



Q4: Jan - Mar, 2022-23

Employment Outlook Report

INTENT TO HIRE

Comprehensive overview of the mechanics of hiring, job growth, job creation, salaries and their drivers, trends and forecasts across **14** cities and **9** sectors in India

Manufacturing Sector Edition





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Q4: Jan - Mar, 2022-23

Employment Outlook Report

INTENT TO HIRE

Preface



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 Manufacturing sector (comprising 9 manufacturing 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 301 small, medium and large companies across the 9 manufacturing 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 Business Maturity.

Tracking critical drivers that influence hiring every quarter, the Employment Outlook Report is the only one of its kind seekingto 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.

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

Sectors list covered in other edition of Employment Outlook **Report of Services Sector Edition:**

Educational Services Information Technology

Ecommerce & Allied Start-ups Financial Services

► Knowledge Process Outsourcing
► Marketing & Advertising

BPO / ITeS

Telecommunications

Retail [Essential]

Logistics

Retail [Non-Essential]

Consulting

► Media & Entertainment

- Travel & Hospitality

Intent to Hire:

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.

Modified Terminology

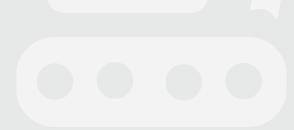


Note: Effective from this edition of the report the term "Sector" would represent the following aggregate entities: Agriculture, Manufacturing, and Services, and the term "Industry" would represent the 18 disaggregated entities grouped under the three "Sectors".









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Global Trend

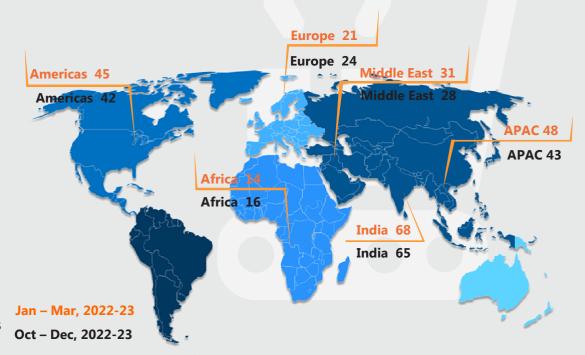
- In the Americas, specifically the U.S., jobs and wages continued to grow.
- In Europe, unemployment is at a record low and may increase only modestly.
- Asia, as a whole, has a positive outlook for Q4, 2022-23 and employment is set to grow.
- Africa is likely to be impacted by global inflation, and 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%
- **I** India +3%
- ► Americas +3%
- ► Middle East +3%

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

- ► Europe -3%
- Africa -2%



Major Global Markets

mployment Outlook Report - INTENT TO HIRE - Q4: Jan- Mar 2022-23

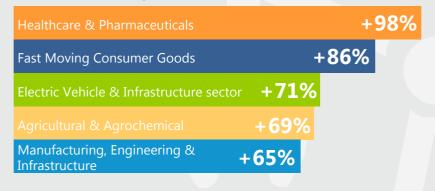
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Trend in India

- 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 investments in the PLI 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 Sector - Manufacturing

Sectors with High Intent to Hire:

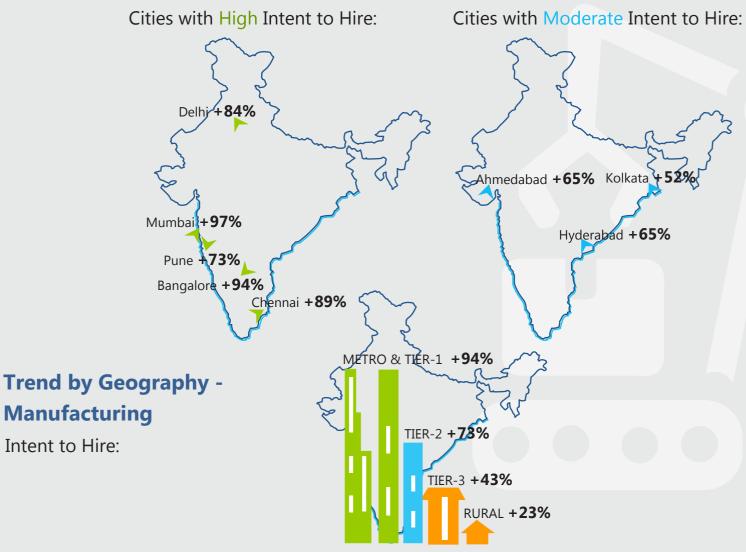


Sectors with Moderate Intent to Hire:

Construction & Re	eal Estate +51%
Power & Energy	+47%
Textile	+36%

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Trend by City - Manufacturing





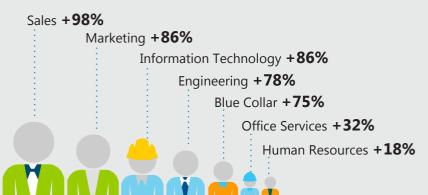
Trend by Business Size - Manufacturing

Intent to Hire:



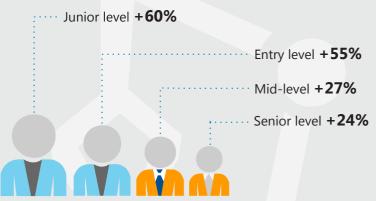
Trend by Function - Manufacturing

Intent to Hire:



Trend by Job Level - Manufacturing

Intent to Hire:



Attrition Trend - Manufacturing

Double digit attrition rates:

Healthcare & Pharmaceuticals +15.67%



Sectors with the lowest attrition rates:



Textile **+1.69%**

Electric Vehicle & infrastructure +2.27%



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



Global Trends

Intent to Hire



Intent to Hire: Global – Q4, 2022-23

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Major Global Markets





- 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

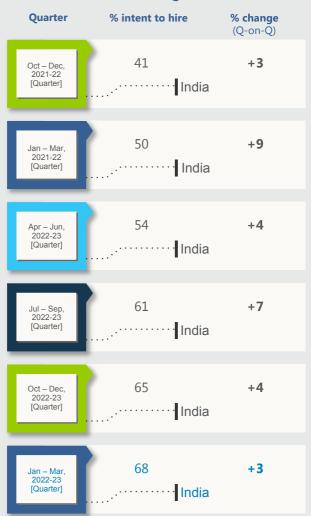
Intent to Hire: Overall and Manufacturing Sector Trends



Intent to Hire: Q4, 2022-23

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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 gross domestic product was 8.7% in FY 2021-22, after a contraction of 6.6% in the previous fiscal year. This and a surplus of public investments in the PLI schemes, such as those in renewable energy and health care products, are projected to stimulate employment growth in 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 Manufacturing Sector Hiring Intent for Q4, 2022: 60%

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

Manufacturing by Geography*







external environment.

- Tier 2 and Tier 3 cities have a positive hiring intent (73% & 43%) and high growth in intent to hire of +4% apiece which demonstrates their post-pandemic renewal.
- The rural sector has the least change in intent to hire of +2% but a positive outlook specifies the growth index in this industry.

Jan- Mar, 2022-23

^{*}Geographical areas are locations where hiring takes place
**Please refer Bibliography and Definitions

Manufacturing by Business Size**







- Large industrial enterprises dominate the hiring intent (69%) by a significant margin as they gear up to respond to domestic demand.
- Medium-sized businesses (44%) lag behind large firms on the deficiencies they face concerning technology and financial potentiality. Also, the growth in intent to hire is the highest among others with a +4% increase.
- ► Signaling uneven post-pandemic recovery the Small segment of businesses is having a downfall in terms of hiring intentions and the numbers have dropped from 41% to 39% compared to the previous guarter.



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

The report is based on the analysis of surveys carried out with employers across India and literature review of sector performance prognosis.

Respondents from 301 small, medium and large businesses across 14 cities and 9 manufacturing 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.

Manufacturing by Job Level*











- Entry-level & Junior level talent roles are noticing a positive hiring intent of 55% and 60% respectively. Upskilling and reskilling activities post the pandemic have created an impact in this segment.
- ► Mid-level roles are having a significant downfall from 29% to 27% therefore intent to hire is low.
- Senior-level job roles at 24% hiring intent are the lowest, proving that the manufacturing industry is keen to hire youthful talent.



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Manufacturing by Function*





- ► Sales roles have a staggering 98% hiring intent followed by marketing with 79% to 86% growth in intent to hire. Both functions are looking forward to building the economy with an increase in young talent supply at hand and maximizing the efforts to reach the masses.
- Recruitment in the field of information technology with an intention to hire at a rate of 86% is aided by the pervasive desire to innovate and create an environment that is becoming more accessible. Moreover, the rise in hiring intensity is 9%, making it the second-highest of all indicators.
- Engineering and Blue Collar (both at 78% & 75% respectively) have reasonably robust recruiting intentions. Both these roles have a growth rate of 11% and 8% respectively.
- The functions with the lowest recruiting intent are office services (31%) and human resources (18%), both of which have a better presence in the services sector than in the manufacturing business.



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

Manufacturing by Business Maturity



Quarter	% intent to hire	
Oct- Dec, 2022-23 Jan-Mar, 2022-23	4 5 50 START-UPS	
Oct- Dec, 2022-23 Jan-Mar, 2022-23	GROWTH BUSINESSES**	ře
Oct– Dec, 2022-23 Jan-Mar, 2022-23	63 MATURE BUSINESSES**	**
	Oct– Dec, 2022-23 Jan-Mar, 2022-23 Oct– Dec, 2022-23 Jan-Mar, 2022-23 Oct– Dec, 2022-23	Oct- Dec, 2022-23

^{**} Market Capitalization: > INR 10,000 crore and < INR 50,000 crore



- The Mature businesses tier demonstrates much greater hiring intent (67%) with a rise in intent to hire of +4%.
- In the manufacturing sector, growth businesses (51%) have moderate recruiting intentions for the next quarter.
- A positive trend is observed with hiring intent for start-ups at 50%, though marginally much lesser than its service industry counterparts. But the postpandemic, manufacturing segment has seen innovative technologies coming up.

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 across India and literature review of sector performance

Note: The numbers in the tables depicts Percentages

^{**} Market Capitalization: > INR 50,000 crore



Outlook trends by Industry and City

High, Moderate and Low | Job Market – Sweet spots



Manufacturing - by Industry**



	Manufacturing Industries	Jan-Mar, 2022-23	Oct-Dec, 2022-23	
	Healthcare & Pharmaceuticals	98	92	
	Fast Moving Consumer Goods	86	79	
N	Electric Vehicle & Infrastructure sector	71	61	
	Agriculture & Agrochemicals	69	66	
	Manufacturing, Engineering & Infrastructure	65	62	
	Construction & Real Estate	51	47	
贯	Power & Energy	47	50	
	Textile	36	38	■ High (Growth Range: >=€■ Moderate (Growth Range)
	Fast Moving Consumer Durables	28	26	Low (Growth Range: <4)

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

TeamLease survey, October and November, 2022

^{**}Respondents categorized by industry

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Manufacturing by City**

	Cities	Jan - Mar, 2022-23	Oct - Dec, 2022-23
	Mumbai	97	93
	Bangalore	94	90
P P P P P P P P P P P P P P P P P P P	Chennai	89	83
	Delhi	84	79
	Pune	73	67
	Hyderabad	65	61
	Ahmedabad	65	61

High (Growth Range: >=6)

Moderate (Growth Range: 4 - 5)

Low (Growth Range: <4)

	Cities	Jan - Mar, 2022-23	Oct - Dec, 2022-23
	Kolkata	50	47
	Chandigarh	40	43
1	Gurgaon	39	41
	Nagpur	38	35
	Coimbatore	23	21
	Kochi	21	23
	Indore	13	15

^{**}Respondents categorized by the city where they are head-quartered Note: Cities listed in the descending order of the Intent to Hire



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City-Industry – The top 3 Cities and Industries



TeamLease survey, October and November, 2022

City-Industry



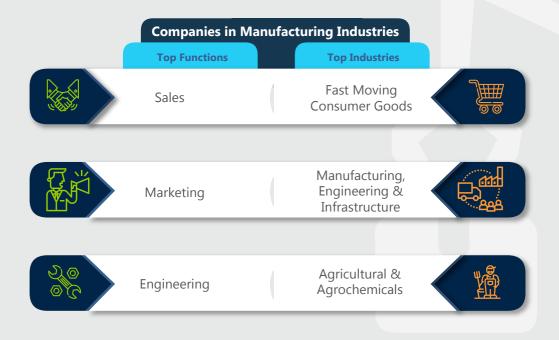
					Manufa	cturing		
Cities	FMCG	FMCD	H&P	MEI	AGCH	P&E	тхт	EV&I
AHM	18	6	21	12	13	16	7	13
BNG	46	12	52	23	26	20	16	27
CHN	40	8	31	29	32	17	10	21
DEL	23	6	39	12	19	20	25	19
HYD	15	8	21	18	36	5	7	19
KOL	23	9	15	24	13	9	7	7
MUM	45	11	31	23	13	13	10	19
PUN	17	5	20	21	9	22	6	35
CHD	21	3	19	6	24	20	3	6
СОМ	26	19	11	35	14	5	7	7
GUR	6	6	21	17	18	5	4	13
IND	20	5	8	7	16	4	15	6
КОС	21	9	11	16	12	8	14	6
NPR	12	5	10	45	29	14	7	13

Note: The colour code within the tables highlighted are top 3 amonast Manufacturing Sector

TeamLease survey, October and November, 2022



Functions-Industry – The top 3 Functions and Industry



TeamLease survey, October and November, 2022

Functions-Industry



						Manufacti	uring		
	Functional Area	FMCG	FMCD	Н&Р	MEI	AGCH	P&E	тхт	EV&I
	Sales	33	15	18	30	70	24	19	18
	Marketing	48	26	33	17	19	20	25	38
©	Information Technology	38	38	22	42	22	18	9	23
9 G	Engineering	35	22	30	40	18	24	27	20
	Office Services	47	34	17	25	19	16	7	22
	Human Resources	48	9	18	22	12	8	15	12
	Blue Collar	22	10	25	33	16	29	12	15

Note: The colour code within the tables highlighted are top 3 amongst Manufacturing Sector

TeamLease survey, October and November, 2022



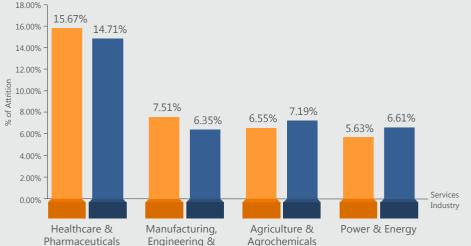
Spotlight

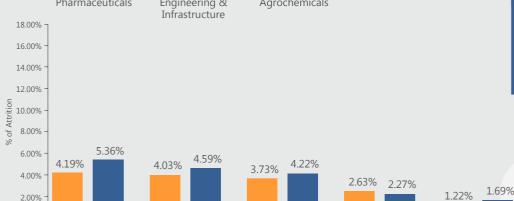
Attrition Trends



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Oct-Dec, 2022-23





Fast Moving

Consumer Goods

Fast Moving

Consumer Durables

- ─ With the exception of Healthcare & Pharmaceuticals, the Manufacturing industry have single-digit attrition rates.
- During the Oct-Dec 2022-23 quarter, attrition in the Healthcare & Pharmaceuticals industry increased to 15.67% from 14.71 % during the Jul-Sep 2022-23 quarter.
- The other sectors with a hike in attrition were:
 - ► Agriculture & Agrochemical (7.51%)
 - ► Power & Energy (5.63%)
 - ► Construction & Real estate (4.19%)
 - ► Fast Moving Consumer Durables (4.03%)
- Sectors like Textile (1.22%) and Electric Vehicle & Infrastructure (2.63%) sectors faced the lowest attrition trends for the Oct-Dec, 2022-23 quarter.

— Jul-Sep, 2022

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Oct-Dec, 2022

Services

Industry

TeamLease survey, October and November, 202.

Construction &

Real Estate

Textile

Electric Vehicle

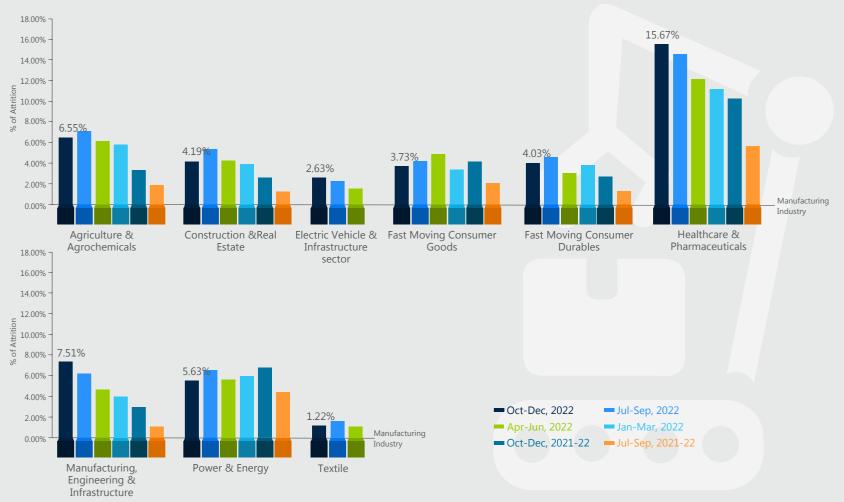
& Infrastructure

sector

0.00%

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Past 6 Quarters



eamLease survey, October and November, 2022

Past 6 Quarters



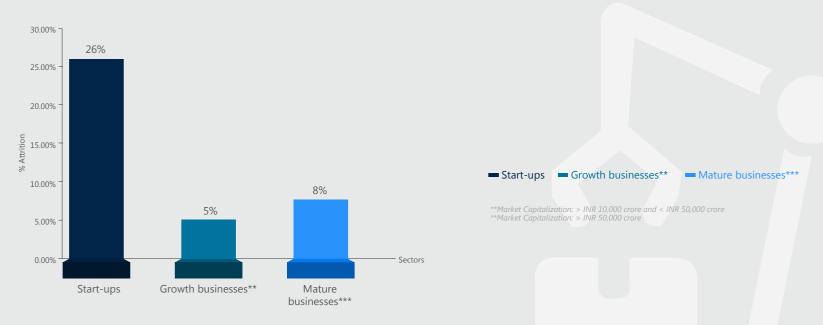


- Manufacturing, Engineering & Infrastructure, Healthcare & Pharmaceuticals, and Electric Vehicle & Infrastructure saw an increase in attrition rate during the October-December quarter of 2022-23.
- Except for the above three, all sectors had negative attrition during the October-December 2022-23 quarter compared to the July-September 2022-23 quarter.
- Industries with an uptrend in a positive change of attrition rates for Oct-Dec 2022-23 as compared to Jul-Sept,2022-23 are as follows:
 - ► Manufacturing, Engineering & Infrastructure (1.16%)
 - ► Healthcare & Pharmaceuticals 0.96%)
 - ► Electric Vehicle & Infrastructure sector (0.36%)
- The sectors with a negative change of attrition rate for Oct-Dec 2022-23 as compared to Jul-Sept,2022-23 are:
 - ► Construction & Real Estate (1.17%)
 - ► Power & Energy (0.98%)
 - ► Agriculture & Agrochemicals (0.64%)
 - ► Fast Moving Consumer Durables (0.56%)
 - ► Fast Moving Consumer Goods (0.49%)
 - ► Textile (0.47%)



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By Business Maturity





- Attrition rates for manufacturing talent among Start-ups are alarmingly high (26%), with talent upskilling and reskilling, and the migration to other sectors is evident.
- The mature (8%) and growth (5%) businesses are well-established with critical technologies and innovation centers; hence, retaining personnel is relatively simpler; yet, attrition rates are creeping towards 10%.



Note: The numbers in the tables depicts Percentage TeamLease survey. October and November. 2022



Industry-wise Analysis | City-wise Outlook Statistics



Industry-wise Analysis - Top 4

Ouarter



Industry Impact Intent to Hire

Healthcare & Pharmaceuticals

Oct - Dec, 2022-23 92

Jan - Mar, 2022-23 98

Capital Investments of roughly INR 375 crore are anticipated to expand building capacities & innovative businesses in the upcoming quarter. Technology-based global giants will be entering India with medical-grade equipment production and design. The largest drug makers in India will be focusing on expanding reach & gaining market size.



Oct - Dec, 2022-23 79

Jan - Mar, 2022-23 86

Oct - Dec, 2022-23 61

Jan - Mar. 2022-23 71

Oct - Dec, 2022-23 66

Jan - Mar, 2022-23 69

Fast Moving Consumer Goods

FMCG product companies are on an expansion spree. Most of them have partnered up with domestic giants for furthering their cause. Plant-based meat products are being introduced in the market with the aim to cater to the growing demand for healthier food choices. Job roles for such expansion activities will mostly be oriented into tech and non-tech domains.



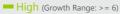
Electric Vehicle & Infrastructure

With an investment of over INR 131.78 crore, EV Mobility & Infra is investing heavily in the innovation of charging solutions, battery manufacture & EV components. Collaborations between International & domestic Electric Vehicle companies will soon introduce new models to the market. The next quarter features a good hiring trend for a variety of positions.



Agriculture & Agrochemicals

The Agrochemical companies have raised INR 300 crore to fund expansion and growth plans. Modern farming techniques, such as drone farming will be utilized. Approximately, 310 drones will be manufactured in this quarter and this initiative will also provide technical and non-technical employment for individuals.



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

Industry-wise Analysis - Bottom 5



	Quarter	Intent to Hire	Industry Impact		Putting India to
	Oct - Dec, 202 Jan - Mar, 202		Manufacturing/ Eng this quarter. Compa	, Engineering, and Infrastructure ineering/ Infrastructure looks to add more jobs in technical and women-onies are looking to ramp up their presence in India and are recruiting engular science specialists, as well as for roles in cybersecurity, risk analysis, and	jineers,
	Oct - Dec, 202 Jan - Mar, 202		manufacturing facili	Real Estate totaling INR 3,400 crore for the establishment of infrastructure projects a ties are being invested over the next few years. This will create jobs in the pact on tier-1 & tier-2 cities.	
景	Oct - Dec, 202 Jan - Mar, 202		agreements to design construct a thermal	y . 1,500 crore are bagged by dominant firms in the renewable sector & engr, build, own, & maintain. The state & power corporations will invest INR power plant and provide employment opportunities. Also, solar power pristance of state governments.	R 8,520 crore to
	Oct - Dec, 202 Jan - Mar, 202		government has cle	cracted INR 4,292 crore in investments from domestic investors and state ared permissions for strategic research projects leading to job creation in evelopment domain. 100% FDI (automatic route) is allowed in Textiles.	
High (Growth Range: >	Oct - Dec, 202 Jan - Mar, 202	22-23 28	Public & Private Fur investments will invemployment within	onsumer Durables ding worth INR 326.17 crore have been announced for the upcoming mostigate new production facilities and goods, resulting in a substantial incention the industry. Funds worth INR 200cr for technology-led solutions to solve plemented over a course of time.	rease in



- Research Methodology
 - Sample Design
 - Bibliography
 - Definitions

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Research Methodology

Sample Design

Random stratified sampling technique** was used to identify crespondents 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



India

Samp	le De	esign
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India

Business	Small	Medium	Large	Total
Size	[Up to 500 employees]	[500-5000 employees]	[>5000 employees]	Total
No. of Businesses	175	77	49	301



Total Employers: 301 Respondents

Global

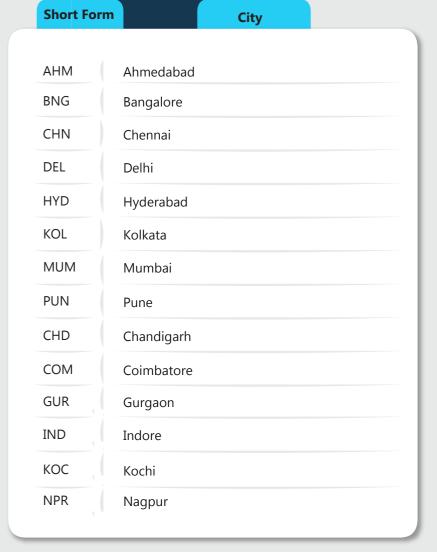
Regions	Respondents
Africa	4
Americas	5
APAC	11
Europe	3
Middle East	4

Total Employers: 27 Respondents

TeamLease Putting India to Work

Abbreviation

Short Form Sector	
MEI	Manufacturing, Engineering and Infrastructure
AGCH	Agriculture and Agrochemicals
P&E	Power & Energy
FMCG	Fast Moving Consumer Goods
FMCD	Fast Moving Consumer Durables
H&P	Healthcare and Pharmaceuticals
TXT	Textile
EV&I	Electric Vehicle & Infrastructure sector



Cities

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- ▶ ESDS Software Solutions to hire 700+, scale up talent pool. HRKatha, November 2022
- Edelweiss' energy InvIT AnZen raises Rs 2,300 crores. Economic Times, November 2022
- JM Financial PE leads Rs 95 cr investment in Silveredge Tech. Economics Times. November 2022
- ▶ 5G to create 80,000 direct jobs, attract Rs. 3 lakh crore (US\$ 36.41 billion) investment. IBEF, October 2022
- Amid edtech layoffs, upGrad to hire 1,400 employees. Fortune India, November 2022
- Up to 6 lakh new jobs! Festive season makes hiring jump 20%, Business Today, September 2022
- India's gaming market hit \$2.6 billion in FY22 and is projected to reach \$8.6 billion in FY27, Lumikai, November 2022
- [24]7.ai plans to add 2,500 new jobs in TS by next month, Bizzbuzz, September 2022
- Lulu Group to invest Rs 3,000 crore to set up India's biggest mall at Ahmedabad. Economic Times, October 2022
- Tim Hortons plans to open 120 stores in next 3 years. Economic Times, November 2022
- Marriott expects to have around 200 properties in India by 2025, Economic Times, September 2022
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TeamLease

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.



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