

Q4: Jan - Mar, 2022-23

# Employment Outlook Report

INTENT TO HIRE

Comprehensive overview of the mechanics of hiring, job growth, job creation, trends and forecasts across **14** cities and **14** service industries in India

Services Sector Edition



## Services and Allied Industries Edition

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Q4: Jan - Mar, 2022-23

# Employment Outlook Report

INTENT TO HIRE

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 the Services Sector (comprising 14 service industries) in India. This report carries "Intent to Hire" statistics for Q-4, 2022-23 [Jan, 2023 – Mar, 2023] on the basis of the survey and analysis carried out during October and November, 2022.

The survey covers 573 small, medium and large companies across the 14 service industries 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] and Trends by Maturity.

Tracking critical drivers that influence hiring every quarter, 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 industry.
- Track Intent to Hire by geography, business size and hierarchy.
- Identify key drivers of hiring sentiment, by industry.

## Service Industries Covered:

- Educational Services
- Information Technology
- Ecommerce & Allied Start-ups
- Financial Services
- Knowledge Process Outsourcing
- BPO / ITeS
- Telecommunications
- Retail [Essential]
- Logistics
- Retail [Non-Essential]
- Consulting
- Marketing & Advertising
- Media & Entertainment
- Travel & Hospitality

## Sectors list covered in other edition of Employment Outlook Report of Manufacturing Sector Edition:

### Manufacturing Industries Covered:

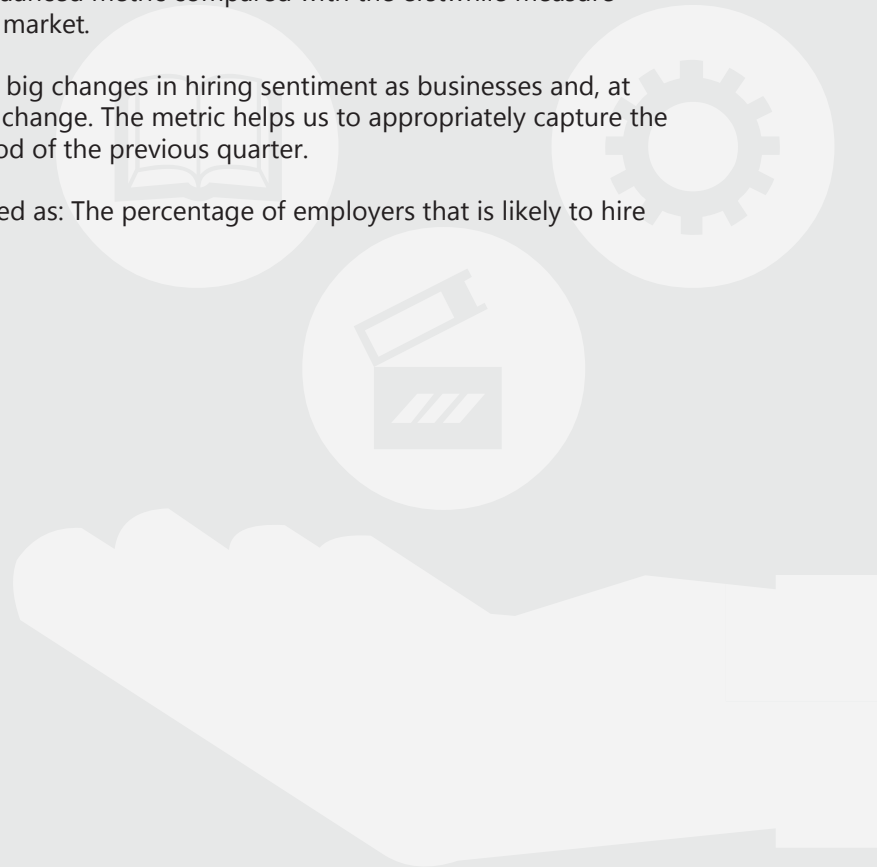
- Agriculture & Agrochemicals
- Construction & Real Estate
- Electric Vehicle & Infrastructure sector
- Fast Moving Consumer Goods
- Fast Moving Consumer Durables
- Healthcare & Pharmaceuticals
- Manufacturing, Engineering & Infrastructure
- Power & Energy
- Textile

### The Outlook Metric

The definition and the measurement of Employment Outlook needs to be abreast of the dynamics of the current labour market reality. In our more than a decade old course of Thought Leadership we see the post-Covid future to be a clear departure from the past and to necessitate the use of a more nuanced metric compared with the erstwhile measure - the Net Employment Outlook – to describe the state of the job market.

The Intent to Hire metric is well suited to capture the small and big changes in hiring sentiment as businesses and, at times, entire sectors are faced with a degree of unprecedented change. The metric helps us to appropriately capture the mood during a specific quarter, and to compare it with the mood of the previous quarter.

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



**Note:** Effective from this edition of the report the term "Sector" would represent the following aggregate entities: Agriculture, Manufacturing, and Services, and the term "Industry" would represent the 18 disaggregated entities grouped under the three "Sectors".

# Executive Summary

## Global Trend

- In the Americas, specifically the U.S., jobs and wages continued to grow.
- In Europe, unemployment is at a record low and may increase only modestly.
- Asia, as a whole, has a positive outlook for Q4, 2022-23 and employment is set to grow.
- Africa is likely to be impacted by global inflation, and conditions for employment are likely to dampen.
- Market confidence in the Middle East has meant consistent hiring activity and economic growth.

### Gain in intent to hire (Q-on-Q):

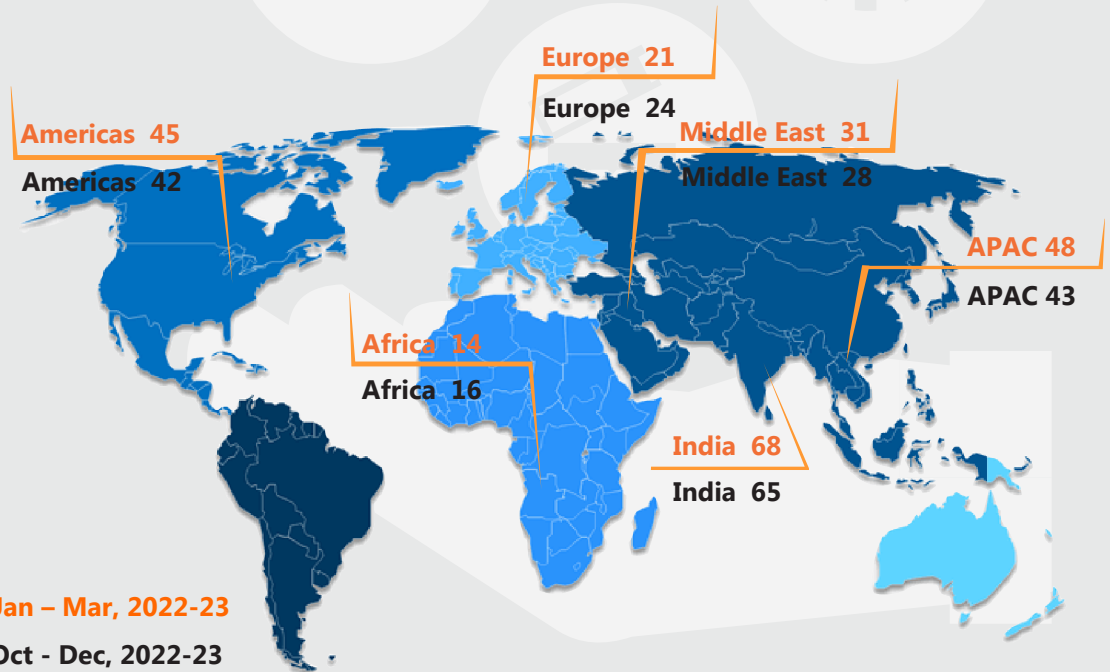
- APAC +5%
- India +3%
- Americas +3%
- Middle East +3%

### Low in intent to hire (Q-on-Q):

- Europe -3%
- Africa -2%

### Major Global Markets

Jan – Mar, 2022-23  
Oct - Dec, 2022-23

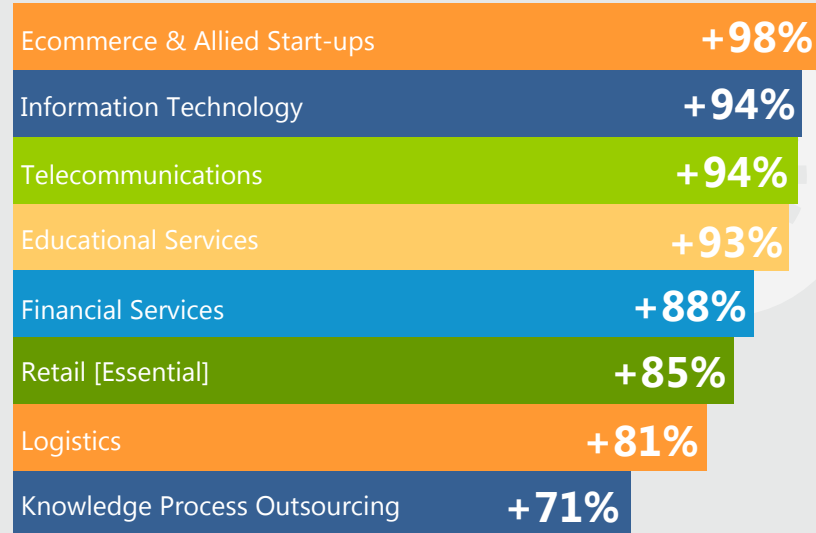


## Trend in India

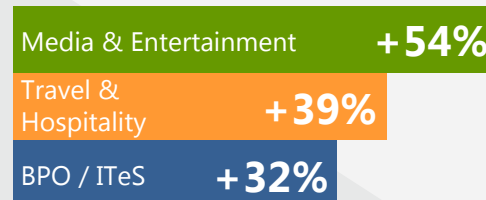
- The Intent to hire has risen for the current quarter (Jan-Mar 2022-23) compared to the previous quarter (Oct-Dec, 2022-23).
- The Intent to Hire shows a compelling rise of 3% - from 65% to 68% amidst the global economic impacts.
- The 8.7% GDP in FY 2021-22, and a surplus of public investment schemes, are projected to stimulate employment growth.
- The Government of India's INR 6 lakh crore asset monetization strategy over the four years till 2025, followed by revisions in FDI laws in the defense and telecom sectors, would have a greater influence on employment for the current quarter.

## Trend by Industry- Services

### Industries with High Intent to Hire:



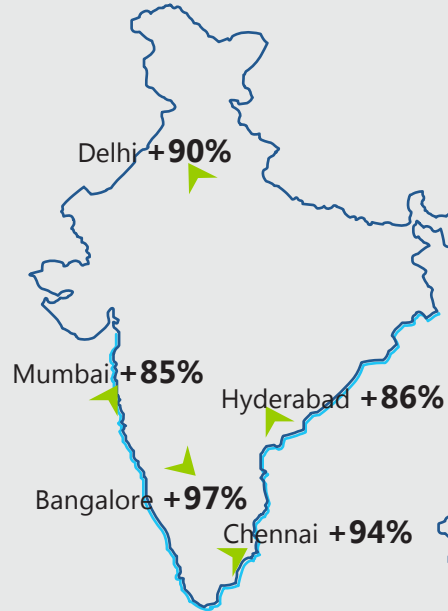
### Industries with Moderate intent to Hire:



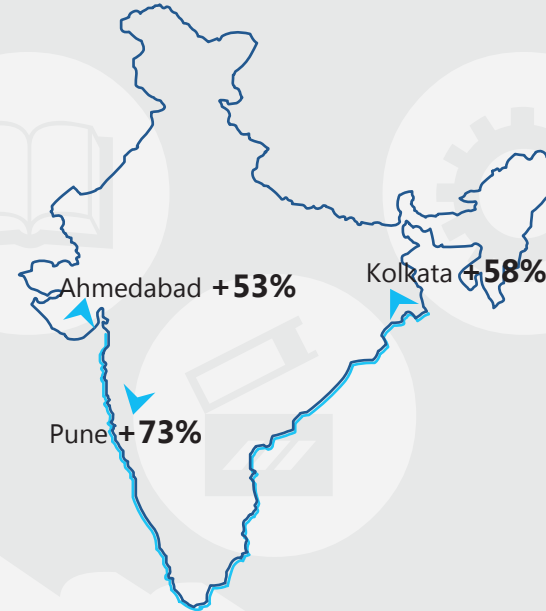


## Trend by City- Services

Cities with **High** Intent to Hire:

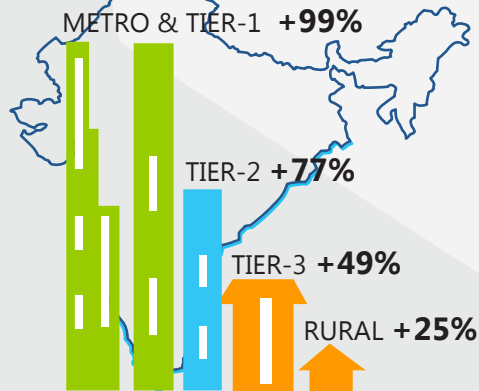


Cities with **Moderate** Intent to Hire:



## Trend by Geography- Services

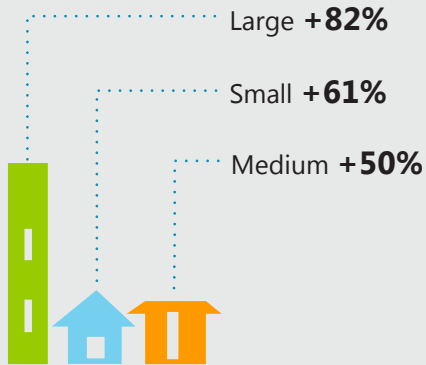
Intent to Hire:



# Executive Summary

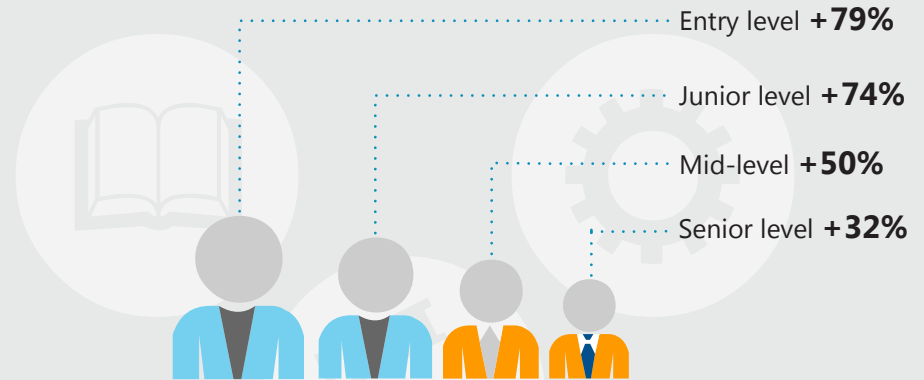
## Trend by Business Size- Services

Intent to Hire:



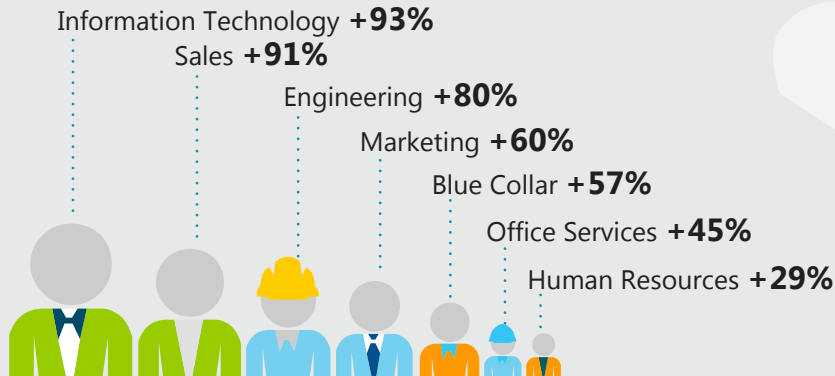
## Trend by Job Level- Services

Intent to Hire:



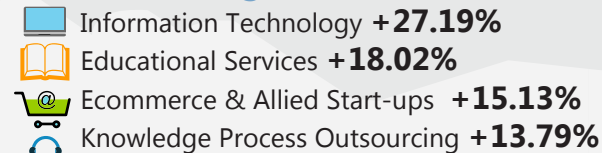
## Trend by Function- Services

Intent to Hire:

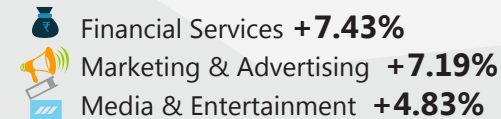


## Attrition Trend- Services

Double digit attrition rates:



Sectors with the lowest increase in attrition rates:




Note: the numbers represent attrition rates for Oct-Dec, 2022

# Global Trends

Intent to Hire

## Major Global Markets

Global Markets	% intent to hire (Jan - Mar, 2022-23)	% intent to hire (Oct - Dec, 2022-23)	% change (Q-on-Q)
 Africa	14	16	-02
 Americas	45	42	+03
 APAC	48	43	+05
 Europe	21	24	-03
 Middle East	31	28	+03
 India	68	65	+03

- The U.S. labor market has remained stable even in the presence of economic stress. Unemployment increased slightly in Q3, but jobs and wages continued to grow.
- In Europe, economies are set to contract further in 2023 because of the ongoing energy crisis and tightening monetary policy. Inflation is expected to remain high. Labor market participation is high. Unemployment, however, is at a record low and may increase only modestly.
- Asia, as a whole, has a positive outlook for Q4, 2022-23. In China, a private consumption-led economic recovery is running its course. Japan's modest, 1.2% GDP growth is seen to keep the country stable well into 2023. In India, a 6.2% GDP forecast for 2023 and an advanced digital infrastructure are seen to propel employment during the forthcoming quarter.
- Sub-saharan Africa is beset by the global slowdown and financial downturn. Following an ongoing series of shocks, the region is likely to be impacted by global inflation. Rising food and energy prices are the other factors that are likely to dampen the conditions for employment.
- Market confidence in the Middle East has meant consistent hiring activity and economic growth. Add to this strong FDI inflows, an increasing presence of global businesses, and the job market in the region is set to see healthy growth.

# India Highlights

Intent to Hire: Overall and Service Sector Trends

## India - Current quarter in Historical Perspective



■ The Intent to hire has risen for the current quarter (Jan-Mar, 2022-23) compared to the previous quarter (Oct-Dec, 2022-23).

■ The GDP was 8.7% in FY 2021-22, after a contraction of 6.6% in the previous fiscal year. Moreover, a surplus of public investments in the services industry is projected to stimulate employment growth during the current quarter of 2022-23.

■ The government has brought in major reforms such as over four years from 2021-22 to 2024-25, the Central Government's key assets have a total monetization ability of INR 6 lakh crore. Also, liberalizing conventional satellite communication and remote sensing businesses to increase private sector participation. Reforms like FDI in the defense industry surged 74% through the automated route and 100% via the government channel. Overall, reforms like the above are projected to stimulate employment growth during Q4, 2022-23.

■ As a result of these measures, the Intention to Hire shows a significant rise of 3% for the current quarter compared to the previous quarter, rising from 65% to 68%.

The Services Sector Hiring Intent for Q4, 2022-23: **77%**

Data Source: IMF outlook and status of jobs, IMF, 2022

## Services Sector – by Geography\*



In Metro & Tier-1 cities, the hiring intent for the services sector is at an exceptionally high level (99%). This region is projected to far outpace employment creation in contrast to the lower tier categories, driven by job growth and skill needs for the Start-Ups, Information Technology, and Telecommunications industries.

Despite coming in at second place, tier-2 cities, which have a hiring intent of 77%, are gaining from the previous quarter's hiring intention numbers (+2%). The lower rung cities are coming into their own in terms of capitalizing on renewed consumer demand.

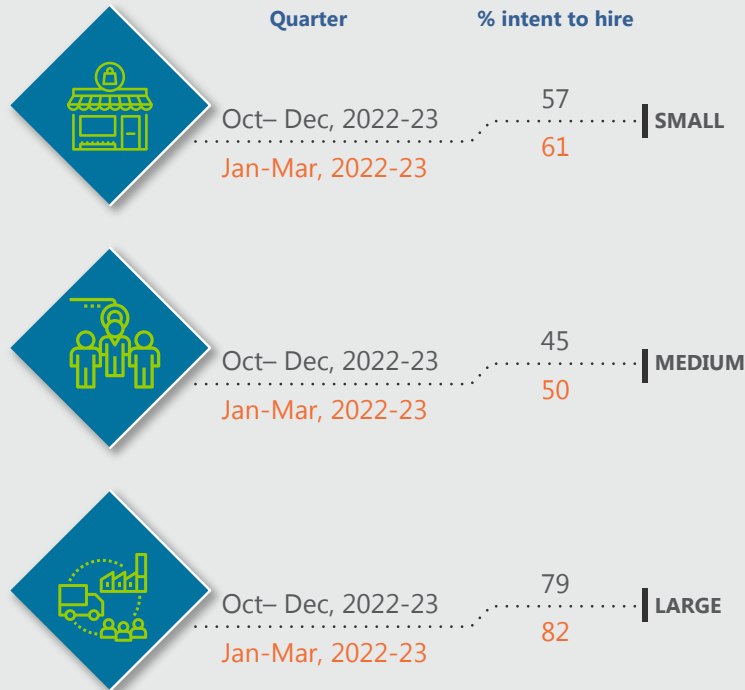
Tier-3 cities show an increase of 2%, rising from 47% to 49%. The Rural geography, otherwise, shows a nominal decline of 1% to 25%. Opportunities seem to be developing faster in bigger cities in the Covid aftermath.

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

TeamLease survey, October and November, 2022  
The report is based on the analysis of surveys carried out with employers across India and literature review of sector performance prognosis. Respondents from 573 small, medium and large businesses across 14 cities and 14 service industries have been surveyed for this edition of the report. All findings are reported as percentages of total respondents at the specific levels of analysis.

# Intent to Hire Trends: Q4, 2022-23

## Services Sector – by Business Size\*\*



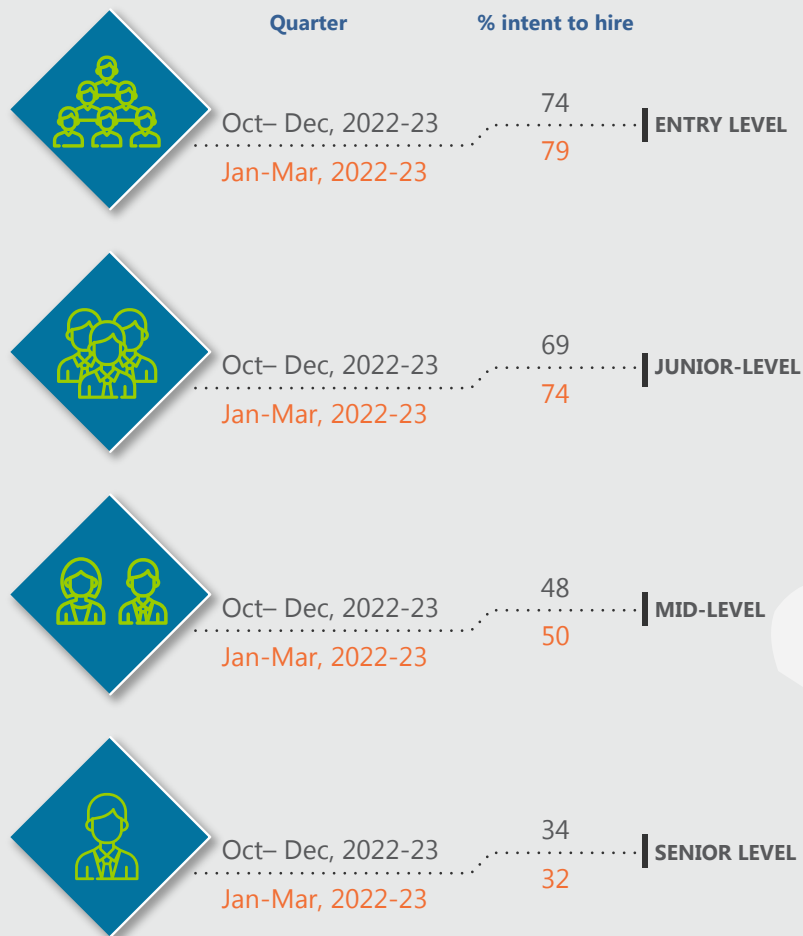
- Small services with a 61% hiring intent have a rise in intent to hire of +4%. This category is defying recessionary fears and is leveraging on renewed market demand.
- Medium-sized businesses witness the highest increase of +5% in hiring intent, as compared to other businesses. However, the restricted hiring plans of medium-sized businesses (50%) indicate that they are unable to capitalize on the post-pandemic surge in consumer demand as effectively as their smaller competitors.
- Large-sized organizations have the greatest desire to recruit (82%) compared to both small and medium-sized firms.

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

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## Services Sector – by Job Level\*

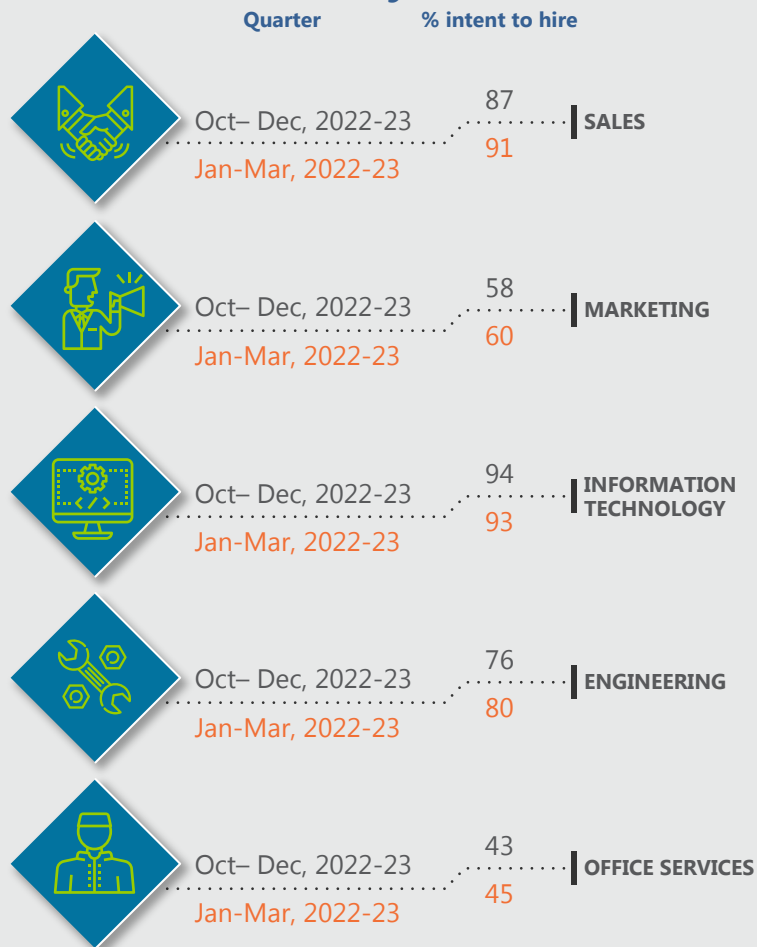


- Q4 sees a strong fillip to the hiring intent for fresh graduates and other entry-level employees (74% to 79%), as firms find new ways to hire volumes at nominal costs.
- With a hiring intent of 74%, the junior-level category closely follows the entry-level category. Post-festive season demand in sectors fuels the need for millennial talent.
- While the intent to hire is high for mid-level posts at 50%, it has declined significantly for senior-level positions from 34% to 32%.

\*The organizational level at which employers plan to hire  
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## Services Sector – by Function\*



- Information Technology and Sales functions, in particular, continue to show the highest intent in hiring new talent and hiring intent rises by a substantial 4% for Sales roles, to 91%. On the hand, IT has dropped marginally down from 94% to 93%.
- The Engineering function with a hiring intent of 80%, points to a preference for niche fields of work that need specific skills and knowledge, such as those in the IT and Telecom Sectors.
- The Blue Collar domain has a nominal intent to hire of 57% and has moderately increased by +4%.
- Office Services and Human Resources have the lowest intent to hire with a 2% apiece increase.

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

## Services Sector – by Business Maturity



\* Market Capitalization: > INR 7,800 crore

\*\* Market Capitalization: > INR 10,000 crore and < INR 50,000 crore

\*\*\* Market Capitalization: > INR 50,000 crore

- Unicorns / Soonicorns report a decline in hiring intent from 89% to 87%. The funding in this quarter is cautiously given due to global recessionary fears.
- Start-up companies demonstrate growth in recruiting intent from 77% to 80% indicating that they are marginally better off as compared to the unicorn/soonicorn cohort.
- As global markets and economies favor mature enterprises (83%), they are poised to produce substantial numbers of employment and have a greater propensity to recruit than new businesses.
- At 74%, the lowest Intention to Hire is shown by growth enterprises.

Note: The numbers in the tables depicts Percentages








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# Outlook trends by Industry and City

High, Moderate and Low |  
Job Market – Sweet spots

# Intent to Hire Trends: Q4, 2022-23

## Services Sector – by Industry\*\*

Industry	Jan - Mar, 2022-23	Oct - Dec, 2022-23
 Ecommerce & Allied Start-ups	98	92
 Information Technology	94	96
 Telecommunications	94	90
 Educational Services	93	95
 Financial Services	88	78
 Retail [Essential]	85	79
 Logistics	81	75

Industry	Jan - Mar, 2022-23	Oct - Dec, 2022-23
 Knowledge Process Outsourcing	71	68
 Media & Entertainment	54	50
 Travel & Hospitality	39	34
 BPO / ITeS	32	30
 Consulting	26	28
 Retail [Non-Essential]	25	27
 Marketing & Advertising	23	24

**High** (Growth Range: >=6)

**Moderate** (Growth Range: 4 - 5)

**Low** (Growth Range: <4)

\*\*Respondents categorized by industry




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

TeamLease survey, October and November, 2022

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# Intent to Hire Trends: Q4, 2022-23

## Services Sector – by City\*\*

Cities	Jan - Mar, 2022-23	Oct - Dec, 2022-23
 Bangalore	97	97
 Chennai	94	90
 Delhi	90	86
 Hyderabad	86	82
 Mumbai	85	79
 Pune	73	69
 Kolkata	58	55

Cities	Jan - Mar, 2022-23	Oct - Dec, 2022-23
 Ahmedabad	53	50
 Gurgaon	47	44
 Chandigarh	43	47
 Nagpur	34	31
 Kochi	10	12
 Indore	10	8
 Coimbatore	8	11

**High** (Growth Range: >=6)

**Moderate** (Growth Range: 4 - 5)

**Low** (Growth Range: <4)

**Stagnant** (Growth Range: No Change)

\*\*Respondents categorized by industry

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

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# Job Market Sweet Spots - Services Sector

## City-Industry

Services															
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	45	32	49	27	9	46	17	21	15	32	12	26	8	30	10
 BNG	66	91	65	46	18	62	34	26	20	30	29	67	12	33	16
 CHN	60	83	83	30	15	31	23	23	11	48	13	56	11	34	13
 DEL	66	72	68	32	14	46	39	37	18	47	15	52	12	47	14
 HYD	40	77	28	32	9	27	20	21	16	46	12	32	8	25	8
 KOL	47	42	57	20	12	23	15	17	20	55	6	26	6	29	6
 MUM	72	80	87	34	15	19	15	19	11	61	9	18	16	25	7
 PUN	40	83	34	44	14	21	40	15	24	26	9	45	12	27	6
 CHD	36	21	23	14	11	28	9	12	15	13	34	20	2	11	12
 COM	30	24	46	27	7	35	25	15	10	57	6	13	8	33	13
 GUR	36	42	34	23	12	40	17	22	15	17	12	23	5	22	5
 IND	40	22	20	43	9	31	9	17	10	32	9	12	3	48	5
 KOC	30	24	26	32	15	36	25	23	14	16	7	18	4	38	14
 NPR	55	28	30	27	20	40	9	21	15	38	13	20	6	25	16

TeamLease survey, October and November, 2022

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



## Functions-Industry – The top 3 Functions and Industries



TeamLease survey, October and November, 2022

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Services															
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	42	25	44	16	5	20	9	13	8	11	6	12	5	21	15
 Marketing	29	80	69	20	10	44	15	17	16	21	8	30	9	15	20
 Information Technology	56	73	61	20	12	24	26	19	12	24	20	44	12	11	16
 Engineering	34	49	42	16	17	24	22	37	8	18	15	27	7	17	9
 Office Services	14	30	18	9	7	14	13	6	19	20	6	8	3	11	5
 Human Resources	13	27	15	8	12	10	8	9	11	12	16	15	9	8	11
 Blue Collar	19	31	24	20	5	24	11	13	18	9	5	13	5	21	14

TeamLease survey, October and November, 2022

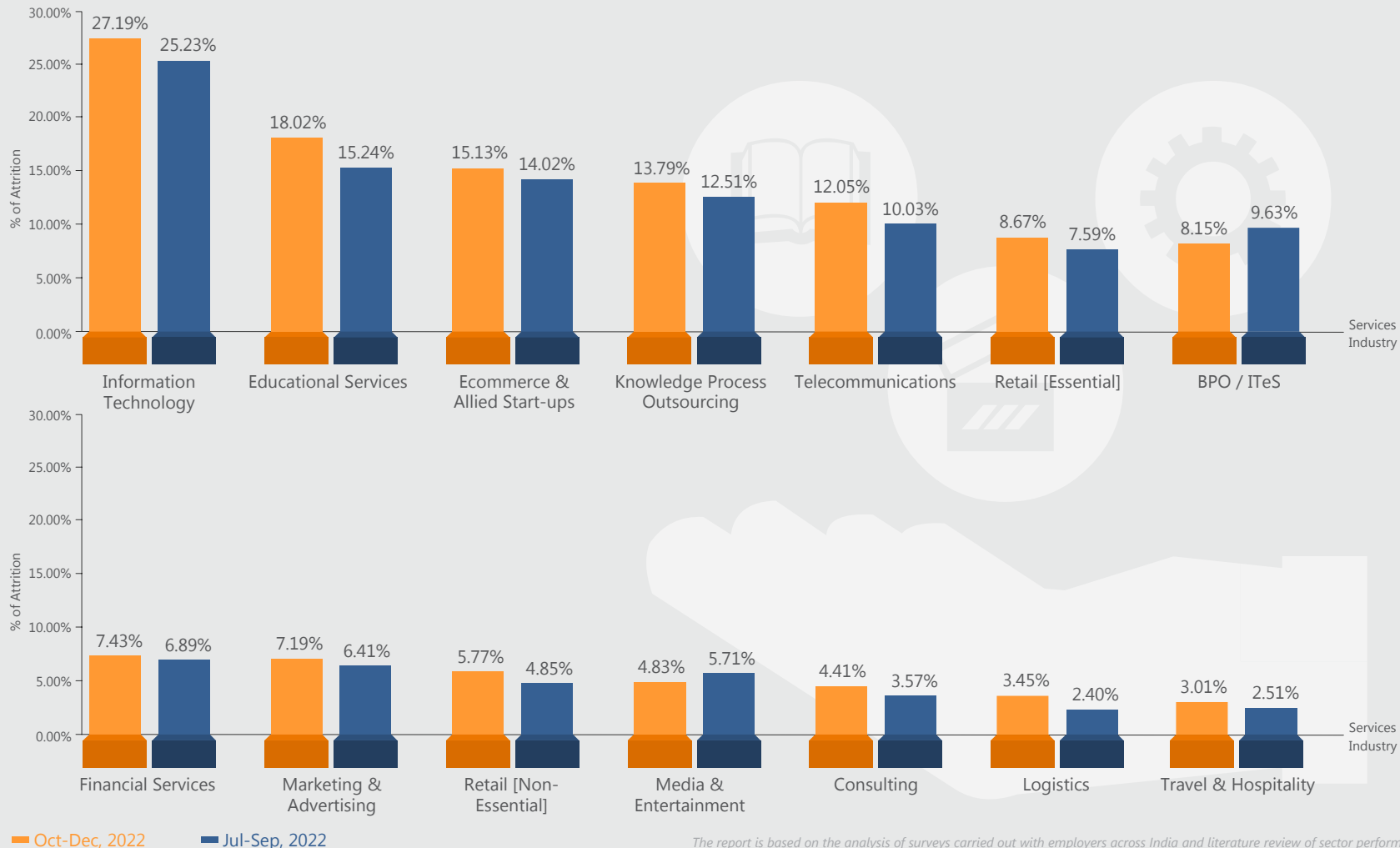
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# Spotlight

Attrition Trends

## Services – Oct-Dec, 2022-23



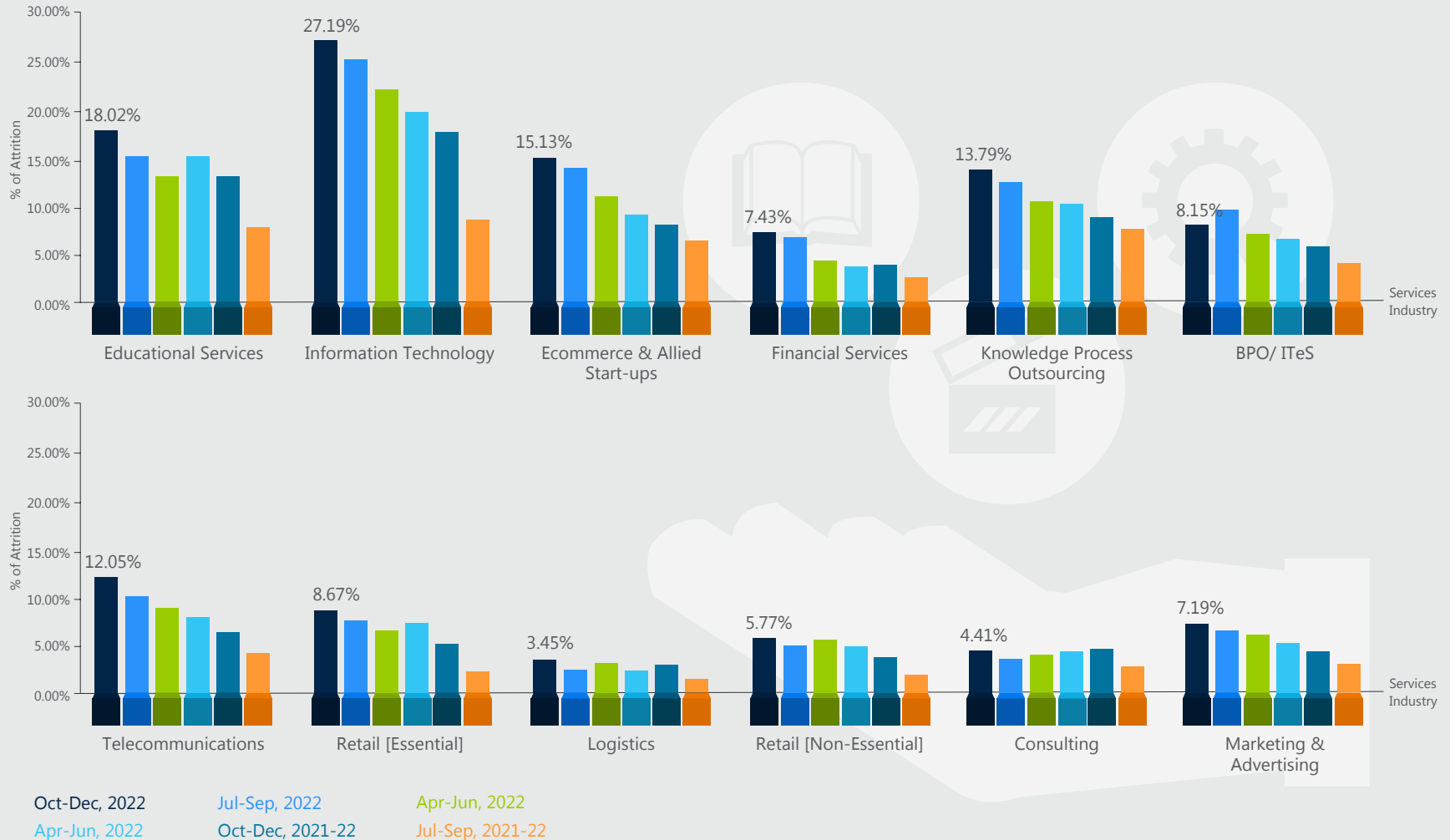
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TeamLease survey, October and November, 2022

- The services sector, in general, is seeing considerable and uninterrupted levels of attrition despite its robust expansion.
- This quarter, Information Technology saw the highest levels of attrition, a considerable rise from the previous quarter. But, Educational Services and Telecommunications suffered the highest difference in attrition rate compared to the previous quarter. Moreover, finding the right talent has been a task for developing industries.
- The increase in attrition is the highest from the Jul -Sept 2022 quarter in the following sectors:-
  - Educational Services (2.78%)
  - Telecommunications (2.02%)
  - Information Technology (1.96%)
  - Knowledge Process Outsourcing (1.28%)
  - Ecommerce & Technology Start-ups (1.11%)
  - Retail (Essential) (1.08%)
- Sectors in which attrition rates have reduced since the Jul-Sept, 2022 quarter –
  - BPO/ITES (1.48%)
  - Media & Entertainment (0.88%)

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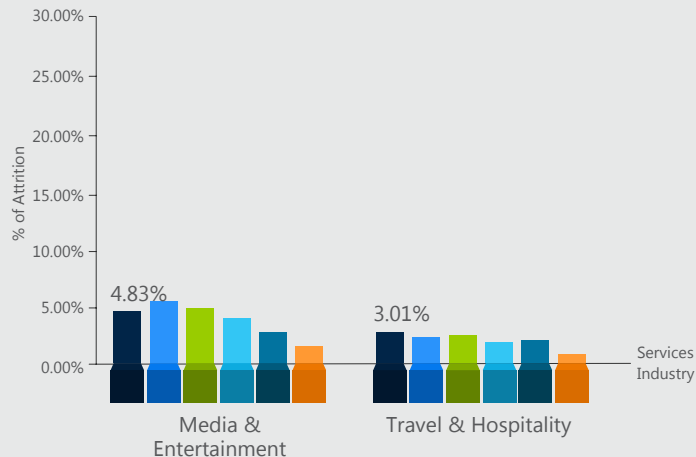
## Services – Past 6 Quarters



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TeamLease survey, October and November, 2022

## Services – Past 6 Quarters



During the preceding quarters, sectors that have had significant levels of employee churn include Information Technology, Educational Services, Ecommerce & Allied Start-ups, Telecommunications, and Knowledge Process Outsourcing. These, as well as many other service sectors, witnessed spikes in attrition in Q3 2022-23.

The rest four sectors -Travel & Hospitality, Logistics, Consulting, and Retail (Non-Essential)-saw lower attrition rates during the Oct-Dec, 2022-23 quarter.

Sectors that have recorded relatively lower attrition are –

- Travel & Hospitality (3.01%)
- Logistics (3.45%)
- Consulting (4.41%)
- Media & Entertainment (4.83%)
- Retail (Non-Essential) (5.77%)
- Financial Services (6.89%)
- Marketing & Advertising (7.19%)

Oct-Dec, 2022

Jul-Sep, 2022

Apr-Jun, 2022

Apr-Jun, 2022

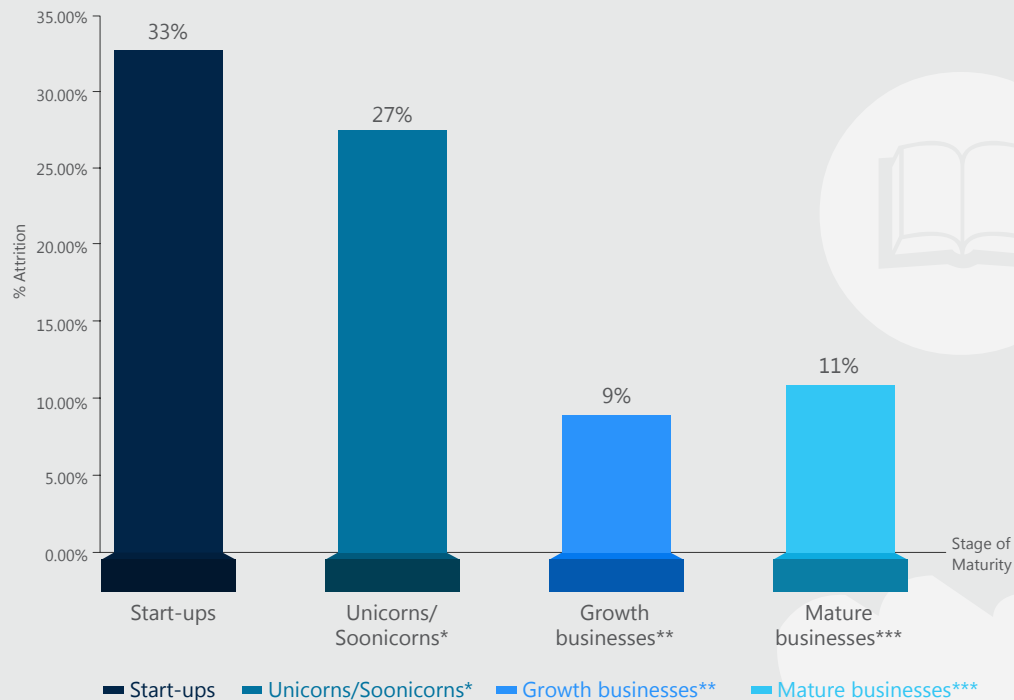
Oct-Dec, 2021-22

Jul-Sep, 2021-22

TeamLease survey, October and November, 2022

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## Services – By Business Maturity



\* Market Capitalization: > INR 7,800 crore

\*\* Market Capitalization: > INR 10,000 crore and < INR 50,000 crore

\*\*\* Market Capitalization: > INR 50,000 crore

- The increase in attrition rates in Startups (33%) is mainly due to a rise in global disinvestments for certain sectors.
- Unicorns/Soonicorns are suffering a slightly lower but still substantial attrition rate (27%). It is more concerning since the hiring intent for this segment has also taken a backfoot and drawn attention.
- Growth Businesses suffer the least attrition rate (9%), and their hiring intent is slightly lower than their counterparts.
- Mature businesses have a lower rate of attrition (11%) but they command a good intent to hire and therefore stay firm in their position.

Note: The numbers in the tables depicts Percentages  
TeamLease survey, October and November, 2022


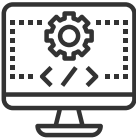


The report is based on the analysis of surveys carried out with employers across India and literature review of sector performance prognosis. Respondents from 573 small, medium and large businesses across 14 cities and 14 service industries have been surveyed for this edition of the report. All findings are reported as percentages of total respondents at the specific levels of analysis.



# Annexure- 1

Industry-wise Analysis |  
City-wise Outlook Statistics

# Services: Industry Analysis – Top 7

	Quarter	Intent to Hire	Industry Impact
	Oct - Dec, 2022-23	92	<b>Ecommerce &amp; Allied Start-ups</b>  E-commerce saw a 20% growth in jobs in the festive season, which has resulted in reaching out to last-mile deliveries leading potentially to more hiring and opportunities in the sector. Companies looking to hire and expand across different levels in sales, senior leadership positions, product management, technology, and corporate functions. The start-up sector is having a decline in funding activity, therefore, creating a dependency on Indian Investors.
	Jan - Mar, 2022-23	98	
	Oct - Dec, 2022-23	96	<b>Information Technology</b>  Investments in IT firms are expected to cross more than INR 651 crore this quarter. Deals in the industry led the investments in various unicorns. This is likely to increase cautious hiring in the sector as well therefore the key areas in which hiring is planned are in advanced analytics, AI/ML, cloud services, and more.
	Jan - Mar, 2022-23	94	
	Oct - Dec, 2022-23	90	<b>Telecommunications</b>  Hiring trends for 5G technology-based roles are up by 65% this quarter. The rollout of the 5G services is expected to bring a boost in the employment of the country. It is expected to create jobs in this quarter and an overall INR 3 lakh crore in investments. Hiring for software engineer, cloud, design, data, AI, and Machine Learning, as companies look to utilize the raised fund to hire talents across different verticals.
	Jan - Mar, 2022-23	94	
	Oct - Dec, 2022-23	95	<b>Educational Services</b>  Educational Services is looking at a hit, since funding has dried up compared to the last few quarters, and layoffs in this sector have brought down operations costs to meager values. Investments in the upskilling domain have had a positive impact and brought in INR 82.42 crore in funding for this quarter. Also, previous commitments on funding are pooling in to create additional jobs in this quarter.
	Jan - Mar, 2022-23	93	

■ **High** (Growth Range: >= 6)    ■ **Moderate** (Growth Range: 4 - 5)  
■ **Low** (Growth Range: <4)

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# Services: Industry Analysis – Top 7

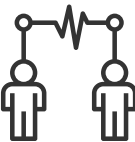



	Quarter	Intent to Hire	Industry Impact
	Oct - Dec, 2022-23	78	<b>Financial Services</b>  The Society of Actuaries (SoA), the world's largest actuarial association, is looking to expand its footprint in India. Financial Investment institutions have raised INR 2,300 crore and planning to raise another two thousand crore in this fiscal year. The positive impact of funds in the financial services sector will create job roles in the BFSI segment.
	Jan - Mar, 2022-23	88	
	Oct - Dec, 2022-23	79	<b>Retail [Essential]</b>  The development strategy for multinational retail chains in India is for the opening of 10 new locations per quarter. The Indian equivalents are similarly in the process of establishing their ecosystem. In the past fiscal year, almost INR 29,668.17 crore were created in the industry via private investments. This infusion of capital is anticipated to generate employment possibilities in the industry throughout the current quarter.
	Jan - Mar, 2022-23	85	
	Oct - Dec, 2022-23	75	<b>Logistics</b>  The innovation centers of logistics firms that have received INR 321.40 crore in investment and established themselves in India. Integrating AI-based technology to complete last-mile deliveries. This quarter, new job positions will be created, mostly in the field of delivery executives.
	Jan - Mar, 2022-23	81	

■ **High** (Growth Range: >= 6)    
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# Services: Industry Analysis – Bottom 7

	Quarter	Intent to Hire	Industry Impact
	Oct - Dec, 2022-23	68	<b>Knowledge Process Outsourcing</b>  The KPO sector will see job vacancies, most of which will be in Tier 1 cities. These positions will be for customer solutions and hire across its voice and chat processes department to serve an international client base.
	Jan - Mar, 2022-23	71	
	Oct - Dec, 2022-23	50	<b>Media &amp; Entertainment</b>  The gaming industry is predicted to grow to INR 70,873.97 crore by 2027, therefore generating jobs for direct and indirect employees in the upcoming quarter. The overall growth of the media and entertainment industry in the last fiscal year has a positive outlook in the coming quarters.
	Jan - Mar, 2022-23	54	
	Oct - Dec, 2022-23	34	<b>Travel &amp; Hospitality</b>  The launch of new 5-star Hotels in tier 2 & 3 cities to begin this quarter, creating jobs in hospitality. In the Union Budget 2022-23, INR 2,400 crore has been allocated to the Ministry of Tourism. 76 projects have been sanctioned recently for INR 5,399 crore. India offering for the geographical diversity is the major factor leading to job creation.
	Jan - Mar, 2022-23	39	
	Oct - Dec, 2022-23	30	<b>BPO / ITes</b>  In the coming quarter, the BPO/ITes Industry will recruit professionals. The majority of the additions will be data engineers, reliability engineers, full-stack developers, solution architects, business analysts, and program managers in the technology department. Innovative technologies are being created, and INR 3 crore has been funded to construct a cloud-based software and hardware ecosystem to educate the public about computing.
	Jan - Mar, 2022-23	32	

■ **High** (Growth Range: >= 6)    ■ **Moderate** (Growth Range: 4 - 5)  
■ **Low** (Growth Range: <4)

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# Services: Industry Analysis – Bottom 7

	Quarter	Intent to Hire	Industry Impact
	Oct - Dec, 2022-23	28	<b>Consulting</b>  Considering the growing need for white-collar and production-based employment, consulting firms anticipate increasing their staff this quarter. Leading foreign consulting firms are vying to explore tier 2 & 3 cities by employing new teams for these sites.
	Jan - Mar, 2022-23	26	
	Oct - Dec, 2022-23	27	<b>Retail [Non-Essential]</b>  The non-essential segment of the retail industry is trending higher, and several international businesses are expanding their retail locations or establishing warehouses around the country. Investments worth INR 3,000 crore have been announced to build India's biggest shopping mall which will create direct and indirect employment in this sector.
	Jan - Mar, 2022-23	25	
	Oct - Dec, 2022-23	24	<b>Marketing &amp; Advertising</b>  The Marketing & Advertising Industry will see investments worth INR 95 crore therefore these initiatives will result in excellent recruiting for the upcoming quarter.
	Jan - Mar, 2022-23	23	

■ High (Growth Range: >= 6)   
 ■ Moderate (Growth Range: 4 - 5)   
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*The report is based on the analysis of surveys carried out with employers across India and literature review of sector performance prognosis. Respondents from 573 small, medium and large businesses across 14 cities and 14 service industries have been surveyed for this edition of the report. All findings are reported as percentages of total respondents at the specific levels of analysis.*

TeamLease survey, October and November, 2022

## Annexure- 2

- Research Methodology
- Sample Design
- Bibliography
- Definitions

### Sample Design

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 & Allied 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.

## Sample Design

India				
Business Size	Small	Medium	Large	Total
	[Up to 500 employees]	[500-5000 employees]	[> 5000 employees]	
No. of Businesses	329	138	106	573

India		
Sectors	Services	Total
No. of Businesses	573	573

Total Employers: 573 Respondents

Global	
Regions	Respondents
Africa	3
Americas	7
APAC	16
Europe	4
Middle East	5

Total Employers: 35 Respondents



## Annexure- 2

### Abbreviation

Short Form	Sectors	Industry
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IT	Information Technology
EC&TS	Ecommerce & Allied Start-ups
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
CON	Consulting
LOG	Logistics
M&A	Marketing and Advertising

Short Form	Cities	City
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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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### Definitions

**Timelines:**

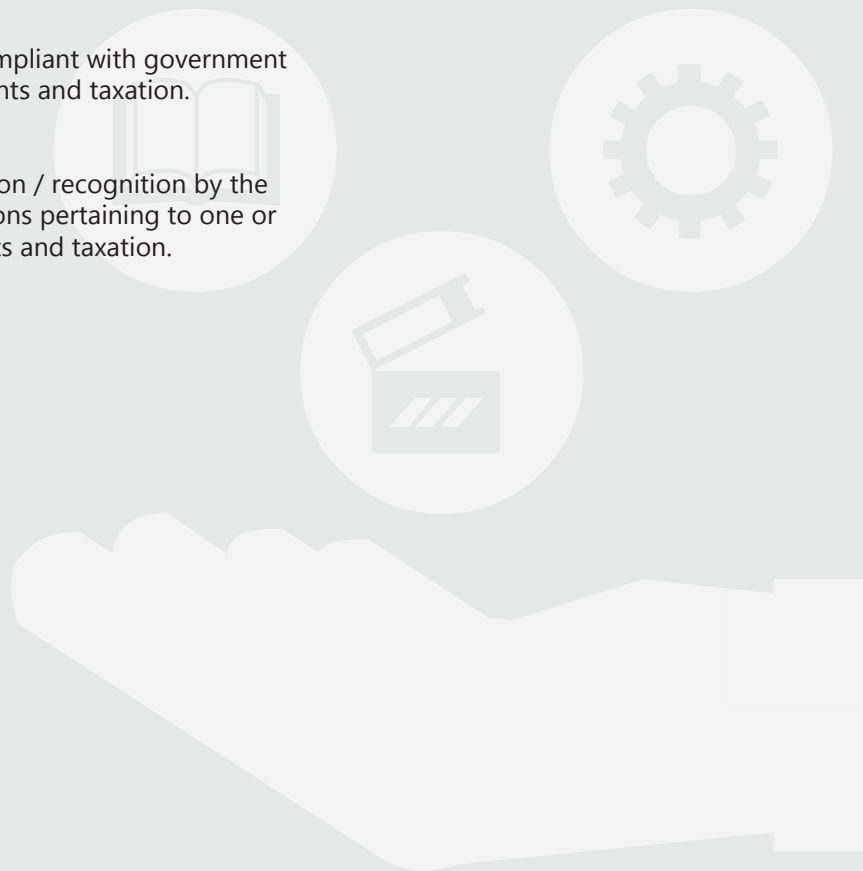
- Short Term: 3 months

**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.





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

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