



INTENT TO HIRE

# Employment Outlook Report

Q1: April - June, 2021

Comprehensive overview of the mechanics of hiring, job growth, job creation, salaries and their drivers, trends and forecasts across 14 cities and 21 sectors in India

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The TeamLease Employment Outlook Report is a forward looking tool for human resource professionals, policy and decision makers, reflecting hiring sentiment across 14 cities and 21 sectors in India. This report carries “Intent to Hire” statistics for Q-1, 2021-22 [April, 2021 –June, 2021] on the basis of the survey and analysis carried out during January and February, 2021.

The survey covers 712small, medium and large companies across the 21 sectors across India. The coverage is spread across 4 geographical areas [Metros, Tier-1, Tier-2/3 and Rural], 4 hierarchical levels [Entry, Junior, Mid and Senior Levels] and 7 functional areas [Sales, Marketing, Information Technology, Engineering, Office Services, Human Resources, Blue Collar].

Tracking critical drivers that influence hiring every half year, the Employment Outlook Report is the only one of its kind seeking to deliver high impact hiring decision support to its stakeholders –Business & HR heads, Senior Management and Policy-makers in industry and the government.

The report aims to

- Measure Intent to Hire across the country, by city and sector.
- Track Intent to Hire by geography, business size and hierarchy.
- Identify key drivers of hiring sentiment, by sector.

## INTENT TO HIRE:

An outlook metric used in this edition of the report

The clear and present disruption from COVID-19 necessitates the use of a more nuanced metric compared with Net Employment Outlook to describe the state of the job market.

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

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

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



## Executive Summary

Across APAC, lockdowns and such other restrictions have eased, and there is revival in export activity.

Fiscal support to households and businesses, and central bank support have worked well for North America, Japan and United Kingdom. This is a driving factor in the 2% -5% improvements in sentiment in the Americas, APAC and Europe.

Monetary policy adjustments, liquidity support from central banks, credits to SMBs, and reforms in the financial sector have helped the Middle East.

### Gain in intent to hire:

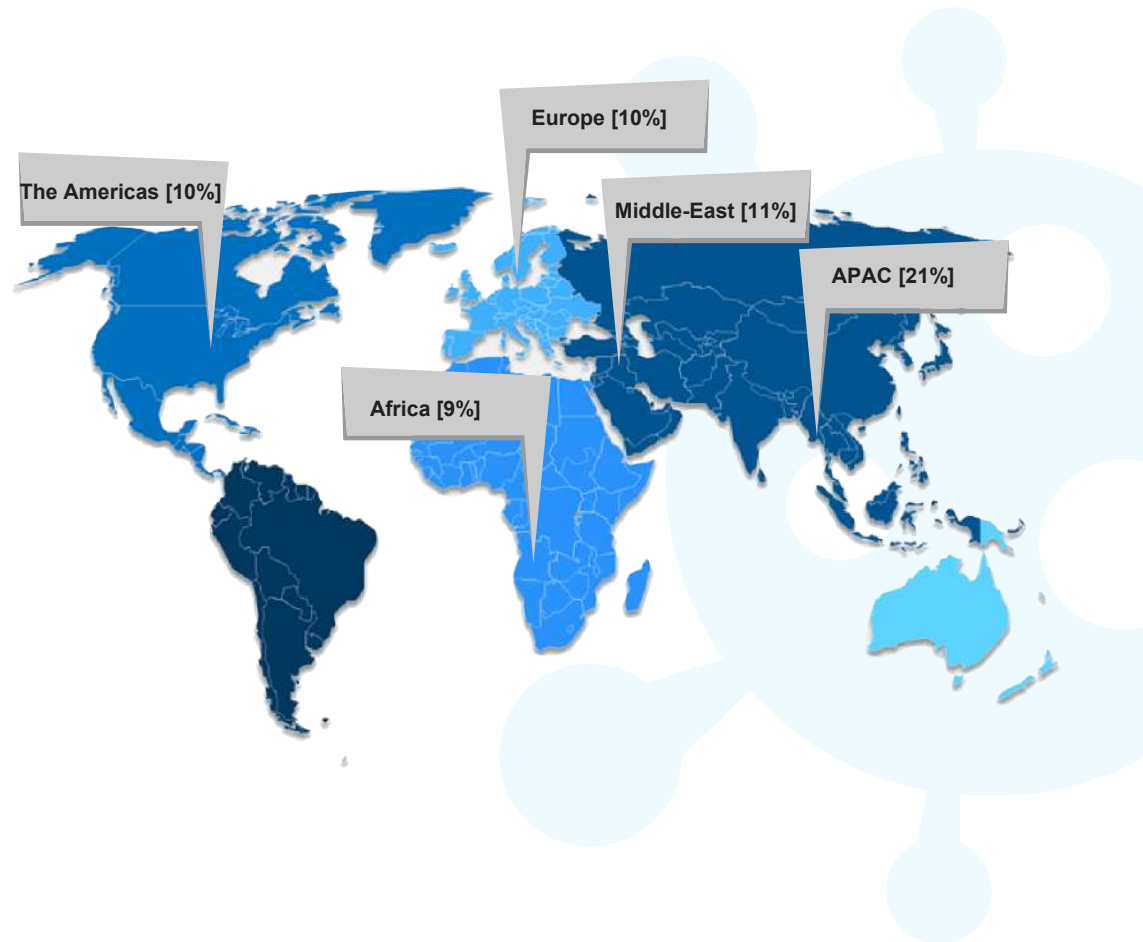
APAC – [21%]

Middle East – [11%]

Americas – [10%]

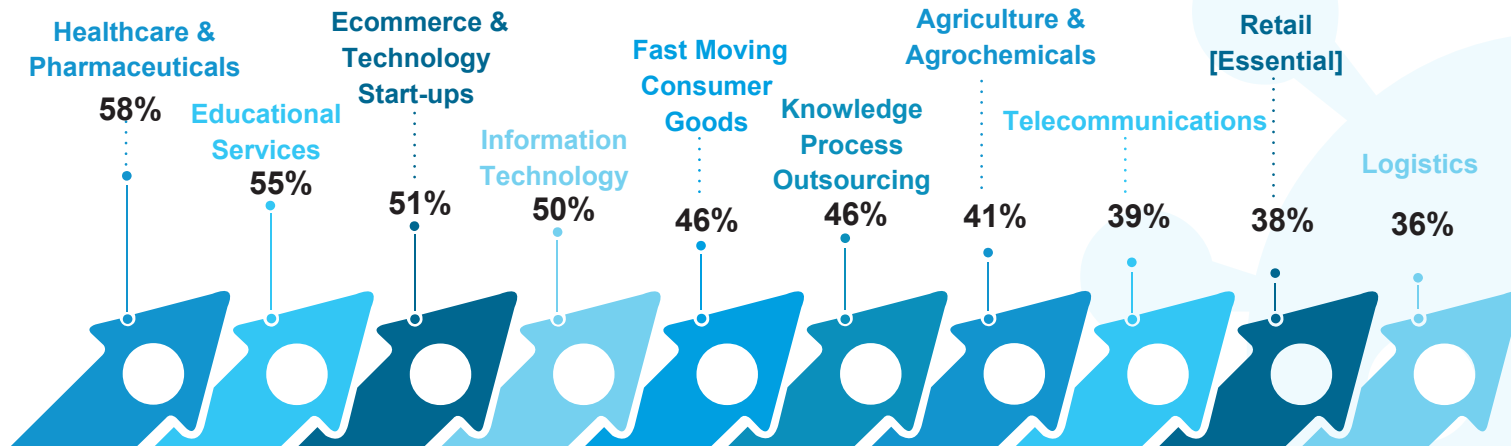
Europe – [10%]

Africa – [9%]

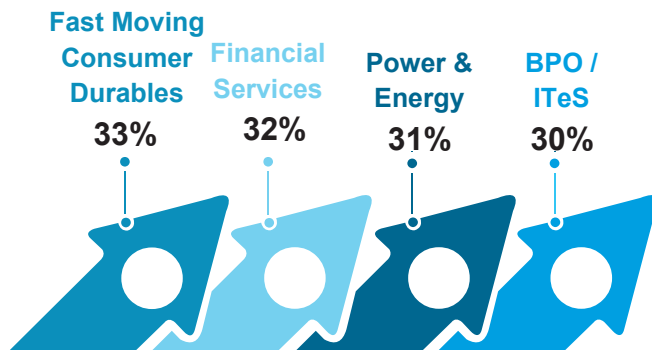


- India Trends** -
- Favourable growth forecasts ranging from **11.5%** by the IMF, to **12.8%** by the OECD.
  - Increased government spending, a business and consumption friendly budget.
  - Economic activity in India, China and Turkey has moved above pre-pandemic levels thanks to fiscal measures and recovery in the manufacturing and construction sectors.

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

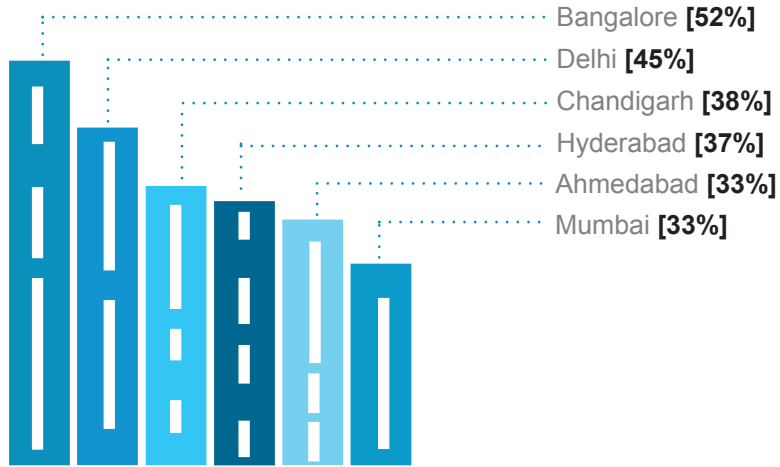


**Sector Trends - Moderate intent to hire Sectors:**



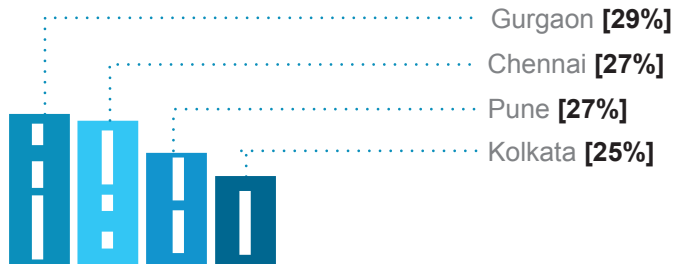
## City Trends -

High intent to hire Cities:



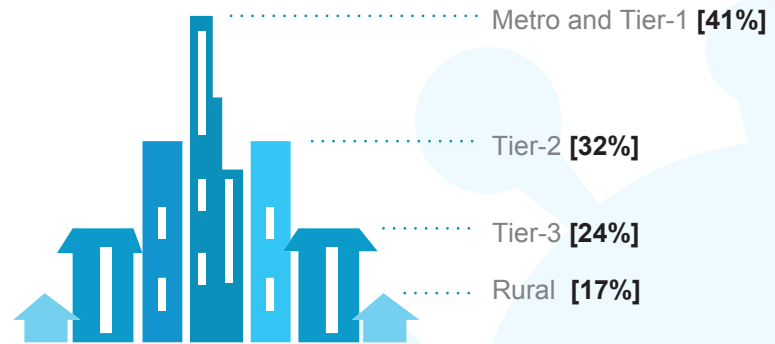
## City Trends -

Moderate intent to hire Cities:



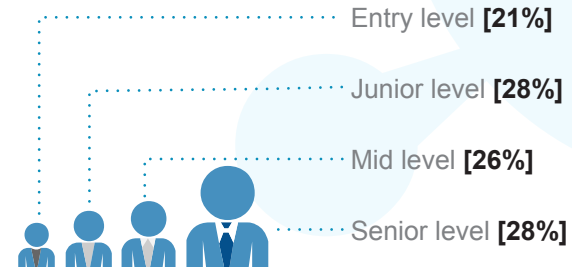
## Geographical Trends -

Intent to Hire:



## Hierarchical Trends -

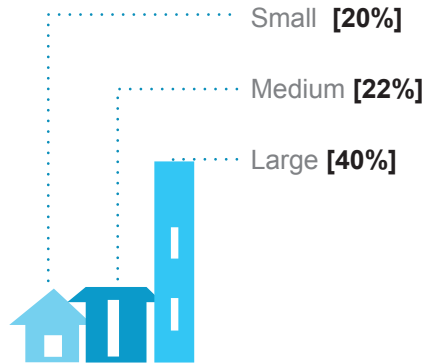
Intent to Hire:





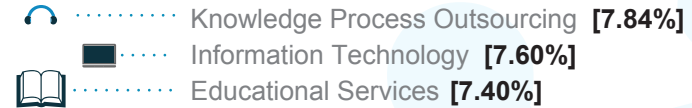
## Business Size Trends

Intent to Hire:



## Attrition Trends

Biggest gainers of the downward trend:



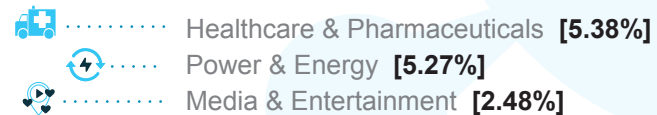
## Functional Area Trends -

Intent to Hire:



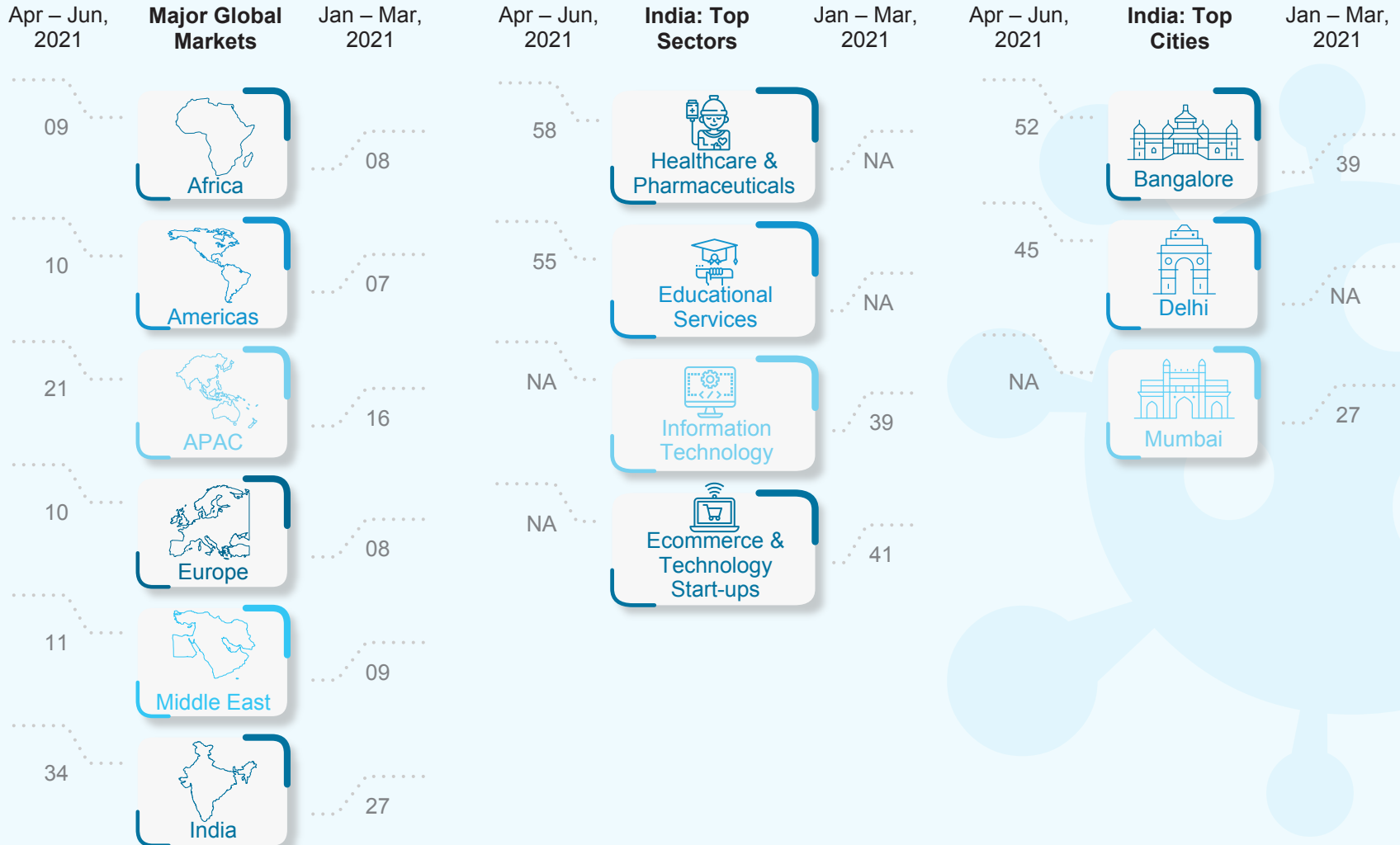
## Attrition Trends

Smaller drop in attrition rates:



# Executive Summary

## Intent to Hire: HY1-on-Current Quarter comparison



Note: The numbers in the tables depicts Percentages









## Highlights

- Intent to Hire: Trends

# Highlights

## Intent to Hire: Global –Q1, 2021-22, Major global markets

Global Markets	% intent to hire (Apr–Jun, 2021-22)	% intent to hire (Jan–Mar, 2020-21)	% change (Q-on-Q)
 Africa	09	08	+1
 Americas	10	07	+3
 APAC	21	16	+5
 Europe	10	08	+2
 Middle East	11	09	+2
 India	34	27	+7

- Policy support and vaccine approvals/launches from governments around the world have shored up sentiment –in varying degrees –across all the five regions. However, the outlook remains cautious because of the renewed waves and virus variants, and uncertainty lingers on in the global economy.
- Fiscal support to households and businesses, and central bank support have worked well for North America, Japan and United Kingdom. This is a driving factor in the 2% -5% improvements in sentiment in the Americas, APAC and Europe.
- Across APAC, lockdowns and such other restrictions have eased, and there is revival in export activity. This follows a dip in infections across APAC, except in Indonesia, Philippines, Malaysia and Myanmar.
- The sentiment boost for Europe comes from ramped up debt market borrowing, healthcare investments, job retention and labour market support schemes.
- Monetary policy adjustments, liquidity support from central banks, credits to SMBs, and reforms in the financial sector have helped the Middle East, albeit amidst ongoing uncertainty in the oil markets.
- A growth rebound in South Africa, improved external demand and narrowing current account deficits are factors currently in Africa's favour.

# Highlights

## Intent to Hire: India –Q1, 2021-22, Current quarter in historical perspective

HY/Quarter	% intent to hire	% change (Q-on-Q)
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	NA
Jan – Mar, 2020-21 [Quarter]	27	+6
Apr – Jun, 2021-22 [Quarter]	34	+7

TeamLease survey, January and February, 2021


- Favourable growth forecasts ranging from 11.5% by the IMF, to 12.8% by the OECD and Fitch have bolstered business sentiment and hiring intent in India.
- Increased government spending, a business and consumption friendly budget and gradually diminishing risks of the pandemic stand India in good stead.
- Economic activity in India, China and Turkey has moved above pre-pandemic levels thanks to fiscal measures and recovery in the manufacturing and construction sectors.
- The vaccination drive is seeing early success, with 5 crore people administered so far, and will act as a consumer confidence booster and enable better functioning of workplaces.
- The rupee continues to remain strong on the back of strong forex reserves, boosting the prospects of trade and containing deficits.

*The report is based on the analysis of surveys carried out with employers across India and literature review of sector performance prognosis. Respondents from 712 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.*


## Intent to Hire Trends: Q1, 2021-22 by Geography\*

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


### % intent to hire

	Jan – Mar, 2020-21	Apr – Jun, 2021-22
	32	41


### TIER-2\*\*

	Jan – Mar, 2020-21	Apr – Jun, 2021-22
	21	32

### TIER-3\*\*

	Jan – Mar, 2020-21	Apr – Jun, 2021-22
	16	24

### RURAL\*\*

	Jan – Mar, 2020-21	Apr – Jun, 2021-22
	12	17

- The positivity is spread across geographies, and the rise in sentiment is significant for each segment.
- Tier-2 cities are likely to do marginally better Tier-1 cities during the forthcoming quarter.
- The sentiment in tier-3 towns and rural geographies is significantly higher than usual.

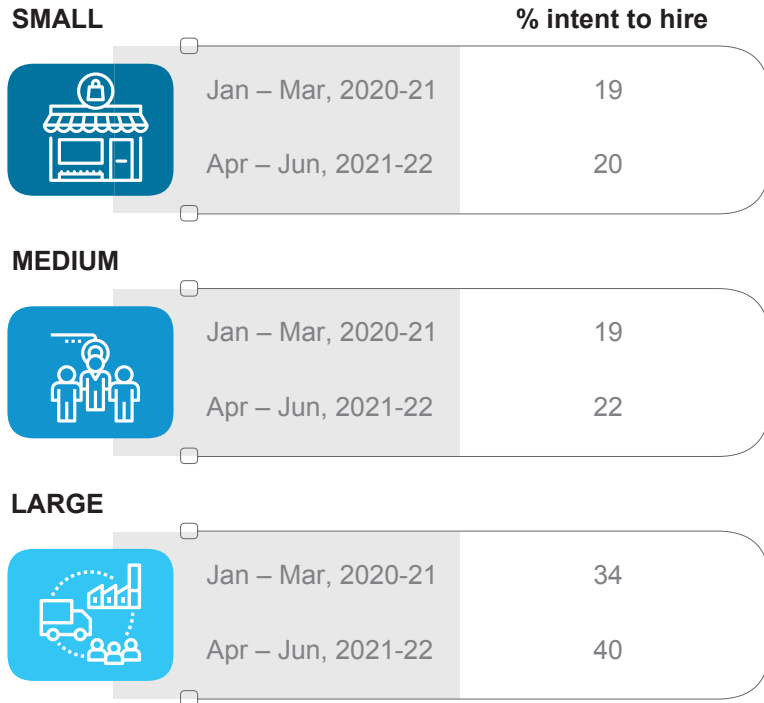
\*Geographical areas are locations where hiring takes place  
\*\*Please refer Bibliography and Definitions

TeamLease survey, January and February, 2021

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# Highlights

## Intent to Hire Trends: Q1, 2021-22 by Business Size\*\*



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

- Small businesses seem to be likely to take a breather during the forthcoming quarter and are not likely to hire any more than they did during the previous quarter.
- Hiring intent sees a significant increase among the large firms, as Covid-19 related risks seem to be subsiding. The new waves might still pose a risk though.
- Medium-sized businesses, taking a cue from the large, are displaying an intent only marginally lower than that of large businesses.

TeamLease survey, January and February, 2021

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## Intent to Hire Trends: Q1, 2021-22 by Hierarchy\*

		% intent to hire
<b>ENTRY LEVEL</b> 	Jan – Mar, 2020-21	16
	Apr – Jun, 2021-22	21
<b>JUNIOR LEVEL</b> 	Jan – Mar, 2020-21	25
	Apr – Jun, 2021-22	28
<b>MID-LEVEL</b> 	Jan – Mar, 2020-21	24
	Apr – Jun, 2021-22	26
<b>SENIOR LEVEL</b> 	Jan – Mar, 2020-21	32
	Apr – Jun, 2021-22	28

- The steady revival in commercial activity is likely to sustain the growing demand for entry level jobs. The category is likely to witness the biggest share of hiring across the hierarchy.
- Junior and mid-level hiring intent is marginally lower than that for entry levels, but is appreciably sustained in comparison with the previous quarter.
- Businesses seem to have found the steady, senior hands that can steer them through the Covid crisis, and so are lowering their intent to hire leadership talent for the forthcoming quarter.

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

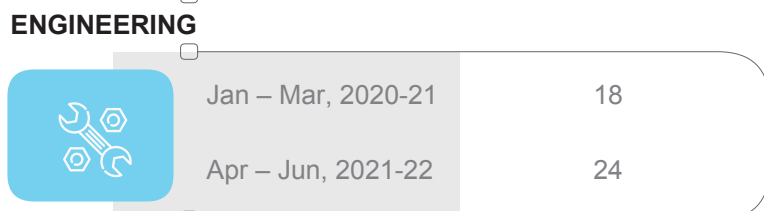
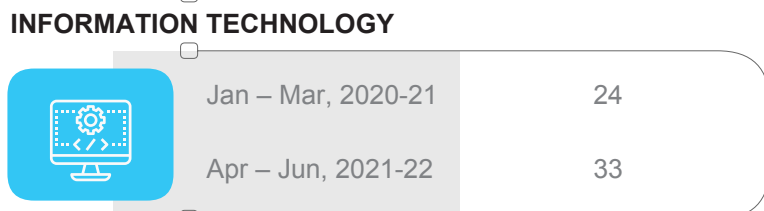
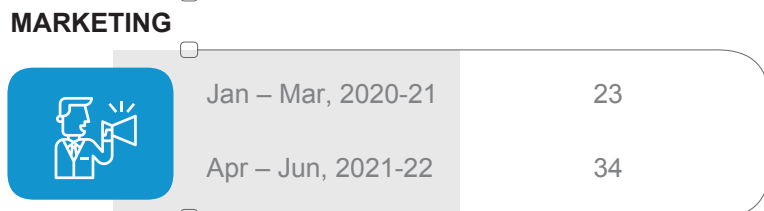
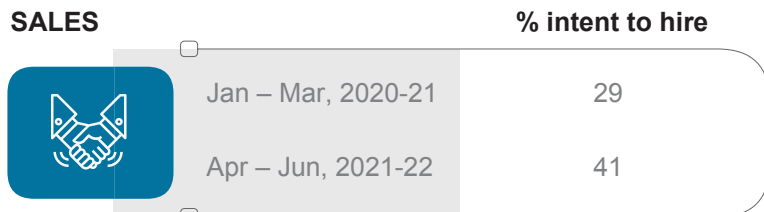
TeamLease survey, January and February, 2021

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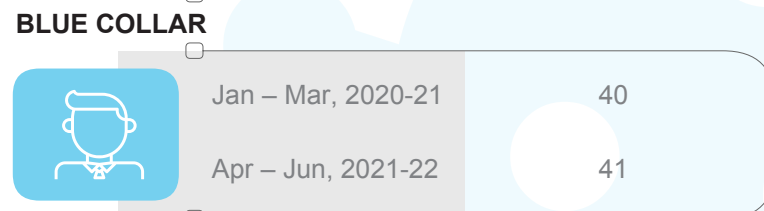
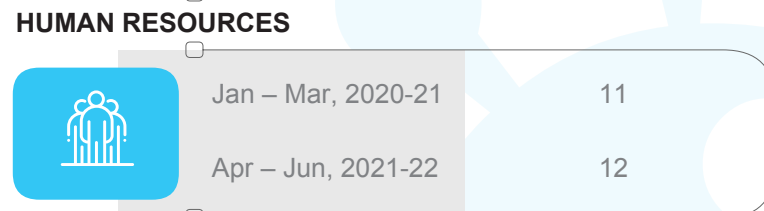
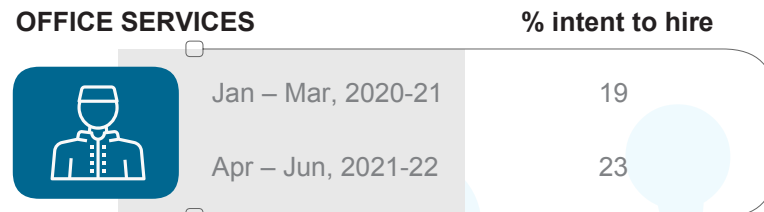
# Highlights

## Intent to Hire Trends: Q1, 2021-22 by Functional Area\*



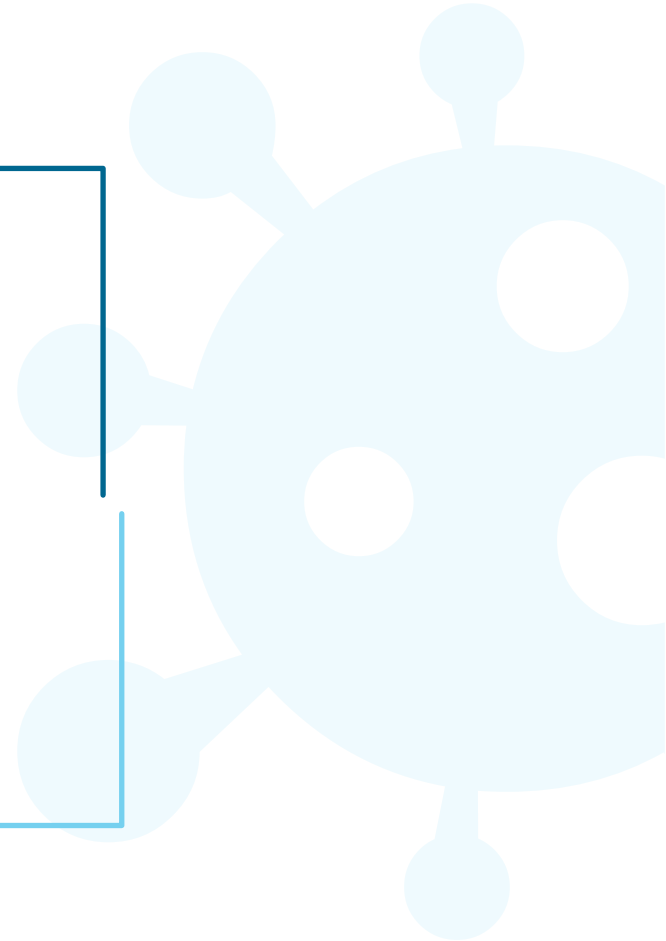

\*The functional areas in organizations for which employers plan to hirePlease refer Bibliography and Definitions

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- Sales and Marketing continue to lead hiring intent by a substantial lead as compared to other functional areas.
- The hiring intent for the Information Technology area is marginally lower, but substantial enough to account for a sizeable proportion of the overall positivity.
- While Engineering and Office Services are likely to see significant increase in hiring intent, demand for the evergreen Blue Collar function is likely to have plateaued.

TeamLease survey, January and February, 2021













## Outlook trends by Sector and City

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

# Outlook trends by Sector and City

## Intent to Hire Trends: Q1, 2021-22 by Sector\*\*

Sectors	Apr-Jun, 2021-22	Jan-Mar, 2020-21
 Healthcare & Pharmaceuticals	58	47
 Educational Services	55	43
 Ecommerce & Technology Start-ups	51	41
 Information Technology	50	39
 Fast Moving Consumer Goods	46	37
 Knowledge Process Outsourcing	46	37
 Agriculture & Agrochemicals	41	31
 Telecommunications	39	32
 Retail [Essential]	37	28
 Logistics	36	29

\*\*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, January and February, 2021

# Outlook trends by Sector and City

## Intent to Hire Trends: Q1, 2021-22 by Sector\*\*

Sectors	Jan-Mar, 2020-21	Oct-Dec, 2020-21
 Fast Moving Consumer Durables	33	26
 Financial Services	32	26
 Power & Energy	31	28
 BPO / ITeS	30	24
 Manufacturing, Engineering & Infrastructure	25	19
 Retail [Non-Essential]	24	15
 Construction & Real Estate	24	18
 Media & Entertainment	24	20
 Consulting	21	16
 Marketing & Advertising	18	15
 Travel & Hospitality	10	8

\*\*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, January and February, 2021

# Outlook trends by Sector and City

## Intent to Hire Trends: Q1, 2021-22 by City\*\*

Cities	Apr-Jun, 2021-22	Jan-Mar, 2020-21
 Bangalore	52	39
 Delhi	45	33
 Hyderabad	37	29
 Chandigarh	38	28
 Mumbai	33	27
 Ahmedabad	33	23
 Kolkata	25	21

Cities	Apr-Jun, 2021-22	Jan-Mar, 2020-21
 Chennai	27	20
 Pune	27	19
 Gurgaon	29	18
 Coimbatore	18	15
 Nagpur	20	14
 Kochi	15	11
 Indore	17	10

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















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

High Moderate Low

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TeamLease survey, January and February, 2021

### Manufacturing Sectors

Cities	FMCG	FMCD	H&P	MEI	AGCH	P&E
 AHM	39	15	15	20	31	14
 BNG	21	29	15	14	35	27
 CHN	36	19	33	20	35	21
 DEL	40	26	40	17	22	25
 HYD	29	24	51	14	33	31
 KOL	38	25	24	23	15	17
 MUM	33	30	49	25	26	20
 PUN	23	18	33	17	33	26
 CHD	40	25	30	12	30	25
 COM	18	23	13	19	14	32
 GUR	12	20	36	22	33	25
 IND	10	25	50	25	14	17
 KOC	36	17	14	19	36	12
 NPR	26	24	15	20	27	28

Apr21-Jun21

Apr21-Jun21

Apr21-Jun21

Apr21-Jun21

Apr21-Jun21

Apr21-Jun21

TeamLease survey, January and February, 2021

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

# Outlook trends by Sector and City

## Job Market Sweet Spots, City-Sector

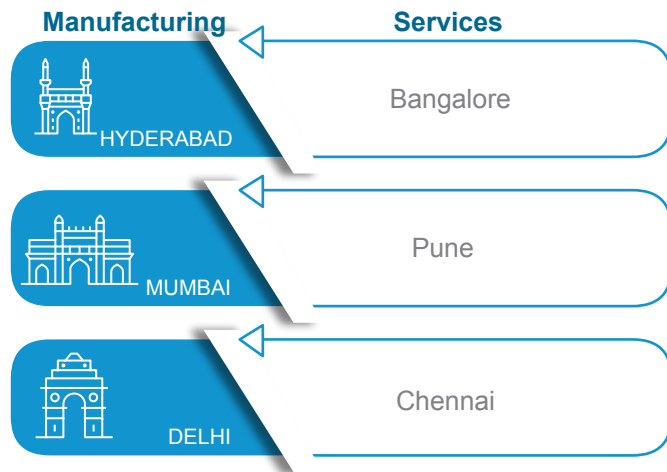
### Service Sectors

Cities	TEL	IT	FS	RET (E)	RET (NE)	EC&TS	M&E	C&RE	T&H	ES	BPO/ITeS	KPO	CON	LOG	M&A
AHM	19	21	22	24	16	47	20	22	6	24	18	16	9	15	10
BNG	24	47	10	23	12	46	17	13	11	16	21	40	16	21	11
CHN	33	44	20	25	9	41	20	13	8	35	22	27	10	20	14
DEL	31	41	22	22	16	36	14	12	10	37	17	30	10	18	15
HYD	26	27	26	29	13	28	17	18	7	29	10	42	14	26	14
KOL	18	18	25	18	12	15	8	11	8	38	27	26	11	24	10
MUM	28	43	23	25	11	37	20	18	7	39	16	26	13	24	10
PUN	22	22	31	22	15	47	12	17	11	49	18	29	15	28	13
CHD	29	26	16	19	11	33	15	10	11	33	28	22	9	23	12
COM	23	26	16	19	19	36	10	15	7	27	14	19	10	10	18
GUR	35	32	20	27	14	25	10	10	9	21	10	17	15	16	14
IND	21	15	17	33	14	21	8	20	10	19	10	7	10	16	9
KOC	15	10	13	18	9	17	11	19	10	23	9	10	8	33	8
NPR	21	29	16	30	10	24	15	18	11	10	10	16	9	34	10

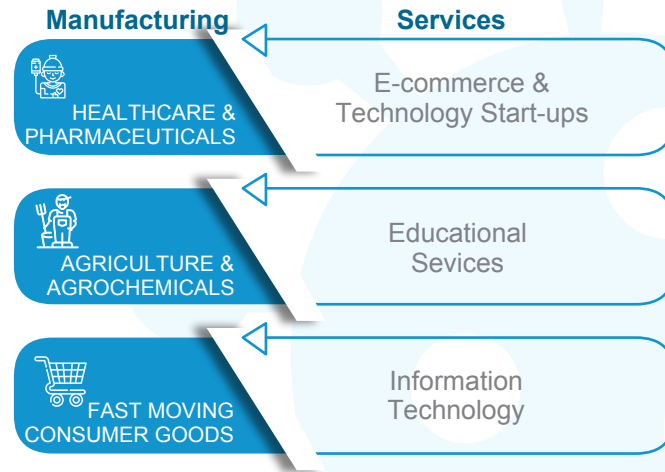
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TeamLease survey, January and February, 2021  
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### Top Cities









### Top Sectors





### Manufacturing Sectors

Functional Area	FMCG	FMCD	H&P	MEI	AGCH	P&E
 SALES	36	17	38	10	31	14
 MARKETING	41	30	53	20	12	12
 INFORMATION TECHNOLOGY	19	30	22	19	10	26
 ENGINEERING	7	28	11	20	10	28
 OFFICE SERVICES	41	15	14	21	15	31
 HUMAN RESOURCES	22	27	49	18	34	24
 BLUE COLLAR	28	26	27	30	36	29
	Apr21-Jun21	Apr21-Jun21	Apr21-Jun21	Apr21-Jun21	Apr21-Jun21	Apr21-Jun21








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# Outlook trends by Sector and City

## Job Market Sweet Spots, Functional Area-Sector

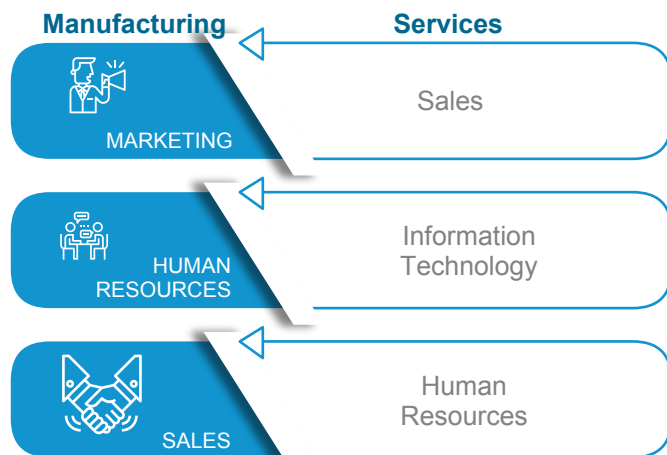
### Service Sectors

Functional Area	TEL	IT	FS	RET (E)	RET (NE)	EC&TS	M&E	C&RE	T&H	ES	BPO	KPO	CON	LOG	M&A	
 SALES	19	26	27	23	10	45	14	10	6	50	31	17	10	9	7	
 MARKETING	35	17	22	19	11	38	12	11	15	17	9	8	5	7	12	
 INFORMATION TECHNOLOGY	38	45	19	18	12	25	20	12	5	22	18	41	8	9	7	
 ENGINEERING	35	42	28	12	14	16	18	18	6	26	20	28	10	16	9	
 OFFICE SERVICES	30	15	27	25	10	36	12	16	12	17	18	21	9	14	6	
 HUMAN RESOURCES	33	45	18	18	10	29	12	10	7	10	29	12	14	10	17	
 BLUE COLLAR	36	15	24	35	19	35	26	24	14	27	14	16	7	26	13	
	Apr21- Jun21	Apr21- Jun21	Apr21- Jun21	Apr21- Jun21	Apr21- Jun21	Apr21- Jun21	Apr21- Jun21	Apr21- Jun21	Apr21- Jun21	Apr21- Jun21	Apr21- Jun21	Apr21- Jun21	Apr21- Jun21	Apr21- Jun21	Apr21- Jun21	Apr21- Jun21

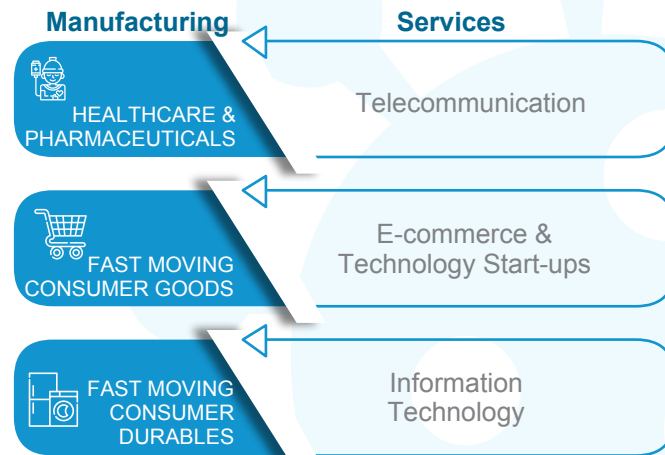
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### Top Functional Areas



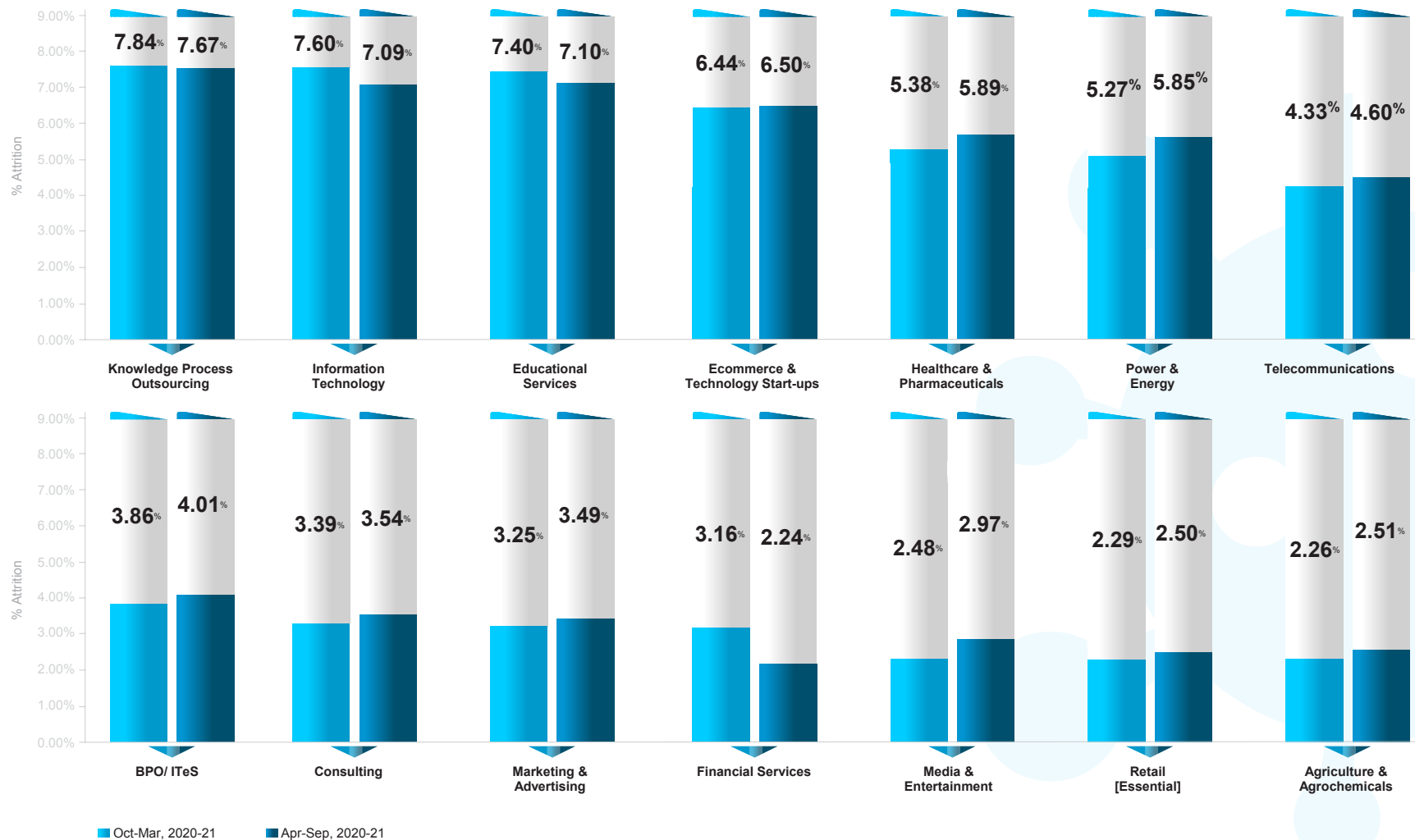
### Top Sectors





**Spotlight**  
- Attrition Trends

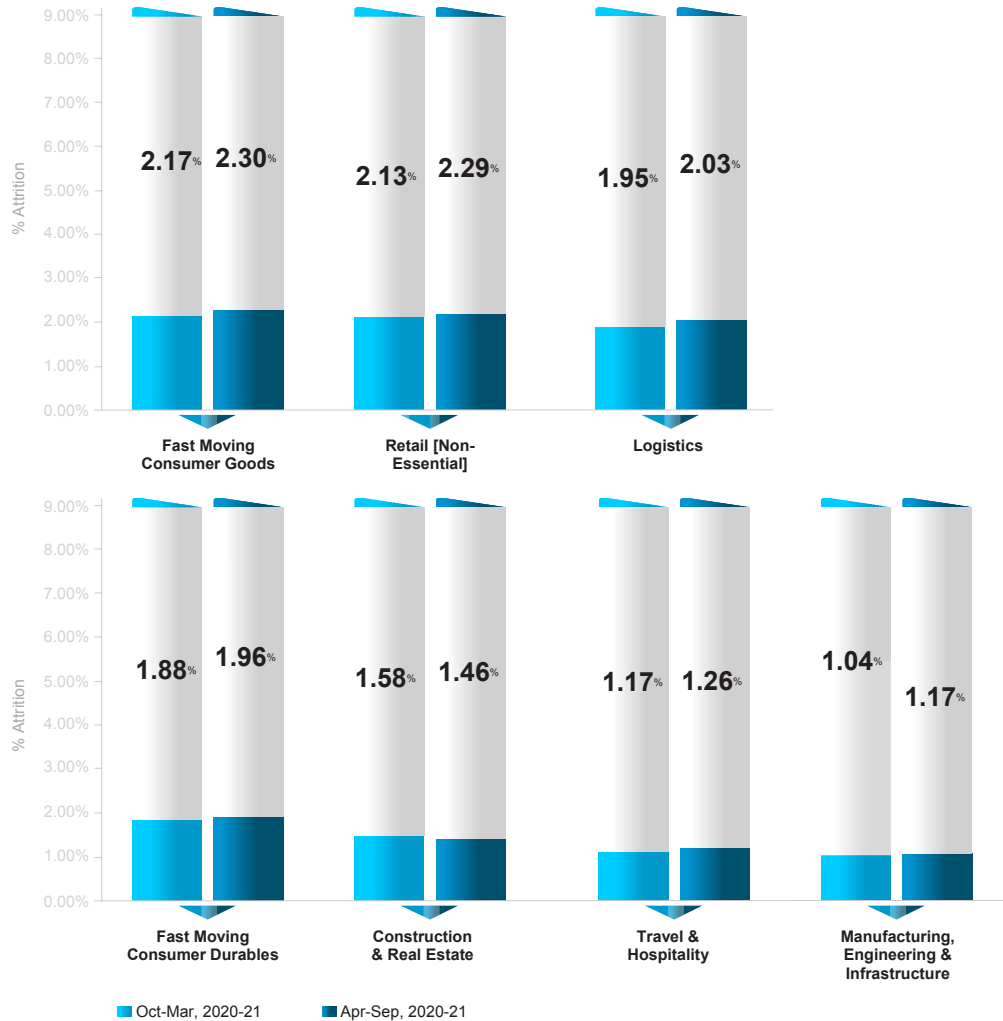
## Attrition Trends- Oct-Mar, 2020-21



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TeamLease survey, January and February, 2021

## Attrition Trends- Oct-Mar, 2020-21

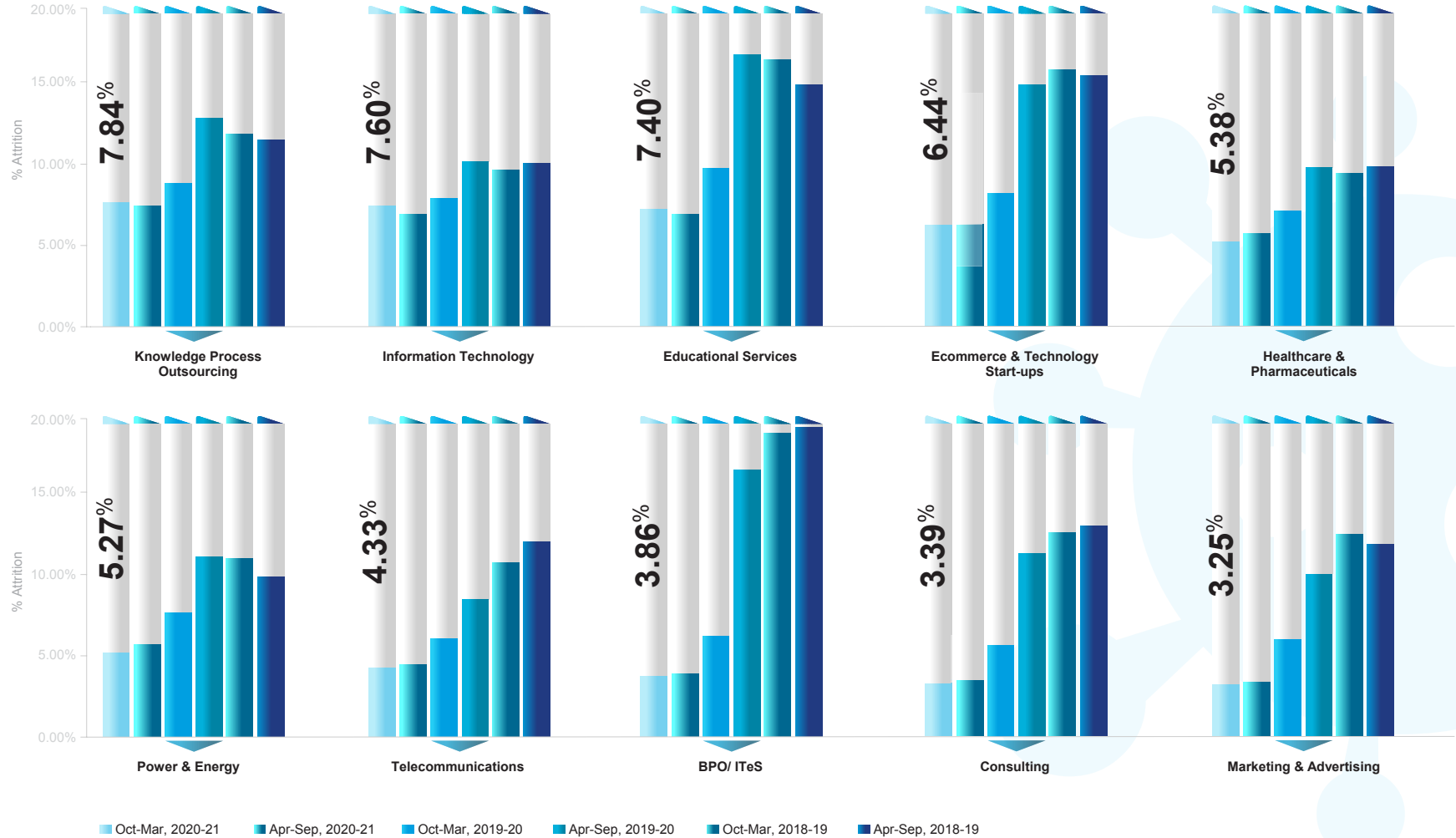


- The 12-month trend slightly changes tack, with five sectors (Knowledge Process Outsourcing, Information Technology, Educational Services, Financial Services and Construction & Real Estate) exhibiting low to moderate increase in attrition rates.
- Financial Services (which saw the biggest drop during the last quarter), Information Technology, and Educational Services witness a moderate increase in attrition rates – a first in the 12 months since the onset of the pandemic.
- Power & Energy, Healthcare & Pharmaceuticals, and Media & Entertainment further reduce attrition rates significantly.

The report is based on the analysis of surveys carried out with employers across India and literature review of sector performance prognosis. Respondents from 712 small, medium and large businesses across 14 cities and 21 sectors have been surveyed for this edition of the report. All findings are reported as percentages of total respondents at the specific levels of analysis.

TeamLease survey, January and February, 2021

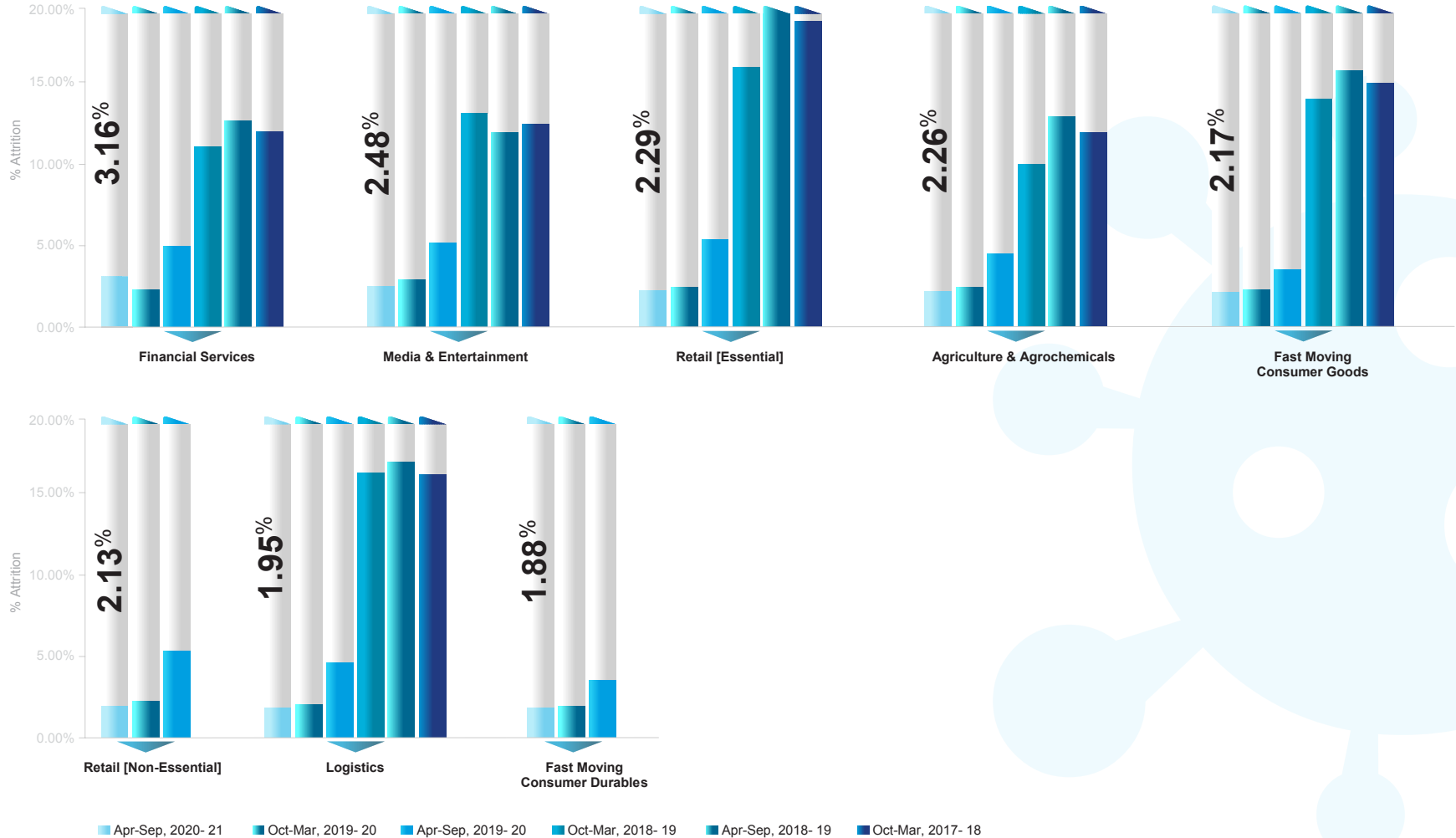
## Attrition Trends- Past six HYs [fiscal]



The report is based on the analysis of surveys carried out with employers across India and literature review of sector performance prognosis. Respondents from 712 small, medium and large businesses across 14 cities and 21 sectors have been surveyed for this edition of the report. All findings are reported as percentages of total respondents at the specific levels of analysis.

TeamLease survey, January and February, 2021

## Attrition Trends- Past six HYs [fiscal]

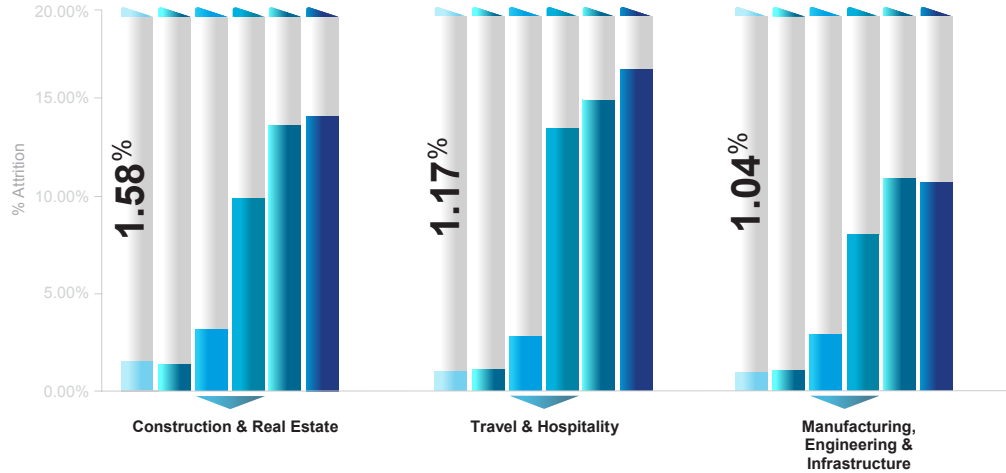


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TeamLease survey, October & November, 2020



## Attrition Trends- Past six HYs [fiscal]



- Attrition levels have plummeted across sectors with the onset of Covid, and are likely to remain so for the foreseeable future.
- However, for 10 out of the 18 sectors in consideration, the drop in the levels of attrition is substantial.
  - Travel & Hospitality
  - Logistics
  - Retail [Essential]
  - BPO / ITeS
  - Manufacturing, Engineering and Infrastructure
  - Construction and Real Estate
  - Fast Moving Consumer Goods
  - Agriculture & Agrochemicals
  - Media & Entertainment
  - Financial Services
- Most of the remaining sectors (Knowledge Process Outsourcing, Information Technology, Educational Services, and Ecommerce & Technology start-ups) are likely to see a revert of attrition trends to pre-Covid levels.
- Telecommunications, Power & Energy, Healthcare & Pharmaceuticals, Consulting, and Marketing & Advertising may still see low levels of attrition - as compared to pre-Covid levels) for an extended period of time.

■ Apr-Sep, 2020-21  
 ■ Oct-Mar, 2019-20  
 ■ Apr-Sep, 2019-20  
 ■ Oct-Mar, 2018-19  
 ■ Apr-Sep, 2018-19  
 ■ Oct-Mar, 2017-18

*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.*

*TeamLease survey, October & November, 2020*



## Annexure- 1

- Sector-wise analysis
- City-wise outlook statistics

## Sector-wise analysis

Quarter	Intent to Hire	Sectoral Impact
		<b>Healthcare &amp; Pharmaceuticals</b>
Jan – Mar, 2020-21	47	Government planning to hire more auxiliary nurse midwives expanding the presence with states and UTs for expansion of vaccinators. The industry is able to generate about 20,000 Data Science job opportunities. Top six health-tech jobs currently in demand are: Big Data, Engineering leaders (with data science experience), Mobile Technology, UX & UI Designers, Medical coding and health informatics and economics and cyber security. Rs.80 crore invested in up-skilling healthcare professionals by the med-tech sector's CSR programme in Tier2/3/rural India.
Apr – Jun, 2021-22	58	
		<b>Educational Services</b>
Jan – Mar, 2020-21	43	Vedantu announced plans to hire 2500 employees this quarter at entry and mid-level across job roles such as product developers, engineers, academic counsellors, and marketing. Tata ClassEdge is hiring Hardware & Networking Engineers for the Jamshedpur location. Funds of Rs.3,000 crore were allocated for Revitalising Infrastructure and Systems in Education (RISE). Tata Technologies to upgrade and modernise 150 government ITIs in Karnataka state to provide standard training for 'Industry 4.0.' with an investment of Rs.4636.50 crore.
Apr – Jun, 2021-22	55	
		<b>Ecommerce &amp; Technology Start-ups</b>
Jan – Mar, 2020-21	41	Amazon to hire about 750 fresher's from campuses quarterly for various locations such as Bengaluru, Chennai, Hyderabad, Delhi, and Pune. Online fashion retailer Bewakoof has raised Rs.30 crore investment to improve branding and technology, as well as launch new product categories. Flipkart to expand its grocery services to more than 35-40 cities this quarter. Pickup, a last mile delivery start-up is investing Rs.4-6 crore to expand its operations to additional 4 cities Bengaluru, Chennai, Vijayawada and Visakhapatnam.
Apr – Jun, 2021-22	51	
		<b>Information Technology</b>
Jan – Mar, 2020-21	39	TCS, Infosys, HCL and Wipro are planning to hire approximately 10,000, 6,000, 4,000 and 3,000 freshers respectively, every quarter. Karnataka to create 50,000 tech jobs under Engineering Research and Development (R&D) policy in collaboration with NASSCOM. Capgemini planning to hire more than 7,000 over the quarter across the emerging digital skills such as Artificial Intelligence, 5G, Cloud Computing, Cybersecurity, Edge Computing and engineering and research and development. Vuram to hire around 100 from entry-level to senior positions for server support, software development and quality engineering and operations in India.
Apr – Jun, 2021-22	50	

TeamLease survey, January and February, 2021

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■ High ■ Moderate ■ Low

## Sector-wise analysis

Quarter	Intent to Hire	Sectoral Impact
<b>Fast Moving Consumer Goods</b>		
Jan – Mar, 2020-21	37	The Government of India has approved 100% FDI in the cash and carry segment and in single-brand retail along with 51% FDI in multi-brand retail. Union cabinet approved PLI scheme for the sector to boost manufacturing capabilities and exports and to generate medium- to large-scale jobs. FMCG companies add distributors for better rural reach who cater to 7.5 million retail stores [new products] which is the increase in demand by the rural market. Emami Agrotech exploring opportunities to set up edible oil plant in the west coast.
Apr – Jun, 2021-22	46	
<b>Knowledge Process Outsourcing</b>		
Jan – Mar, 2020-21	37	Hubilo plans to hire 150 employees with an investment of Rs.170 crores in virtual and hybrid events while providing real-time data and analytics, setting up Offshore Delivery Centers hiring local talent to cater to localised services. KPO companies are proactively expanding their operations to tier-II cities. TCS, in partnership with Star Alliance to provide predictive and real-time business analytics, improve customer experience and accelerate digital transformation.
Apr – Jun, 2021-22	46	
<b>Agriculture &amp; Agrochemicals</b>		
Jan – Mar, 2020-21	31	Demand for agricultural inputs and allied services like warehousing and cold storages is increasing in India. The agrochemicals market is expected to witness 8% CAGR. Gol's Pradhan Mantri Krishi Sinchai Yojana (PMKSY) initiated with an investment of Rs.50,000 crore aimed at development of irrigation sources. Government plans to triple the capacity of food processing sector in India from current 10% of agriculture produce and also invested Rs.6,000 crore for mega food parks as part of SAMPADA scheme.100% FDI is allowed under the automatic route in the chemicals sector with few exceptions that include hazardous chemicals.
Apr – Jun, 2021-22	41	
<b>Telecommunications</b>		
Jan – Mar, 2020-21	32	Major companies like Cisco, Nokia, Ericsson, Jabil, Flex and Foxconn are likely to apply for the Rs.12,195-crore PLI scheme to boost domestic production, increase employment and export competitiveness which may result in generating thousands of jobs. Pixxel received a nearly Rs.53 crore deal and is working on two satellites to send to space this year. Rising demand for connectivity as digitalisation and WFH gain around, telecom infrastructure and OEMs are expected to recruit nearly 1,000 personnel this quarter.
Apr – Jun, 2021-22	39	

TeamLease survey, January and February, 2021

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■ High ■ Moderate ■ Low

## Sector-wise analysis

Quarter	Intent to Hire	Sectoral Impact
		<b>Retail [Essential]</b>
Jan – Mar, 2020-21	28	Several tier 2 and tier 3 cities boast favourable conditions such as unaddressed demand for organized brands, lower rentals and manpower. Leading e-commerce players are realizing the potential of expanding beyond metros and tier 1 cities. Government of India has allowed 100% FDI in online retail of goods and services through the automatic route. Ikea will invest Rs.5,500 crore in developing shopping mall, hotel, offices and retail areas in Noida.
Apr – Jun, 2021-22	37	
		<b>Logistics</b>
Jan – Mar, 2020-21	29	Logistics tech startup Pickrr to hire over 200 employees in roles such as Technology Experts / Specialists to Business Development and Data Scientists. Top job role in demand in the sector – Courier Delivery Executive accounts for about 16% of all jobs. The demand for jobs aggregated in the sector is 23% across all 5 sectors in the ASEEM portal. Ecom Express to create 8,000 new jobs prioritizing employing women for jobs at delivery centers, fulfillment centers, and warehouses across the nation.
Apr – Jun, 2021-22	36	
		<b>Fast Moving Consumer Durables</b>
Jan – Mar, 2020-21	26	PG Electroplast is expanding its manufacturing business of ACs and other appliances in Ahmednagar and is likely to generate 600 new jobs. Bosch is investing Rs.800 crore to upgrade its existing campus in Bengaluru to a fully artificial intelligence of things (AIoT)-enabled 'smart campus' and hire thousands of software engineers. The demand for jobs aggregated in the sector is 6% across all 5 sectors in the ASEEM portal mainly in electronics and hardware area. BSH Household Appliances to invest Rs.600 crore in India for manufacturing specific products [top-load washing machine, dishwashers, cooktops and hoods] will lead to job creation.
Apr – Jun, 2021-22	33	
		<b>Financial Services</b>
Jan – Mar, 2020-21	26	Goldman Sachs to hire 500 employees in Hyderabad for its global shared services footprint in India. Deutsche Bank has announced plans to hire 1,000 technology professionals to boost its in-house engineering capabilities. KPMG hiring thousands of employees having skill set of problem-solving, good interpersonal skills, strong technical skills with a humanities background. Few companies are hiring temp CXOs in advisory roles who work for short period to complete the 'mission critical' task and it is an increasing trend now. Paypal is ramping up its team in India and planning to hire about 250 engineers for roles across software, product development, data science, risk analytics and business analytics streams at entry, mid-level, and senior positions
Apr – Jun, 2021-22	32	

TeamLease survey, January and February, 2021

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■ High ■ Moderate ■ Low

## Sector-wise analysis

Quarter	Intent to Hire	Sectoral Impact
		<b>Power &amp; Energy</b>
Jan – Mar, 2020-21	28	ReNew Power and Shapoorji Pallonji will invest nearly Rs.750 crore in a 150 MW floating solar power project in Uttar Pradesh. AAI to promote use of electric vehicles and set up solar power plants at its airports. Patel Engineering have an order worth Rs.1,564 crore to build 2,000 MW Subansiri Lower Hydro Electric project in Arunachal Pradesh. Floating solar photovoltaic is a new business opportunity to meet India's renewable energy targets and create jobs. Adani to set up wind power project of 300 MW capacity.
Apr – Jun, 2021-22	31	
		<b>BPO / ITeS</b>
Jan – Mar, 2020-21	24	Visionet plans to hire around 400 people this quarter in the course of expanding their existing services. Sitel Group plans to hire 2,000 work-at-home jobs to meet the needs of its rapid growth in India for end-to-end customer service and technical support. Virtual staffing is increasing and services like digital marketing, content creation, social media management, and remote sales and pre-sales staff are in demand for BPO companies. Many businesses are establishing a major IT Park in Hyderabad, Visakhapatnam which is likely to generate 8,000 jobs.
Apr – Jun, 2021-22	30	
		<b>Manufacturing, Engineering &amp; Infrastructure</b>
Jan – Mar, 2020-21	19	Ola Electric has announced a Rs.2,400-crore investment plan to set up manufacturing plant in Hosur, TN and create almost 2,500+ jobs every quarter to meet the demand. Man Industries received a new contract of Rs.500 crore domestic, overseas contracts, exports in oil and gas as well as water segments. Triton, an electric vehicle maker plans to hire around 1,500 engineering graduates, diploma holders and technical talent this quarter in the field of mechanical, IT, AI, and IoT.
Apr – Jun, 2021-22	25	
		<b>Retail [Non-Essential]</b>
Jan – Mar, 2020-21	15	The Retail Sales Associate is the most in-demand job comprising about 13% of all jobs in the sector. Unicorn to open 4-6 flagship Apple Reseller stores in India and growing their business at 30-35%. Partnering with FinTech startups for accessing credit worthiness for small traders to set up a business. Retail 4.0 [Online+Offline Collaborations] will result in a significant rise in the size of the domestic market, job creation, and exports.
Apr – Jun, 2021-22	24	

TeamLease survey, January and February, 2021

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■ High ■ Moderate ■ Low

## Sector-wise analysis

Quarter	Intent to Hire	Sectoral Impact
		<b>Construction &amp; Real Estate</b>
Jan – Mar, 2020-21	18	The primary drivers of growth will be infrastructure and affordable housing. Highways and roads, metro rail projects and dedicated freight corridors are expected to see increased investment. Nestle India will invest Rs.700 crore in construction of its ninth factory in Gujarat. South Faridabad emerging as a major real estate hotspot as far as demand for office spaces is concerned. Commercial expansions and development projects will be the key factors to drive growth.
Apr – Jun, 2021-22	24	
		<b>Media &amp; Entertainment</b>
Jan – Mar, 2020-21	20	IMEN to invest Rs.200 crore in developing multi-format transmedia content. PVR plans to add 30-40 new screens across the country beginning this April. Multiple companies including blue-chip animation studios, entertainment and graphic design firms, ad agencies etc. hiring for graphic designers, web designers, 3D modelers, VFX experts, composers, visualisers and pre/post-production executives. Few global and Indian gaming companies are designing, producing, and developing world-class 2D & 3D games, app development, vector graphics, animation AR/VR games etc.
Apr – Jun, 2021-22	24	
		<b>Consulting</b>
Jan – Mar, 2020-21	16	Ernst & Young to hire more than 2200 STEM background talent (AI, Machine Learning, Cyber-security, analytics etc) quarterly. ZS, a global professional services firm to hire about 700-750 fresh graduates and seasoned professionals from business consulting [30%] to data scientists and technology specialists [45%] and operations [25%].
Apr – Jun, 2021-22	21	
		<b>Marketing &amp; Advertising</b>
Jan – Mar, 2020-21	15	Digital Marketing is in the top 5 most demanded skills. Relationship marketing skills is a must have for the professionals. Public Relations activities are being preferred over advertising. The pandemic has given a boost to augmented reality, mobile marketing, digital animation, video content, voice search and influencer marketing. Advertising expenditure on print media may rise 35% to Rs.16,100 crore in 2021.
Apr – Jun, 2021-22	18	

TeamLease survey, January and February, 2021

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■ High ■ Moderate ■ Low

## Sector-wise analysis

Quarter	Intent to Hire	Sectoral Impact
Jan – Mar, 2020-21	08	Urban Company to onboard approximately 7000+ professionals on its platform every quarter to meet the strong growth in various home services and expected demand in the summer season. 1,058 jobs are estimated to be created in the Ministry of Civil Aviation. Government of India is planning to set up new airports through PPP model. Expansion of scope for Krishi Udaan in convergence with Operation Greens Scheme.
Apr – Jun, 2021-22	10	

Travel &amp; Hospitality

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High Moderate Low








	Quarter	Intent to Hire
 <b>Bangalore</b>	Jan – Mar, 2020-21	39
	Apr – Jun, 2021-22	52
 <b>Delhi</b>	Jan – Mar, 2020-21	33
	Apr – Jun, 2021-22	45
 <b>Hyderabad</b>	Jan – Mar, 2020-21	29
	Apr – Jun, 2021-22	37
 <b>Chandigarh</b>	Jan – Mar, 2020-21	28
	Apr – Jun, 2021-22	38
 <b>Mumbai</b>	Jan – Mar, 2020-21	27
	Apr – Jun, 2021-22	33

TeamLease survey, January and February, 2021

The report is based on the analysis of surveys carried out with employers across India and literature review of sector performance prognosis. Respondents from 712 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.

■ High ■ Moderate ■ Low

	Quarter	Intent to Hire
 Ahmedabad	Jan – Mar, 2020-21	23
	Apr – Jun, 2021-22	33
 Kolkata	Jan – Mar, 2020-21	21
	Apr – Jun, 2021-22	25
 Chennai	Jan – Mar, 2020-21	20
	Apr – Jun, 2021-22	27
 Pune	Jan – Mar, 2020-21	19
	Apr – Jun, 2021-22	27
 Gurgaon	Jan – Mar, 2020-21	18
	Apr – Jun, 2021-22	29

TeamLease survey, January and February, 2021

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■ High ■ Moderate ■ Low

	Quarter	Intent to Hire
 Coimbatore	Jan – Mar, 2020-21	15
	Apr – Jun, 2021-22	18
 Nagpur	Jan – Mar, 2020-21	14
	Apr – Jun, 2021-22	20
 Kochi	Jan – Mar, 2020-21	11
	Apr – Jun, 2021-22	15
 Indore	Jan – Mar, 2020-21	10
	Apr – Jun, 2021-22	17

TeamLease survey, January and February, 2021

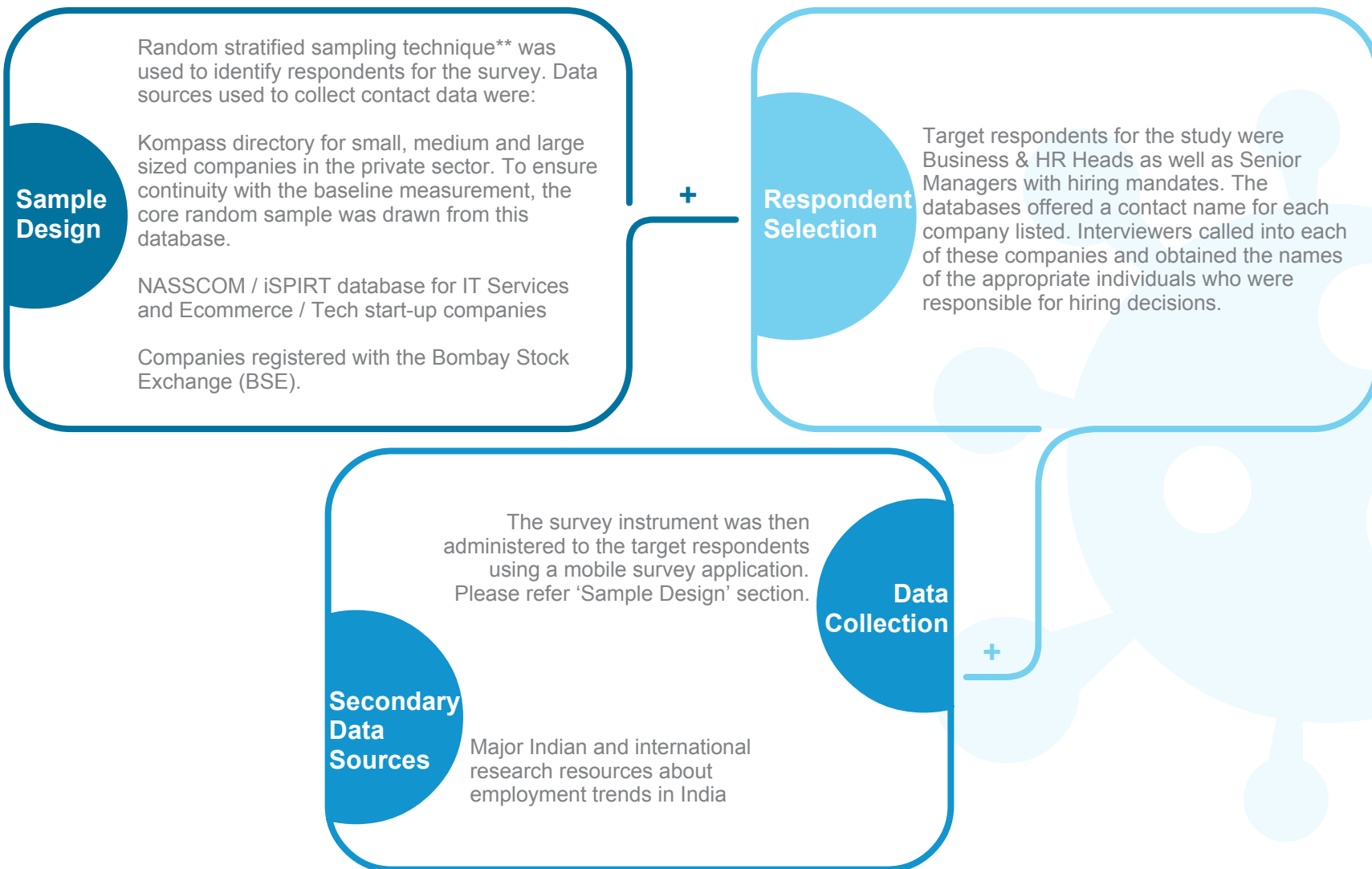
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■ High 
 ■ Moderate 
 ■ Low



## Annexure- 2

- Research Methodology
- Sample Design
- Bibliography
- Definitions



## India

## Business Size

## No. of Businesses

	Small	Medium	Large	Total
	[ Up to 500 employees ]	[ 500 – 5000 employees ]	[ >5,000 employees ]	
	372	191	149	712

## Sectors

## No. of Businesses

	Manu- facturing	Services	Tech- nology	Total
	211	373	128	712

## Global

## Sectors

## Africa

## Americas

## APAC

## Europe

## Middle East

	Manufacturing	Services	Technology	Total
Africa	2	3	5	10
Americas	3	5	8	16
APAC	6	8	6	20
Europe	3	4	4	11
Middle East	3	2	3	8

## Abbreviation

	Short Form	Sector
S e c t o r s	MEI	Manufacturing, Engineering and Infrastructure
	AGCH	Agriculture and Agrochemicals
	P&E	Power & Energy
	IT	Information Technology
	EC&TS	Ecommerce and Tech Start-ups
	FMCG	Fast Moving Consumer Goods
	FMCD	Fast Moving Consumer Durables
	FS	Financial Services
	RET [E]	Retail [Essential]
	RET [NE]	Retail [Non-Essential]
	M&E	Media & Entertainment
	C&RE	Construction and Real Estate
	T&H	Travel and Hospitality
	ES	Educational Services
	BPO	Business Process Outsourcing
	KPO	Knowledge Process Outsourcing
	TEL	Telecommunications
	H&P	Healthcare and Pharmaceuticals
	CON	Consulting
	LOG	Logistics
M&A	Marketing and Advertising	

	Short Form	City
C i t i e s	AHM	Ahmedabad
	BNG	Bangalore
	CHN	Chennai
	DEL	Delhi
	HYD	Hyderabad
	KOL	Kolkata
	MUM	Mumbai
	PUN	Pune
	CHD	Chandigarh
	COM	Coimbatore
	GUR	Gurgaon
	IND	Indore
	KOC	Kochi
	NPR	Nagpur

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Timelines:

Short Term: 3 months

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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Putting India to Work

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