

# foundit Insights Tracker

Dec'24 trends | India

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# Executive Summary

- Recruitment surged by 31% annually in December.
- Trends indicate a robust hiring growth across key sectors, setting the stage for continued momentum and skill-driven demand in 2025.

[www.foundit.in](http://www.foundit.in) | Jobs & Talent Platform

## Hiring activity marked a 12% increase in the past six months.

India's hiring activity has shown robust growth, increasing by **12% over the past six months** and **8% in the last three months**. Among the 27 sectors tracked, hiring expanded in 22, with Consumer Electronics, Manufacturing, and Construction & Engineering leading the growth. The Telecommunication sector experienced a strong revival, posting a 25% increase in the last three months, and is expected to maintain this momentum into 2025. The BFSI sector emerged as a leader, recording a remarkable 30% growth over the past six months. Conversely, Travel and Tourism experienced a 14% decline during this period.

Regionally, metro cities have driven hiring surges, with **Mumbai showing the highest growth at 11%** over the last month across sectors. Bengaluru recorded a 5% increase, propelled by demand in Construction & Engineering, BFSI, and Marketing & Communications roles. Medical professionals witnessed the highest demand nationwide, followed by HR & Admin and Senior Management positions.

AI jobs have seen exponential growth, with roles increasing by **42% over the past two years**, expanding from **40,000 in 2018 to 253,000 in 2024**. The IT sector remains the largest driver of AI hiring, with Python being the most sought-after skill. Bengaluru leads as the top location for AI talent. The foundit Insights Tracker forecasts a further **14% increase in AI hiring for 2025**, driven by industries increasingly embedding AI into their core operations.

AI's ability to revolutionize industries and generate opportunities positions it at the forefront of India's technological and economic evolution. The expanding demand for AI roles underscores its transformative impact, establishing it as a critical pillar of the nation's future workforce.

# Key Highlights | December

 **31%**

Year-on-Year (YoY)

 **5%**

Month-on-Month (MoM)

 **8%**

Over 3 months

 **12%**

Over 6 months

# A significant 5% increase in hiring in December

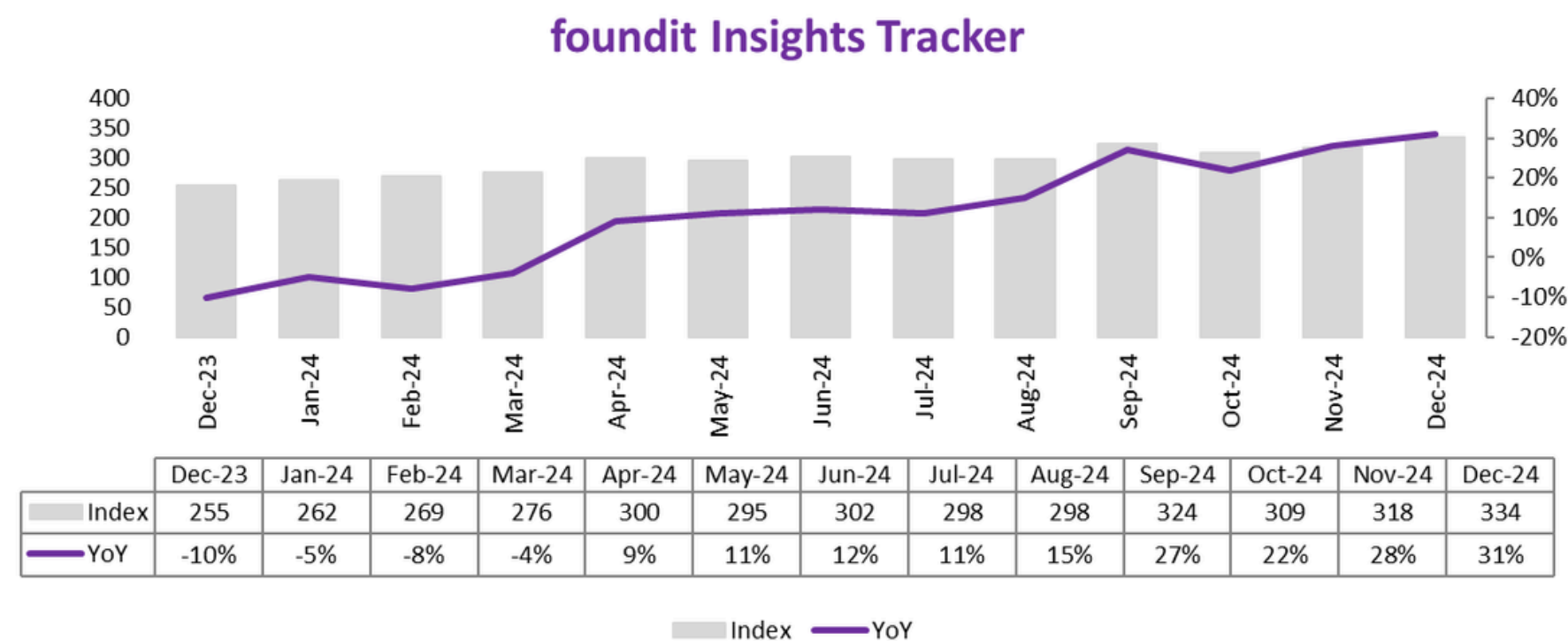
As we step into the new year, the hiring landscape in India continues to exhibit a strong upward trajectory, signaling optimism and growth. In December 2024, job demand saw a 5% increase on a month-on-month basis, with the hiring index reaching a significant 334. This positive shift is a reflection of growing business confidence and increasing economic activity across various sectors.

Moreover, the last three months have seen an 8% growth in hiring activity, reinforcing the momentum that has been building over the past quarter. This sustained growth, particularly in December, demonstrates the resilience and adaptability of businesses in a rapidly evolving market. The consistent month-on-month expansion over the past six months is a clear indication of improving hiring sentiments and a strategic alignment of talent with organisational goals.

As a nation, India is heading in a promising direction, supported by more organised initiatives that ensure the creation of long-term, sustainable employment opportunities.



The index displayed a hiring expansion of 31% annually in December'24



# Hiring Snapshot | December

MoM Trends

2024 marked a shift towards adapting to innovation, enhancing agility and shaping the future workforce.

## Geographic Trend



**5% up in Metros**



**1% up in Tier-2 Cities**

## TOP TRENDS

1

Top skills for 0-3 years  
Exp

Skill	% share
Digital Marketing	18%
Data Analytics	15%
Full Stack Development	10%
UX/UI Design	12%
IT Support	9%

2

Top skills for 4-6 years  
Exp

Skill	% share
Data Science & Analytics	20%
Cloud computing	18%
AI/ML	15%
DevOps & Automation Tools	12%
Project Management	5%

3

Top skills for 7-10 years  
Exp

Skill	% share
Strategic Leadership	22%
Data Analytics & BI	18%
AI/ ML	14%
Financial Planning	12%
Supply chain & operations	5%

# Key Highlights | Industry

 11%

Advertising & Public relations  
Most in demand over the last month

 10%

Automation  
Month-on-month growth in December

 11%

Manufacturing  
The top hiring industry in December

# Manufacturing leads growth across industries in December

Industry Hiring Trends

✦ Increase in recruitment activity in 22 out of 27 industries annually

Industry	YoY	MoM	Industry	YoY	MoM
Consumer Electronics	+60%	+7%	IT - Software & services	+34%	-1%
Manufacturing	+57%	+11%	Media & Entertainment	+34%	-3%
Construction & Engineering	+57%	+7%	Energy	+25%	+5%
Real Estate	+49%	+8%	Logistics & Transportation	+25%	+6%
Healthcare & Pharmaceuticals	+51%	+7%	Education	+19%	+7%
Telecommunications	+38%	+5%	Automotive	+13%	+6%
BFSI	+37%	-6%	Retail	+12%	+1%



# Advertising & Public Relations leads growth across industries in December

## Industry Hiring Trends

The surge in hiring within the **Advertising & Public Relations** sector is fueled by the transformative impact of **AI and data analytics**, which are revolutionising content creation and distribution processes. The sector has seen a **11% growth over the last month** with greater emphasis on roles requiring expertise in AI-driven campaign strategies. Additionally, the rising emphasis on digital storytelling has intensified the demand for PR professionals skilled in crafting targeted campaigns. This demand is reflected in a **14% increase** in job postings for roles involving **audience analytics and engagement optimisation**. These trends highlight the sector's pivot towards precision-driven, impactful messaging as brands strive to resonate with increasingly segmented audiences.

The **Automation** sector has witnessed robust growth, with hiring activity surging by **10% over the past month** and **11% over the last three months**. Roles such as **Quality Engineers (23%), Automation Engineers (17%), and Robotics Specialists (14%)** have seen significant demand. Tier-1 cities like **Bengaluru, Pune, and Hyderabad** remain hiring hotspots, **accounting for 60%** of automation-related jobs, while tier-2 cities are emerging as key players due to increased industrial activity. Despite the strong momentum, a demand-supply gap persists in the sector. To address this, companies are focusing on upskilling initiatives. With these efforts and the growing adoption of Industry 4.0 technologies, automation-related roles are projected to grow by **19% in 2025**, reinforcing the sector's critical role in driving industrial transformation.

# Key Highlights | Functions



## Medical Roles

Most in-demand function in December



## Sales & BD

Month-on-month growth in December



## Customer Service

Witnessed the lowest demand in December

# Medical & HR roles dominate

Function-wise Hiring Trends



11 out of 13 function reported annual growth with strong demand for talent in Medical & HR roles

Function	YoY	MoM	Function	YoY	MoM
Medical roles	+44%	+9%	IT	+17%	-1%
HR & Admin	+33%	+3%	Sales & BD	+14%	+6%
Senior Management	+32%	+2%	Creative	+8%	+2%
Legal	+29%	+3%	Engineering & Production	+5%	0%
Marketing & Communications	+26%	+2%	Procurement & Supply Chain	-1%	+3%
Finance & Accounting	+24%	+2%	Customer Service	-1%	-1%

# Medical & HR roles dominate

## Function-wise Hiring Trends



11 out of 13 functions reported annual growth with strong demand for talent in Medical and HR roles

**Medical roles** saw remarkable growth annually recording a **44% increase**, with key roles in telemedicine, diagnostics, and specialised nursing witnessing a sharp uptick. Demand for tech-driven roles such as **Healthcare Analysts have surged by 12%** fueled by the adoption of electronic health records (EHR) and AI-powered diagnostics. Tier-2 and tier-3 cities are emerging as hiring hubs, accounting for **30% of new roles**, as healthcare providers expand their footprint to underserved regions. Employers are increasingly seeking professionals with expertise in **biotechnology, medical coding, telemedicine platforms, and AI-driven healthcare solutions**.

**HR & Admin** professionals experienced a double-digit annual increase in December, with a **notable 21% rise over the past three months**. This surge reflects the evolving role of HR in navigating complex organisational challenges and the growing emphasis on strategic workforce management.

Key trends influencing this uptick include **AI Integration, skills-based training, global talent acquisition, employee experience enhancement, strategic workforce planning**. These developments underscore the critical role of HR in steering organisations through technological advancements and shifting workforce dynamics, highlighting the need for continuous adaptation and strategic foresight in human capital management.

# Key Hiring Trends | City

 11%

Mumbai

Registered the maximum growth in December

 12%

Kolkata

Highest hiring demand in last 3 months

 7%

Jaipur

Marked the lowest growth among all monitored cities in December

# Mumbai takes the lead in hiring demand this month

## City-wise Hiring Trends

- Annual hiring surged across all 13 monitored cities in December, with Coimbatore leading year-on-year growth and Mumbai topping monthly demand.

City	YoY	MoM
Coimbatore	+58%	+2%
Bengaluru	+41%	+5%
Chennai	+37%	+3%
Hyderabad	+36%	+1%
Pune	+35%	+3%
Delhi-NCR	+33%	+1%
Kolkata	+31%	+4%
Ahmedabad	+25%	+5%
Vadodara	+24%	+3%
Chandigarh	+24%	+5%
Mumbai	+23%	+11%
Jaipur	+21%	-7%
Kochi	+11%	-1%

# Delhi-NCR leads in Construction & Engineering sector

## City-wise Hiring Trends

Industry	Bengaluru	Chennai	Delhi NCR	Hyderabad	Mumbai	Pune
Banking, Financial Services, Insurance	2%	1%	6%	2%	3%	-4%
BPO	1%	-1%	0%	-1%	6%	-5%
Construction & Engineering	3%	6%	13%	8%	9%	6%
IT - Software & Services	-1%	-1%	4%	-2%	4%	3%
Manufacturing	2%	0%	7%	11%	10%	0%
Functions						
Marketing & Communications	6%	4%	4%	5%	8%	6%
Finance & Accounting	-3%	-2%	-2%	-2%	4%	-2%
HR & Admin	1%	1%	1%	-4%	2%	0%
Sales & Business Development	2%	1%	1%	1%	6%	2%
IT	3%	1%	1%	0%	2%	1%

- Construction & Engineering saw significant growth in December in all metropolitan cities, with Delhi-NCR marking a 13% increase and Mumbai saw 9% growth.
- Marketing & Communication function experienced significant growth across regions.
- IT roles saw notable growth across metros while tier-2 cities noticed a dip.
- The Sales & BD roles saw upsurge across cities.

### \*Reading the Table:

- Numbers in green indicate the best performing industries, while those in red indicate the ones facing challenges.

# MoM Hiring Trends | Experience

↑↑ 2% Entry Level (0-3 years)

↑↑ 1% Associate Level (4-6 years)

↑↑ 3% Mid-senior Level (7-10 years)

↑↑ 1% Senior Level (11-15 years)

↓↓ 1% +15 years of experience



# Hiring Trends | Experience Level

**18%**

0 - 3 Years

The hiring demand for entry-level saw **a significant increase** annually

**15%**

4 - 6 Years

Hiring for Associate roles with an experience of 4-6 years saw **an upsurge in hiring** on year-on-year basis

**20%**

7 - 10 Years

Mid-senior level roles (7 - 10 years of experience) witnessed a **remarkable hiring** demand

**5%**

11 - 15 Years

Senior-level roles with 11-15 years registered **a notable growth** in hiring activity

**-6%**

16 Years

There was a **significant drop** in hiring activity for roles demanding 16+ years of experience



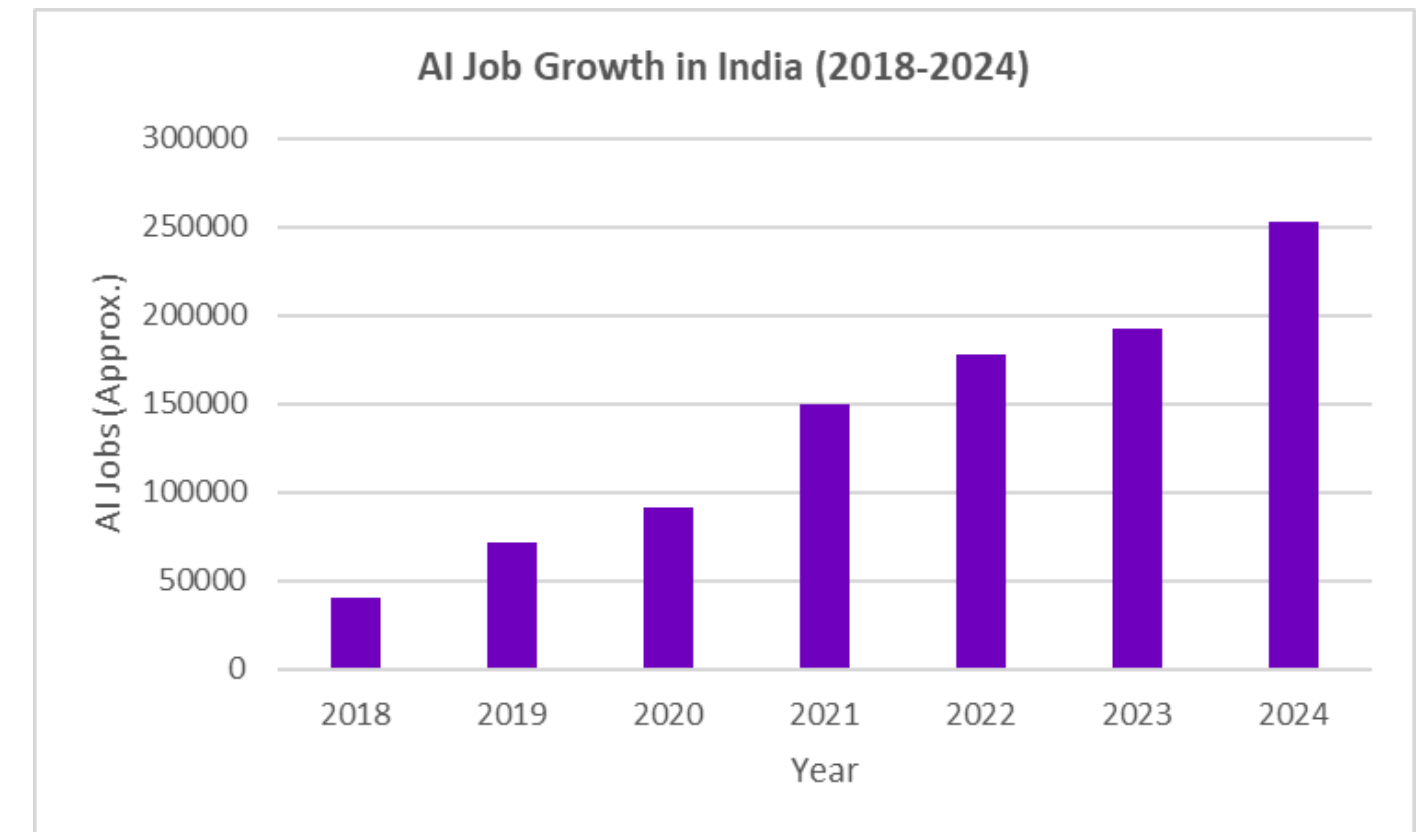
# AI Hiring Trends

foundit Insights Tracker in India anticipates a 14% surge in hiring for AI roles across India in 2025

**AI jobs have grown by an impressive 42% in the past two years.**

India has established itself as a global hub for AI talent, witnessing unprecedented growth in AI-related job opportunities over the past few years. Between **2018 and 2024**, the number of AI jobs in India surged from approximately **40,000 to 253,000**, reflecting a compounded annual growth driven by the rapid adoption of AI technologies across industries.

As AI continues to evolve and integrate deeply into sectors like **BFSI, Healthcare, Retail, and Manufacturing**, it is set to drive significant job creation and open abundant career opportunities. Professionals with AI expertise are expected to be in exceptionally high demand, as new roles emerge and traditional roles are redefined to align with technological advancements. Looking ahead, India anticipates a **14% surge in hiring for AI roles in 2025**, underscoring the growing importance of AI in shaping the future job market.



# Top hiring industries in AI in 2024

Industry	%share of jobs
IT	35%
Recruitment & Staffing	12%
BFSI	11%
Healthcare	8%
Retail	8%
Manufacturing & Automotive	6%
Media & Entertainment	5%
Telecommunication	4%
Education	4%
Others (Energy, Consulting, Agriculture, Semiconductor etc)	7%

The **IT sector** dominates AI job creation, accounting for over a third of all AI-related roles. Key areas include cloud computing, cybersecurity, and advanced software solutions, where AI is enabling automation and smarter decision-making processes.

**Banking, Financial Services, and Insurance** leverages AI to streamline processes such as fraud detection, customer analytics, credit scoring, and risk assessment. The growing emphasis on financial inclusion and digital banking solutions is driving substantial demand for AI talent. The sector witnessed 2% growth in AI related roles on an annual basis.

**Healthcare** industry has embraced AI for diagnostic accuracy, drug discovery, and personalised medicine. Applications such as AI-powered imaging, virtual health assistants, and wearable technologies are contributing to a steady rise in job opportunities in this sector. The sector saw a significant 3% increase in these roles over the last year.

**Retail, Manufacturing & Automotive** AI is revolutionising retail through personalised recommendations, inventory management, and supply chain optimisation. As e-commerce platforms expand, AI professionals are playing a vital role in enhancing customer experience and operational efficiency. The rise of autonomous vehicles and smart factories is further fueling job creation with Industry 4.0 technologies.

# Top AI skills in demand in 2024

Top Skills	% share in jobs posted
Python	53%
AI/ML	32%
SQL	21%
Software Development	21%
Data Science	18%
Deep Learning	18%
PyTorch	16%
Tensor Flow	15%
Gen AI	14%
Natural Language Processing (NLP)	14%

Employers are actively seeking professionals with advanced, cutting-edge AI skills, as these capabilities are becoming essential across various industries. At the forefront of these sought-after skills are **Python programming, Artificial Intelligence (AI) and Machine Learning (ML)**, which serve as the building blocks for developing intelligent systems and models.

**Data Science, Computer Vision, and Natural Language Processing (NLP)** are also in high demand, as these fields are pivotal for extracting insights from large datasets, enabling visual recognition in AI systems, and enhancing human-computer interaction through language understanding. These skills are critical for addressing the complex challenges organisations face in fields ranging from healthcare and finance to entertainment and customer service.

Additionally, employers are also looking experts in specialised **AI frameworks** such as **TensorFlow and PyTorch**. As these frameworks are the foundation for developing sophisticated deep learning models and executing complex AI algorithms. Mastery of these tools enables AI practitioners to implement neural networks, optimise algorithms, and build scalable AI systems that drive innovation.

In addition to technical proficiency, employers are placing increasing importance on softer skills. Problem-solving and data analysis remain fundamental competencies, as they enable professionals to effectively interpret and make decisions based on the massive volumes of data AI systems generate. These softer skills are vital for adapting AI solutions to real-world problems, ensuring that AI technologies are implemented effectively and yield practical results.

# Top hiring **locations** for AI jobs in 2024

Top Locations	% share of Jobs
Bengaluru	26%
Pune	17%
Delhi/NCR	14%
Mumbai	13%
Hyderabad	10%
Chennai	7%
Remote	3%
Kolkata	2%
Ahmedabad	2%
Coimbatore	2%

## Tier-1 cities

Tier-1 cities continue to dominate AI hiring, with **Bengaluru** being India's tech hub and a global leader in AI talent. These cities host leading tech companies, startups, and research institutions, creating a high demand for AI professionals, especially in **machine learning, data science, and natural language processing (NLP)**.

Venture capital flows are more concentrated in Tier-1 cities, which fosters the growth of AI-focused startups and innovation in various verticals, including autonomous driving, AI-powered healthcare solutions, and digital transformation services.

## Tier-2 cities

While Tier-1 cities lead, Tier-2 cities are increasingly becoming key players in AI, driven by expanding tech ecosystems and industrial investments. These cities are seeing a surge in demand for AI talent, especially in **AI automation and data analytics roles**.

Government initiatives in Tier-2 cities, such as investments in digital infrastructure and AI research, are accelerating AI adoption in industries like **manufacturing, agriculture, and logistics**. Also, universities and training programs are focusing on AI, contributing to a growing talent pool in these regions. As a result, businesses are tapping into a skilled workforce at lower costs than in Tier-1 cities.

# About the report

The foundit Insights Tracker (fit) is a comprehensive monthly analysis of online job posting activity conducted by foundit.in. Based on a real-time review of millions of employer job opportunities culled from a large, representative selection of online career outlets, fit presents a snapshot of employer online recruitment activity nationwide.

In its earlier form (as Monster Employment Index), it gave a broader view of hiring trends by industry, function, location and experience levels. In its new avatar, it provides next-level insights on recruitment trends and tracks developments in demand for key skills, roles available and salary range on offer in the market.

In order to avoid excessive monthly fluctuations, the index is calculated using a volatility-adjusting formula. We publish the data in a volume index format with the base value of 100. The index describes changes in the level of online job demand against the baseline. An increase in the index indicates growth in online job availability and suggests an increase in the demand for employees by employers.

foundit Insights Tracker (formerly Monster Employment Index) was first launched in India in May 2010 with data collected since November 2009 followed by Gulf in April 2011 with data collected since November 2010; Singapore in May 2014 with data collected since January 2011; Philippines and Malaysia in May 2015 with data collected since February 2014.

foundit has taken due care in compiling and processing the data available from various sources for foundit Insights Tracker (fit), but does not guarantee the accuracy, adequacy or completeness of any information and is not responsible for any errors or omissions or action/decision taken or for the result obtained from the use of such information.



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# Annexure

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# Annexure: Industry Data\*

Industries	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24
IT - Software & Services	529	522	557	570	628	652	673	651	676	745	714	718	711
BPO	135	138	132	135	145	139	145	139	128	141	133	130	126
Construction & Engineering	135	137	139	139	154	154	172	171	175	188	184	198	212
Banking, Financial Services , Insurance	391	411	403	401	413	419	437	438	427	509	506	568	535
Education	176	175	175	178	183	189	190	191	189	205	213	197	210
Manufacturing	157	157	166	174	209	216	222	225	210	225	213	223	247
Automotive	135	132	136	136	145	137	143	150	152	150	155	144	153
Telecommunications	351	370	379	401	440	461	442	430	412	411	386	458	483
Energy	121	122	131	141	137	140	146	139	139	144	141	147	155



# Annexure: Industry Data\*

Industries	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24
Healthcare & Pharmaceuticals	251	256	248	255	291	304	308	313	316	333	337	354	378
Advertising & public Relations	230	239	235	227	221	222	219	219	218	211	203	190	210
Travel & Tourism	177	187	194	197	168	171	171	184	167	182	173	164	159
Consumer Electronics	434	442	453	460	489	502	513	548	553	578	608	651	695
Media & Entertainment	312	310	319	318	348	352	353	328	342	396	399	432	418
Chemicals & Plastics	115	115	118	110	125	119	130	130	123	140	129	137	145
FMCG	146	148	152	147	153	144	152	157	150	164	167	164	163
Textiles & Apparel	123	128	131	123	132	128	148	127	123	144	153	133	138
Real Estate	168	174	177	175	191	188	208	217	214	224	223	232	251

# Annexure: Industry Data\*

Industries	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24
Retail	604	621	625	622	663	647	646	643	642	641	633	668	675
Logistics & Transportation	257	257	256	268	256	253	276	272	262	290	286	288	306
Import & Export	56	54	55	53	61	61	62	57	59	60	65	63	64
Government & Defence	75	73	73	74	77	77	77	77	77	77	77	78	77
Shipping & Marine	154	138	138	121	110	109	111	118	116	120	121	111	107
Printing & Packaging	119	118	117	119	124	127	125	116	112	123	122	118	124
NGO/ Social Service	244	217	221	216	225	217	239	243	241	270	279	277	292
Agriculture	67	65	66	64	65	66	66	64	60	62	61	60	62
Office Equipment/ Automation	258	255	224	218	192	208	243	193	126	128	126	127	140

# Annexure: Functional Area Data\*

Functions	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24
IT	399	398	406	415	436	445	450	440	452	481	469	470	467
Customer Service	96	94	92	89	89	84	83	83	82	90	93	96	95
Engineering & Production	221	216	221	215	217	217	218	214	212	221	226	232	231
Finance & Accounting	268	270	274	267	267	267	266	274	266	308	310	327	333
Sales & Business Development	269	275	276	269	277	277	274	275	266	284	287	290	307
HR & Admin	218	220	236	233	232	228	235	228	224	227	239	281	289
Medical Roles	291	290	292	307	326	333	345	362	355	370	265	267	273
Marketing & Communications	217	232	230	231	245	248	260	258	253	262	377	386	420
Procurement & Supply Chain	160	156	150	148	145	147	154	151	149	152	157	154	159
Hospitality	192	192	207	196	201	203	221	227	217	236	220	200	210
Legal	173	185	185	186	193	189	196	200	195	203	209	217	224
Creative	155	153	153	154	160	167	166	160	157	165	163	163	167

# Annexure: City Wise Data\*

Cities	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24
Mumbai	253	257	260	263	275	271	277	274	272	303	303	282	312
Bangalore	369	379	390	411	435	438	461	453	460	510	495	494	518
Delhi - NCR	226	228	232	237	252	254	263	265	269	296	293	298	301
Hyderabad	288	302	302	318	338	348	351	357	358	397	378	386	391
Chennai	219	240	242	250	260	265	261	274	271	302	291	291	301
Pune	275	280	287	292	311	318	330	327	329	365	355	360	371
Kolkata	279	277	272	279	303	318	319	306	317	339	329	353	367
Ahmedabad	346	353	360	357	385	364	380	381	367	403	398	411	432
Chandigarh	209	209	203	196	211	217	230	237	239	246	243	246	259
Kochi	255	251	243	249	254	253	255	266	274	287	286	286	284
Baroda	198	207	207	202	226	223	221	228	218	237	227	237	245
Coimbatore	316	318	332	341	355	353	350	367	378	425	458	488	500
Jaipur	265	271	270	273	299	292	300	309	310	342	333	344	321

# Annexure: Experience Level Data\*

Experience Level	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24
0 - 3 years	290	290	294	298	311	304	310	310	306	333	329	335	343
4 - 6 years	248	249	249	253	264	268	269	269	267	294	283	282	285
7 - 10 years	176	173	171	179	191	191	192	193	191	214	205	204	211
11 - 15 years	99	99	99	99	101	102	102	101	101	105	103	103	104
> 16 years	131	131	138	146	149	145	139	138	134	134	128	125	123

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