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India Hiring Tracker

Q1, FY '22 (April-June)

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Foreword



Operating conditions for Covid-19 are quickly being normalized by employers and jobseekers. Employers have displayed cautious optimism during the quarter, with more employers hiring than earlier, ramping up sales and marketing staff, and seeing value in virtual hiring. Jobseekers, meanwhile, are back to chasing their aspirations. And both are in sync as far as pay expectations and work modes are concerned.

Our second edition of the hiring tracker has encountered a fast-moving job market, reinforcing the utility of a running study that captures the surprising shifting nuances of the market during a three month span.

The financial year has begun reassuringly for the job market. The first quarter saw an 11% increase in employers hiring over the previous quarter. The proportion of jobseekers that continued to look for a job slightly increased, while each month of the quarter added marginally

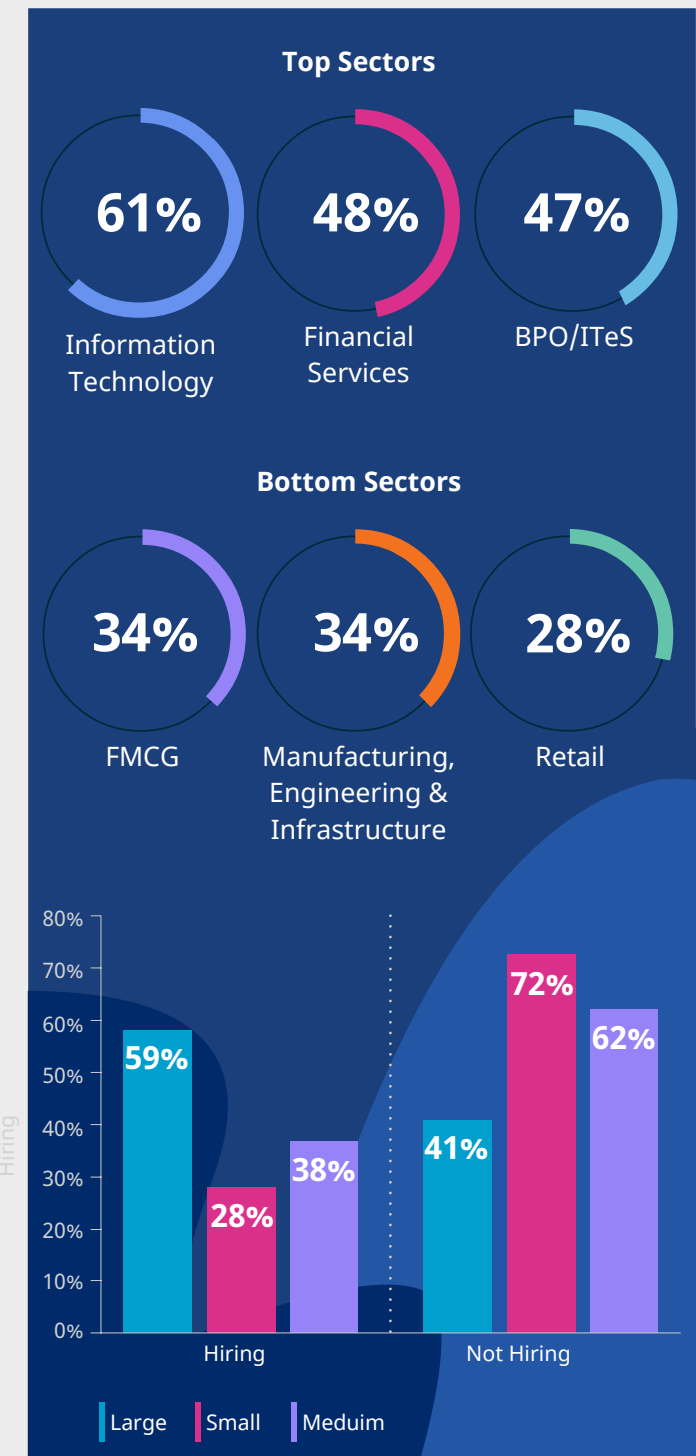
greater number of employers who hired. Jobseeker confidence increased – candidates focused more on compensation and benefits this quarter, rather than the organizational ideals they aspired for during the previous quarter. A majority of jobseekers switched preferences to large and multinational companies. On the other hand, employers ramped up their sales teams after having hired for operations during the January-March quarter.

Slowly, but steadily, the job market is getting back on its feet and is putting the pandemic woes behind it. This second edition of the hiring tracker seems to be the sign of good things to come.

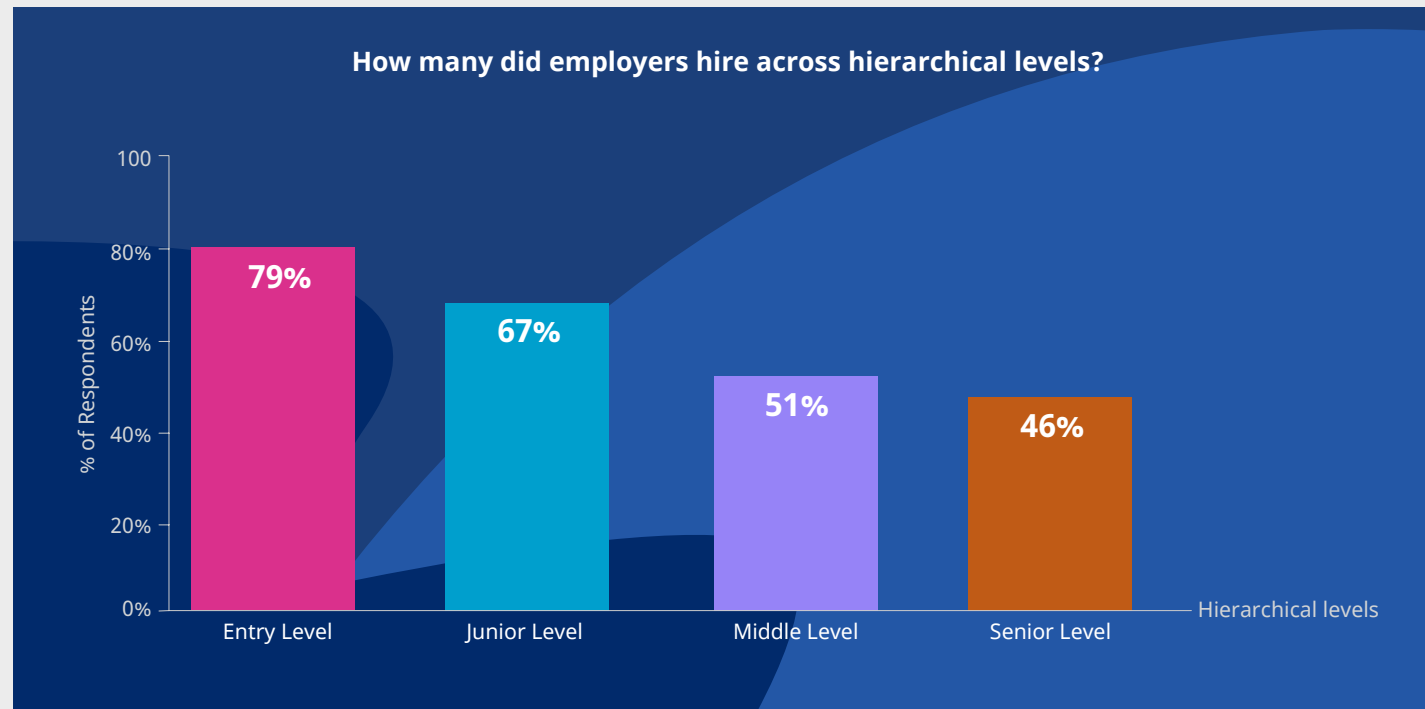
Sashi Kumar
Head of Sales,
Indeed India

Modest growth in hiring; jobseekers digging their heels in

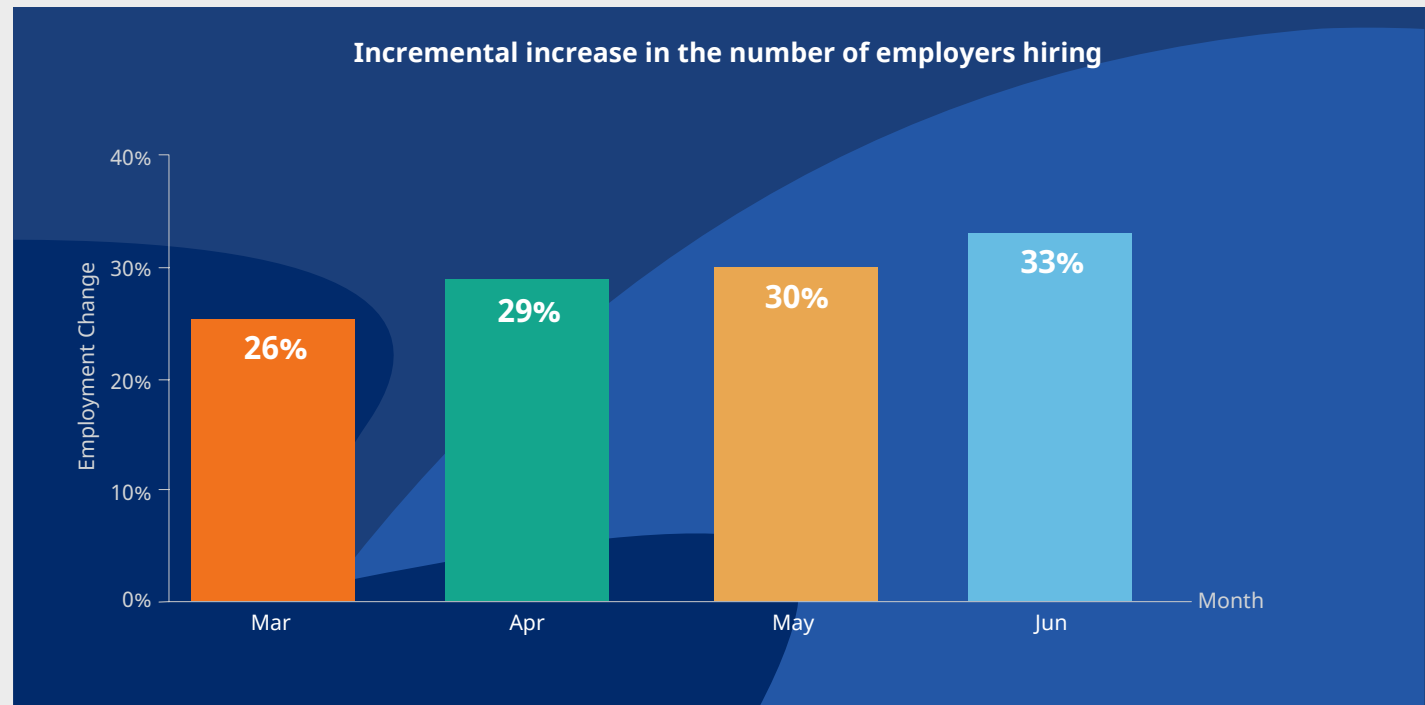
The job market remained buoyant through Covid-19 at the start of a new financial year. Hiring activity saw an **11%** increase during Q1, FY '22 (April-to-June) over the previous quarter (January-to- March, FY '21), while the proportion of jobseekers not new to the job market (present for more than one quarter) rose to **71%** during this period, up from **68%** in the previous quarter. Information Technology (**61%**), Financial Services (**48%**), and BPO/ITeS (**47%**) were the top hiring sectors, followed by FMCG (**34%**), Manufacturing- Engineering- Infrastructure (**34%**), and Retail (**28%**), which lagged behind all the other sectors surveyed. Large businesses (**59 %** hiring) dominated the hiring scene, while Medium-sized (**38%** hiring, down from **57%** during the previous quarter) and Small-sized organizations (**28%** hiring) were found to lag far behind. Bangalore continued to lead hiring, at **56%** (down from **75%** during the previous quarter), while Kolkata lagged behind all other cities at **34%**.



Most employers hired at the Entry and Junior levels (**79%** and **67%**) in contrast with the **36%** hiring they did in these categories during the previous quarter. The hiring was marginally less at the Middle (**51%** **as against 54%**) and significantly higher at the Senior levels (**46%** **as against 29%**) as compared with the previous quarter.



A gradual, month-on-month recovery of hiring activity was underway all through the quarter, beginning April. Incrementally more employers carried out hiring during each subsequent month of the quarter.



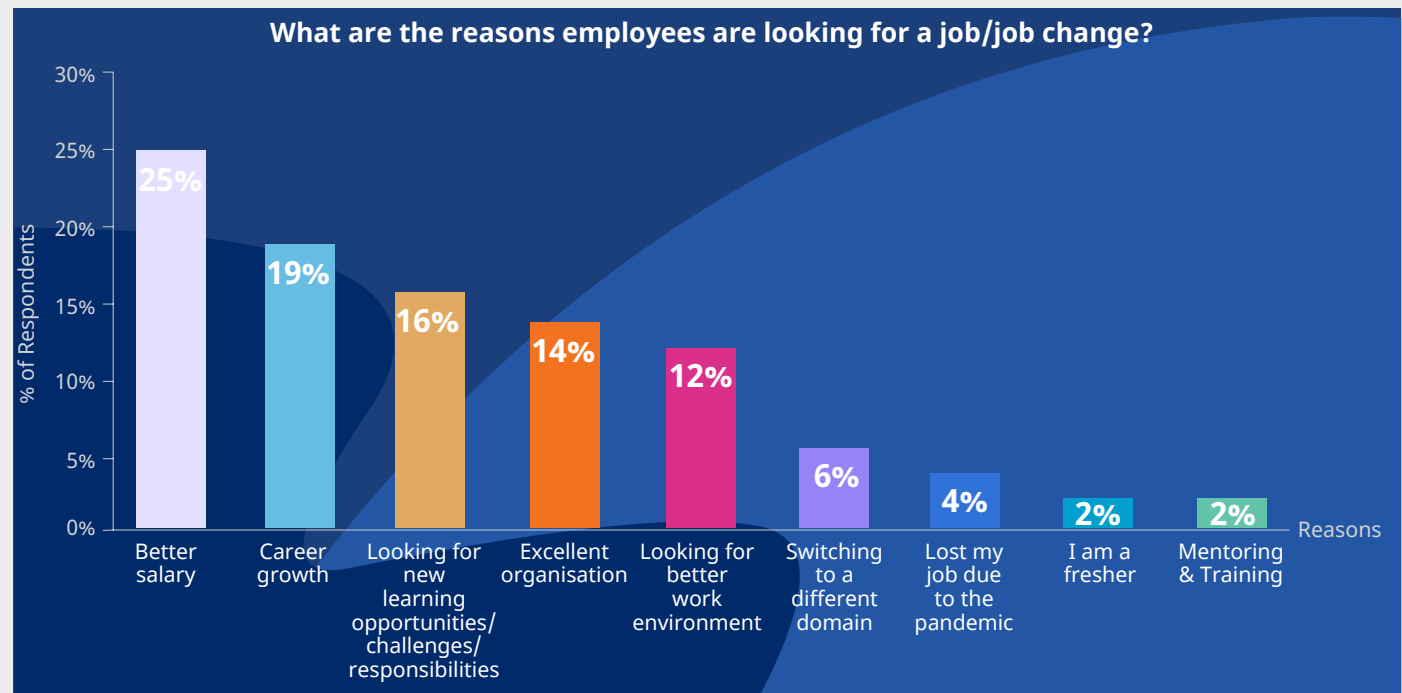
Sales and Marketing roles took precedence

With the ebbing of the second wave and the phased unlocking of cities organizations fast geared up for business. Sales Coordinator (**83%** of all employer respondents), Relationship Manager (**77%**) and Digital Marketer (**69%**) dominated the hiring scene as the top preference for employers. The UI/UX Designer role (**61%**) stacked up in the fourth position, followed by Quality Analyst (**53%**). With the previous quarter spent in hiring operational roles to stabilize business operations, employers have clearly shifted focus to driving sales and revenue. This is especially the case with the IT and ITeS sectors that are benefiting from increased global demand.



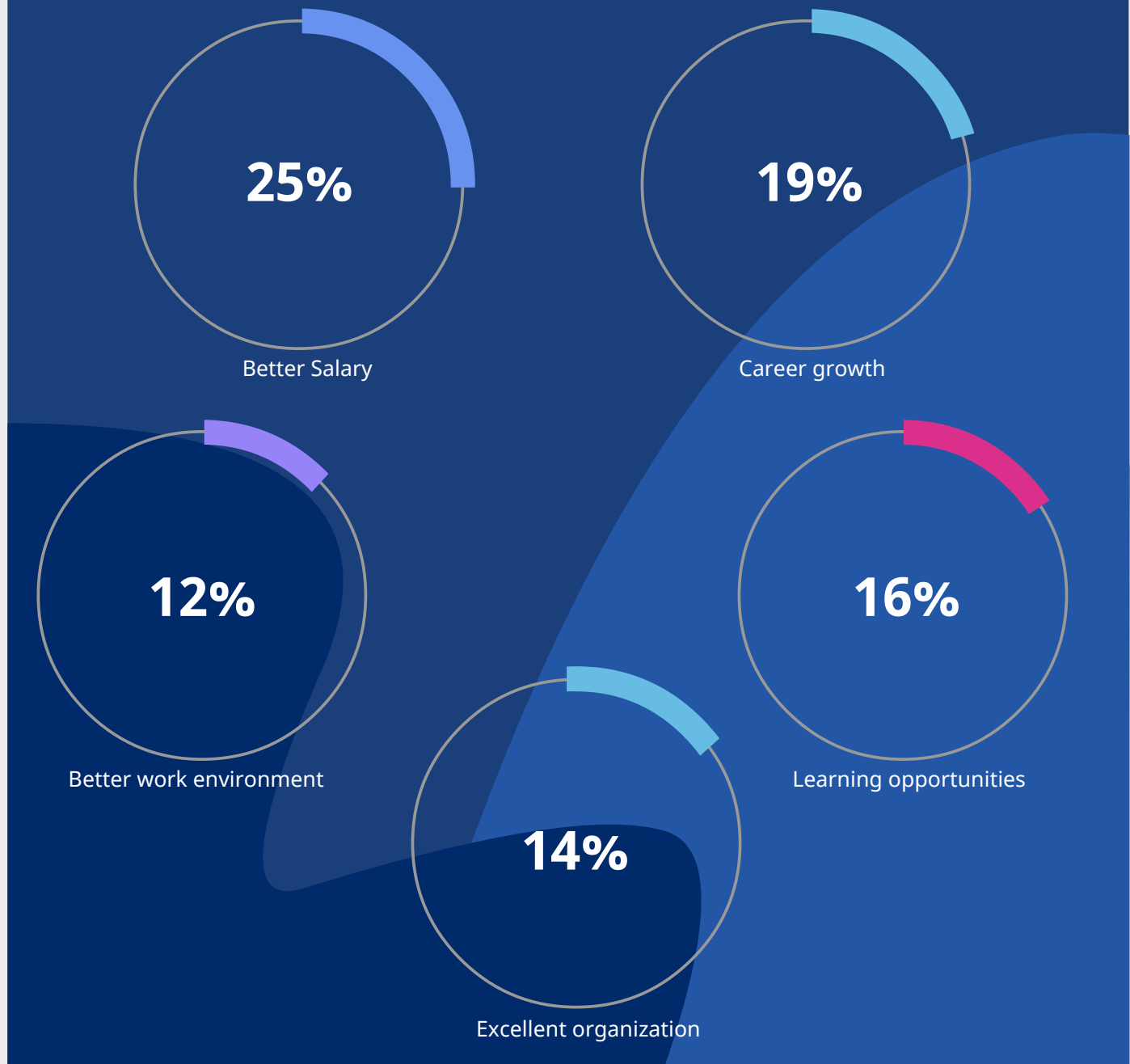
Changed tacks define the current jobseeker mood

Jobseekers have begun to put aspirations above idealism, given the gradual recovery the market seems to be witnessing. Salary (**25%**) and Career growth (**19%**) assumed better precedence than Learning opportunities/challenges/responsibilities (**16%**) and Excellent organizations to work at (**14%**). The fascination to work for MNCs/Large companies (**43%**) was marginally more widespread during Q1, FY '22, than during the previous quarter (**38%**). A third of the jobseekers surveyed (**32%** - unchanged from the previous quarter) indicated a preference for Start-ups/SMEs. More Post-Graduates preferred working for Start-ups/SMEs (**44%**) than for MNCs/Large companies (**39%**).



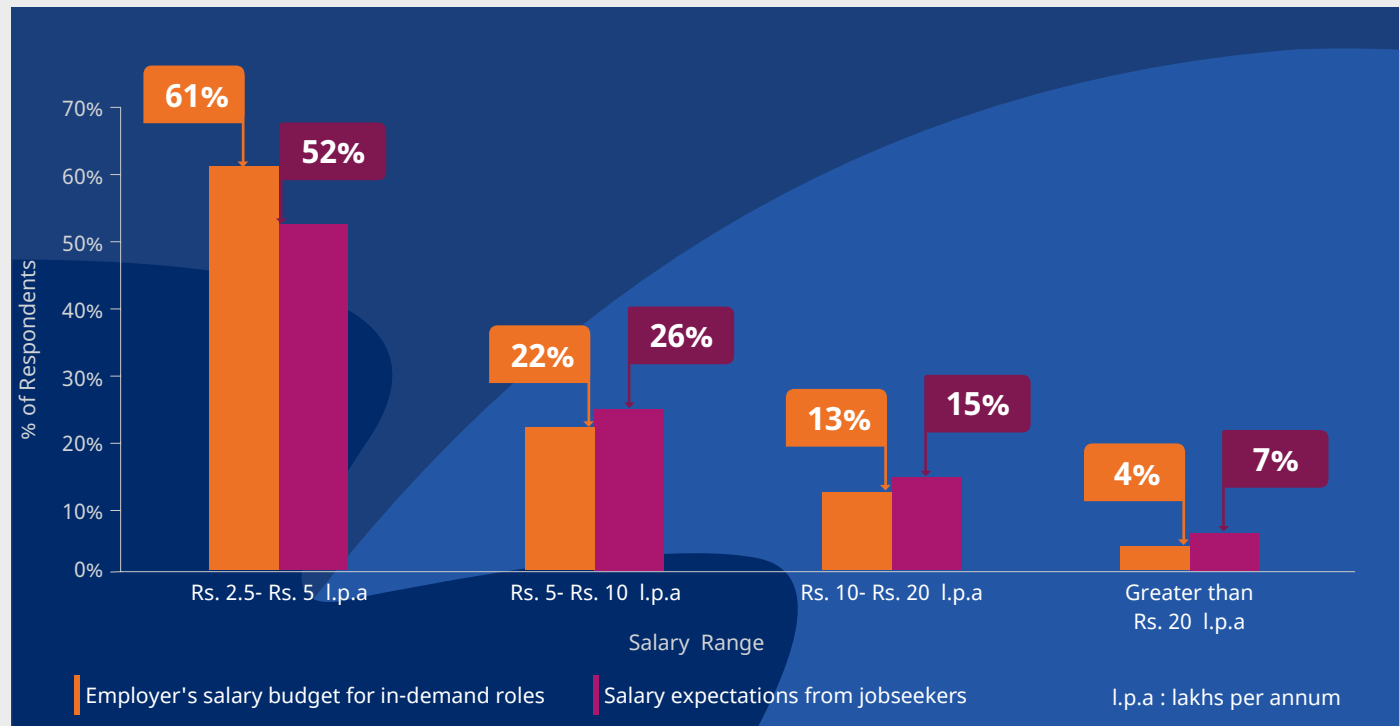
A significant proportion of Doctoral graduates shifted their affinity towards Start-ups/SMEs (**36%**) – a drastic change from their preference for MNCs/Large companies (**70%** during the previous quarter, down to **41%** during Q1, FY '22). Middle management jobseekers indicated a clear preference for Start-up/SME jobs (**42%**) than for MNCs/Large companies (**34%**).

Top Career Aspirations of Employees / Candidates



At an overall level, employer willingness and jobseeker expectations find a match at each salary data point that the survey has captured. This meeting of minds seems to be the result of either side experiencing the very uncertainty and disruption the other did.

Employers and Jobseekers see eye-to-eye on salary and work models

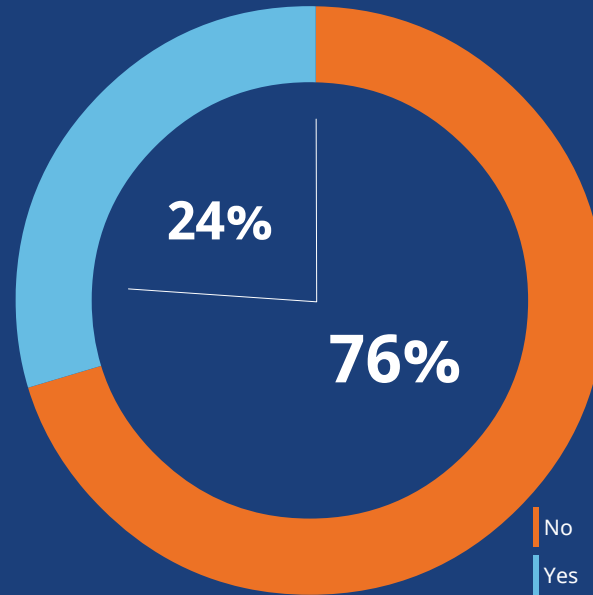


The match is not as coordinated when it comes to choice of work models. About three-fourths of the employers were split between a Hybrid work model (42%) and Remote work (35%). On the other hand, nearly half of all jobseekers preferred Remote work (46%) while 29% preferred a Hybrid work model.

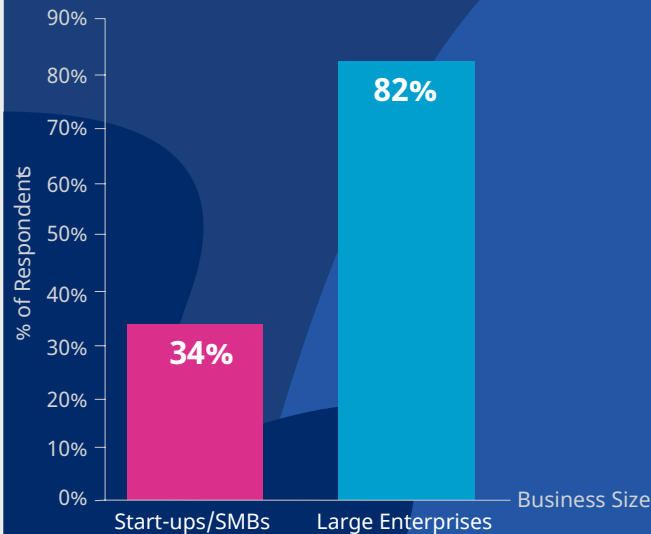
Mental health support and pay hike during Q1, FY '22

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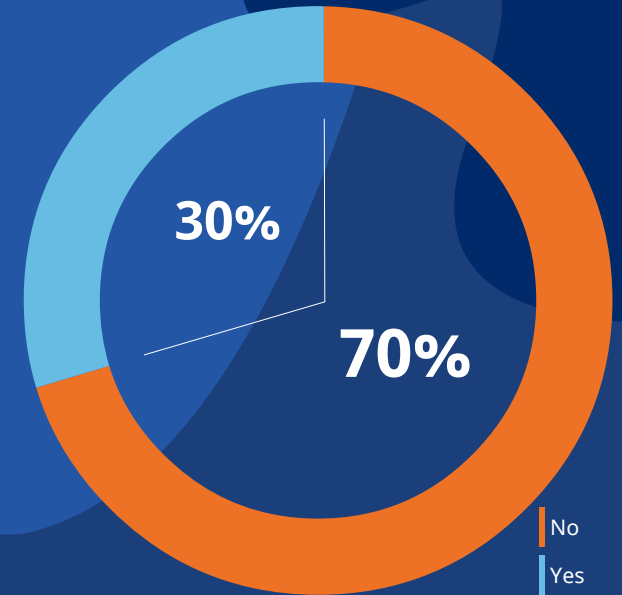
Have employee companies rolled out benefits/compensation packages/mental health support?



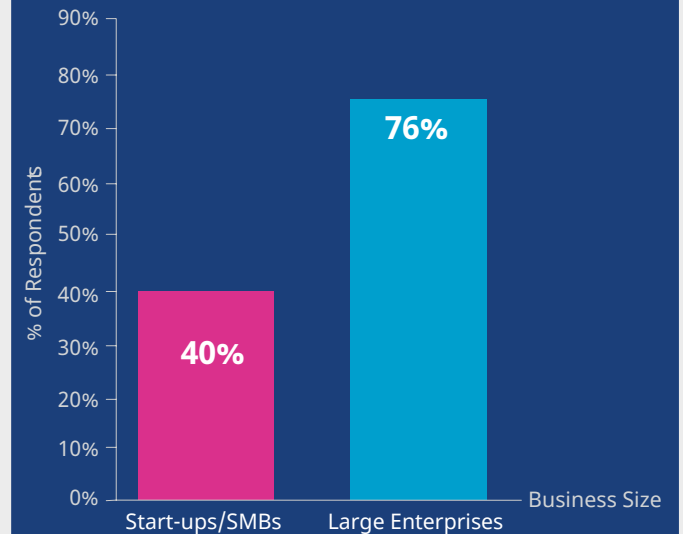
Covid-related support



Did employees receive promotions/ pay hikes?



Promotion/ hike offered



An overwhelming proportion of jobseekers neither seem to have received adequate Covid-related support nor received pay hikes during the quarter. Only a fourth **(24%)** of the jobseekers surveyed indicated they had received Covid-related benefits/compensation packages/mental health support, and just **30%** seem to have received salary hikes during the quarter. Start-ups and SMBs fared poorly as compared to Large Enterprises in both these counts.

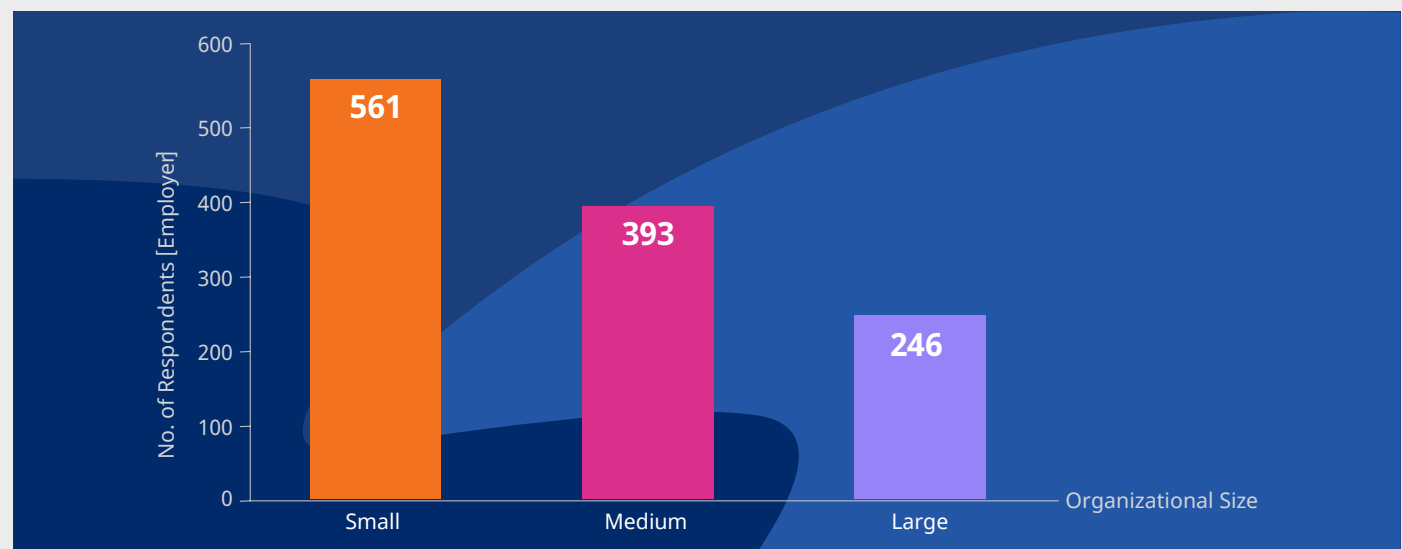
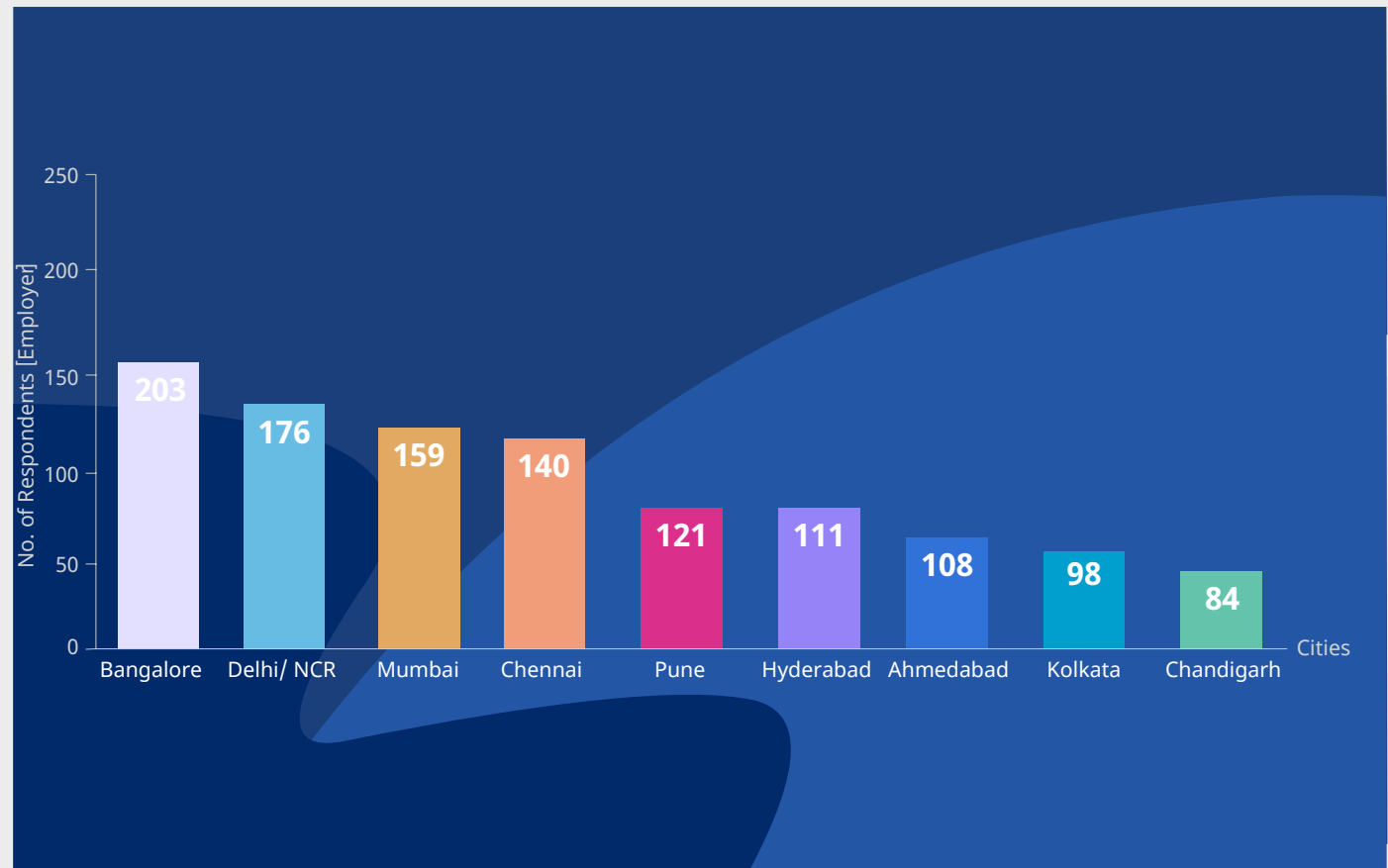


Methodology

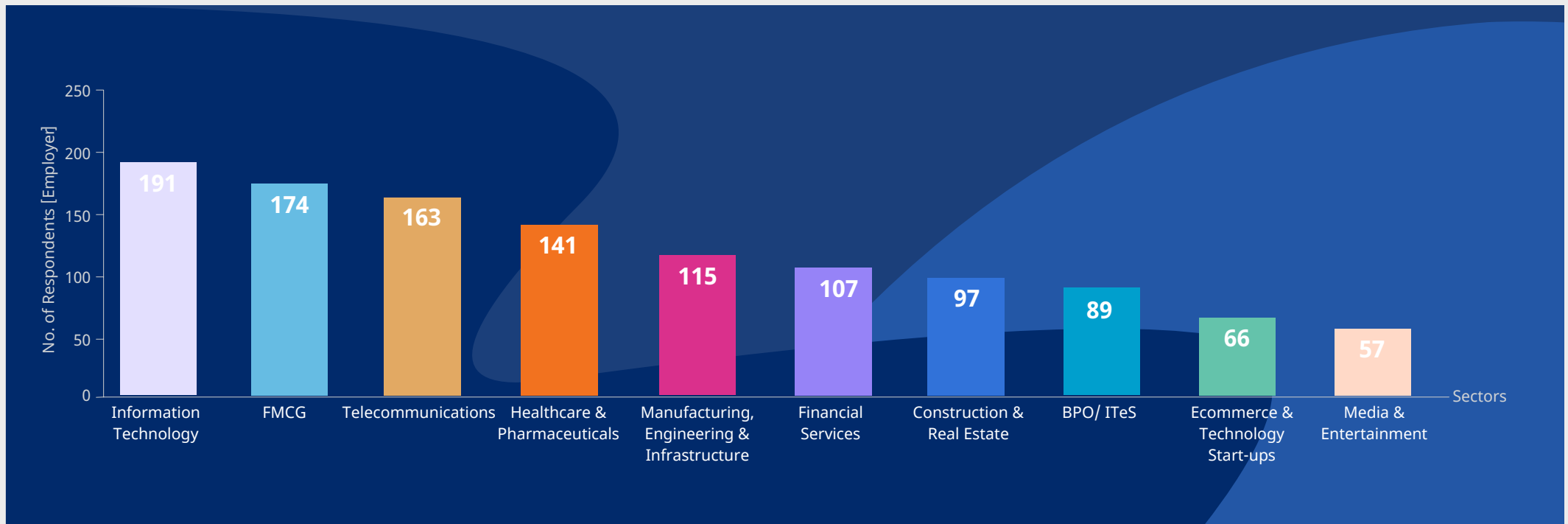
This survey was conducted by Valuvox on behalf of Indeed among **1200** businesses and **1500** employees in the month of June 2021.

Sample Design

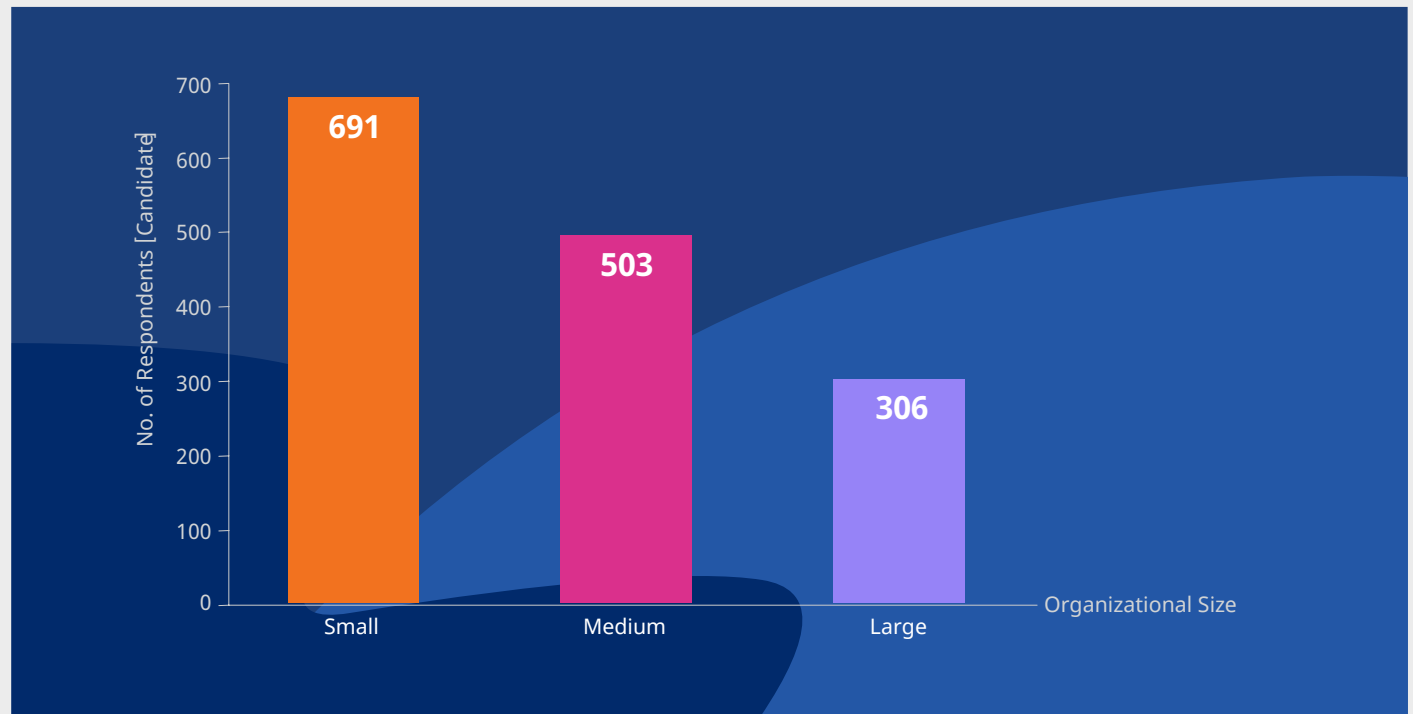
A total of **1200** employers were considered in this survey and segregated into cities, and further into Large, Medium, and Small organizations, and then into sectors. Employers belonged to **9** cities. The list below depicts the number of employer respondents in cities, organizational size and sectors:



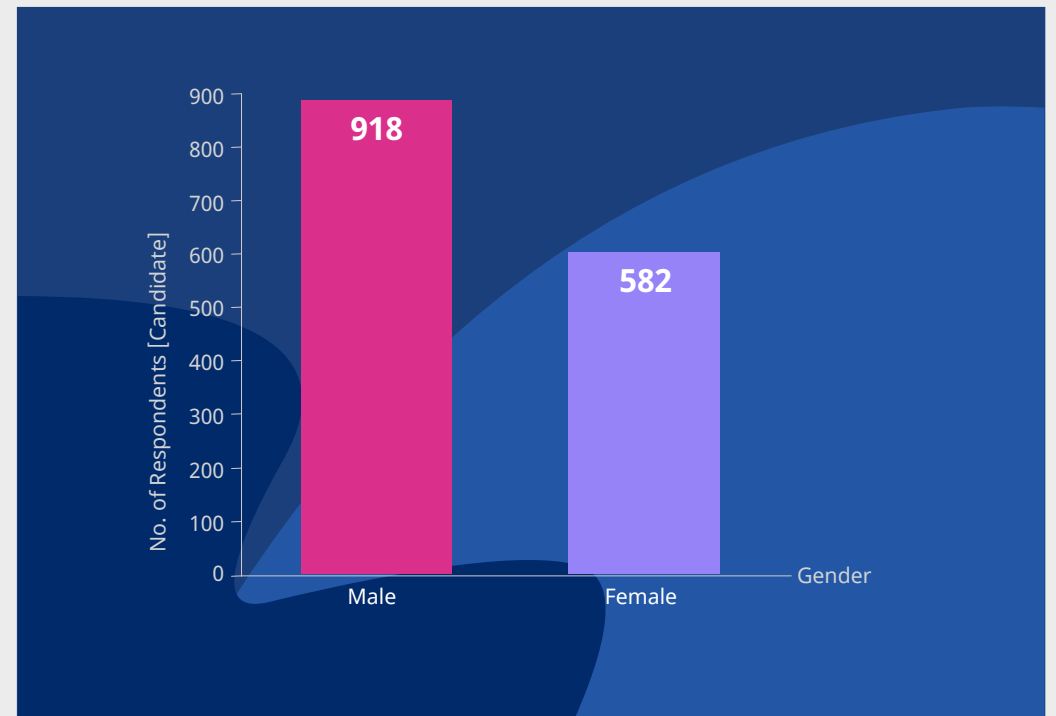
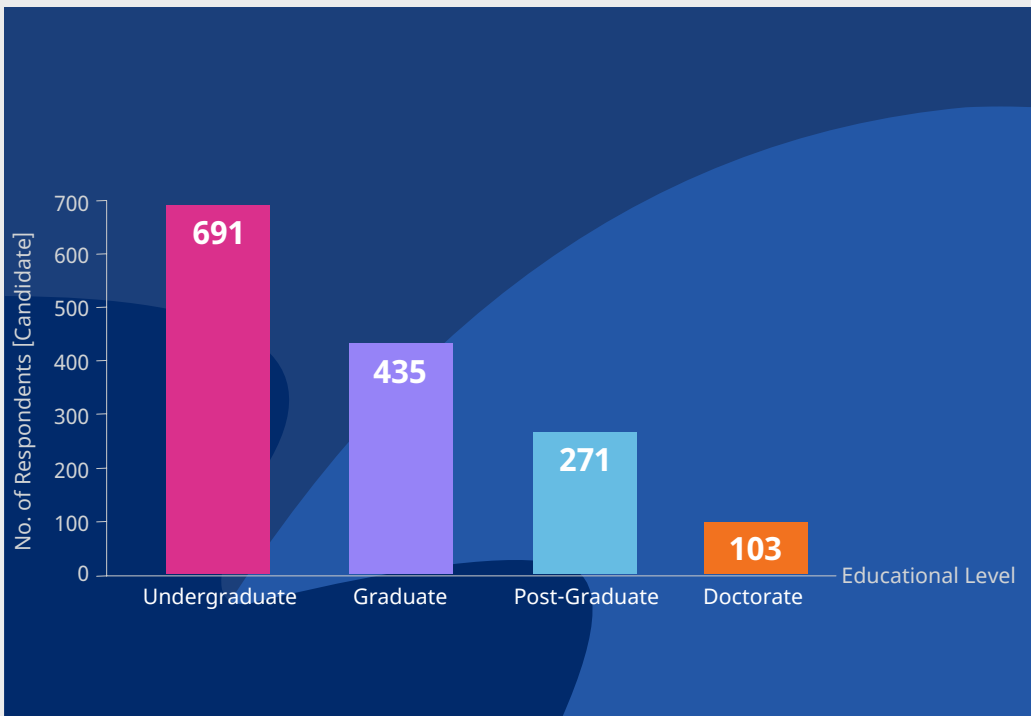
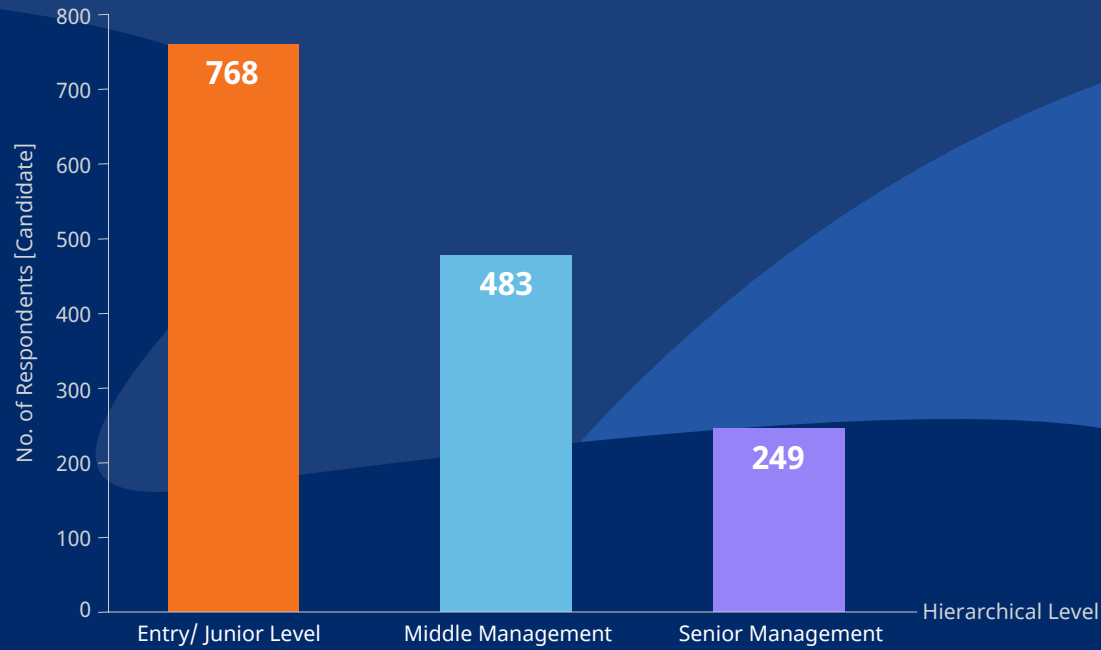
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A total of **1,500** employee respondents were considered for this survey under five categories: organization size, hierarchical level, education, gender, and age groups.

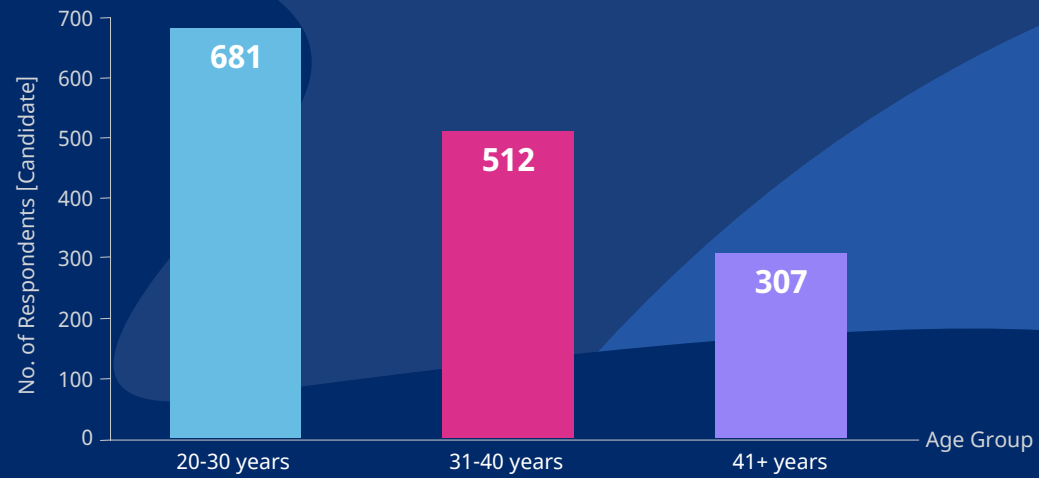
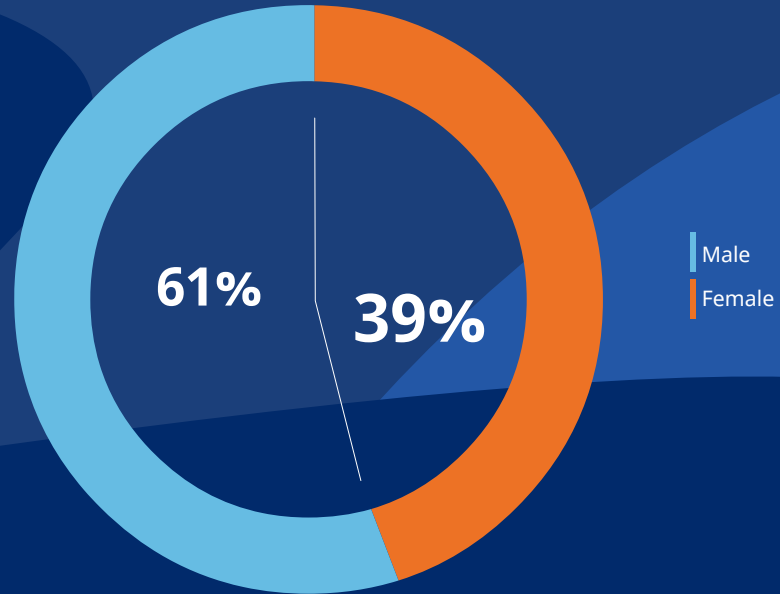


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No. of respondents



About Indeed

More people find jobs on Indeed than anywhere else. Indeed is the #1 job site in the world and allows job seekers to search millions of jobs on the web or mobile in over 60 countries and 28 languages. More than 250 million people each month search for jobs, post resumes, and research companies on Indeed.



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