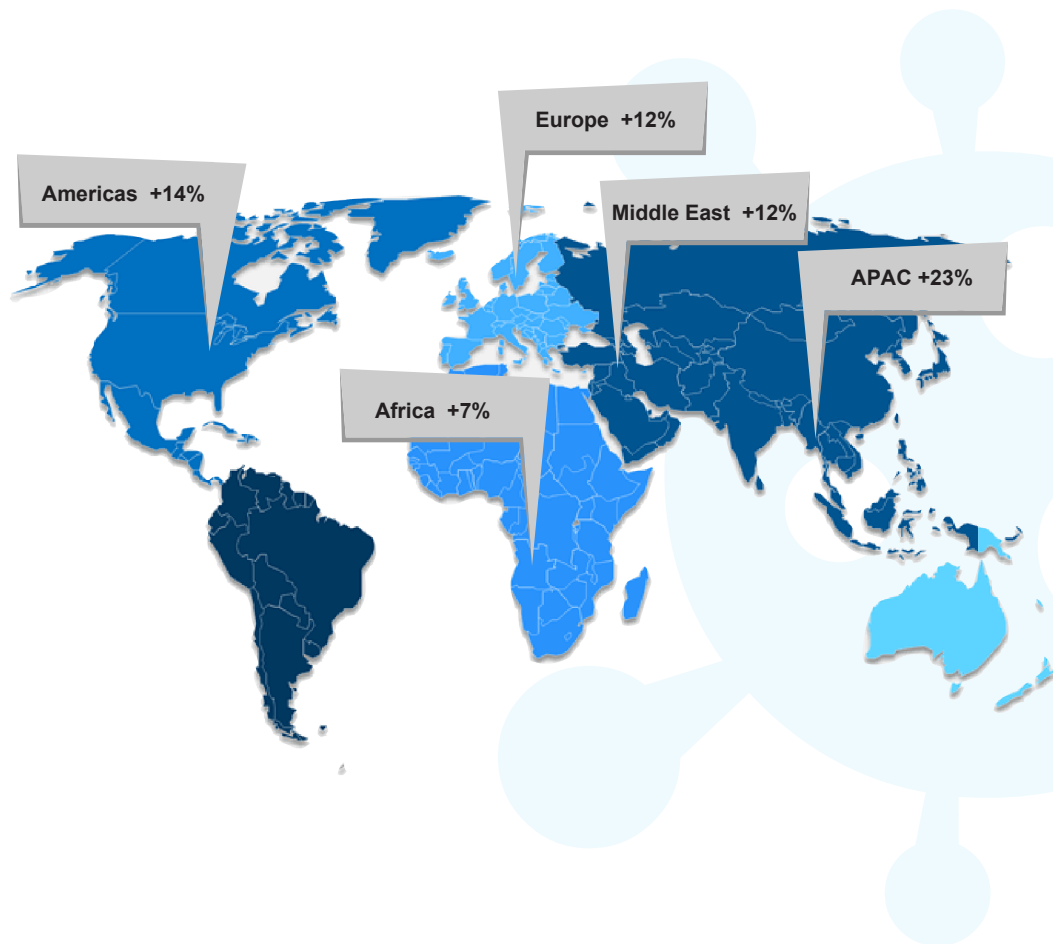
For the current and the past three quarters, the Intent to Hire metric is defined as: The percentage of employers that is likely to hire employees during the quarter. For all the quarters and HYs previous to the above, the Intent to Hire metric is defined as: The percentage of employers that is likely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





## Executive Summary

Inoculation drives and unlocking of economic activities are gradually raising hiring intent in many regions, but the recovery is inconsistent. Americas, Europe and APAC witness impressive improvement in hiring intent. Talent markets in the US, Canada and Middle East benefit from high vaccination rates, while those in APAC countries benefit from the unlocking of their economies.



### Gain in intent to hire:

APAC **+23%**

Americas **+14%**

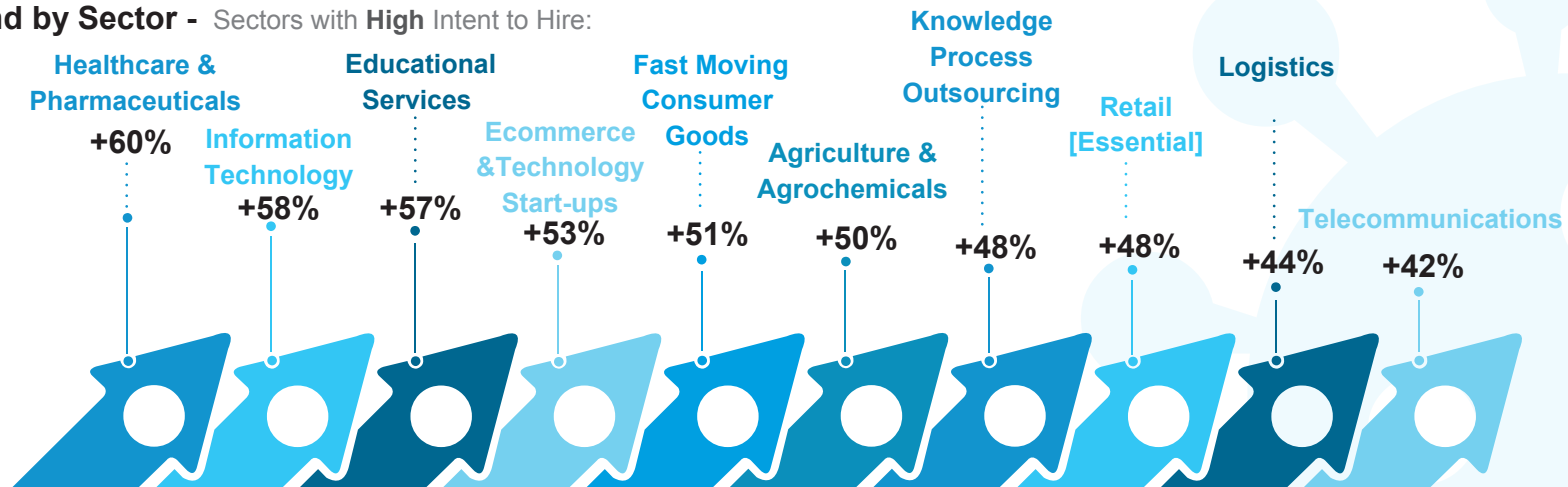
Middle East **+12%**

Europe **+12%**

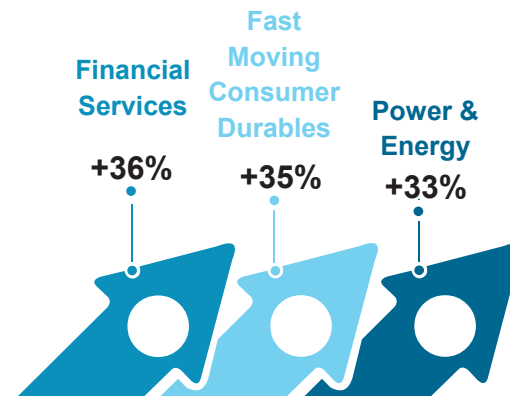
Africa **+7%**

**Trend in India -** A better than projected GDP growth, demand uptick, higher export valuation and healthy ultra-high frequency data – during Q1, and the relaxation of restrictions on economic activity stand India in good stead. However, drop in the PMI for Manufacturing and Services in the aftermath of the second wave lowers the growth in hiring intent.

**Trend by Sector -** Sectors with **High** Intent to Hire:

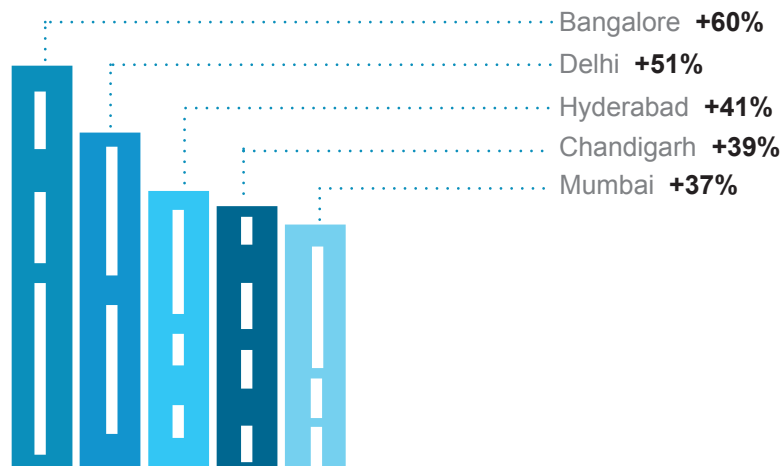


Sectors with **Moderate** intent to Hire:



## Trend by City -

Cities with **High** Intent to Hire:



Cities with **Moderate** intent to Hire:



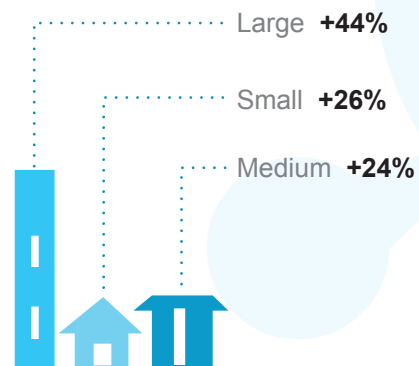
## Trend by Geography -

Intent to Hire:



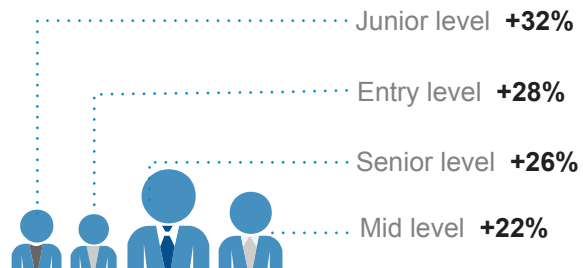
## Trend by Business Size -

Intent to Hire:



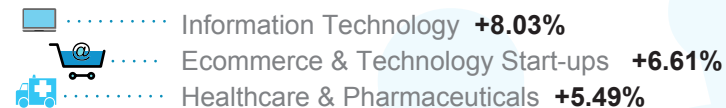
## Trend by Job Level -

Intent to Hire:

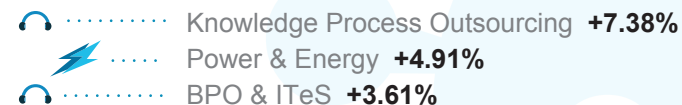


## Attrition Trend -

Biggest gainers of the downward trend:

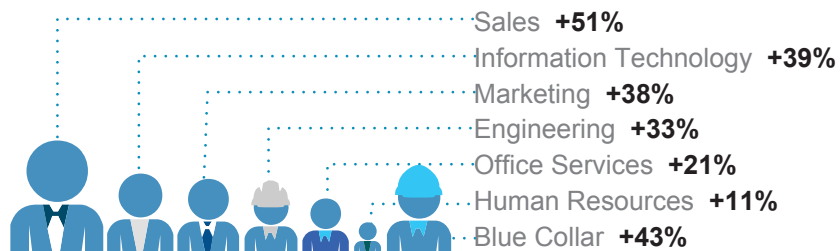


Smaller drop in attrition rates:



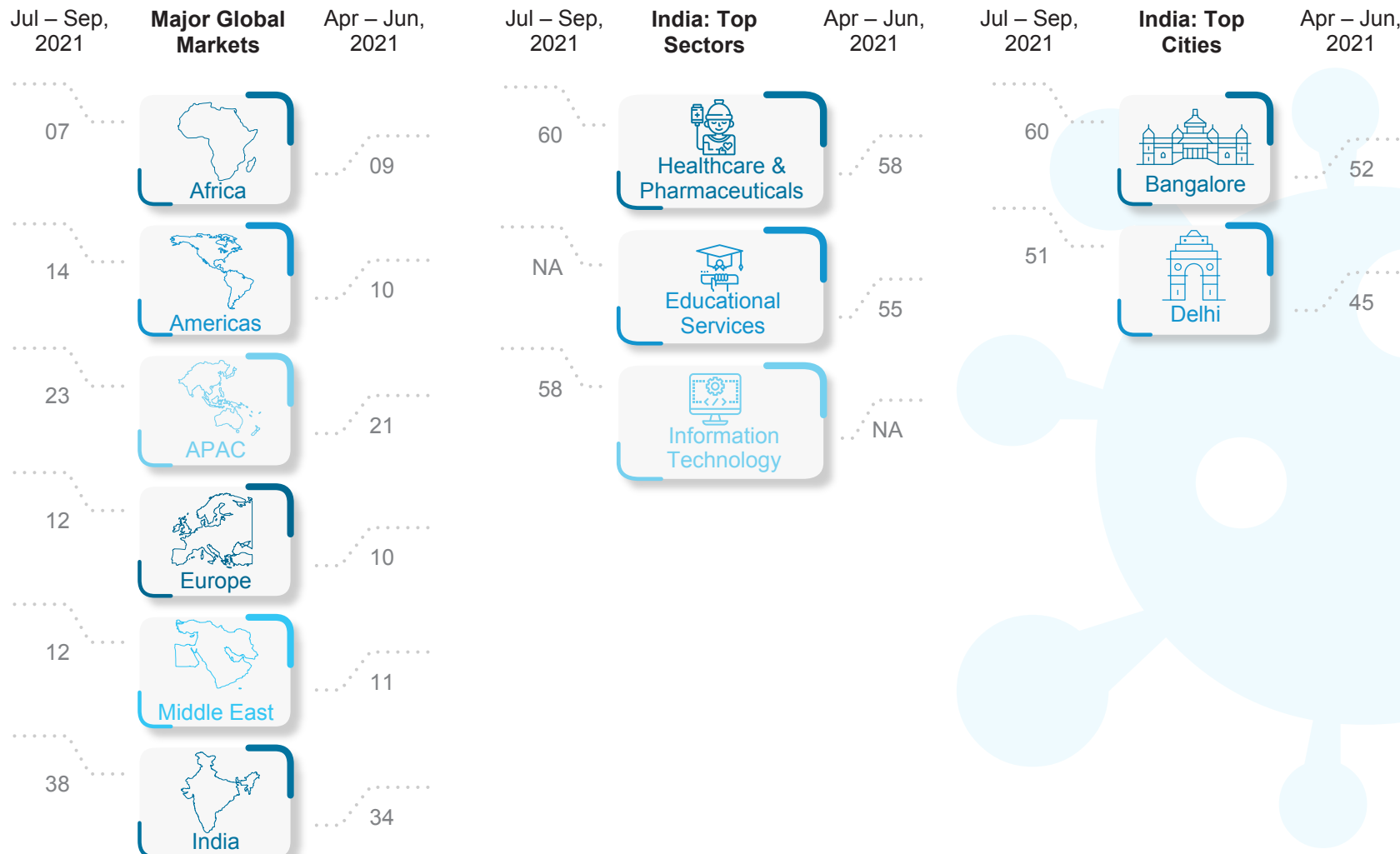
## Trend by Function -

Intent to Hire:



# Executive Summary

Intent to Hire: Q1-FY'21-on-Current Quarter comparison



Note: The numbers in the tables depicts Percentages



## Highlights

- Intent to Hire: Trends

# Highlights

## Intent to Hire: Global –Q2, 2021-22, Major global markets

Global Markets	% intent to hire (Jul – Sep, 2021-22)	% intent to hire (Apr– Jun, 2021-22)	% change (Q-on-Q)
 Africa	07	09	-2
 Americas	14	10	+4
 APAC	23	21	+2
 Europe	12	10	+2
 Middle East	12	11	+1
 India	38	34	+4

- With 31 countries administering a single vaccine dose – on average – to their entire populations, and 31 more reaching half way there, the expectations for economic revival is varied across geographies. The first cohort of 31 is dominated by Europe.
- Africa acted swiftly and decisively in the early stages of the crisis and implemented a range of measures to contain the spread. Revival is yet to begin since the measures have had a devastating impact on the region's economy, particularly for informal workers and enterprises.
- US and Canada inoculating their citizens rapidly has meant that the Americas see a significant boost to business sentiment, and therefore the hiring intent, in spite of the rest of the region not doing as well on this parameter.
- The Middle East, likewise, benefits from the alacrity of the UAE, Bahrain and Qatar in vaccinating the populace. The robust labour markets, greater political stability and fiscal space that are inherent across the GCC ensure a gradual but steady pace of recovery.
- Besides the countries in APAC that heavily rely on tourism – Malaysia, the Philippines and Thailand – the others have had relative success unlocking of their economies and have narrowed their working-hour losses. The hiring intent has gone up by a significant 2 percentage points.
- India fares better than the major geographies, but the growth in hiring intent is smaller than during the previous quarter. A mixed sentiment seems to prevail in the wake of many states unlocking in the face of looming threat of the third wave.



HY/Quarter	% intent to hire	% change (Q-on-Q)
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
Jul – Sep, 2021-22 [Quarter]	38	+4


- The economic growth during Q1 (April-May, 2021-22) turning out to be 22.1%, significantly higher than the 18.5% projected earlier by the RBI, has largely subdued the economic after-effects of the second wave.
- A demand uptick in auto sales, e-way bill collections, fuel and power consumption – has followed the lifting of containment restrictions in most parts of the country and unemployment rates have fallen.
- Recovery in manufacturing and services was cut short by the second wave, however. The manufacturing purchasing managers index (PMI) fell to 48.1 in June – the first contraction in the last 11 months – and the service PMI fell to 41.2.
- Exports valuation in the April-June quarter was estimated to have had a 17% upswing from the levels achieved in 2019.
- Ultra-high frequency data [GST, e-way bills, vehicle registrations, electricity demand, rail freight and petrol consumption] indicates that the Indian economy, which reeled under a severe second wave – that was four times worse than the first wave in terms of infections and deaths seen in the country – has turned the corner in June. The GDP is expected to grow 8.4-10.1% during FY 2021-22.

*The report is based on the analysis of surveys carried out with employers across India and literature review of sector performance prognosis. Respondents from 661 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, April and May, 2021

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


### % intent to hire

	Apr – Jun, 2021-22	41
	Jul – Sep, 2021-22	49


### TIER-2\*\*

	Apr – Jun, 2021-22	32
	Jul – Sep, 2021-22	38

### TIER-3\*\*

	Apr – Jun, 2021-22	24
	Jul – Sep, 2021-22	24

### RURAL\*\*

	Apr – Jun, 2021-22	17
	Jul – Sep, 2021-22	15

- The devastation that April and May saw, due to the second wave, ebbed in June and many states saw their economies rise back up at the end of the first quarter. Tier-1 and tier-2 cities led this bounce-back.
- Employers report migrants as well as white collar labour returning to tier-1 and tier-2 cities after the second wave was seen receding and hence plan to hire in these geographies.
- Rural India suffered a relatively worse second wave due to severe lack of healthcare infrastructure and meagre testing. The rural economic activity has taken a hit, which reflects in a dip in the hiring intent.

\*Geographical areas are locations where hiring takes place  
 \*\*Please refer Bibliography and Definitions

TeamLease survey, April and May, 2021

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# Highlights

## Intent to Hire Trends: Q2, 2021-22 by Business Size\*\*

### SMALL

### % intent to hire



Apr – Jun, 2021-22

20

Jul – Sep, 2021-22

26

### MEDIUM



Apr – Jun, 2021-22

22

Jul – Sep, 2021-22

24

### LARGE



Apr – Jun, 2021-22

40

Jul – Sep, 2021-22

44

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

- The relaxing of restrictions across cities during the second and the third weeks of June let nimble small businesses and aggressive large enterprises to ramp up capacity and resume operations.
- E-commerce firms being allowed to operate without restrictions in May facilitated more and more small businesses that have learnt the ropes of door delivering products, services and amenities via hyper-local delivery apps to get back on their feet.
- The maturing of new, remote modes of hiring and talent engagement, work-from-home and hybrid models, and increased global demand, have enabled large enterprises to resume higher-capacity operations following unlock.

TeamLease survey, April and May, 2021

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# Highlights

## Intent to Hire Trends: Q2, 2021-22 by Job Level\*

### ENTRY LEVEL

#### % intent to hire



Apr – Jun, 2021-22

21

Jul – Sep, 2021-22

28

### JUNIOR LEVEL



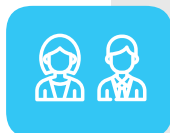
Apr – Jun, 2021-22

28

Jul – Sep, 2021-22

32

### MID-LEVEL



Apr – Jun, 2021-22

26

Jul – Sep, 2021-22

22

### SENIOR LEVEL



Apr – Jun, 2021-22

28

Jul – Sep, 2021-22

26

- Volume hiring is back in vogue and is driving Entry and Junior level hiring intent. Businesses resuming operations and sales and marketing activity after the second wave intend to hire more frontline and shop-floor staff.
- The campus recruitment season began late, at the end of Q1, and has spilled over to Q2. Employers have resumed their campus visits – albeit virtually – and demand for graduate and management trainees has risen for Q2.
- With demand shifting to volume hiring of entry and junior levels the mid-level of the hierarchy has taken a drubbing on hiring intent. Businesses seem to need young talent to ramp up operations and sales.
- With reduced unpredictability surrounding the economy and business employers are no longer looking to hire senior talent to steer them out of the Covid chaos. Hiring intent for leadership talent drops marginally for the quarter.

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

TeamLease survey, April and May, 2021

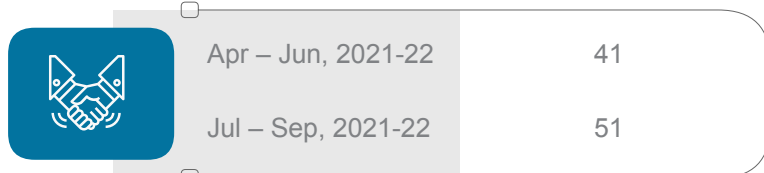
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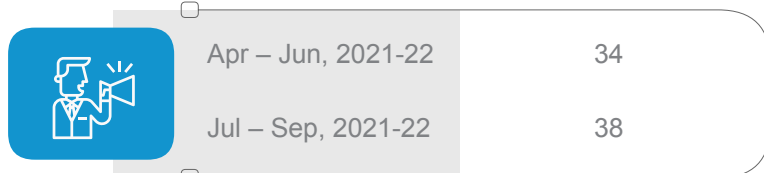
## Intent to Hire Trends: Q2, 2021-22 by Function \*

### SALES

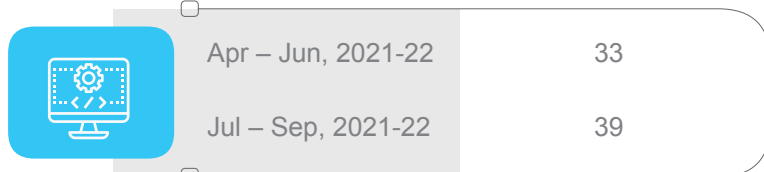
#### % intent to hire



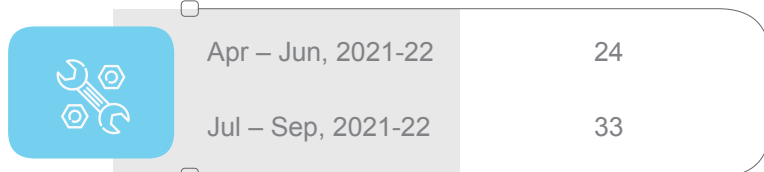
### MARKETING



### INFORMATION TECHNOLOGY



### ENGINEERING



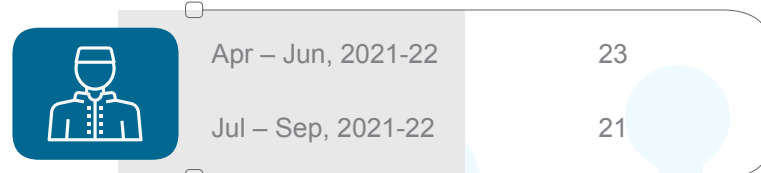
\*The functional areas in organizations for which employers plan to hire  
Please refer Bibliography and Definitions

TeamLease survey, April and May, 2021

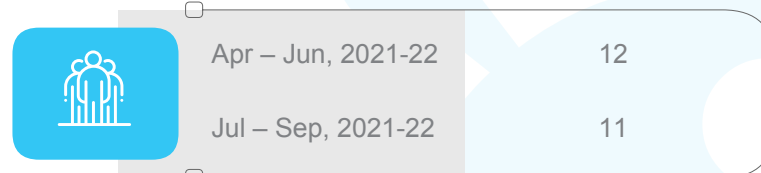
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### OFFICE SERVICES

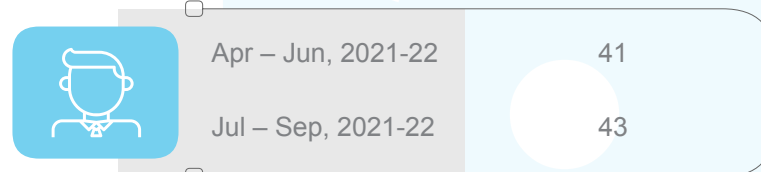
#### % intent to hire



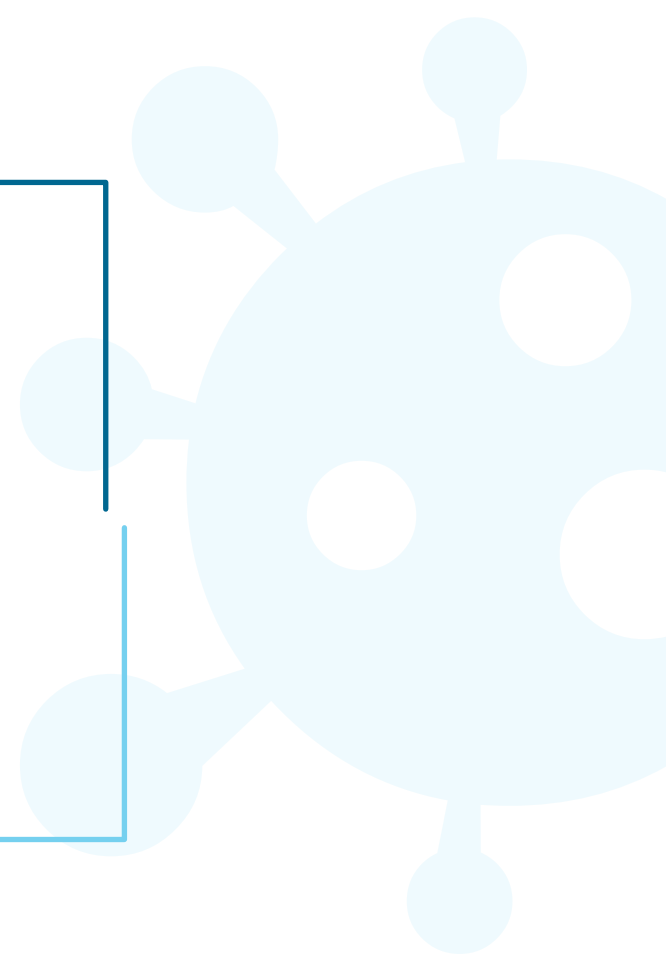

### HUMAN RESOURCES



### BLUE COLLAR



- The growth in hiring intent for the Sales function continues unabated. Businesses across sectors are looking to recoup lost revenues following the relaxation of restrictions during end-Q1. Hiring intent for Marketing does not seem to keep pace.
- Engineering and IT functions continue to be sought after as well, given that the demand for specialized roles needed to handle the prevailing complexity has gone up.
- Hiring intent for the Blue Collar function sees an incremental increase, but this comes on top of a relatively high baseline. A relatively large proportion of employers has been consistently hiring for this category quarter on quarter.













## Outlook trends by Sector and City

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

# Outlook trends by Sector and City

## Intent to Hire Trends: Q2, 2021-22 by Sector\*\*

Sectors	Jul-Sep, 2021-22	Apr-Jun, 2021-22
 Healthcare & Pharmaceuticals	60	58
 Information Technology	58	50
 Educational Services	57	55
 Ecommerce & Technology Start-ups	53	51
 Fast Moving Consumer Goods	51	46
 Agriculture & Agrochemicals	50	41
 Knowledge Process Outsourcing	48	46
 Retail [Essential]	48	37
 Logistics	44	36
 Telecommunications	42	39

\*\*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, April and May, 2021

## Employment Outlook Report [Q2: Jul -Sep, 2021]

# Outlook trends by Sector and City

## Intent to Hire Trends: Q2, 2021-22 by Sector\*\*

Sectors	Jul-Sep, 2021-22	Apr-Jun, 2021-22
 Financial Services	36	32
 Fast Moving Consumer Durables	35	33
 Power & Energy	33	31
 Manufacturing, Engineering & Infrastructure	33	25
 BPO / ITes	31	30
 Retail [Non-Essential]	26	24
 Construction & Real Estate	25	24
 Media & Entertainment	25	24
 Consulting	22	21
 Marketing & Advertising	19	18
 Travel & Hospitality	12	10

\*\*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, April and May, 2021

## Employment Outlook Report [Q2: Jul -Sep, 2021]










# Outlook trends by Sector and City

## Intent to Hire Trends: Q2, 2021-22 by City\*\*

Cities	Jul-Sep, 2021-22	Apr-Jun, 2021-22
 Bangalore	60	52
 Delhi	51	45
 Hyderabad	41	37
 Chandigarh	39	38
 Mumbai	37	33
 Chennai	35	27
 Ahmedabad	35	33

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

High Moderate Low















Cities	Jul-Sep, 2021-22	Apr-Jun, 2021-22
 Gurgaon	32	29
 Pune	30	27
 Kolkata	27	25
 Nagpur	23	20
 Kochi	17	15
 Coimbatore	15	18
 Indore	14	17

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

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TeamLease survey, April and May, 2021

### Manufacturing Sectors

Cities		FMCG	FMCD	H&P	MEI	AGCH	P&E
 AHM		19	23	21	26	30	17
 BNG		20	22	33	28	24	25
 CHN		23	20	16	35	15	13
 DEL		28	20	23	30	24	22
 HYD		22	19	37	14	26	29
 KOL		26	22	14	18	29	20
 MUM		32	16	27	16	20	24
 PUN		22	12	41	17	26	15
 CHD		14	19	11	27	16	22
 COM		26	10	14	20	31	23
 GUR		12	20	18	28	24	15
 IND		23	28	26	16	20	18
 KOC		26	12	21	14	29	19
 NPR		23	21	17	11	26	20
		Jul, 21-Sep, 21	Jul, 21-Sep, 21	Jul, 21-Sep, 21	Jul, 21-Sep, 21	Jul, 21-Sep, 21	Jul, 21-Sep, 21

TeamLease survey, April and May, 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

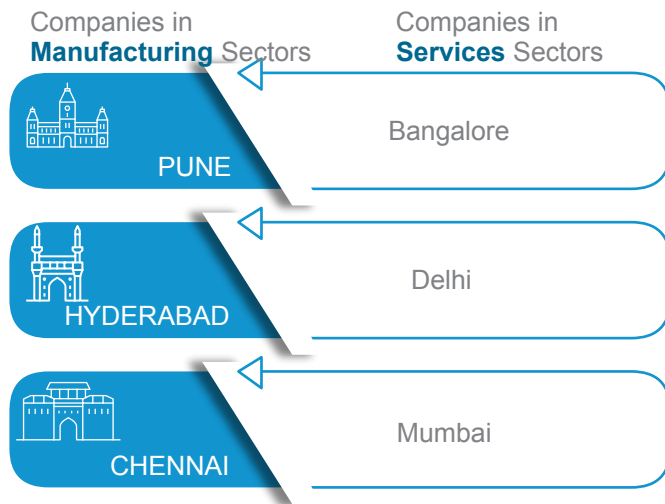
### Service Sectors

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	12	14	11	21	5	10	3	18	2	7	10	6	5	15	8
 BNG	29	40	21	16	14	18	6	9	10	19	25	17	13	10	12
 CHN	20	27	18	7	11	21	5	10	11	12	13	15	24	11	9
 DEL	25	31	33	15	12	22	4	8	5	37	29	14	9	12	15
 HYD	18	27	12	10	3	20	5	9	3	14	15	23	7	13	8
 KOL	20	18	30	14	9	16	3	10	6	27	24	12	8	14	4
 MUM	34	32	29	24	11	22	7	12	13	20	17	13	6	18	17
 PUN	19	27	17	14	6	12	9	10	5	21	19	25	10	12	9
 CHD	29	22	20	24	7	27	4	13	4	13	16	10	5	17	6
 COM	20	19	27	16	9	15	3	4	3	24	8	11	6	21	13
 GUR	31	24	22	18	11	26	5	11	2	14	28	16	7	8	7
 IND	15	13	23	10	6	21	2	7	5	17	10	6	9	12	4
 KOC	14	11	21	24	16	19	4	22	12	19	7	4	3	26	2
 NPR	28	19	26	15	12	17	5	15	4	15	10	5	6	23	5
	Jul,21-Sep,21	Jul,21-Sep,21	Jul,21-Sep,21	Jul,21-Sep,21	Jul,21-Sep,21	Jul,21-Sep,21	Jul,21-Sep,21	Jul,21-Sep,21	Jul,21-Sep,21	Jul,21-Sep,21	Jul,21-Sep,21	Jul,21-Sep,21	Jul,21-Sep,21	Jul,21-Sep,21	Jul,21-Sep,21

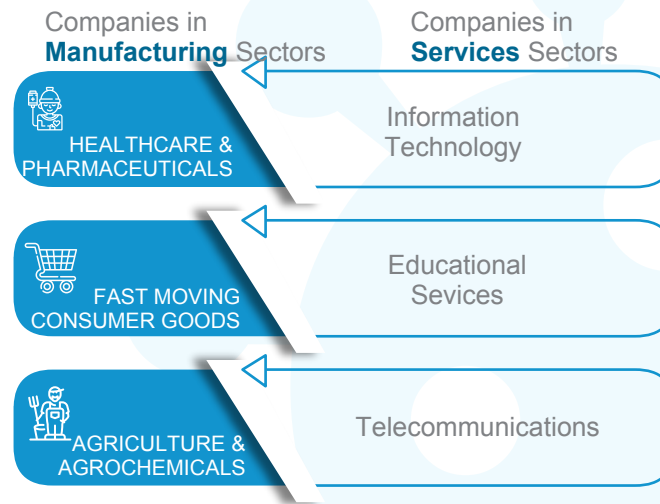
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TeamLease survey, April and May, 2021  
Note: The colour code within the tables highlighted are top 3 amongst Manufacturing and Service Sectors



### Top Cities



### Top Sectors



### Manufacturing Sectors

Functions	FMCG	FMCD	H&P	MEI	AGCH	P&E
 SALES	34	24	39	25	19	14
 MARKETING	25	29	20	21	22	17
 INFORMATION TECHNOLOGY	24	27	15	29	20	24
 ENGINEERING	21	31	28	30	16	23
 OFFICE SERVICES	16	20	25	28	21	18
 HUMAN RESOURCES	22	20	17	25	11	14
 BLUE COLLAR	16	12	23	10	20	18
	Jul, 21-Sep, 21	Jul, 21-Sep, 21	Jul, 21-Sep, 21	Jul, 21-Sep, 21	Jul, 21-Sep, 21	Jul, 21-Sep, 21








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# Outlook trends by Sector and City

## Job Market Sweet Spots, Functions-Sector

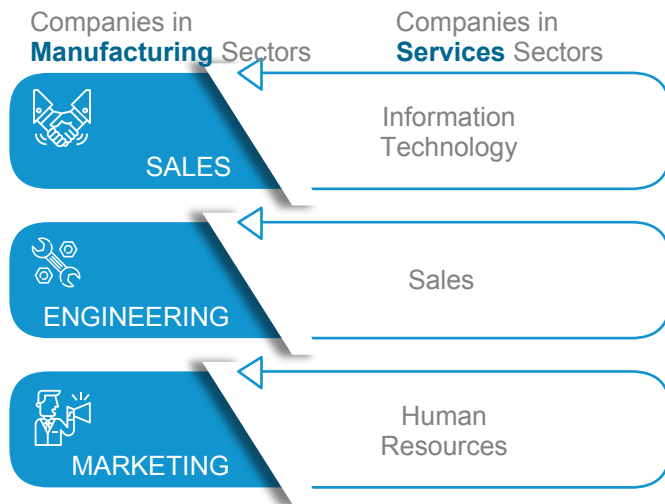
### Service Sectors

Functions	TEL	IT	FS	RET (E)	RET (NE)	EC&TS	M&E	C&RE	T&H	ES	BPO	KPO	CON	LOG	M&A
 SALES	10	16	24	13	4	32	4	6	3	19	11	7	5	4	3
 MARKETING	18	14	12	9	5	21	2	8	2	7	15	4	3	7	9
 INFORMATION TECHNOLOGY	26	35	20	14	8	20	12	7	5	22	18	13	10	8	5
 ENGINEERING	15	28	10	8	3	11	3	8	4	10	25	12	13	6	5
 OFFICE SERVICES	18	22	25	12	7	14	5	11	5	20	15	5	4	14	6
 HUMAN RESOURCES	21	30	10	9	16	10	11	19	4	17	11	8	5	10	7
 BLUE COLLAR	19	11	9	13	6	16	6	12	7	5	8	5	3	11	3
	Jul,21-Sep,21	Jul,21-Sep,21	Jul,21-Sep,21	Jul,21-Sep,21	Jul,21-Sep,21	Jul,21-Sep,21	Jul,21-Sep,21	Jul,21-Sep,21	Jul,21-Sep,21	Jul,21-Sep,21	Jul,21-Sep,21	Jul,21-Sep,21	Jul,21-Sep,21	Jul,21-Sep,21	Jul,21-Sep,21

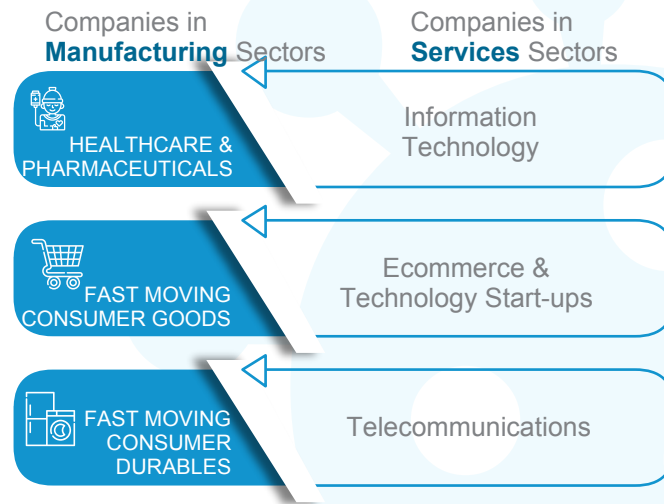
The report is based on the analysis of surveys carried out with employers across India and literature review of sector performance prognosis. Respondents from 661 small, medium and large businesses across 14 cities and 21 sectors have been surveyed for this edition of the report. All findings are reported as percentages of total respondents at the specific levels of analysis.

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

### Top Functions



### Top Sectors



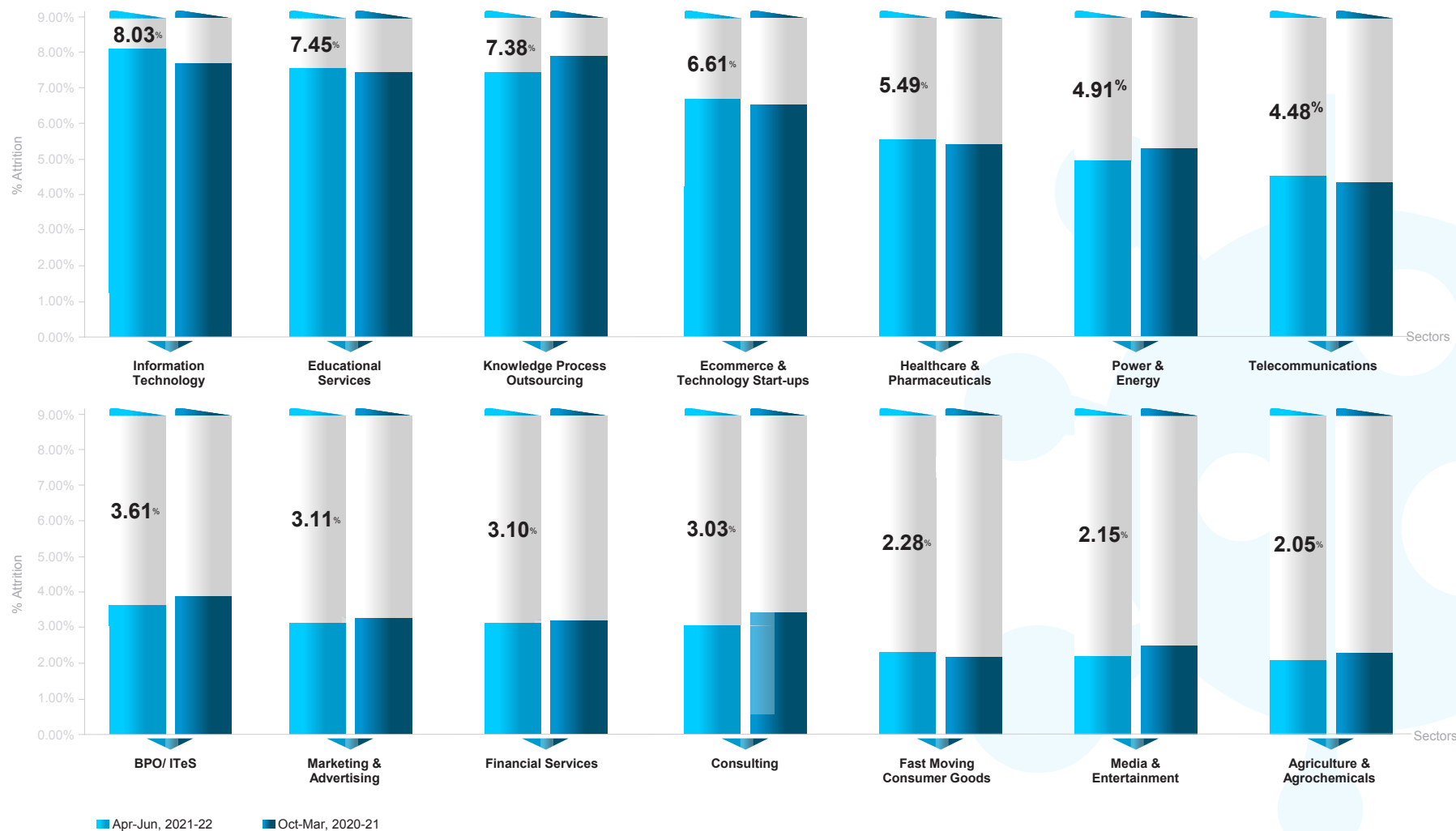


## Spotlight

- Attrition Trends



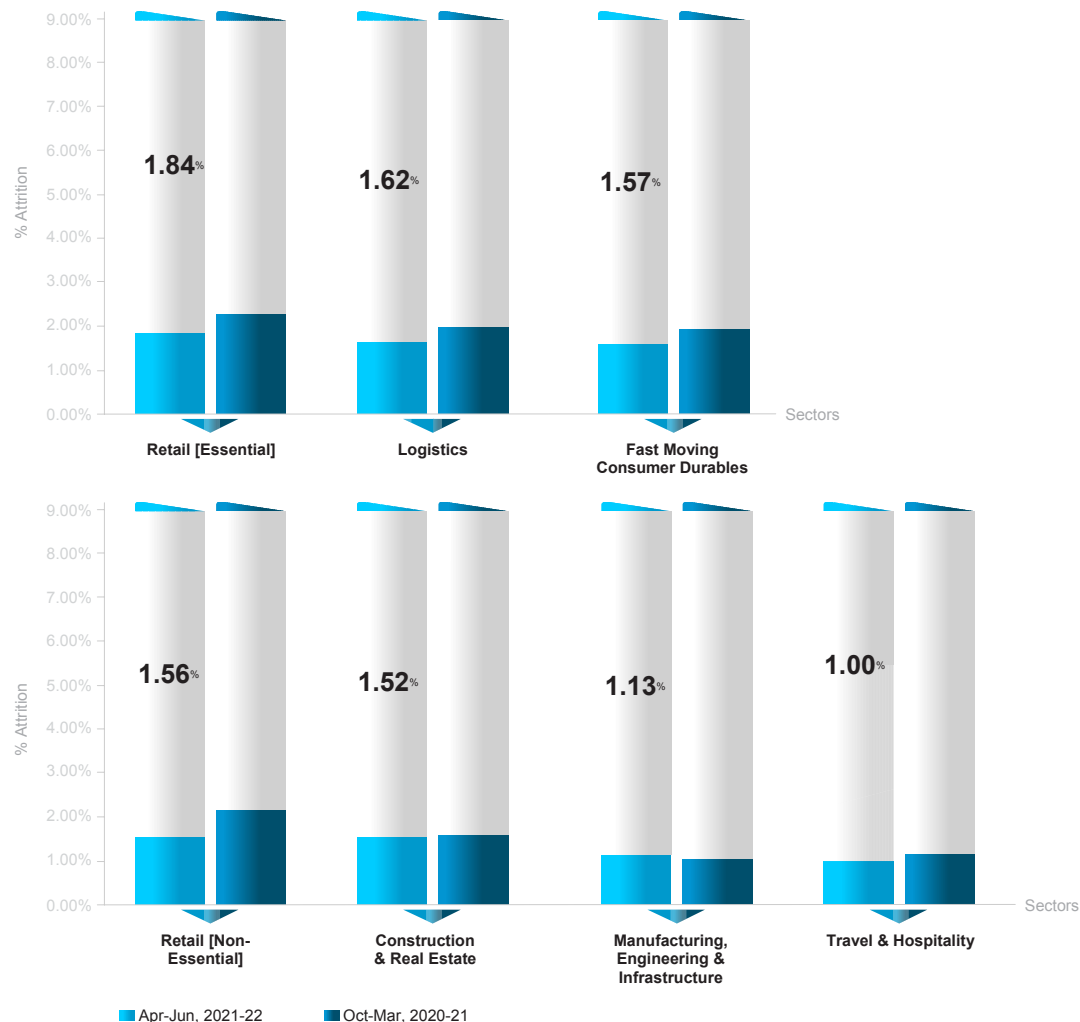
## Attrition Trends- Apr-Jun, 2021-22



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TeamLease survey, April and May, 2021

## Attrition Trends- Apr-Jun, 2021-22

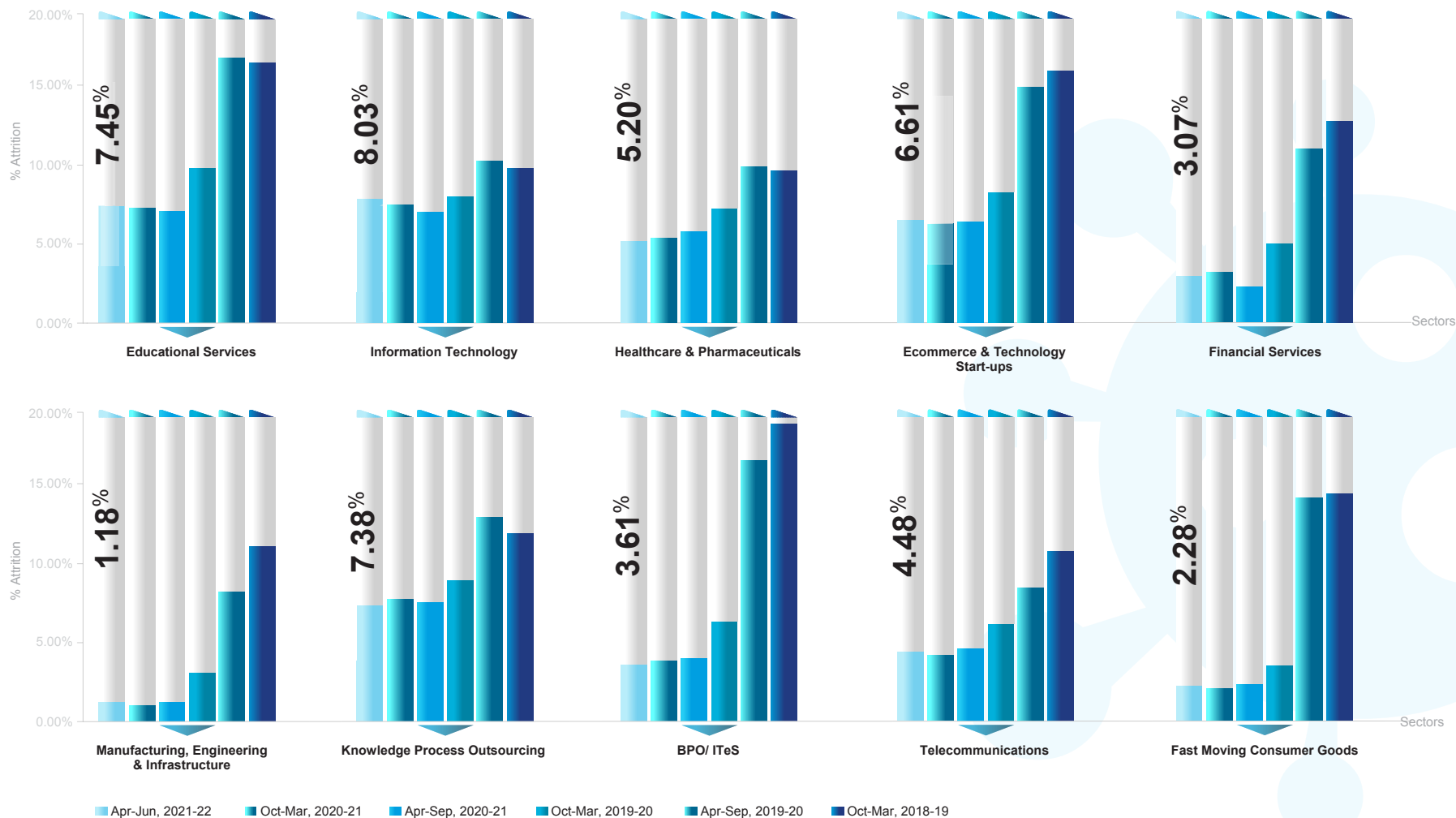


- With 6 sectors exhibiting marginal increase, and the remaining sectors containing attrition levels for the April-June quarter, employers continue to manage talent well during the pandemic.
- Information Technology is the only sector where attrition rates have risen appreciably. Ecommerce and Technology Start-ups, Healthcare and Pharmaceuticals, Telecommunications, FMCG and Manufacturing, Engineering and Infrastructure see minimal increase in attrition.
- Knowledge Process Outsourcing, Power and Energy, BPO / ITeS, Consulting, Media and Entertainment, Retail [Essential], Logistics and Retail [Non-Essential] see significant lowering of attrition rates.

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TeamLease survey, April and May, 2021

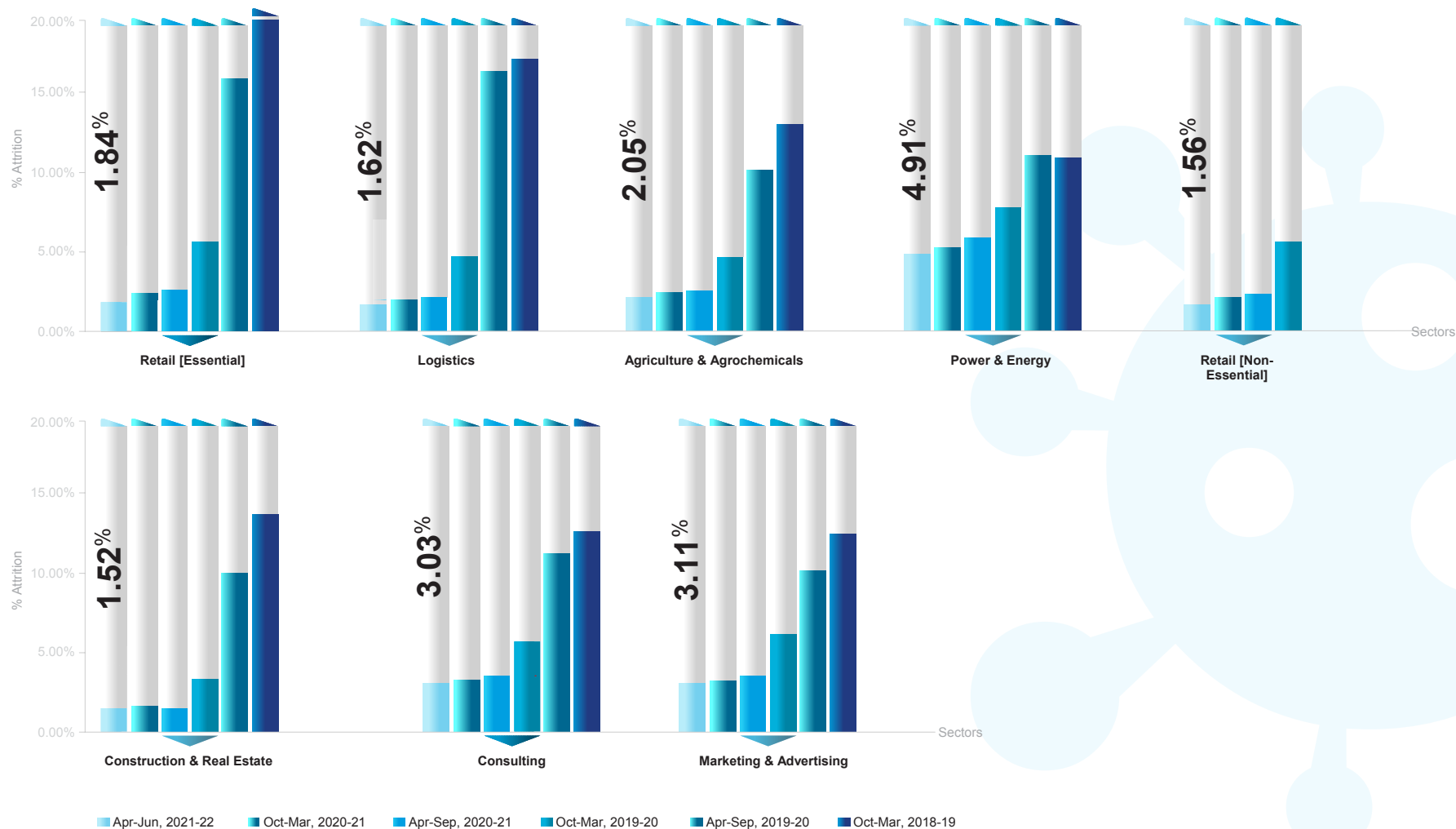
## Attrition Trends- Past six HYs [fiscal]



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TeamLease survey, April and May, 2021

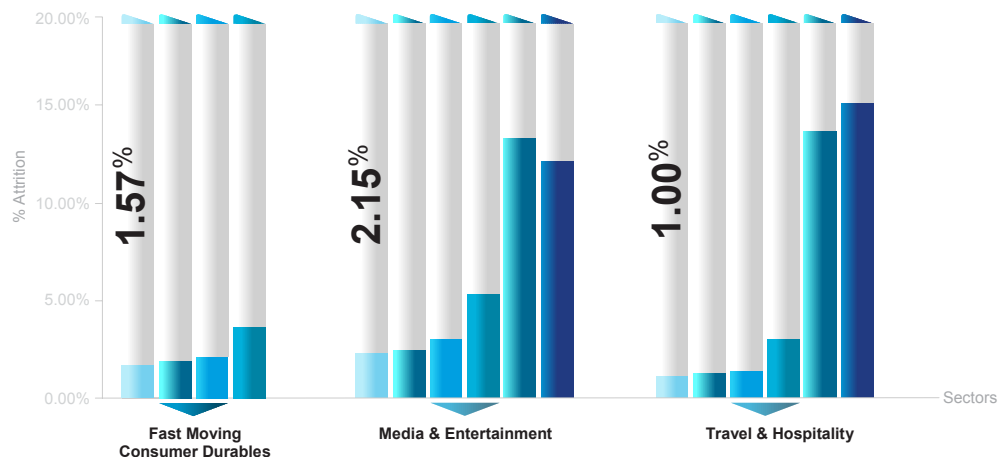
## Attrition Trends- Past six HYs [fiscal]



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TeamLease survey, April and May, 2021

## Attrition Trends- Past six HYs [fiscal]



- The medium-term trend of dropping attrition rates seems to be continuing for all but three sectors where the tide is turning. Regardless, the overall attrition levels are substantially lower than during 2018-19 and 2019-20.
- Attrition trends are seeing a gradual uptick in the Educational Services, Information Technology, and Financial Services sectors – over the past two quarters.
- Sectors that continue to enjoy extremely low attrition rates –
  - Manufacturing, Engineering and Infrastructure
  - Fast Moving Consumer Goods
  - Retail [Essential]
  - Logistics
  - Agriculture and Agrochemicals
  - Retail [Non-Essential]
  - Construction and Real Estate
  - Fast Moving Consumer Durables
  - Travel and Hospitality
- Three sectors with 7%+ attrition rates – Knowledge Process Outsourcing, Educational Services, Information Technology.

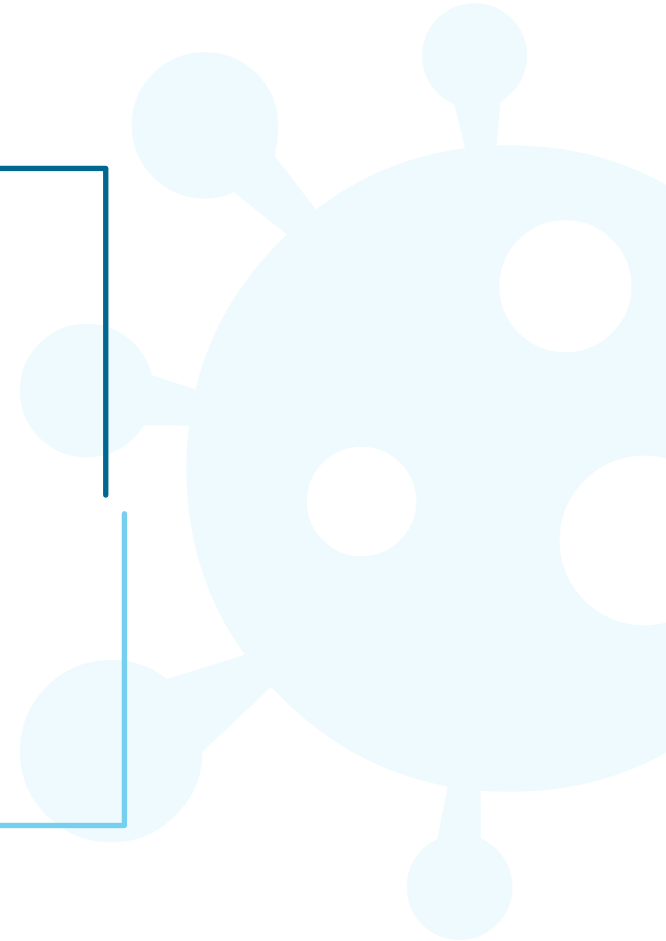
■ Apr-Jun, 2021-22   ■ Oct-Mar, 2020-21   ■ Apr-Sep, 2020-21   ■ Oct-Mar, 2019-20   ■ Apr-Sep, 2019-20   ■ Oct-Mar, 2018-19

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TeamLease survey, April and May, 2021



## Annexure- 1

- Sector-wise analysis
  - City-wise outlook statistics
- 

## Sector-wise analysis

Quarter	Intent to Hire	Sectoral Impact	Healthcare & Pharmaceuticals
Apr –Jun, 2021-22	58	India's healthcare industry is expected to reach Rs.37,200 crore in FY21-22. It has a potential to generate approximately 1.25Lakh new jobs every quarter. The hospital segment, the expansion of private players in Tier-II & III locations, beyond metro cities, offers an attractive investment opportunity. The pandemic is providing an impetus to the expansion of telemedicine and the home healthcare which has potential to create 50K skilled patient attendants and caregivers (blue collars) and 12.5K jobs for women quarterly, in nursing as well as attendant/caregiver roles. Govt plans Rs.50,000 crore programme to boost health infrastructure - to expand hospital capacity or medical supplies.	
Jul -Sep, 2021-22	60		
Apr –Jun, 2021-22	50	TCS planned to hire around 10K professionals each quarter in FY22 in existing technology assets like connectivity, communication and security. Infosys planned to hire around 7K fresher's every quarter of FY22. Cognizant to hire approximately 7k people quarterly in 2021. 3i Infotech hiring 100 experienced professionals for their Application, Automation & Analytics (AAA) business unit. Nucleus Software has a target to hire 500 fresh young engineers from non-metro cities and towns across India. Keka to hire around 100 employees in tech roles (75%) and non-tech roles (25%). Web Werks to invest Rs.750 crore to set up data centre in Bengaluru may lead to job creation.	Information Technology
Jul -Sep, 2021-22	58		
Apr –Jun, 2021-22	55	Byju's plan to hire between 1500-1800 per quarter across business, content, product development, and tutor roles. Yocket, an edu-tech company plans to hire around 200 employees in different verticals such as Marketing, Sales, Product, Software Development etc. Great Learning company planning to hire between 200-250 people this quarter from mid to senior management roles in academics, operations, sales counselling, content development and marketing. TalentSprint to double the size of instructors, full time faculty and adjunct faculty. UpGrad to add 200 coaches going forward. In Karnataka, Tata Tata Technologies to upgrade 150 government ITIs (Industrial training institutes) by September. Rajasthan to recruit 10K+ basic and senior computer instructors on contract basis.	Educational Services
Jul -Sep, 2021-22	57		
Apr –Jun, 2021-22	51	Jumbotail looks to hire more than 100 employees across multiple geographies in a quarter in major functions like technology, product, category management, supply chain planning etc. Zomato now plans to increase participation of women delivery by almost 10%. Flipkart raised about Rs.27K crore funding across people, technology, supply chain and infrastructure to address the requirements of a rapidly growing consumer base in the country. Avaali Solutions plans to recruit more than 50 fresher's every quarter in the areas like product development, technologies like AI, automation skills as well as for solutions such as OpenText and Kofax, as well as sales and operations.	E-commerce & Technology Start-ups
Jul -Sep, 2021-22	53		

TeamLease survey, April and May, 2021

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High Moderate Low

## Sector-wise analysis

Quarter	Intent to Hire	Sectoral Impact
Fast Moving Consumer Goods		
Apr –Jun, 2021-22	46	Dabur to invest Rs.550 crore for a new manufacturing plant in Madhya Pradesh creating directly and indirectly jobs to 1,250 people in the first phase and over 3,000 people subsequently. Patanjali Ayurved Limited will be pumping in over Rs.300 crore for the food park project at Nagpur. Pil Italica Lifestyle plans to expand base in southern India by setting up fulfillment centres in Hyderabad and Chennai to increase the production capacity. ITC to double its geographical presence of its e-store to 14 cities in collaborations with its traditional and new-age supply chain partners. Godrej doubling down on digitisation and platforms like e-commerce vertical to launch digital-native brands.
Jul -Sep, 2021-22	51	
Agriculture & Agrochemicals		
Apr –Jun, 2021-22	41	Growth funding from Zephyr Peacock India of Rs.5.5 crore to an SME Aggromalin to expand team, technology development, category addition and geographical expansion. We Founder Circle invested around Rs.19 crore in various start-ups in technology, rural distribution, business development. etc. BASF Venture Capital GmbH invested agritech start-up UrbanKisaan for deploying farming technology and expanding its market presence in India. Central Sector Scheme approved Rs.2 Crore to APMCs for cold storage, sorting, grading and assaying units, silos, etc within the same market yard. Few career options are in the field of Agricultural Research, Agri-Business, Agro-Industry, Agricultural Education, Agricultural Journalism, Services in Agriculture, Farming, Agricultural Engineering, Agricultural Management in-demand.
Jul -Sep, 2021-22	50	
Knowledge Process Outsourcing		
Apr –Jun, 2021-22	46	Fractal Analytics hiring around 300 software engineers, graduates to provide solutions for FMCG, BFSI, Healthcare, Retail and Technology majorly. Data analytics firm Ugam estimated to hire over 300 analytics and technology professionals per quarter in 2021. Analytics firm Merilytics aims to have more than 100 employees by this quarter end to address its global private equity clientele. Year-on-year increase in funding in analytics start-ups and development of niche analytics capabilities, including Data Analytics, Digital, Cloud Analytics, Artificial Intelligence, Robotics, and Natural Language Processing (NLP).
Jul -Sep, 2021-22	48	
Retail [Essential]		
Apr –Jun, 2021-22	37	NAFED plans to open around 100 stores by this quarter end under the franchise model to deliver the fresh farm-produce directly to retail consumers. About 51% FDI in multi-brand retail. 100% FDI in single-brand retail under automatic route. Jumbotail planning for expansion of business in multiple new geographies and to partner with 2lakh Kirana outlets in 100+ Tier III and Tier IV towns offering Go-To-Market services for FMCG brands. Big Bazaar to tap Tier 2 & 3 cities in e-commerce shopping business are few major trends lead to job creation in the sector.
Jul -Sep, 2021-22	48	

TeamLease survey, April and May, 2021

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■ High ■ Moderate ■ Low



## Sector-wise analysis

Quarter	Intent to Hire	Sectoral Impact	
	<input type="checkbox"/>		Logistics
Apr –Jun, 2021-22	36	Ola received an investment of Rs.3,750 crore to capitalise on various urban mobility needs. Tech-enabled logistics platform Shiprocket to hire 80 professionals - new recruits will be in engineering, product, logistics, sales, and marketing departments. Uber plans to recruit 250 engineers expanding the scope of operations for its engineering and product work. Andhra state to develop a Multi-Model Logistic Park with Rs.10,000 crore investment which would create thousands of jobs. Shippy continues to hire people in the technology, sales and marketing teams. Pickrr need skills to digitise and automate processes and has generated a growing demand for professionals with specialized skills such as digital adoption, data analysis, AI know-how and automation plus Delivery agents and Warehousing managers on the delivery front. CapitalLand raised Rs.22.5 billion to expand in six major cities of India due to growing e-commerce and consumerism, generating strong demand for our quality warehouse and distribution facilities may lead to job creation.	
Jul -Sep, 2021-22	44		
	<input type="checkbox"/>		
	<input type="checkbox"/>		Telecommunications
Apr –Jun, 2021-22	39	PE companies investing in Vodafone Idea of Rs.100 crores in fibre assets, fixed broadband and data centre businesses have an immense growth potential. Ceragon follow-on orders from tier-I telcos in India to kick-off trials for 5-gen network with an investment of Rs.263 crore. SpaceX to partner with Indian firms to locally manufacture satellite communications equipment, including antenna systems and user terminal devices may generate new jobs. Bharti Global to invest Rs.3,714 crore in OneWeb in the nascent broadband-from-space segment boost to hire more people.	
Jul -Sep, 2021-22	42		
	<input type="checkbox"/>		
	<input type="checkbox"/>		Financial Services
Apr –Jun, 2021-22	32	Credit Suisse bank planned to hire over 1,000 IT employees in India in 2021 – developers and engineers in technologies like Cybersecurity, API development, ML, AI & Data analytics. JP Morgan to recruiting 4,000 technical expert professionals in AI, ML, Cloud, Big data, Cybersecurity and digital platforms. Skills in-demand for digital banking - Blockchain, Artificial Intelligence, Machine Learning, Cloud Computing, Robotic Process Automation, Financial Data Analysis, and Cybersecurity.	
Jul -Sep, 2021-22	36		
	<input type="checkbox"/>		

TeamLease survey, April and May, 2021

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High Moderate Low

## Sector-wise analysis

Quarter	Intent to Hire	Sectoral Impact
Fast Moving Consumer Durables		
Apr –Jun, 2021-22	33	Eyewear brand Lenskart to recruit more than 50 people across engineering, product and design verticals in the next 3 months in their technology centre in Hyderabad. Andhra Pradesh's new electronic policy to create thousands of jobs in electronics manufacturing sector. PLI scheme helps to increase the production of AC's creating opportunity for large electronic and commodity players, MSMEs and SMEs are the growth drivers results in job creation.
Jul -Sep, 2021-22	35	
Power & Energy		
Apr –Jun, 2021-22	31	IOCL to invest Rs.24,000 crore in expanding refining capacity at its Koyali refinery in Gujarat and likely to create direct and indirect employment opportunities for 25,000 persons. 100% FDI allowed in the Power sector has boosted FDI inflow in this sector. Actis LLP planned to invest Rs.6,375 crore to build two green energy platforms in India. 100% FDI in upstream and private sector refining projects. Decentralised Renewable energy offers huge opportunity for the private sector players to offer DRE services in the untapped parts of rural India and create employment opportunities in thousands coming months.
Jul -Sep, 2021-22	33	
Manufacturing, Engineering & Infrastructure		
Apr –Jun, 2021-22	25	Maruti Suzuki plans to invest Rs.18,000 for new factory premises in Haryana mandating 75% job reservation for the locals. Samsung Display Noida, which has invested Rs.4,825 crore to manufacture mobile and IT display panels. Godrej Appliances plans to invest Rs.100 crore to increase its AC production capacity. Oye! Rickshaw plans to invest up to Rs.225 crore in immediate term to set up battery swapping infrastructure for electric three-wheelers across India. JSW announced steel-making expansion at its Vijayanagar plant to 17 MT. Tata Technologies partnered with 3D printing technology company Stratasys to provide advanced additive manufacturing technologies to the Indian manufacturing ecosystem. Dixon Technologies has received approval for IT hardware products manufacturing under the government's PLI scheme.
Jul -Sep, 2021-22	33	
BPO / ITeS		
Apr –Jun, 2021-22	30	TCS is investing Rs.900 crore in Chennai for setting up a data centre at Ambattur boost job creation. BPO's looking to hire more talent from smaller cities as the easing of regulatory norms and most of the companies have WFH arrangement. The other growth drivers would be emerging technology, Social Media Management, Cloud Computing Investments. In-demand advancing skills are Robotic Process Automation (RPA), Big Data Analytics and Artificial Intelligence/Machine Learning.
Jul -Sep, 2021-22	31	

TeamLease survey, April and May, 2021

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■ High ■ Moderate ■ Low

## Sector-wise analysis

Quarter	Intent to Hire	Sectoral Impact
		Retail [Non-Essential]
Apr –Jun, 2021-22	24	Malabar Gold & Diamonds plans to hire 5,000 people across its retail operations in India and jobs are in Retail Jewellery Sales, Store Operations and Accountants across India – half of these openings are for deserving female candidates, few hiring positions are Design & Development, Digital Marketing, Jewellery Manufacturing (Artisans), Merchandising, Project Execution etc. Fashion retailers industry is set for heavy investment largely on store expansions that got deferred.
Jul -Sep, 2021-22	26	
		Construction & Real Estate
Apr –Jun, 2021-22	24	Emami Realty Ltd will develop a 40-acre township in Kolkata at an estimated project cost of Rs.300 crore may lead to job creation across various roles. JMC Projects bagged new orders worth Rs.1,624 crore in building and Infrastructure projects helps to generate more jobs. NBCC, a construction company bagged a project worth Rs.206 crore for undertaking various civil works of OHPC. L&T bagged Rs.1,000 crore orders to construct various facilities in Bangalore which helps to generate jobs including Rs.2,000 crore order to construct Odisha Sports complex at Bhubaneswar.
Jul -Sep, 2021-22	25	
		Media & Entertainment
Apr –Jun, 2021-22	24	The market is projected to increase at a CAGR of 17% for the year 2021. Disney+ Hotstar will hire 250 people across various levels such as engineers, marketers and consumer growth personnel across client platforms, personalization of video content, payments, and subscriptions. Dream Sports is planning to hire more than 50 people this quarter across various roles like product strategy, analytics and data science. MPL plans to increase its team and hire 100 people every quarter in data science, engineering and other spheres.
Jul -Sep, 2021-22	25	
		Consulting
Apr –Jun, 2021-22	21	Synechron estimated to add around 500 professionals - Java Full stack, Angular/React, Cloud & DevOps, Data Engineers, UI/UX Specialists, Automation Engineers. iXceed Solutions plans to add 100 more including more than 25 top executives at multiple levels across Management and Administration, Account Directors, Technical & Pharma Recruiters and IT Managers. Demand for job profiles - Analytics Consultants, Management Consultants in various domains, Business consulting, IT, Product management etc.
Jul -Sep, 2021-22	22	

TeamLease survey, April and May, 2021

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High Moderate Low

## Sector-wise analysis

Quarter	Intent to Hire	Sectoral Impact	
	<input type="checkbox"/>		Marketing & Advertising
Apr –Jun, 2021-22	18	The Indian Railways aimed to install 1lakh big digital screens across the country boost to create jobs. Times Internet Ltd to invest Rs.750 crore in development of smart marketing technology platform Colombia. Zarget a SaaS based company to invest around Rs.12 crore and used to build more marketing related tools. Axiata Digital Advertising and Adknowledge to get into Rs.4 700 crore digital ad market, found India as a 'key' market. Digital Ads Manager, Content Strategist, Social Media Managers, SEO experts, Google Ads experts, Email marketers, Bloggers, E-commerce experts, Marketing Automation and Video Marketers are high in-demand job roles.	
Jul -Sep, 2021-22	19		
	<input type="checkbox"/>		Travel & Hospitality
Apr –Jun, 2021-22	10	GoStops, raised Rs.7.5 crore, will be used to grow the company's supply over the coming months and invest in marketing and technology leads to job creation. Government is planning to boost the tourism in India and 71 lighthouses have been identified for development as tourist spots. 100% FDI allowed under automatic route and 100% FDI allowed in tourism construction projects, including the development of hotels, resorts, and recreational facilities. Schemes like PRASHAD & SWADESH DARSHAN are few government initiatives to encourage the sector and boost job creation.	
Jul -Sep, 2021-22	12		
	<input type="checkbox"/>		

TeamLease survey, April and May, 2021

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High Moderate Low

	Quarter	Intent to Hire
 <b>Bangalore</b>	Apr - Jun, 2021-22	52
	Jul - Sep, 2021-22	60
 <b>Delhi</b>	Apr - Jun, 2021-22	45
	Jul - Sep, 2021-22	51
 <b>Hyderabad</b>	Apr - Jun, 2021-22	37
	Jul - Sep, 2021-22	41
 <b>Chandigarh</b>	Apr - Jun, 2021-22	38
	Jul - Sep, 2021-22	39
 <b>Mumbai</b>	Apr - Jun, 2021-22	33
	Jul - Sep, 2021-22	37

TeamLease survey, April and May, 2021

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■ High ■ Moderate ■ Low

	Quarter	Intent to Hire
 <b>Chennai</b>	Apr - Jun, 2021-22	27
	Jul - Sep, 2021-22	35
 <b>Ahmedabad</b>	Apr - Jun, 2021-22	33
	Jul - Sep, 2021-22	35
 <b>Gurgaon</b>	Apr - Jun, 2021-22	29
	Jul - Sep, 2021-22	32
 <b>Pune</b>	Apr - Jun, 2021-22	27
	Jul - Sep, 2021-22	30
 <b>Kolkata</b>	Apr - Jun, 2021-22	25
	Jul - Sep, 2021-22	27

TeamLease survey, April and May, 2021

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■ High ■ Moderate ■ Low

	Quarter	Intent to Hire
 <b>Nagpur</b>	Apr - Jun, 2021-22	20
	Jul - Sep, 2021-22	23
 <b>Kochi</b>	Apr - Jun, 2021-22	15
	Jul - Sep, 2021-22	17
 <b>Coimbatore</b>	Apr - Jun, 2021-22	18
	Jul - Sep, 2021-22	15
 <b>Indore</b>	Apr - Jun, 2021-22	17
	Jul - Sep, 2021-22	14

TeamLease survey, April and May, 2021

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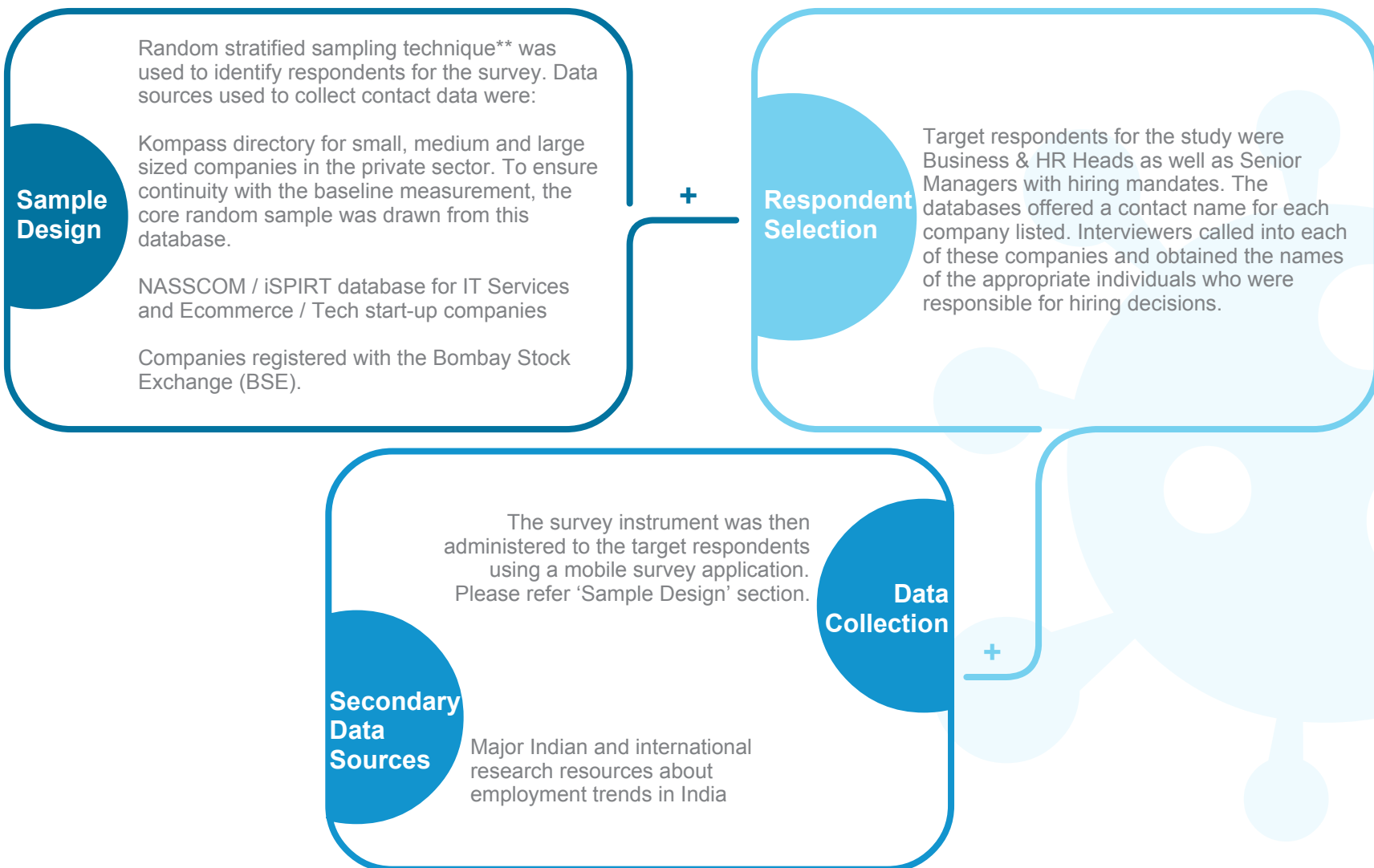
■ High ■ Moderate ■ Low



## Annexure- 2

- Research Methodology
- Sample Design
- Bibliography
- Definitions





## India

## Business Size

## No. of Businesses

Small	Medium	Large	Total
[ Up to 500 employees ]	[ 500 – 5000 employees ]	[ >5,000 employees ]	
341	213	107	661

## Sectors

## No. of Businesses

Manufacturing	Services	Technology	Total
113	393	155	661

## Global

## Sectors

## Africa

## Americas

## APAC

## Europe

## Middle East

Manufacturing	Services	Technology	Total
2	3	3	8
3	4	6	13
4	6	8	18
2	3	2	7
2	2	2	6

	Short Form	Sector
S e c t o r s	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

	Short Form	City
C i t i e s	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

Unorganized 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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