



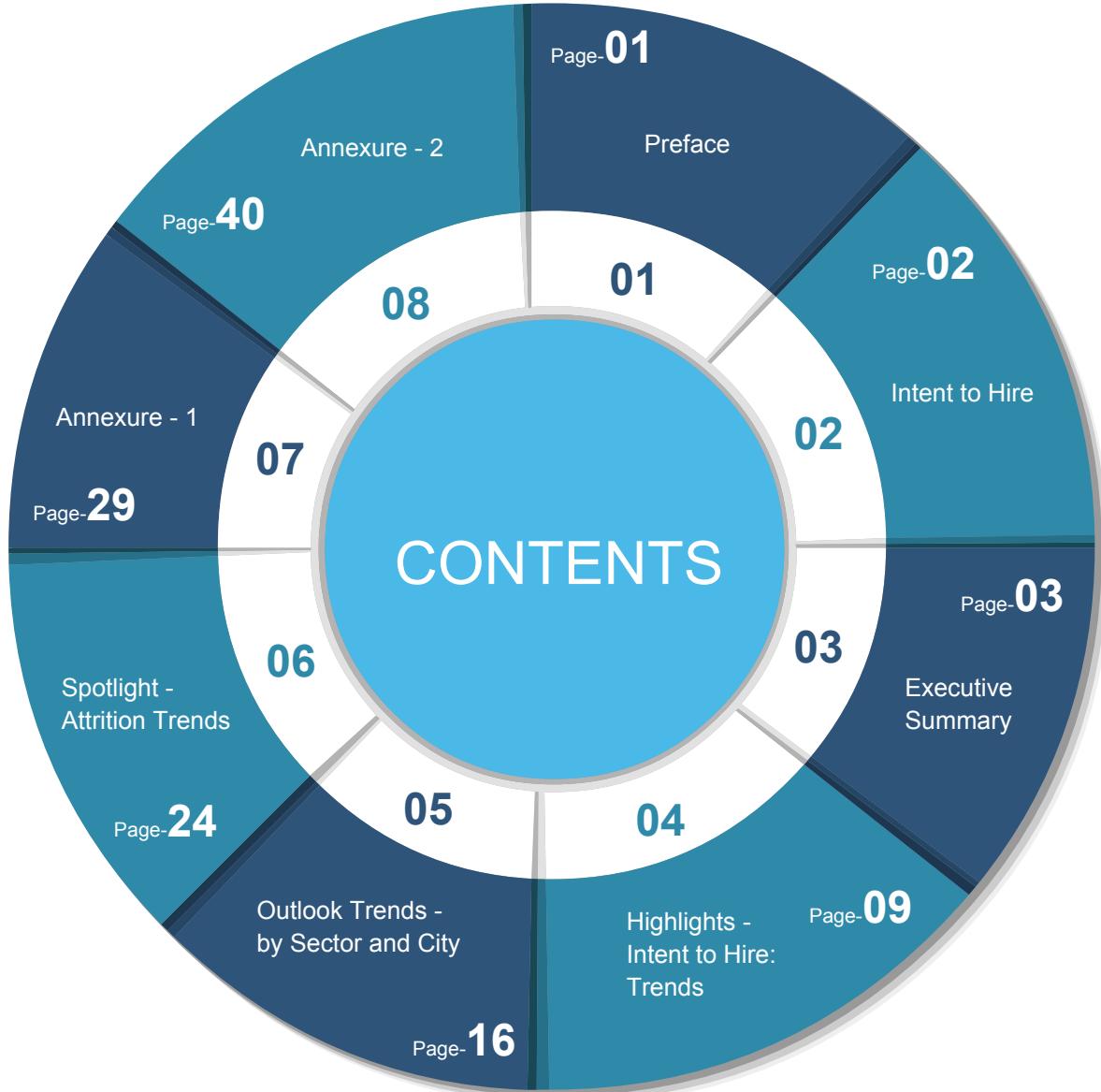
TeamLease<sup>TM</sup>  
Putting India to Work

THE COVID AFTERMATH  
Intent to Hire

# Employment Outlook Report

Q4: January - March, 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-4, 2020-21 [January, 2021 – Mar, 2021] on the basis of the survey and analysis carried out during October and November, 2020.

The survey covers 815 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.

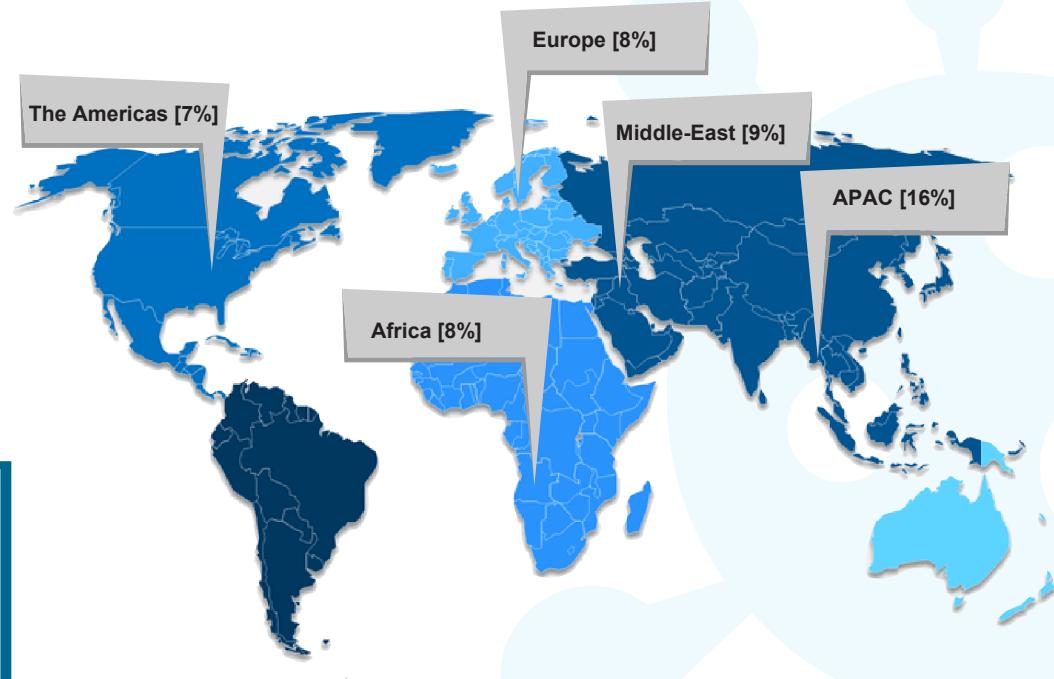
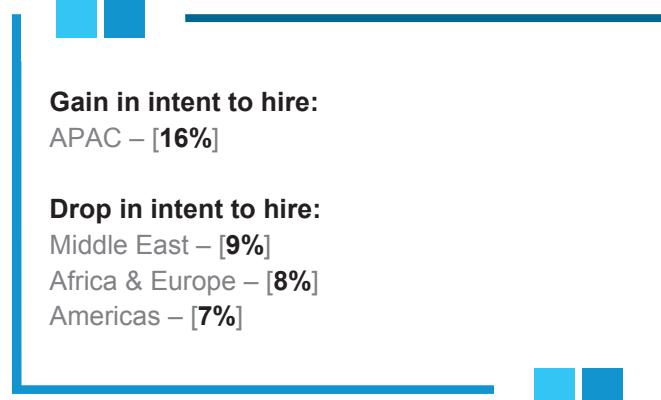
The onset of the pandemic had only a minute proportion of businesses planning to hire more employees than they had hired over the previous quarter. To capture the current mood appropriately, and to compare it with the mood of the previous quarter/HY, the Employment Outlook Report now uses an Intent to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

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

For all the previous quarters and HYs, 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.

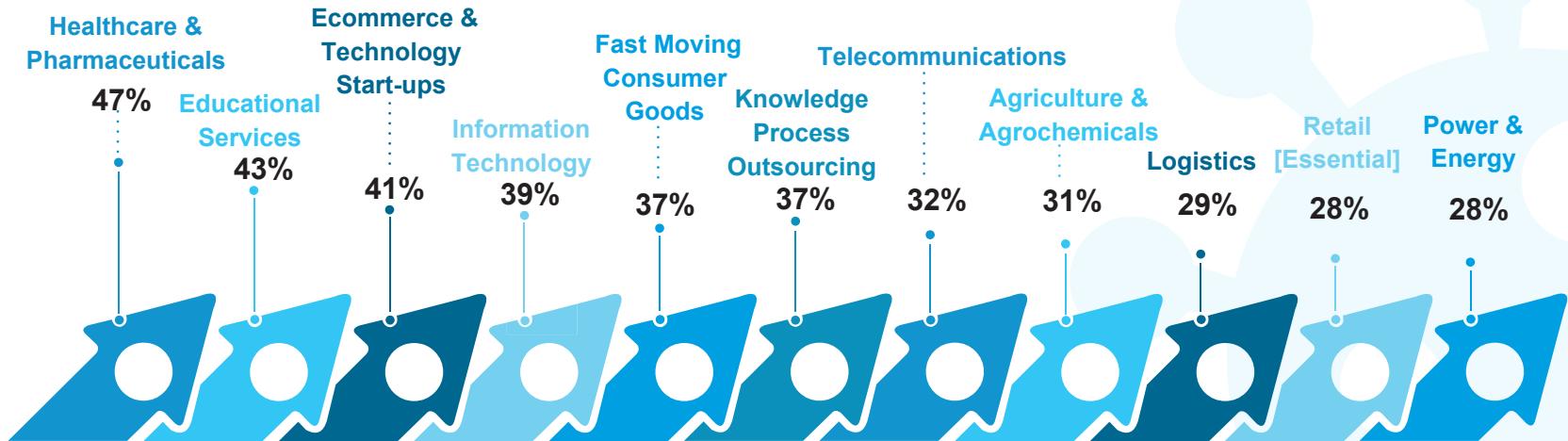


## Executive Summary

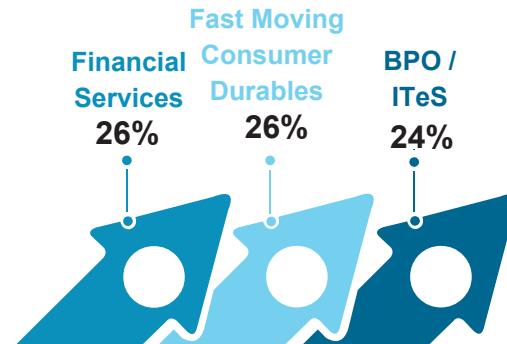


**India Trends** - Indian employers display healthy hiring intent of **27%** - up **6%** from the previous quarter – a balance tempering optimism with caution. And the various sectors respond with measured positivity.

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

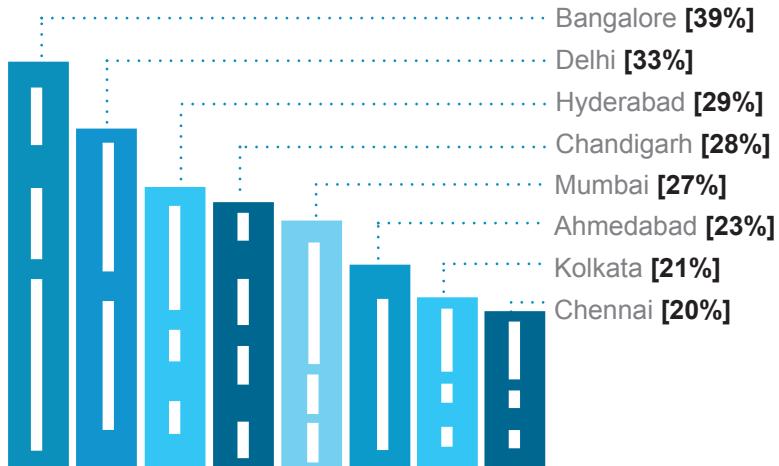


**Sector Trends** - Moderate intent to hire Sectors:



### City Trends -

High intent to hire Cities:



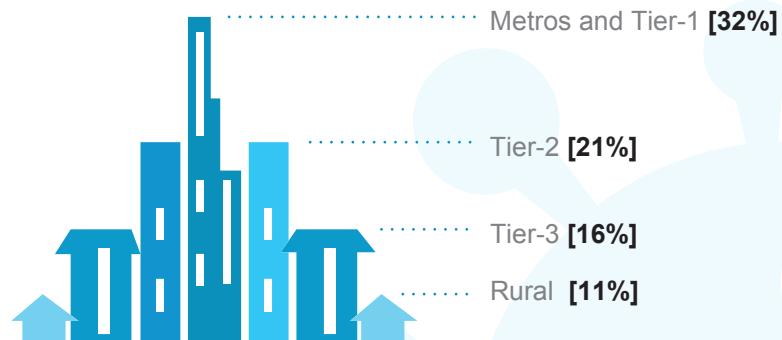
### City Trends -

Moderate intent to hire Cities:



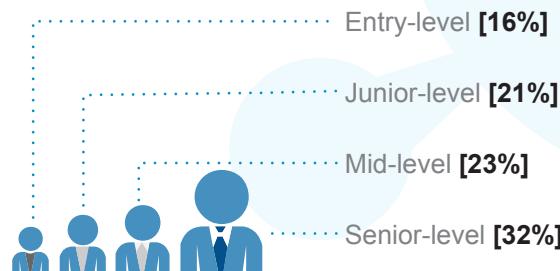
### Geographical Trends -

Intent to Hire:



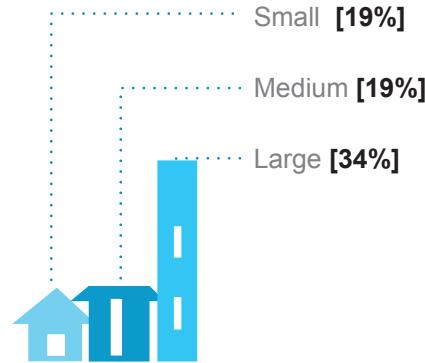
### Hierarchical Trends -

Intent to Hire:



### Business Size Trends

Intent to Hire:



### Functional Area Trends -

Intent to Hire:



### Attrition Trends

Biggest gainers of the downward trend:



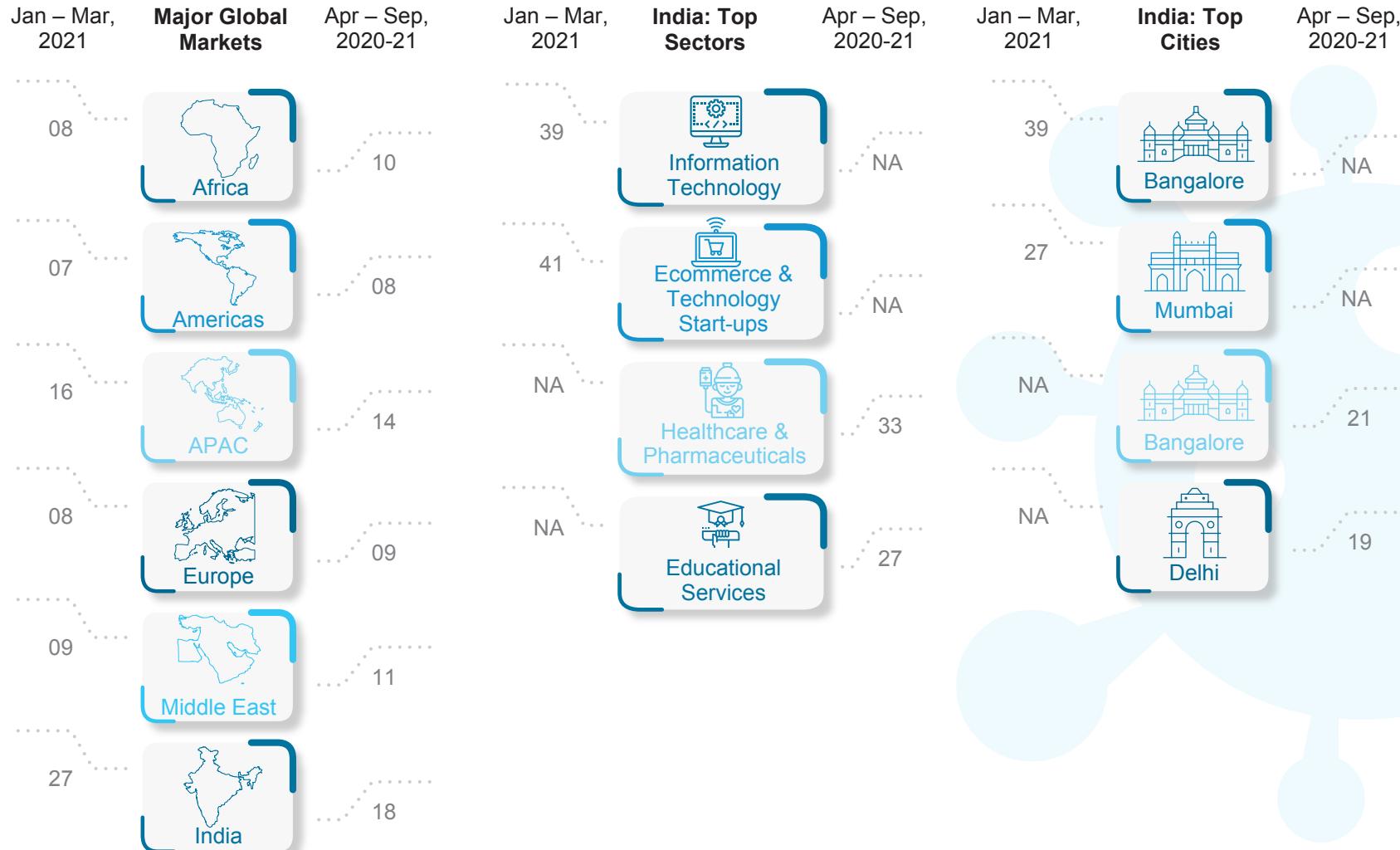
### Attrition Trends

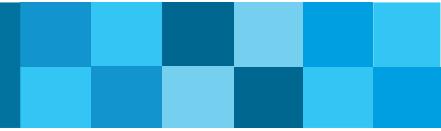
Smaller drop in attrition rates:



# Executive Summary

## Intent to Hire: HY2-on-Current Quarter comparison





## Highlights

- Intent to Hire: Trends

# Highlights

## Intent to Hire: Global – Q4, 2020-21, Major global markets

Global Markets	% intent to hire (Jan– Mar, 2020-21)	% intent to hire (Apr– Sep, 2020-21)	% change (HY-on-Q)
 Africa	08	10	-2
 Americas	07	08	-1
 APAC	16	14	+2
 Europe	08	09	-1
 Middle East	09	11	-2
 India	27	18	+9



Fears of a second wave of the pandemic, substantial labour exiting the workforce and continued stringency of lockdowns are likely to depress global labour markets during Q4, 2020-21.

- Across Africa, the urban informal workforce has been reduced by 10% - 56%, and the share of working women has shrunk by a significant margin.
- Job growth revived in the US between May and August, but has slowed ever since. Furloughs and unemployment benefits are keeping people from actively looking for jobs.
- China and Vietnam are expected to lead the APAC job market recovery, even as India comes out of the most stringent lockdown and puts people back to work.
- Germany and UK have turned out to be a drag on the European job market. COVID restrictions in the past couple of months have especially slowed recovery in retail and hospitality sectors.
- Rising youth unemployment has effectively curtailed job opportunities in the Middle East. Lifting on lockdown restrictions is not likely to translate into a revival of the job market.



# Highlights

## Intent to Hire: India – Q4, 2020-21, Current quarter in historical perspective

HY/Quarter	% intent to hire	% change (Q-on-Q)
Oct – Mar, 2018-19 [HY]	98	-1
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	+3
Jan – Mar, 2020-21 [Quarter]	27	+6

TeamLease survey, October & November, 2020



- Business response to the series of unlocks has been unfettered, and the hiring sentiment has seen significant improvement since the unlock period.
- The hiring intent at 27% (up 6% from the previous quarter), accordingly, is both optimistic and cautious - with measured positive responses across sectors based on threat/safety considerations.
- Unlock-5 guidelines for the opening up of cinemas, theatres, multiplexes, entertainment parks and swimming pools are likely to elicit positive response from substantial number of businesses over the coming quarter.
- Strong FDI inflows, and cumulative inflows over the 2000-2020 period crossing USD 500 billion in August 2020, have helped offset concerns of negative GDP growth forecast.



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# Highlights

## Intent to Hire Trends: Q4, 2020-21 by Geography\*

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



Oct – Dec, 2020-21	24
Jan – Mar, 2020-21	32

### % intent to hire

### TIER-2\*\*



Oct – Dec, 2020-21	16
Jan – Mar, 2020-21	21

### TIER-3\*\*



Oct – Dec, 2020-21	12
Jan – Mar, 2020-21	16

### RURAL\*\*



Oct – Dec, 2020-21	10
Jan – Mar, 2020-21	12



The optimism is much more evident in the Metro and Tier-1 cities than in the Tier-2 and Tier-3 cities. The latter seem to be bringing caution to the optimism of the market.

Tier-3 cities and towns displaying marginally lower hiring intent compared with Tier-2 points to an overall revival of the hiring activity.

Hiring Intent incrementally picking up in rural catchments is contrary to the steady lull this geography usually displays.

\*Geographical areas are locations where hiring takes place

\*\*Please refer Bibliography and Definitions

TeamLease survey, October & November, 2020

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## Highlights

### Intent to Hire Trends: Q4, 2020-21 by Business Size\*\*

#### SMALL



#### % intent to hire

Oct – Dec, 2020-21	13
Jan – Mar, 2020-21	19

#### MEDIUM



Oct – Dec, 2020-21	15
Jan – Mar, 2020-21	19

#### LARGE



Oct – Dec, 2020-21	27
Jan – Mar, 2020-21	34

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



- More small and large businesses intend to hire during the forthcoming quarter (January – March, 2021) than medium sized businesses.
- Small businesses are coming up to breathe and go beyond sustenance, while the unlock period has meant large businesses can scramble to utilize idle capacity.
- The significant hiring intent among medium sized businesses, only marginally lower than small and large businesses, indicates steady revival through the unlock stages.

TeamLease survey, October & November, 2020

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# Highlights

## Intent to Hire Trends: Q4, 2020-21 by Hierarchy\*

### ENTRY LEVEL



### % intent to hire

Oct – Dec, 2020-21	14
Jan – Mar, 2020-21	16

### JUNIOR LEVEL



Oct – Dec, 2020-21	18
Jan – Mar, 2020-21	25

### MID-LEVEL



Oct – Dec, 2020-21	20
Jan – Mar, 2020-21	24

### SENIOR LEVEL



Oct – Dec, 2020-21	30
Jan – Mar, 2020-21	32



- Junior-level hiring is likely to see a substantial boost over the January – March, 2021 quarter, on the back of many establishments getting back on their feet.
- Hiring intent for the entry-level is likely to reduce significantly, after having peaked during the previous quarter.
- Employers are likely to prefer experienced hands to achieve sustainability following the unlock stage. Accordingly, mid-level sees significant improvement in hiring intent.

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

TeamLease survey, October & November, 2020

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# Highlights

## Intent to Hire Trends: Q4, 2020-21 by Functional Area\*

### SALES



Oct – Dec, 2020-21	20
Jan – Mar, 2020-21	29

### % intent to hire

### OFFICE SERVICES



Oct – Dec, 2020-21	17
Jan – Mar, 2020-21	19

### % intent to hire

### MARKETING



Oct – Dec, 2020-21	16
Jan – Mar, 2020-21	23

### HUMAN RESOURCES



Oct – Dec, 2020-21	09
Jan – Mar, 2020-21	11

### % intent to hire

### INFORMATION TECHNOLOGY



Oct – Dec, 2020-21	18
Jan – Mar, 2020-21	24

### BLUE COLLAR



Oct – Dec, 2020-21	35
Jan – Mar, 2020-21	40

### % intent to hire

### ENGINEERING



Oct – Dec, 2020-21	13
Jan – Mar, 2020-21	18

- The Sales function overshadows Blue Collar after having come up to speed during the previous quarter.
- Marketing jobs are also likely to get a big fillip. Revenue-deprived businesses are likely to prioritize the beefing up of the sales and marketing capabilities over January – March, 2021.
- Employers are taking a broad-based approach to hiring and building back capability. IT and Engineering also catch up on hiring intent, alongside Blue Collar.

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

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TeamLease survey, October & November, 2020



## Outlook trends by Sector and City

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

# Outlook trends by Sector and City

## Intent to Hire Trends: Q4, 2020-21 by Sector\*\*

Sectors	Jan-Mar, 2020-21	Oct-Dec, 2020-21
 Healthcare & Pharmaceuticals	47	39
 Educational Services	43	34
 Ecommerce & Technology Start-ups	41	31
 Information Technology	39	29
 Fast Moving Consumer Goods	37	27
 Knowledge Process Outsourcing	37	31
 Telecommunications	32	24
 Agriculture & Agrochemicals	31	27
 Logistics	29	23
 Retail [Essential]	28	23

\*\*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, October & November, 2020

# Outlook trends by Sector and City

## Intent to Hire Trends: Q4, 2020-21 by Sector\*\*

Sectors	Jan-Mar, 2020-21	Oct-Dec, 2020-21
 Power & Energy	28	23
 Financial Services	26	18
 Fast Moving Consumer Durables	26	19
 BPO / ITeS	24	15
 Media & Entertainment	20	16
 Manufacturing, Engineering & Infrastructure	19	12
 Construction & Real Estate	18	12
 Consulting	16	12
 Retail [Non-Essential]	15	11
 Marketing & Advertising	15	12
 Travel & Hospitality	8	6

\*\*Respondents categorized by sector

High  Moderate  Low 

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

TeamLease survey, October & November, 2020

# Outlook trends by Sector and City

## Intent to Hire Trends: Q4, 2020-21 by City\*\*

Cities	Jan-Mar, 2020-21	Oct-Dec, 2020-21
 Bangalore	39	29
 Delhi	33	23
 Hyderabad	29	22
 Chandigarh	28	20
 Mumbai	27	17
 Ahmedabad	23	14
 Kolkata	21	15

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

■ High ■ Moderate ■ Low

Cities	Jan-Mar, 2020-21	Oct-Dec, 2020-21
 Chennai	20	11
 Pune	19	12
 Gurgaon	18	11
 Coimbatore	15	9
 Nagpur	14	9
 Kochi	11	8
 Indore	10	6

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

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# Outlook trends by Sector and City

## Job Market Sweet Spots, City-Sector- Top 3

### Manufacturing Sectors

Cities	FMCG	FMCD	H&P	MEI	AGCH	P&E
AHM	37	14	13	21	33	16
	18	28	12	15	32	29
BNG	39	20	35	22	34	22
	38	28	38	21	24	24
CHN	28	23	49	16	32	30
	39	27	23	22	13	19
DEL	38	28	49	21	24	24
	28	23	35	16	32	30
HYD	39	27	23	22	13	19
	39	27	23	22	13	19
KOL	32	29	47	23	24	21
	24	17	34	20	32	29
MUM	38	28	32	14	31	23
	19	26	15	21	12	30
PUN	38	28	32	14	31	23
	24	17	34	20	32	29
CHD	19	26	15	21	12	30
	38	28	32	14	31	23
COM	13	19	33	23	32	29
	12	28	49	24	14	20
GUR	13	19	33	23	32	29
	12	28	49	24	14	20
IND	38	18	12	20	33	13
	28	26	14	24	25	31
KOC	38	18	12	20	33	13
	28	26	14	24	25	31
NPR	38	18	12	20	33	13
	28	26	14	24	25	31

TeamLease survey, October & November, 2020

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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- Top 3

### 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	17	18	23	26	19	43	23	25	8	20	18	13	12	14	12
BNG	22	43	12	19	13	44	19	16	12	12	23	38	17	22	13
CHN	34	41	21	23	10	38	21	19	9	35	24	25	13	24	13
DEL	32	40	23	21	15	39	17	16	11	39	18	32	12	18	16
HYD	22	23	25	18	14	26	21	15	9	25	14	39	10	23	10
KOL	16	14	27	14	16	18	6	13	9	33	29	24	12	25	12
MUM	30	40	27	22	13	35	22	14	10	35	19	25	14	22	13
PUN	23	20	29	20	18	43	14	15	10	46	17	26	18	23	14
CHD	27	29	18	19	12	34	13	13	12	31	25	23	10	29	13
COM	20	23	18	16	16	32	12	19	9	25	16	18	9	13	16
GUR	33	29	21	24	17	22	13	12	10	19	15	13	12	13	11
IND	20	13	16	30	16	19	14	21	8	18	12	10	8	14	10
KOC	14	11	10	16	10	16	9	23	11	19	10	12	10	31	10
NPR	23	25	18	29	11	25	13	20	9	13	12	15	13	34	9

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TeamLease survey, October & November, 2020  
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- Top 3

### Manufacturing Sectors

Functional Area	FMCG	FMCD	H&P	MEI	AGCH	P&E
SALES	29	15	31	13	29	16
MARKETING	38	29	49	21	11	14
INFORMATION TECHNOLOGY	16	28	19	22	9	29
ENGINEERING	5	28	9	21	9	30
OFFICE SERVICES	40	13	12	22	15	29
HUMAN RESOURCES	24	27	48	16	34	23
BLUE COLLAR	26	23	24	28	34	30

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# Outlook trends by Sector and City

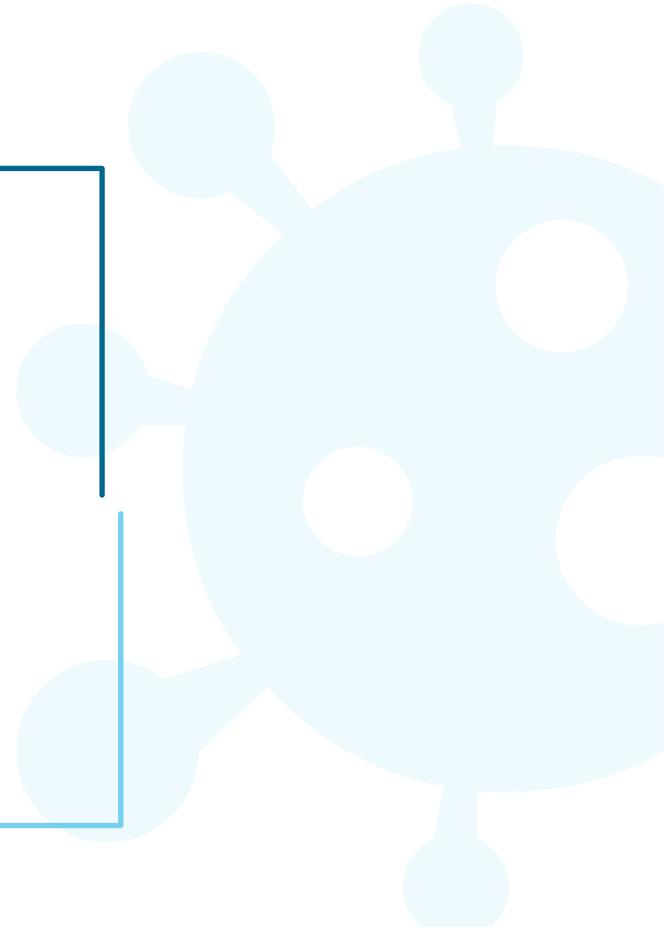
## Job Market Sweet Spots, Functional Area-Sector- Top 3

### Service Sectors

Functional Area	TEL	IT	FS	RET (E)	RET (NE)	EC&TS	M&E	C&RE	T&H	ES	BPO/ ITes	KPO	CON	LOG	M&A
 SALES	17	19	<b>29</b>	22	13	<b>43</b>	13	8	5	<b>46</b>	29	13	8	7	8
 MARKETING	<b>34</b>	13	24	18	11	32	10	10	<b>13</b>	12	8	5	4	5	<b>15</b>
 INFORMATION TECHNOLOGY	<b>36</b>	<b>42</b>	18	16	10	21	19	14	4	20	16	<b>39</b>	6	7	8
 ENGINEERING	<b>34</b>	<b>40</b>	26	12	15	14	17	<b>20</b>	9	23	19	26	9	15	9
 OFFICE SERVICES	28	16	<b>28</b>	<b>29</b>	12	33	14	<b>19</b>	16	14	16	19	10	16	8
 HUMAN RESOURCES	<b>32</b>	<b>43</b>	16	15	12	26	13	12	5	8	<b>25</b>	10	16	12	15
 BLUE COLLAR	<b>33</b>	13	29	34	23	34	24	<b>21</b>	<b>12</b>	28	12	14	7	27	10
	Jan21-Mar'21														

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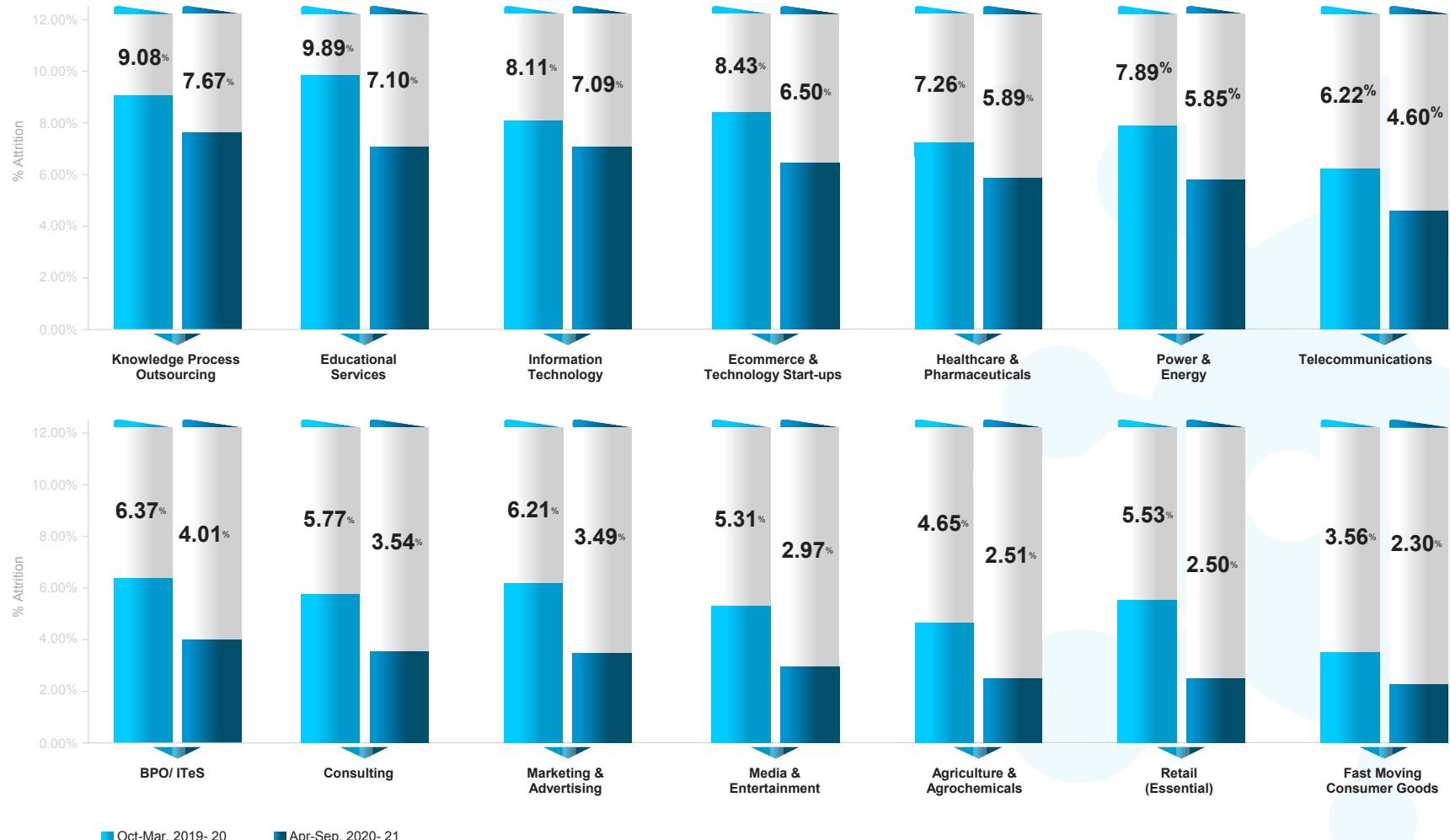
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## Spotlight

- Attrition Trends

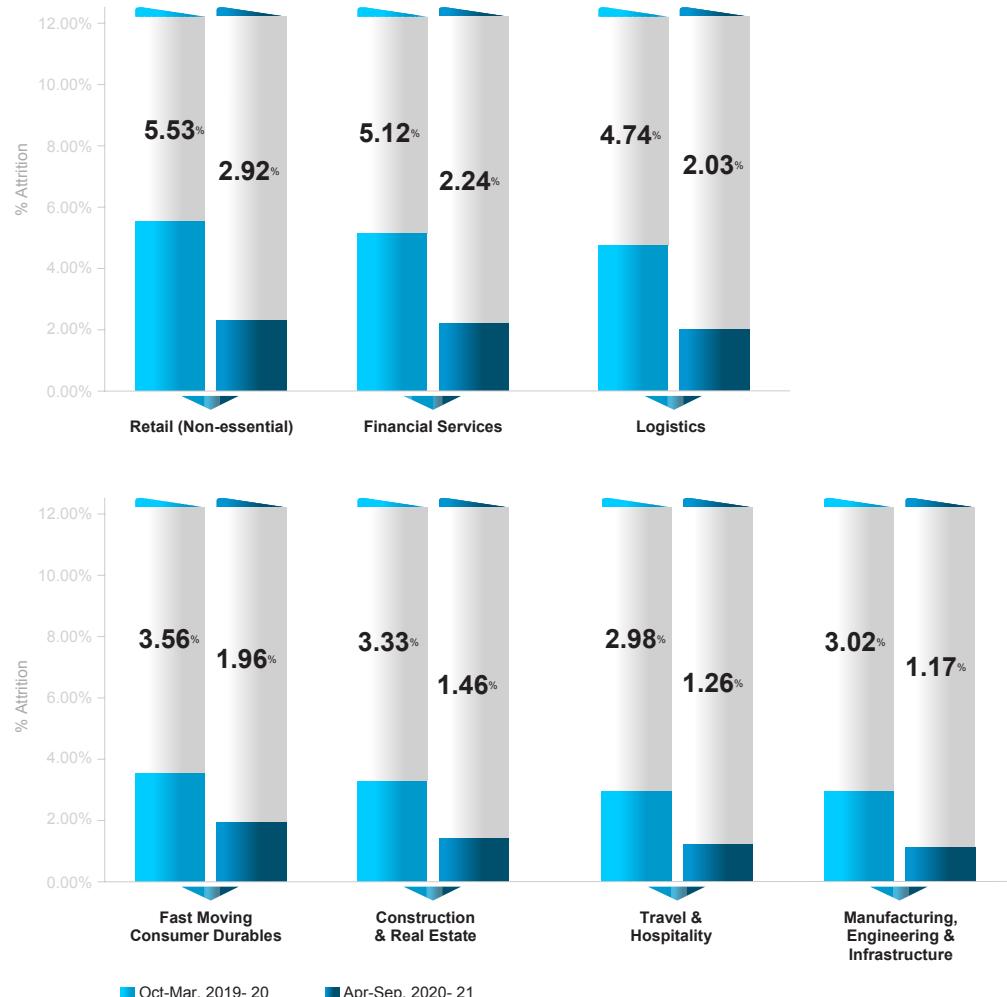
## Attrition Trends- Apr-Sep, 2020-21



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TeamLease survey, October & November, 2020

## Attrition Trends- Apr-Sep, 2020-21

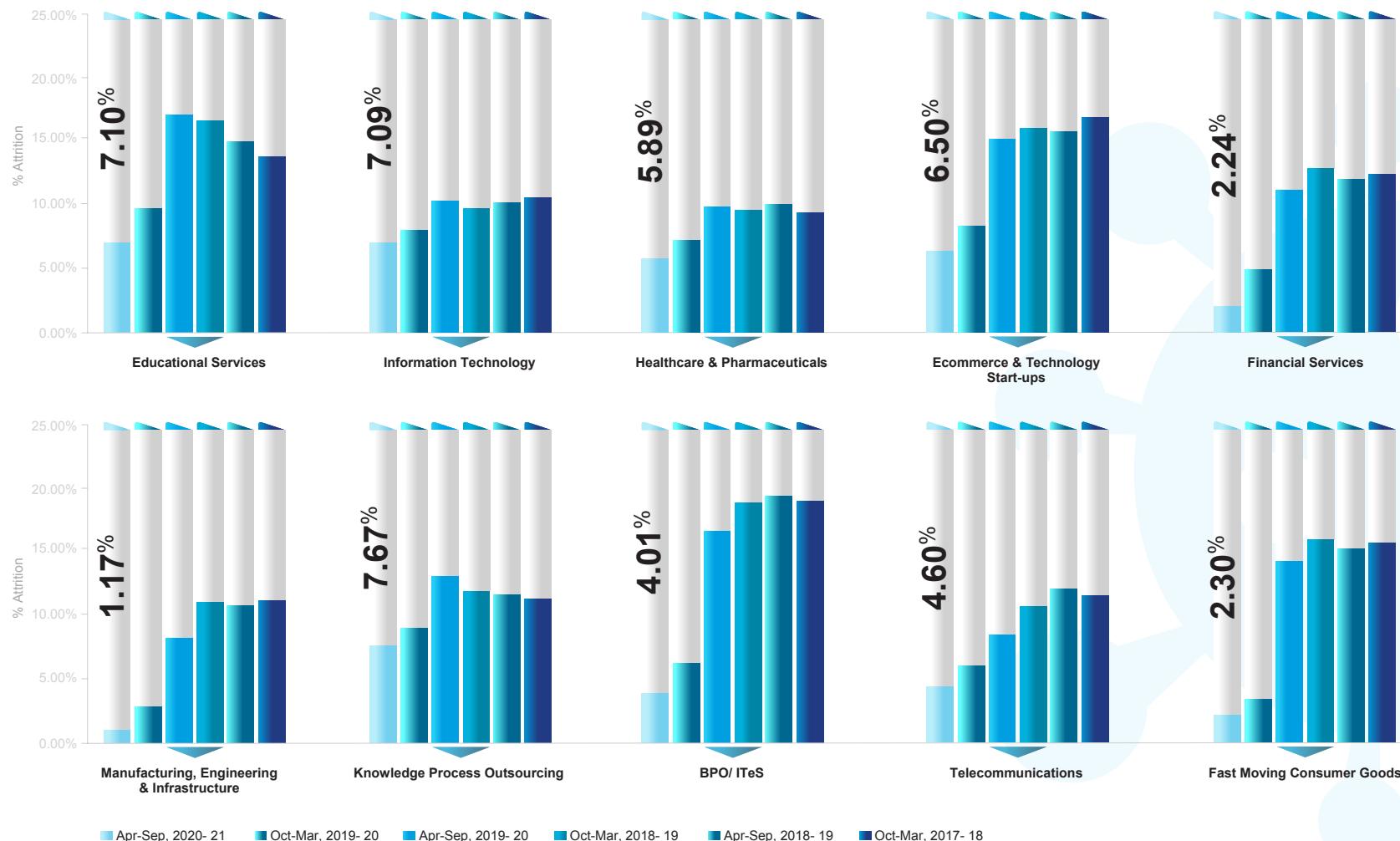


- The first half of the 2020-21 financial year sees a further reduction in attrition rates across all sectors.
- Financial Services, Manufacturing, Engineering & Infrastructure, Retail [Essential], Retail [Non-essential], Logistics, Construction & Real Estate and Travel & Hospitality are the biggest gainers of this downward trend.
- Information Technology, Knowledge Process Outsourcing, Educational Services, Healthcare & Pharmaceuticals, Ecommerce & Tech Start-ups see a relatively smaller drop in attrition rates during the first half-year of 2020-21.

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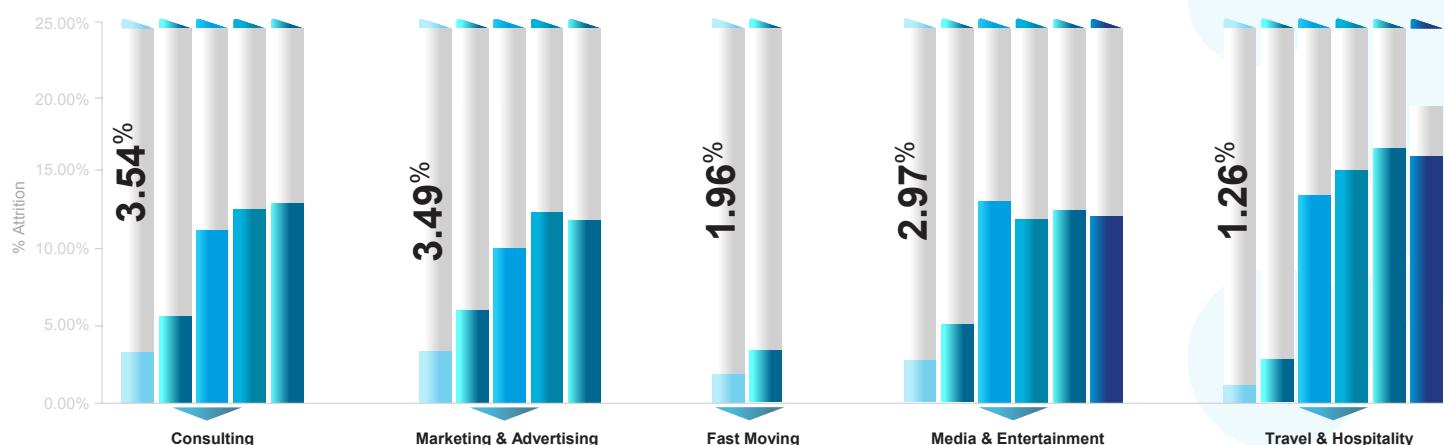
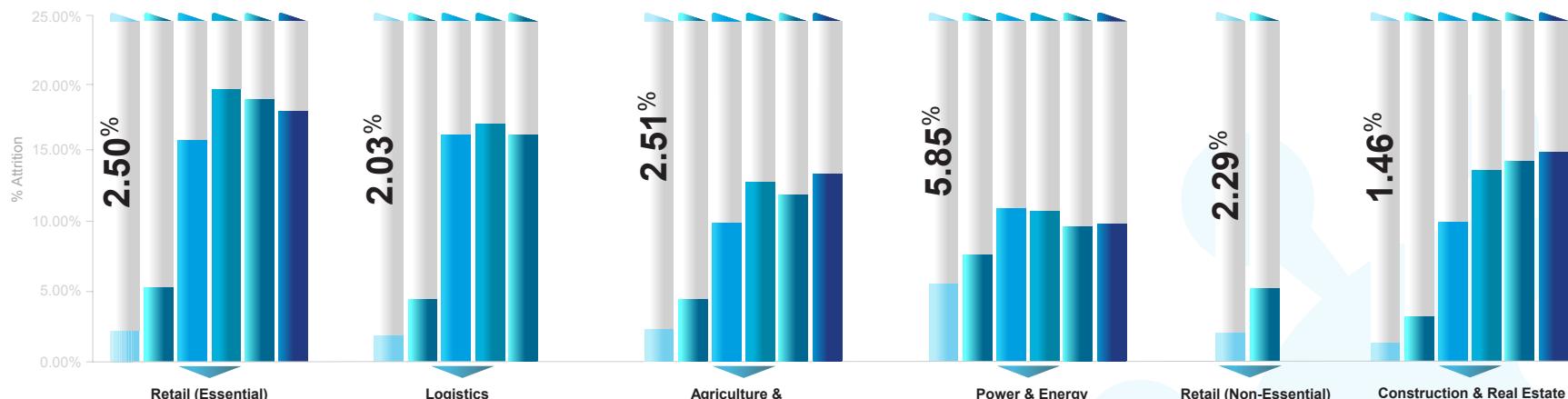
## Attrition Trends- Past six HYs [fiscal]



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TeamLease survey, October & November, 2020

## 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

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TeamLease survey, October & November, 2020

## Annexure- 1

- Sector-wise analysis
- City-wise outlook statistics

## HIGH intent to hire Sectors

Quarter	Intent to Hire	Sectoral Impact	
Oct – Dec, 2020-21	39	The government has announced Rs.69,000 crore for the sector under PMJAY scheme. 100% FDI is allowed under automatic route for greenfield and brownfield pharma respectively, 74% is allowed under automatic route and government approval route. Gol has allotted Rs.6,940 crore production linked incentives between 5–20% for incremental sales and plans to set up three mega drug parks to drive sustainable cost competitiveness. National Digital Health Mission to be rolled out across India in January 2021 and Rs.10,000 crore rolled out for active pharmaceutical ingredients (APIs) under PLI scheme.	Healthcare & Pharmaceuticals
Jan – Mar, 2020-21	47		
Oct – Dec, 2020-21	34	As Ed-tech businesses gain scale, businesses like UpGrad, Vedantu, Simplilearn, Dronstudy, Udemy and CollegeDekho are looking to create 3,000 new jobs in tech, product and sales roles. The Education Market will grow at a CAGR of 52% by 2021. The MHRD is expanding the SWAYAM Prabha, an initiative that provides 32 high-quality educational channels adding Twelve new channels to bolster educational programming and support those without internet access. Higher adoption of online courses is being witnessed in Tier-2 cities. 100% FDI is allowed in the sector.	Educational Services
Jan – Mar, 2020-21	43		
Oct – Dec, 2020-21	31	Flipkart plans to hire 300 graduates – software development engineers, data scientists, business analysts, product managers and product designers. Tatas to invest around Rs.8,800 crore in e-grocer Bigbasket and e-pharma platform 1MG. Amazon to invest Rs.735 crore in India's pharmacy chain Apollo Pharmacy. Swiggy to on-board 36,000 street food vendors across 125 cities. 40% increased demand for UI, UX developers, web designers, VR experts, AI designers and experts, infrastructure architects, cybersecurity experts and special analysts. Advanced software languages Python and Swift are driving job demand in the sector.	Ecommerce & Technology Start-ups
Jan – Mar, 2020-21	41		
Oct – Dec, 2020-21	29	Cognizant to hire approximately 6,000 candidates every quarter from campuses in 2021. Mid-tier IT firms are eyeing small deals ranging from Rs.72 crore to Rs.360 crore as clients want faster digital transformation projects to go online quickly and focus on niche digital technology services. 25% of the overall hiring consists of new-age digital skills like AI, Machine Learning, Data engineering, and RPA. NASSCOM has projected a revenue growth of 7.7% at Rs.14L crore for the IT sector in the ongoing fiscal.	Information Technology
Jan – Mar, 2020-21	39		

TeamLease survey, October & November, 2020

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## HIGH intent to hire Sectors

Quarter	Intent to Hire	Sectoral Impact
Oct – Dec, 2020-21	27	<p>RuralBasket has raised Rs.36 crore to scale its operations in Tamil Nadu and to help build 10,000 ruralpreneurs in the coming months. Amul launched a milk procurement project across 400 villages in Andhra Pradesh and around 7Lakh women opted for various cattle units to generate milk. Hatsun Agro to expand retail footprint with HAP Daily in newer markets to deepen its presence – recently it has crossed 3,000 outlets. Dabur India plans to hire 10-20% more fresh graduates in niche specialized digital roles like e-commerce, digital marketing, and sales IT. Luxor launches sanitising products (home, skin and gadgets) and plans to increase its presence in this specific segment. P&amp;G India will invest Rs.400 crore to partner with start-ups, small businesses, individuals or large organizations that can offer innovative solutions under its 'vGrow' program.</p>
Jan – Mar, 2020-21	37	
Oct – Dec, 2020-21	24	<p>Internet exchange Extreme IX to invest Rs.15 crore and target ten state capitals and some other large cities to expand their network. Vi is about to have Rs.25,000 crore fund raise in 5G ecosystem, creating innovative platforms and partnership models to cater to different industry verticals like healthcare, education, smart cities. FDI cap increased to 100% (49% through automatic route and rest FIPB approval route) from 74%. India data centres to get investments of Rs.69,850 crore in various stages in future. Dxomark, a French smartphone image, display and audio quality expert, reveals India plans.</p>
Jan – Mar, 2020-21	32	
Oct – Dec, 2020-21	18	<p>PhonePe plans to fill 700 open job positions in the coming quarter across various roles in business development, product management, merchant acquisition, marketing, finance and legal. BFSI captives will add over 15,000 in headcount in 2021 in digital, product development, information security, IT infrastructure and application services skills. RBI has set up a Rs.500 crore Payment Infrastructure Development Fund (PIFD) to support and improve the development of digital payments ecosystem in the rural and north east districts of the country. Customer-facing roles such as Sales/Business Development, Client servicing and Collections will see robust growth, and significant growth is likely at the 3-10 years experience level.</p>
Jan – Mar, 2020-21	26	
Oct – Dec, 2020-21	15	<p>Work from home to spur contract hiring in Tier-2 and 3 cities, and sectors are Retail and support services are estimated to add 25,000 jobs in 2020-21. Companies will move towards project-based or freelance hiring since work from home is the new normal and provide opportunities to domain experts in taking up projects on short-term basis. Substantial job openings could be from this sector resulting in robust growth of WFH jobs.</p>
Jan – Mar, 2020-21	24	

TeamLease survey, October & November, 2020

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## HIGH intent to hire Sectors

Quarter	Intent to Hire	Sectoral Impact
Oct – Dec, 2020-21	12	The UP government has allotted 700 plots to setup manufacturing units for MSME, apparel and toy manufacturing companies wherein toy manufacturing hub alone is expected to create 25,000 jobs. UltraTech Cement has invested Rs.5,477 crore to expand capacity. Welspun Flooring to invest Rs.200 crore to ramp up its distribution network. Hindalco to invest Rs.730 crore to set up new plant in Silvassa which caters to demand picking in the construction sector. Bayer has set up a new Rs.200 crore manufacturing unit in Vapi which caters to domestic demand as well as exports across APAC and Latin America. JSW Steel has invested Rs.400 crore in BPSL for the production of steel.
Jan – Mar, 2020-21	19	Manufacturing, Engineering & Infrastructure

TeamLease survey, October & November, 2020

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## Moderate intent to hire Sectors

Quarter	Intent to Hire	Sectoral Impact	
Oct – Dec, 2020-21	31	Fractal Analytics to hire 500 people across data science, AI and cloud engineering. Data analytics roles in demand are Data architect, Data scientists, data analyst scope, Data engineer, Database administrator, Statistician etc. 75% of IoT providers see data analytics as the most needed skill. Projected contractual hiring to increase in Tier-2, 3 cities and smaller towns due to reverse migration trend and availability of talent. Top 6 sectors – BFSI, Media & Entertainment, Healthcare, Retail, Telecommunication & Automotive - are expected to hire in various data science roles.	Knowledge Process Outsourcing
Jan – Mar, 2020-21	37		
Oct – Dec, 2020-21	23	100% FDI is allowed under the automatic route subject to applicable laws and regulations. 14 NH projects have been Initiated with total length of about 266 KM and cost of about Rs.4,127 crore in Nagaland. Dilip Buildcon bags Rs.1,274 crore highway expansion project in Karnataka from NHAI. Pune is estimated to generate 18,000 new jobs and receive an investment of about Rs.10,000 crore for good road and air connectivity to major urban markets, logistic parks are planned in Chakan. Bain Capital to invest Rs.1,500 crore in JM Baxi Group co' for logistics chain, port operations and cargo generating and handling activities.	Logistics
Jan – Mar, 2020-21	29		
Oct – Dec, 2020-21	23	Kirana King raises 7 crore to expand RaaS program for Kirana retail in India and to build around 200 stores per quarter. Big Bazaar aims to have approximately 5 hypermarkets every quarter in the next 3 quarters focusing on smaller tier-II cities in India. Fresh To Home focuses on delivering fresh fish and meat, plans to expand to multiple cities across India. US retailer Target to hire 2,600 additionally in new marketing, technology, finance, supply chain, in-house engineering positions. About 51% FDI is allowed in multi-brand retail. 100% FDI is allowed in single-brand retail under automatic route.	Retail [Essential]
Jan – Mar, 2020-21	28		
Oct – Dec, 2020-21	23	India will see Rs.4.85L crore investment in the building of gas infrastructure includes pipelines, city gas distribution, and LNG regasification terminals. KPTL has invested Rs.1,300 crore for power transmission and distribution projects (railway electrification). Thermax bags Rs.320-crore order to set up combined heat and power plant for Assam Bio Refinery, developing India's first bio refinery to produce cellulosic ethanol from bamboo biomass. 100% FDI is allowed in upstream and private sector refining projects etc. are major drivers helps in job creation.	Power & Energy
Jan – Mar, 2020-21	28		

TeamLease survey, October & November, 2020

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## MODERATE intent to hire Sectors

Quarter	Intent to Hire	Sectoral Impact
Oct – Dec, 2020-21	19	Xiaomi to launch QLED TV production in Hyderabad with demand increasing at 25% CAGR for smart TVs. Samsung to invest Rs.4,825 crore to relocate its mobile and IT display production unit from China to India which provide direct employment to 510 persons. Demand for consumer products in the category of electronics and automobile segment is estimated to increase by 10% in this quarter.
	26	
Jan – Mar, 2020-21	12	Max Estates to invest Rs.400 crore in new commercial project in Noida for office and retail spaces. Government has allowed 100% FDI for townships and settlement development projects. DLF will invest around Rs.130 crore to develop a data centre in Noida to cater to rising demand for data storage capacity. Property portal NoBroker plans to hire nearly 300 professionals across verticals such as business, marketing and technology. 11 Industrial parks to be converted into IT Parks in Hyderabad.
	18	

TeamLease survey, October & November, 2020

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## LOW intent to hire Sectors

Quarter	Intent to Hire	Sectoral Impact	
Oct – Dec, 2020-21	27	The sector is estimated to grow at a rate of 3% for the year 2020-21. Agritech start-up Arya raises Rs.151 crore and finance to farmers to strengthen its digital post-harvest services and market linkages platform. Few popular business opportunities coming up such as Grocery shopping portal, Tree farm, Organic fertilizer production, Dry flower business, Hydroponic retail store, Quail farming and Farming of medicinal herbs etc.	Agriculture & Agrochemicals
Jan – Mar, 2020-21	31		
Oct – Dec, 2020-21	16	M&E Industry is planning to create around 75K jobs every quarter due to increased demand for rightly skilled talent. Television segment, the largest player with 40% share of the M&E industry, sees high growth due to the strong performance by regional brands. The audio visual and services sector is expanding at a rate of ~25%. Top roles likely to be hired include 2D/3D animators, 3D modelers, VFX experts, compositors, visualisers and pre/post-production executives. Multiple international VFX studios plans to enter the Indian market or to invest in infrastructure.	Media & Entertainment
Jan – Mar, 2020-21	20		
Oct – Dec, 2020-21	12	Social media start up Fishbowl to provide job opportunities for Indian professionals and MBA students in consulting roles. Techfynder is planning to add around 37,500 IT contractors every quarter into their platform due to huge increase in demand for contract and remote workers with 250 clients hiring actively per day.	Consulting
Jan – Mar, 2020-21	16		
Oct – Dec, 2020-21	11	Singapore's GIC & US based TPG will invest Rs.5,512 crore in Reliance Retail to operate 12,000 stores. Phoenix, GIC were in agreement to set up mall development unit (own and develop strategic retail-led mixed-use properties). IKEA to open second Indian store in Navi Mumbai which will be employing nearly 1,200 workers. Tanishq sets up 100th retail store in Ambattur. Vivo is planning to set up around 40 new exclusive stores this quarter to expand its presence in the Indian mobile retail market.	Retail [Non-Essential]
Jan – Mar, 2020-21	15		

TeamLease survey, October & November, 2020

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## LOW intent to hire Sectors

Quarter	Intent to Hire	Sectoral Impact
Oct – Dec, 2020-21	12	<p>Star &amp; Disney India has launched Sirius, an end-to-end suite of advanced advertising solutions for marketers, media planners, and creative agencies. IAB Tech Lab to expand its presence in India operations to strengthen local cooperation. India's advertisement market is projected to grow 10.62% y-o-y to Rs.85,250 crore till 2021. Top roles being hired in the sector are in the Data Analytics, Digital Marketing, AI and Machine Learning domains.</p>
Jan – Mar, 2020-21	15	
Oct – Dec, 2020-21	06	<p>The focus of the sector would shift to a new enabler- technology would drive a huge demand for tech-talent such as User Experience Specialists/Design Thinkers, API Programmers, Platform Specialists, Data Scientists, Enterprise Architects and Data Architects. QSR chain The Wendy's and Rebel Foods are in partnership to set up 250 cloud kitchens across India. Burger Singh is planning to expand in Southern states in 2021. Fortune Hotels expands its footprint in India across 4 Tier-2 and 3 cities.</p>
Jan – Mar, 2020-21	08	

TeamLease survey, October & November, 2020

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.

	Quarter	Intent to Hire
 <b>Bangalore</b>	Jan – Mar, 2020-21	39
	Oct – Dec, 2020-21	29
 <b>Delhi</b>	Jan – Mar, 2020-21	33
	Oct – Dec, 2020-21	23
 <b>Chandigarh</b>	Jan – Mar, 2020-21	28
	Oct – Dec, 2020-21	20
 <b>Mumbai</b>	Jan – Mar, 2020-21	27
	Oct – Dec, 2020-21	17

	HYs	Intent to Hire
 <b>Ahmedabad</b>	Jan – Mar, 2020-21	23
	Oct – Dec, 2020-21	14
 <b>Chennai</b>	Jan – Mar, 2020-21	20
	Oct – Dec, 2020-21	11

TeamLease survey, October & November, 2020

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.

	Quarter	Intent to Hire
 Hyderabad	Jan – Mar, 2020-21	29
	Oct – Dec, 2020-21	22
 Kolkata	Jan – Mar, 2020-21	21
	Oct – Dec, 2020-21	15
 Pune	Jan – Mar, 2020-21	19
	Oct – Dec, 2020-21	12
 Gurgaon	Jan – Mar, 2020-21	18
	Oct – Dec, 2020-21	11
 Coimbatore	Jan – Mar, 2020-21	15
	Oct – Dec, 2020-21	09

TeamLease survey, October & November, 2020

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.

	Quarter	Intent to Hire
 Nagpur	Jan – Mar, 2020-21	14
	Oct – Dec, 2020-21	09
 Kochi	Jan – Mar, 2020-21	11
	Oct – Dec, 2020-21	08
 Indore	Jan – Mar, 2020-21	10
	Oct – Dec, 2020-21	06

TeamLease survey, October & November, 2020

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.



## 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

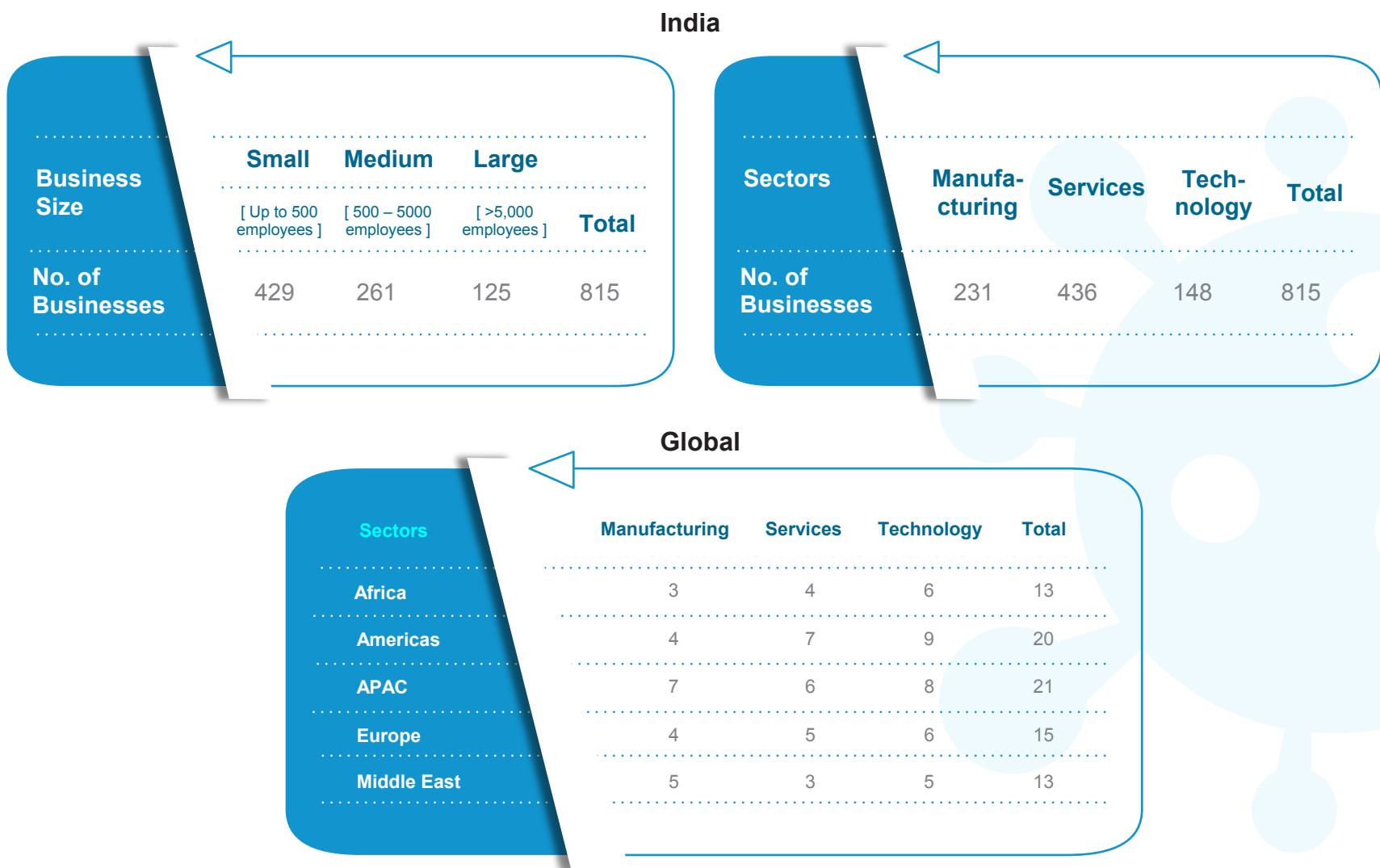
Target respondents for the study were Business & HR Heads as well as Senior Managers with hiring mandates. The databases offered a contact name for each company listed. Interviewers called into each of these companies and obtained the names of the appropriate individuals who were responsible for hiring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



## Abbreviation

Sector	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 [ESS]		Retail [Essential]
RET [NON-ESS]		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.



### Corporate Office

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