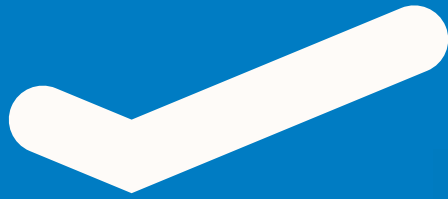


Randstad  
talent trends report 2022  
first edition



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# executive summary

Across industries, 2021 has seen organizations chart out courses for reimagined growth. Facilitated by a surge in the adoption of technology and transformation of business models and strategies, an exciting future is unfolding for better employment opportunities.

Although the 'Great Reshuffle' phenomenon pervaded all industries (resulting in a greater widening of skill gaps), our data shows encouraging spikes in talent demand for digital-driven industries. And while the start-up juggernaut also added pressure to the existing talent shortage, we saw an interesting trend emerge. Organizations made reskilling, upskilling and cross-skilling mode an absolute priority, and moved swiftly to create effective digital learning pathways.

The 2022 Randstad Talent Trends Report is based on Randstad's data in the six-month period, September 2021 to February 2022. The data has been collected, and talent trends analyzed across a comprehensive range of experience levels, spread over 8 Tier-1 cities, and 18 Tier-2 cities across India. In this edition, we have focused on four key industries.



Banking, Financial Services  
and Insurance (BFSI)



Manufacturing



Information technology (IT)



Pharma. Healthcare  
& Life sciences (PHL)

## key highlights

Bengaluru continues to be the top Tier-1 city for hiring across industries and most levels of experience

Specialty doctors are strongly in demand in the PHL industry

Pune has become an attractive #2 Tier-1 city for IT jobs, while Nashik and Thiruvananthapuram rank as the top Tier-2 cities

Business operations is the #1 skill bucket looked for the BFSI industry

Mumbai and Pune among Tier-1 cities, and Jaipur and Vadodara in the Tier-2 cities, have shown strong hiring for BFSI jobs

Production management, supply chain and operations management are the top skills hired for in the manufacturing industry

Pune and Chennai in Tier-1 cities, and Coimbatore and Vadodara among Tier-2 cities, are the talent hotspots for manufacturing

Cloud computing, AI, data science, information security, cybersecurity and blockchain are new-age technologies in which India is building a winning competitive advantage

The PHL industry has shown good hiring in NCR and Mumbai among Tier-1 cities, and in Chandigarh and Vadodara among Tier-2 cities

Organizations across industries have shown a strong penchant to hiring freshers and junior level professionals for upskilling

# about the Randstad talent trends report

An organization's business strategy is intrinsically interlinked to its talent management function. Making a successful link lies in identifying, understanding, continuously skilling, and effectively engaging talent in a manner that is constantly aligned to execute the organization's business strategy.

This edition of the Randstad Talent Trends Report by Randstad India provides insights on the talent needs of the BFSI, Manufacturing, IT and PHL in India. It unfolds a comprehensive view of current and emerging talent requirements in these industries, and also looks at future possible trends – so that organizations, employees and candidates understand what it takes to be future-relevant.

This report provides employers with pointers on where hot skills across different experience levels are in demand for the four industries, and how they can manage their talent acquisition, nurturing and retention with insights-driven strategies and actions – especially in

today's reality of the 'Great Reshuffle' and 'Talent Ghosting'. For employees and candidates, the report provides an insight into the skills that organizations are looking for at different experience levels, trending opportunities, and how they can approach re-skilling and upskilling to make the most of today's talent demand.



Across eight Tier-1 cities, 18 Tier-2 cities, and more than one lakh jobs, we have crunched and curated data in the Randstad Talent Trends Report 2022, to provide insights across the four sectors of BFSI, Manufacturing, IT, and Pharma & Healthcare, on the following:

- The locations of 'in-demand' jobs
- Trending jobs for today, tomorrow, and the day after
- Skillset demand across hierarchies and experience levels







# striding into a reimagined talent arena

According to the report, 'Decoding Jobs Industry Sectoral Reports 2022' (created jointly by Taggd, CII and Sunstone Eduversity)<sup>1</sup>, we will witness a 31% increased hiring activity across seven key industries in 2022 – including BFSI, heavy engineering and manufacturing, IT and pharmaceuticals.

Despite innumerable challenges, **analysts believe that India's economic fundamentals are strong, and this should lead to a multiplier effect on jobs and income** (see the boxes below on 'India's economic highlights' and 'Promising opportunities for Indian talent'). Against this backdrop, The Randstad Talent Trends Report underscores the importance of greater flexibility and balance in creating reimagined talent experiences.

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<sup>1</sup><https://economictimes.indiatimes.com/news/company/corporate-trends/india-inc-expects-hiring-to-witness-31-growth-in-2022-says-decoding-jobs-industry-sectoral-reports-2022/articleshow/89326934.cms>

## India economic highlights

- Now, a \$3.1 trillion economy<sup>2</sup> - on course to becoming a \$5 trillion economy by FY 2026<sup>3</sup>
- 8.3–8.8% growth during FY2021–22; followed by 7.5%+ and 6.5%+ in the succeeding two fiscal years<sup>4</sup>
- Likely to add 101 million people in the working-age population between 2020–30<sup>5</sup>



## promising opportunities for Indian talent

- Investments in artificial intelligence (AI) and machine learning (ML) estimated to grow at a CAGR of 33.49% till 2023<sup>6</sup> - there will be a significant demand for related roles
- The Indian FinTech industry poised to become the third-largest global market by 2025<sup>7</sup>, and this will create a positive demand for talent in this sector
- 7% growth forecasted for the Indian IT industry in FY'22, with a gross employee addition of ~450,000 in the second half<sup>8</sup>
- Roles in data science, cloud computing, blockchain, and other digital skills will be the key asks across sectors

<sup>2</sup> <https://timesofindia.indiatimes.com/business/india-business/india-is-now-a-3-1-trillion-economy/articleshow/88761957.cms>

<sup>3</sup> <https://economictimes.indiatimes.com/news/economy/finance/india-on-course-to-become-usd-5-trillion-economy-by-fy26-cea/articleshow/89281393.cms?from=mdr>

<sup>4</sup> <https://www2.deloitte.com/xe/en/insights/economy/asia-pacific/india-economic-outlook.html>

<sup>5</sup> <https://www.deccanherald.com/business/economy-business/indias-demographic-dividend-stares-at-becoming-liability-if-enough-jobs-not-produced-by-2050-cii-1097255.html>

<sup>6</sup> <https://www.indiatoday.in/education-today/latest-studies/story/9-major-employment-trends-for-2022-monster-report-1899762-2022-01-13>

<sup>7</sup> <https://www.indiatoday.in/education-today/latest-studies/story/9-major-employment-trends-for-2022-monster-report-1899762-2022-01-13>

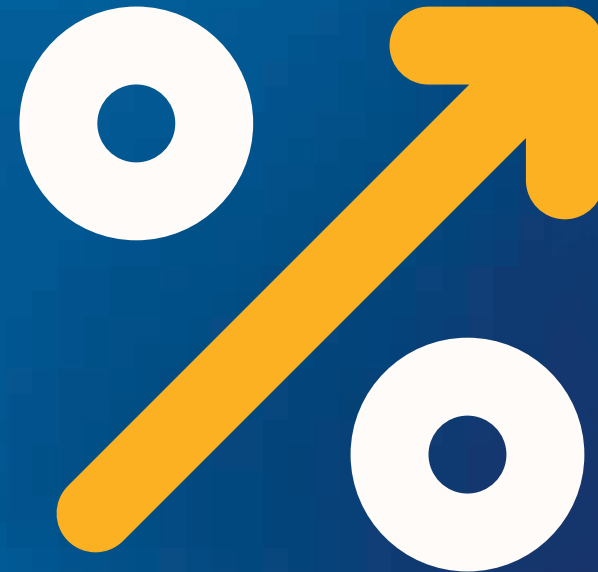
<sup>8</sup> <https://www.indiatoday.in/education-today/latest-studies/story/9-major-employment-trends-for-2022-monster-report-1899762-2022-01-13>



# talent trends insights

## industry focus – BFSI

India has witnessed a significant surge in the demand for banking and related services due to an increase in the working population and disposable income. The rapid acceleration of India's digital payments system (estimates also forecast that India's value of digital payments will touch USD1 trillion by FY'26<sup>9</sup>) and FinTech market (which is expected to reach USD 83.48 billion by FY'25<sup>10</sup>), have created a strong demand for skilled digital professionals. The demands on the domain front will be equally strong, especially in the areas of integrated risk and financial management, investment management, advanced FinTech, and fraud and cybercrime management.



<sup>9</sup> <https://timesofindia.indiatimes.com/blogs/voices/key-trends-in-2022-for-the-indian-banking-industry-capitalizing-on-technology-to-drive-value-creation/>

<sup>10</sup> <https://www.ibef.org/industry/banking-india>

## city-wise jobs distribution in BFSI

Bengaluru (20.96%) and Mumbai (20.63%) vie for the top honors in terms of the overall number of jobs among Tier-1 cities.

This is not surprising as Mumbai and Bengaluru are the acknowledged financial and corporate capitals, respectively, of India.

In the junior level, Mumbai takes the top spot with 22.42% of BFSI jobs.

Bengaluru comes second in the junior level with 19.93% of hires, due to the fact that it is both a technology and corporate capital. Pune (15.49%), NCR (14.66%) and Chennai (12.75%) take the third, fourth and fifth positions in location preference among the younger generation, and this shows a willingness at the junior level to be mobile among Tier-1 locations.

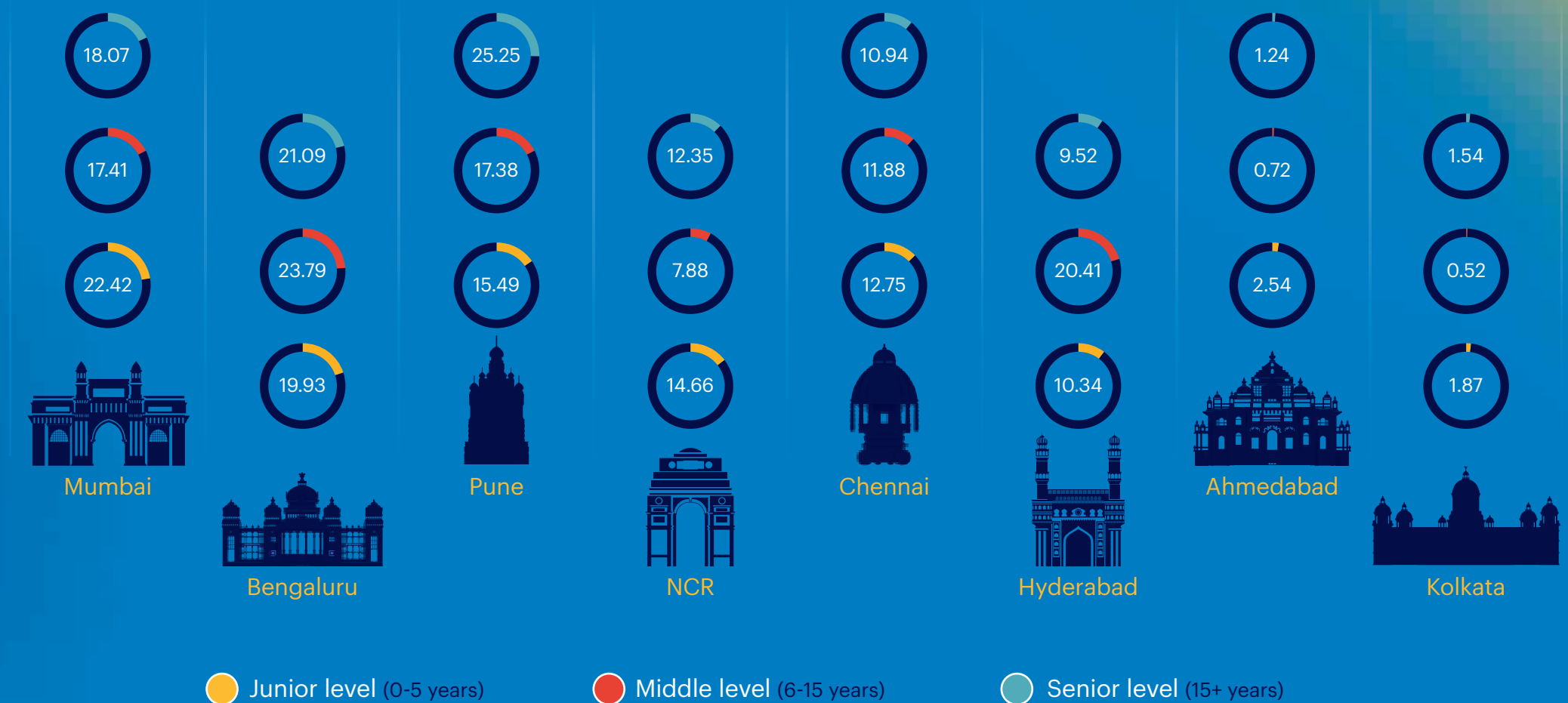
In the middle level hiring, Bengaluru leads with 23.79%, while Hyderabad comes next with 20.41%.

These are two of the strongest IT industry centers in the country, and this shows that the BFSI industry has strongly tilted towards new and emerging technologies. Mumbai, as a financial center with emerging technology capabilities, and Pune, as a strong technology hub, vie almost equally (17.41% and 17.38%, respectively) for the third and fourth places.

At senior levels, where both domain and technology expertise come into play, Pune leads (25.25%)

This is probably due to its strong technology focus and proximity to Mumbai. Bengaluru (21.09%) and Mumbai (18.07%) rank second and third due to higher growth opportunities. NCR and Chennai (12.35% and 10.94%, respectively), with moderate strengths in both financial and technology domains, take the next two rankings.

# tier 1 cities – BFSI job distribution across experience levels



\*The percentages reported is the distribution of the total jobs in the respective experience level across cities

In Tier-2 cities, Jaipur ranks first at all levels (12.83% in junior level hiring, 12.40% in the middle level, and 26.08% in the senior level).

As one of the most economically developed Indian cities with excellent educational facilities, Jaipur is a great source of talent, and an extremely affordable city to live in. This incentivizes the BFSI industry to source talent from this city, and draws job seekers too.

Bhopal, with 9.20% of junior level hiring in Tier-2 cities, ranks second to Jaipur.

Vadodara, with 9.13% of BFSI hires comes a very close third – this city has emerged as a commercial, educational, and industrial epicenter and is one best and affordable cities to live in.

At the middle level, Nashik and Thane (8.97% each) tie for the second place.

Both cities have registered phenomenal growth as modern and vibrant cities, and their proximity to Mumbai and Pune make them attractive talent destinations for the BFSI industry.

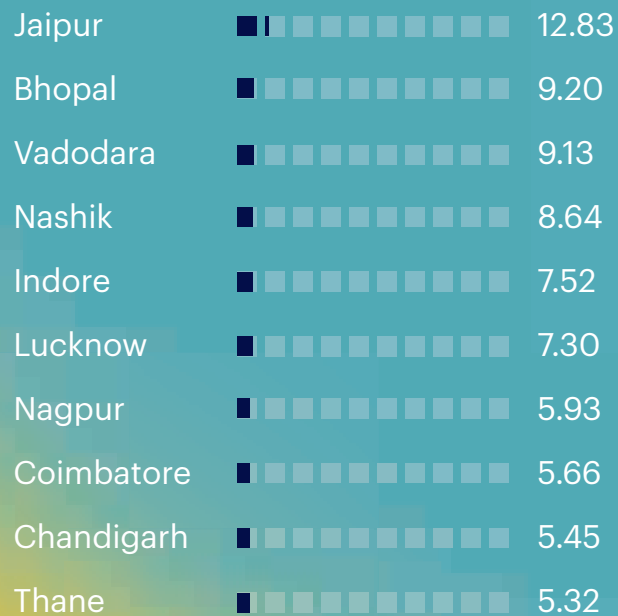
Thane also features a strong second (17.98%) in the senior level, for the same reasons given above.

Nashik, Indore and Lucknow feature consistently in the center of rankings at all levels, as they have good educational infrastructure (Indore and Lucknow are IIM locations as well), and have shown significant economic growth.

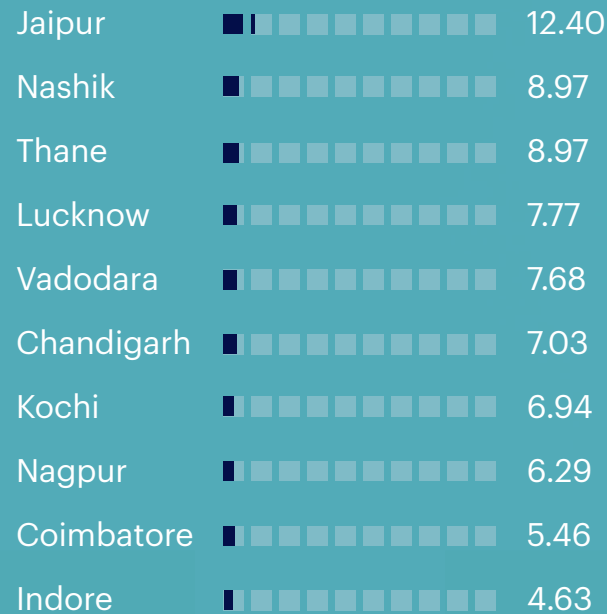


# tier 2 cities – BFSI job distribution across experience levels

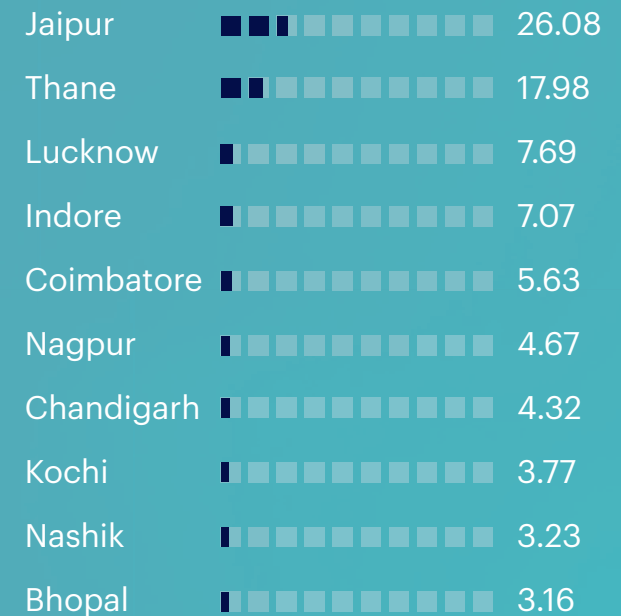
## Junior Level (0-5 years)



## Middle Level (6-15 years)



## Senior Level (15+ years)



tier-2 cities that we can look out for the future as talent hot spots for the BFSI industry are Coimbatore, Nagpur, Chandigarh, and Kochi.

# key talent trends across BFSI skills

Across Tier-1 and Tier-2 locations, we see the highest demand at the junior levels.

A good part of this comes from fresher hiring – experts say that more than a quarter of entry level jobs in this segment will be met by fresher hiring.

Ahmedabad (81.5%), Kolkata (76.24%) and NCR (73.64%) have registered the highest percentages of fresher hiring amongst Tier-1 cities. The strong presence of management institutes in these locations and the mobility penchant in the young job seekers could be the reason for this trend. Bhopal (91.58%), Vadodara (89.81%) and Trichy (89.13%) lead the race in Tier-2 cities.

Tier-2 cities (average 81.56%) outpace Tier-1 cities (average 62.05%) by a mile at the junior level hiring.

60-90% in these locations are fresher jobs, and this is an important pointer for both job seekers and employers.

In the middle-level segment, Tier-1 cities outpace Tier-2 cities (average 21.77% and 7.85% respectively).


This is to be expected as senior BFSI professionals gravitate to locations that provide serious growth opportunities.

Hyderabad (35.18%), Bengaluru (24.71%) and Pune (21.64%) take the top three Tier-1 location slots. In the Tier-2 cities, Mohali (12.37%), Kochi (11.59%) and Thiruvananthapuram (10.79%) rank as the top favorites.

Interestingly the gap between Tier-1 cities (average 16.18%) is not so high at senior levels over Tier-2 cities (average 10.59%).

27.41% of the total jobs in Thane are for senior hiring indicating its attractiveness for senior professionals in the Tier-2 segment. In the Tier-1 segment, Pune with 23.38% of the overall jobs being senior jobs is the favourite. Bengaluru (16.28%), Chennai (15.99%) and Kolkata (16.30%) are other cities looking for senior talent.



A woman with dark hair pulled back, wearing a dark blue blazer, is sitting at a desk in an office. She is smiling and looking towards the camera. The background is slightly blurred, showing office shelves with framed pictures and a window with greenery outside.

Credit manager and Collection manager roles dominate at the junior levels in Tier-2 cities and in Ahmedabad and Kolkata is among Tier-1 cities.

Chennai, Mumbai, Bengaluru, Pune, NCR and Hyderabad hire more for investment banking and analysts at the junior level.

In the mid-level hiring, the focus shifts more to business operations, investment banking, and information security, and these occur more in the Tier-1 cities.

At the senior level, the sought-after roles are relationship manager, account manager, business analyst, project manager and investment banker.

This underscores the critical importance of customer engagement as a competitive advantage.

# BFSI talent trends across experience levels

## Junior (0 to 5 years)



## Middle level (6-15 years)



## Senior level (15+ years)



# FINANCE

## the future talent landscape for BFSI

The Randstad Talent Trends Report this year shows the importance being accorded to information security, business analysis, risk analysis, account and relationship management, and back office management.

This is a strong forecast of the requirements for banks and financial institutions of the future. Based on the findings of our report, we believe that, into the future, BFSI organizations will embrace emerging technologies, adopt newer business models, and put customer experience at the center of their strategy. Accordingly, we foresee the following trends:

- Cyber risk and financial crimes (CYFI) will be an area of future interest. This will demand skill proficiency in advanced analytics, cognitive analytics, intelligent automation, and AI.
- Business analysts, who are in great demand today, will find plenty of data available for insights.

Going forward, BFSI organizations will need to ensure compliance to strict standards of data integrity and security, and this will call for advanced skills in data analytics, and platform technologies.

With BFSI companies creating demand, especially in Tier-2 cities, they will embrace remote and gig work as possible business models.

This, we believe, will increase employment opportunities.

# talent trends insights

## industry focus – manufacturing

The manufacturing sector, which contributes more than 14.5% of India's GDP, is expected to create 100 million new jobs by 2022<sup>11</sup>. This is part of the government's 'Make in India' goals.

This is the era of Industry 4.0, with a sharp focus on the end-to-end digitalization across the entire manufacturing value chain. With advancements in automation, 3D printing, IoT (Internet of Things) and robotics changing the face of manufacturing, skills and capabilities required are also different. The jobs of the future are arriving earlier than was forecasted, and organizations have adopted a far more agile approach to talent management.



<sup>11</sup> <https://economictimes.indiatimes.com/industry/services/education/the-manufacturing-industry-races-to-reskill-talent/articleshow/83611503.cms>

# city-wise jobs distribution in manufacturing

Bengaluru is a clear winner as the No. 1 Tier-1 city for manufacturing jobs across all levels of experience. 37.58% of the junior level, 43.61% of middle level and 50.5% of senior level jobs were hired in this city.

Bengaluru manufactures 60% of machine tools in India, is the headquarters of some of the largest Indian public sector undertakings, and has the third highest number of start-ups in the world<sup>12</sup>. The trend could also be attributed to the fact that leading manufacturing companies have their corporate offices in Bengaluru.

In the junior level, NCR, with 14.06% of manufacturing jobs, stands second – followed closely by Chennai (13.22%) and Pune (12.52%).

NCR is a very important industrial belt in the manufacture of motorcycles, automobile original equipment, mobiles and their components, and fabrics.

In the middle and senior level hiring (14.51% and 17.43%), Pune stands second to Bengaluru.

As the hub for automobile, durable goods, and information technology (IT) for Indian and foreign companies, this demand is to be expected. Chennai, the 'Detroit' of India, comes a close third in the middle level hiring with 14.06% of the jobs. Hyderabad stands third in the senior level, accounting for 9.14% of hiring. Among the other Tier-1 cities, Mumbai contributes 9.73% of the hiring at junior levels, 6.00% at the middle level, and 4.59% at the senior level. Ahmedabad and Kolkata have quite some way to go in terms of being a sought-after Tier-1 destination for manufacturing.


<sup>12</sup> <https://yourstory.com/smbstory/india-top-manufacturing-hubs-mumbai-bengaluru-pune/amp>

# tier 1 cities – manufacturing job distribution across experience levels



 Junior level (0-5 years)

 Middle level (6-15 years)

 Senior level (15+ years)



Coimbatore towers over other Tier-2 cities - in overall standing, and at the junior (52.73%) and middle (48.13%) levels.

An extremely strong infrastructure, reputed educational institutions, abundance of right-skilled talent and high quality of living make Coimbatore a favorite Tier-2 city for manufacturing.

Vadodara, with 54.72% of jobs at senior levels, rises to the top slot in this segment.

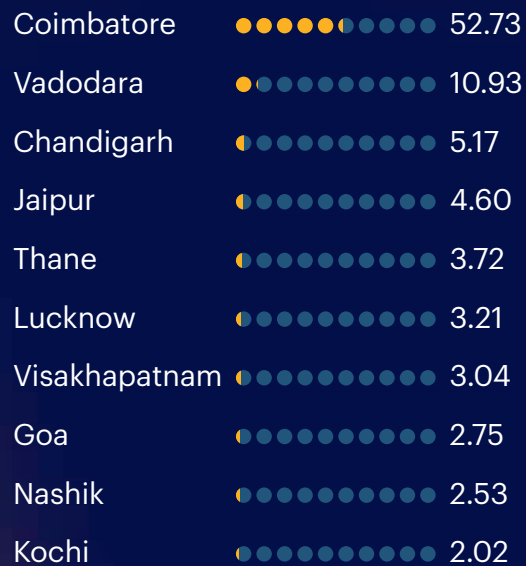
Vadodara is a buzzing manufacturing hub for India's power transmission and distribution equipment, and is poised to become India's largest refinery by 2023. As the cultural capital of Gujarat, it boasts of a great infrastructure, quality educational institutions, and high safety.

There is a strong emerging demand across all levels in Chandigarh (with more than 56,000 MSME units), Jaipur (with strengths in automobiles, bicycles, mining and machine tools) and Thane (serving the industrial zones in the Kalyan-Dombivali-Bhiwandi belt).

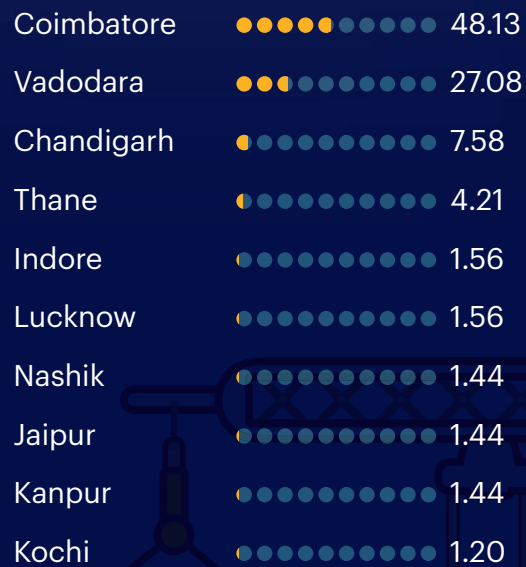


# tier 2 cities – manufacturing job distribution across experience levels

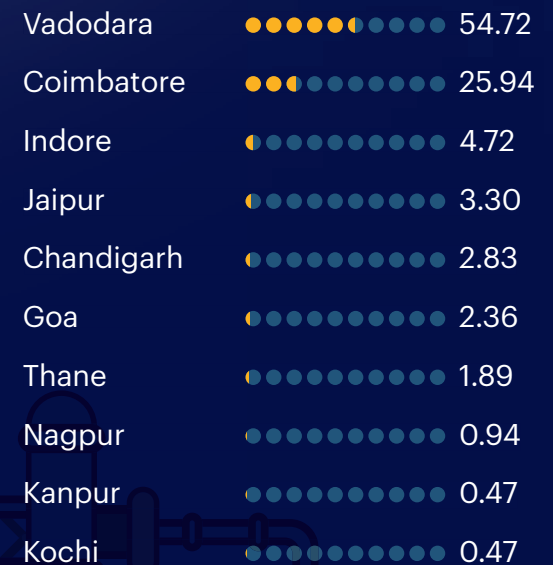
## Junior (0 - 5 years)



## Middle (6 - 15 years)



## Senior (15+ years)



tier-2 cities that we can look out for in the future as talent hot spots for the manufacturing industry are Lucknow, Nashik, Chandigarh, Indore

## key talent trends across manufacturing skills

The distribution of job levels across cities show a heartening trend of junior levels dominating the scene, both in Tier-1 and Tier-2 locations.

Tier-2 cities show a higher percentage (77.15%) of junior level jobs compared to Tier-1 cities (71.78%). With Tier-2 locations gaining in importance as manufacturing hubs, there are better chances of people working from their place of living, as opposed to migrating to Tier-1 cities.

Mumbai (81.59%), NCR (78.86%) and Hyderabad (74.63%) registered the highest hiring of junior level talent among Tier-1 cities.

Ahmedabad (74.18%), Kolkata (72.93%) and Chennai (72.90%) are the next close contenders in this segment.

Thiruvananthapuram (95.24%), Vishakhapatnam (93.86%) and Nagpur (92.21%) exhibits a much higher junior level hiring than any other city under consideration.

With rising literacy rates, a focus on improving vocational training and skilling to close the skill gaps of the qualified workforce can yield rich gains for the manufacturing sector.

Kolkata shows a healthy demand for middle level professionals, as compared to senior level as well as other tier-1 cities.

In terms of economic development, there are distinct moves to build a niche for manufacturing and services sectors in West Bengal – in terms of funding, infrastructure, land and logistics.

If we analyze the data individually for the Tier-2 cities, we notice Vadodadra, Chandigarh and Mysore exhibit a relatively higher demand for mid level professionals.

All these cities have sustained and upped their manufacturing strengths and infrastructure, and this has led to high demand for experienced middle level professionals.

Ahmedabad, Pune and Bengaluru have recorded the highest demand for senior professionals.

Managerial talent is becoming very critical for the manufacturing industry, with the ability to work with global clients and teams. Tier-1 cities have a better distributed pool of such talent across industries, and therefore the demand from these locations is higher.

Among Tier-2 cities, Vadodara and Indore show the strongest demand for senior level hiring.

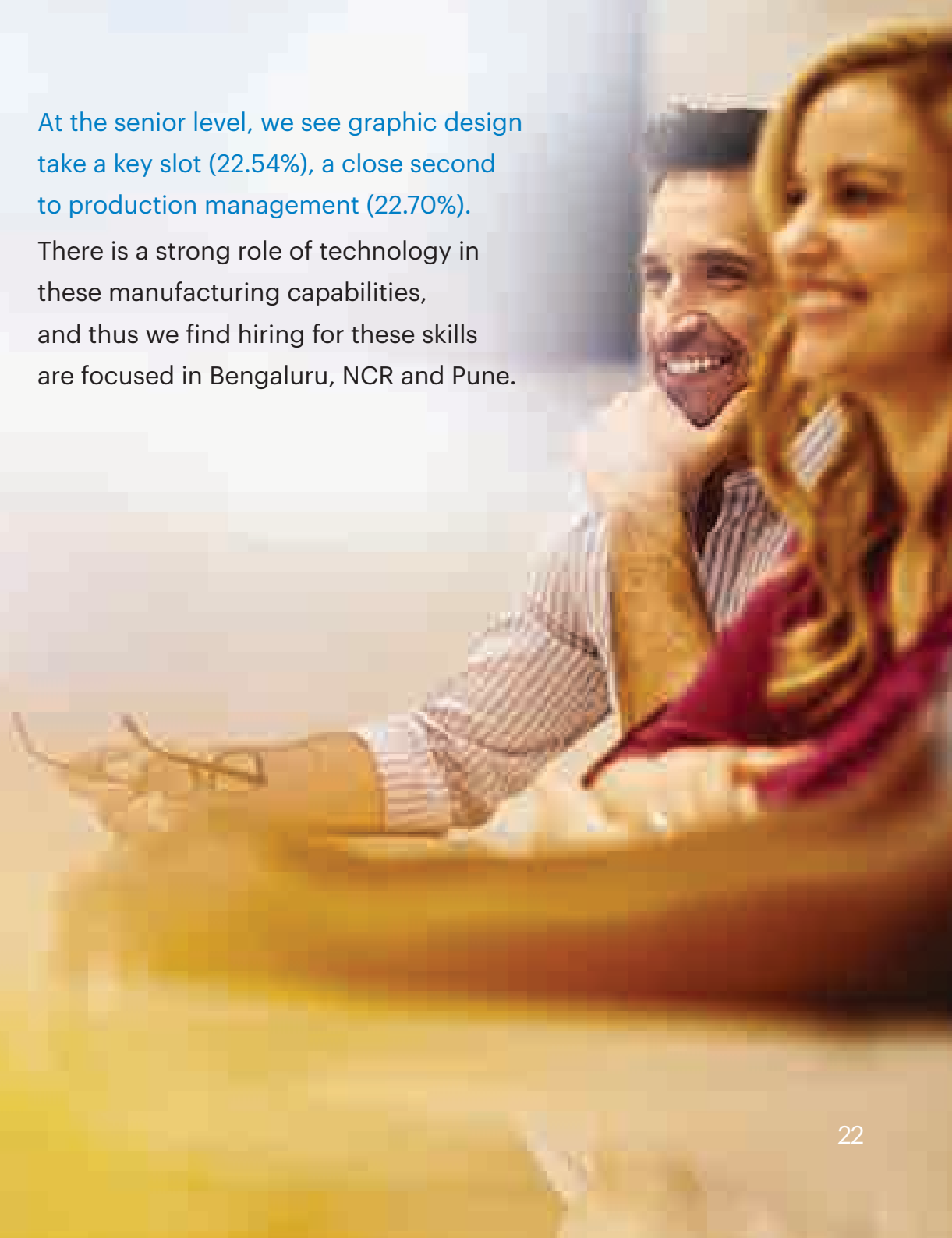
Vadodara has established itself as a vibrant manufacturing location in the areas of chemicals, pharmaceuticals, engineering and automobile.

In the junior level, production management (30.57%), supply chain/logistics (17.18%) and quality management (11.57%) are the most wanted skills. The same trend is noticed in the middle level hiring of skills too - production management (40.27%), supply chain/logistics (13.14%) and quality management (11.34%)

These are core capabilities for manufacturing, and this reflects the tilt towards adoption of Industry 4.0 practices, where technology will make the greatest impact. It is also heartening to note that the demand for such skills is well-balanced between Tier-1 and Tier-2 locations.

At the senior level, we see graphic design take a key slot (22.54%), a close second to production management (22.70%).

There is a strong role of technology in these manufacturing capabilities, and thus we find hiring for these skills are focused in Bengaluru, NCR and Pune.



# tier 2 cities – manufacturing job distribution across experience levels

## Junior (0 - 5 years)

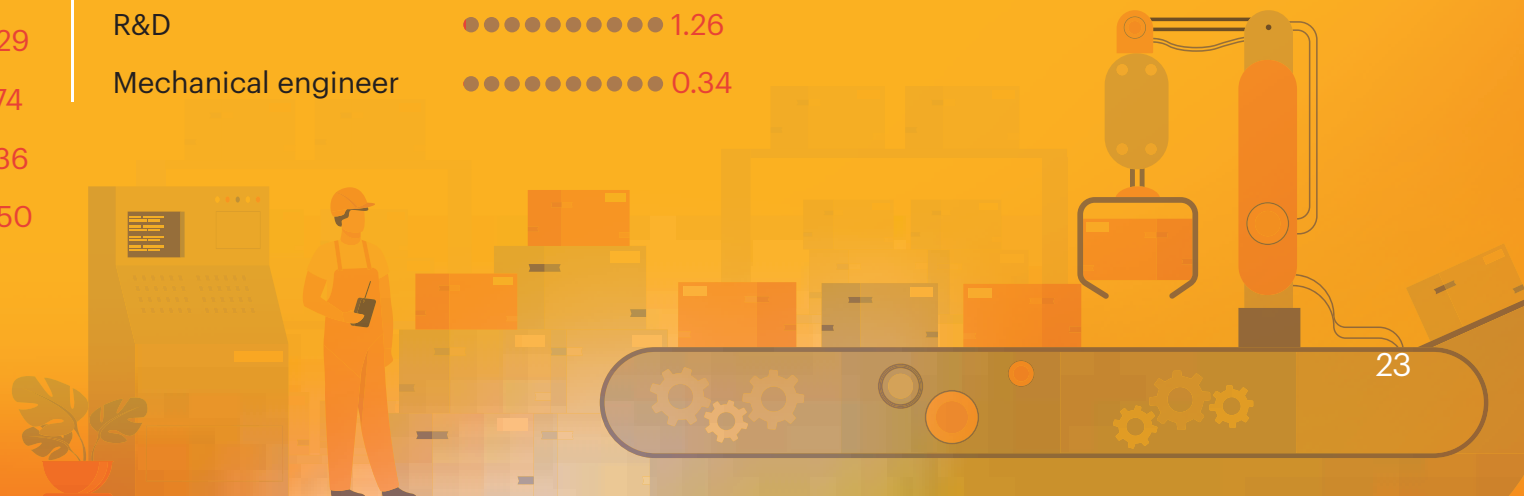
Production manager	●●●●●●●●●●●●●●●●	30.57
Supply chain/logistics	●●●●●●●●●●●●●●●●	17.18
Quality manager	●●●●●●●●●●●●●●●●	11.57
Design engineer	●●●●●●●●●●●●●●●●	10.82
Operations management	●●●●●●●●●●●●●●●●	10.52
Process engineer	●●●●●●●●●●●●●●●●	6.86
Service management	●●●●●●●●●●●●●●●●	6.29
R&D	●●●●●●●●●●●●●●●●	2.74
Plant/Factory manager	●●●●●●●●●●●●●●●●	2.36
Sales engineer	●●●●●●●●●●●●●●●●	0.50

## Middle (6 - 15 years)

Production manager	●●●●●●●●●●●●●●●●	40.27
Supply chain/logistics	●●●●●●●●●●●●●●●●	13.14
Quality manager	●●●●●●●●●●●●●●●●	11.34
Operations management	●●●●●●●●●●●●●●●●	10.43
Design engineer	●●●●●●●●●●●●●●●●	8.93
Service management	●●●●●●●●●●●●●●●●	5.66
Process engineer	●●●●●●●●●●●●●●●●	5.11
Plant/Factory manager	●●●●●●●●●●●●●●●●	3.28
R&D	●●●●●●●●●●●●●●●●	1.26
Mechanical engineer	●●●●●●●●●●●●●●●●	0.34

## Senior (15+ years)

Production manager	●●●●●●●●●●●●●●●●	22.70
Graphic designer	●●●●●●●●●●●●●●●●	22.54
Operations management	●●●●●●●●●●●●●●●●	21.41
Quality manager	●●●●●●●●●●●●●●●●	6.31
Supply chain/logistics	●●●●●●●●●●●●●●●●	5.09
Design engineer	●●●●●●●●●●●●●●●●	4.37
Service management	●●●●●●●●●●●●●●●●	3.53
Plant/factory manager	●●●●●●●●●●●●●●●●	2.83
Process engineer	●●●●●●●●●●●●●●●●	2.39
Purchase executive	●●●●●●●●●●●●●●●●	2.26



# the future talent landscape for manufacturing

A recent McKinsey report reveals that the manufacturing industry in India is the biggest driver for its economic growth and employment creation this decade<sup>13</sup>.

The talent trends that we have seen show that the Indian manufacturing industry is well gearing itself to meet the demands of the Fourth Industrial Revolution. Great importance is being given to production, operations, design, quality and service management across levels. Into the future, we see tremendous scope for leveraging digital technologies in these areas - such as AI, advanced robotics, cognitive automation, cloud computing, advanced analytics, virtual and augmented reality, 3D printing and the Internet of Things (IoT).

The 'Make in India' goal calls for a workforce with skills on par with global standards. The trend of hiring young talent in big numbers, especially in Tier-2 cities, fits in with this objective of creating new-gen and skill-intensive jobs, with continuous upskilling.

We also see R&D assuming greater importance and this aligns beautifully with the increased investments in R&D and sustainable manufacturing processes. The first smart factory in the country is being set up at Bengaluru, driven by data exchange in manufacturing, and IoT.



<sup>13</sup> <https://timesofindia.indiatimes.com/blogs/voices/creating-pathways-for-manufacturing-workforce-with-a-sustainable-approach/>



# talent trends insights

## industry focus – IT

With India's IT and business services market predicted to touch USD 19.93 billion by 2025<sup>14</sup>, it is 'Advantage India' for this industry, both on the international and domestic front. The favorite offshoring destination for global IT companies and well-diversified across all industries, the Indian IT industry is all set to deliver on a new vista of opportunities in emerging technologies.

As of FY'21, the IT industry employed 4.5 million people, and anticipates to hire around 450,000 people in H2 FY'22<sup>15</sup>, which will be a good mix of freshers and lateral hires. It is expected that FY'22 will see an increased effort in hiring software development engineers, data analysts and scientists, cybersecurity professionals, and specialists in low-code, no-code development, AI and ML, blockchain, IoT, RPA, UI/UX , and the Metaverse.



<sup>14</sup> <https://www.ibef.org/industry/information-technology-india>

<sup>15</sup> <https://www.peoplesmatters.in/article/recruitment/what-does-the-future-of-it-talent-in-india-look-like-in-2022-32266>

## city-wise jobs distribution in IT

Bengaluru continues to stand at the top of the stack – out-beating the other Tier-1 cities by a clear mile.

It garners a demand of 33.28%, 43.90% and 37.72% in the junior, middle and senior level hiring, respectively.

According to NASSCOM, this city holds more than a quarter of the country's digital talent<sup>16</sup>. It has been a long history of assiduously building a powerful IT ecosystem and global capability centers (GCC) – plus creating one of the best start-up environments in the world.

At the junior level, Chennai (14.98%) and Pune (14.37%) stand a close second and third to Bengaluru.

Both these cities have excellent engineering education facilities, and hence a tremendous demand for IT talent. Plus, they have developed a comprehensive ecosystem for IT companies to set up specialist centers.

As the seniority levels rise, Hyderabad ascends in the rankings.

In the middle level, it stands neck-to-neck (12.51%) with Pune (12.60%). At senior levels, it pulls ahead to a decisive second place, with 15.60% of the total demand.

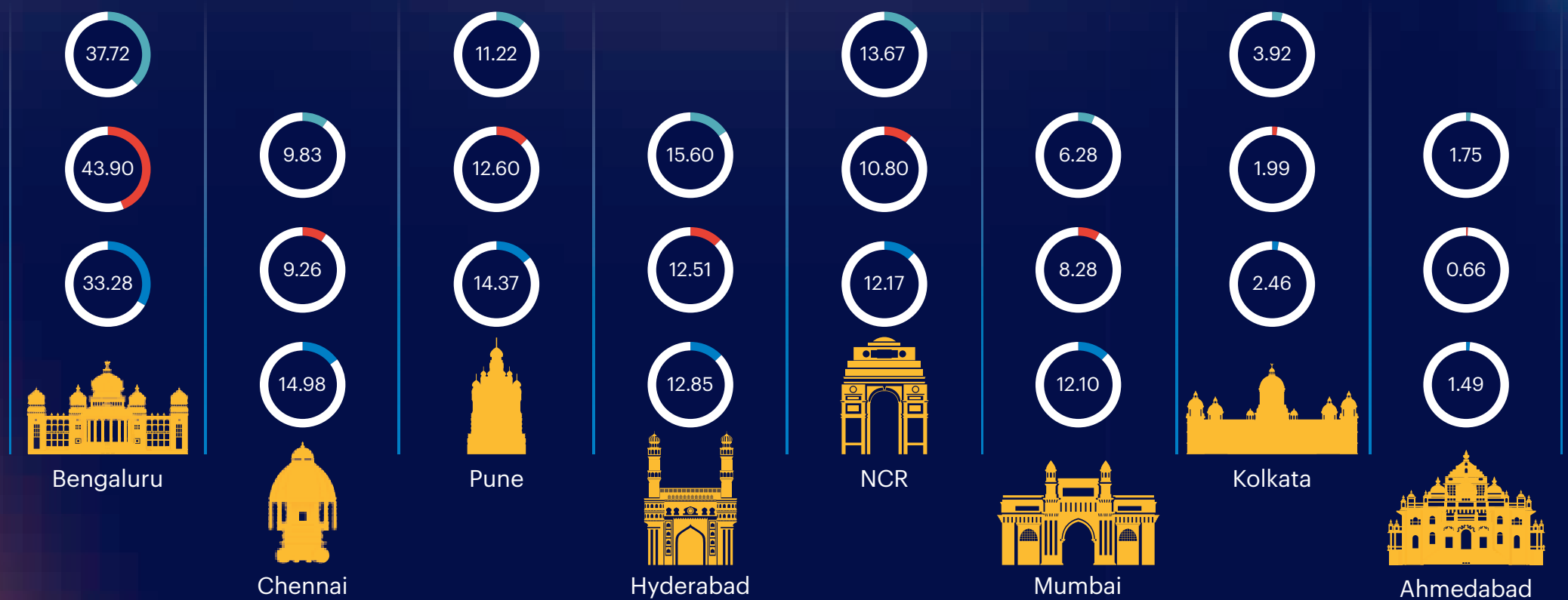
By significantly improving their positions on the parameters of opportunities, infrastructure and quality of living, Hyderabad and Pune are seeing a greater demand for IT professionals.

NCR moves up from the fifth place in junior level hiring (12.17%), to fourth in the middle-level hiring (10.80%) to a strong third in the senior level (13.67%).

NCR has significantly improved the business infrastructure, and created a very strong educational ecosystem in the science, engineering, technology and management areas.

<sup>16</sup> <https://timesofindia.indiatimes.com/city/bengaluru/bengaluru-has-quarter-of-indias-digital-talent/articleshow/89627120.cms>

# tier 1 cities – city-wise jobs distribution in IT



Junior level (0-5 years)

Middle level (6-15 years)

Senior level (15+ years)

tier-2 cities show an interesting and mixed ranking across experience levels.

**Nashik (with 24.57% of the hiring) shows a high demand at the junior level.**

It is one of the fastest-growing cities in Maharashtra, and the government's efforts to develop it as a major quality education center is paying rich dividends as a hotbed of young talent.

**Thiruvananthapuram (16.92%) comes second in the junior level segment. It takes the top slot in the middle level segment, and accounts for 23.92% of the hiring.**

With its rich talent pool and quality research facilities, Thiruvananthapuram is emerging as a favored destination for IT majors looking to set up their development centers, and this explains its supremacy in the hiring of middle level executives.

**Jaipur (19.14%) races to take the top ranking in the senior level positions.**

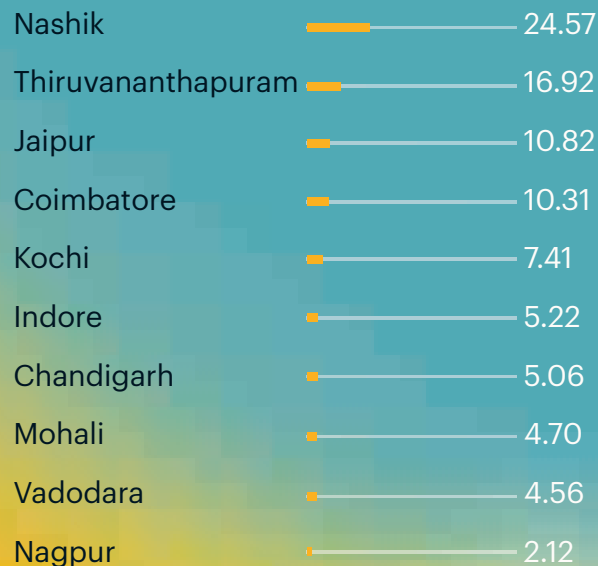
Jaipur has consistently improved its attractiveness as a Tier-2 talent location for IT. It has India's largest IT/ITeS SEZ spread over 750 acres, is supportive of private sector investment, and has a significant-sized and cost-competitive talent pool.

**From fourth in ranking at the junior level, (10.31%) and the middle level hiring (11.28%), Coimbatore jumps to the second position for senior level hiring (13.48%).**

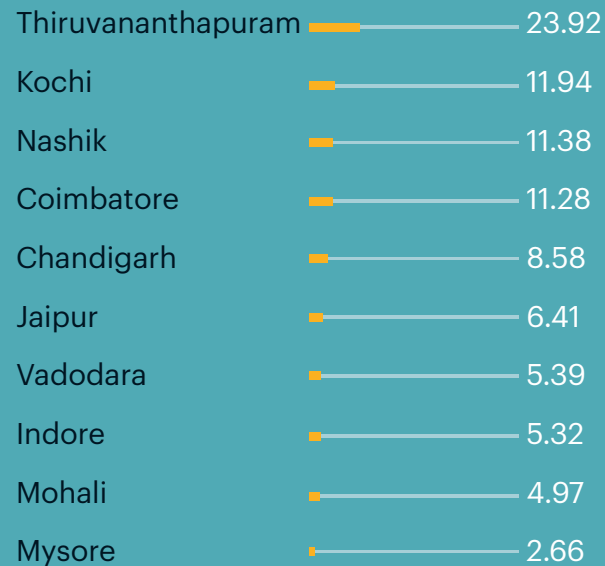
Coimbatore possesses all the amenities and infrastructure of a Tier-1 city with the quality of lifestyle afforded by a Tier 2 city. It also serves as home to reputed educational institutions in technology, engineering and management.

# tier 2 cities – IT job distribution across experience levels

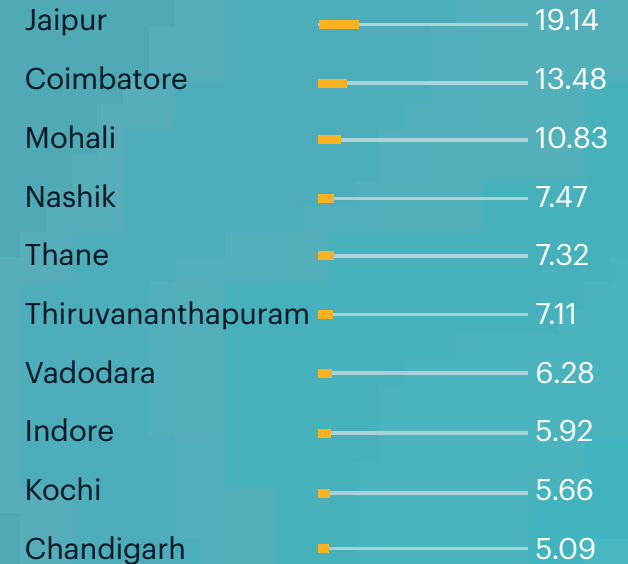
## Junior Level (0-5 years)



## Middle Level (6-15 years)



## Senior Level (15+ years)



tier-2 cities that we will be seeing more of in the coming years are Kochi, Chandigarh, Indore, Mohali and Vadodara.

# key talent trends across IT skills

IT organizations have promoted Tier-2 cities in a big way.

With outstanding engineering and technology educational facilities being developed in these cities, the younger generation find themselves happy to be employed here rather than migrate to expensive Tier-1 cities.

Java still stands as the highest hired IT skill in the junior (15.2%) and middle levels (21.89%).

Ever since 1995, it is the most popular programming language in the IT world, and today it caters to the demands of AI & ML, Blockchain, Python, AWS, big data and mobile technologies. It is also used in android apps, cloud computing, machine learning, etc.

In the middle level, cloud architects (4.98%) and project management (4.95%) move to the second and third places as the skills in demand.

This is clearly indicative of the industry's transformative shift to new-gen technologies for greater value-addition.

At senior levels, IT organizations hire more for creating customer experiences (32.83%), and software engineering (7.95%).

The demands of digitalization focus very high on customer-centricity, and IT organizations are paying significant attention to customer needs and expectations.

Tier-1 strongholds make a clear shift towards emerging technology specialists with increasing seniority.

The top skills in demand for senior level hiring in Ahmedabad are technology-driven – react native developers, software engineers, full stack developer, DevOps engineers and they together comprise 75% of the demand.

This shows that Ahmedabad has emerged as a strong center for emerging technology skills, and will be consolidating this strength in the future.







Tier-2 cities are also showing an increasing trend towards niche technology skills.

The talent demand in Tier-2 cities for tomorrow's technologies is a good sign of how Tier-2 cities are emerging as technology hubs for India.

Chandigarh is fast emerging as a very strong technology talent hub among Tier-2 cities. – progressing to higher level skills with increasing seniority.

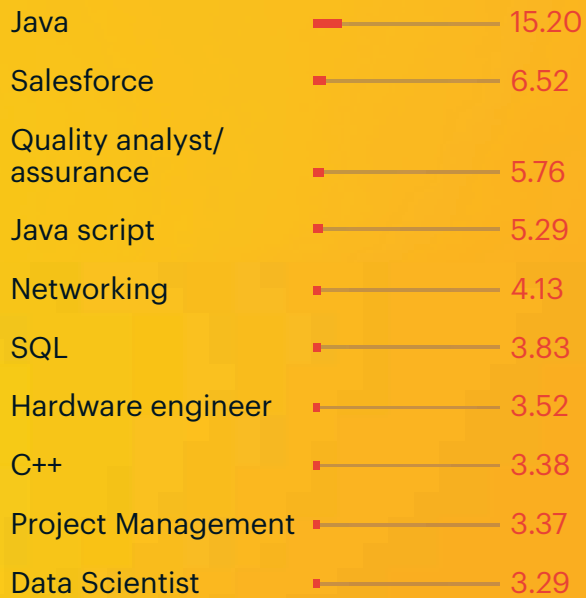
From Java, quality assurance, java script, SQL dominating the demand in the junior level, it moves to AWS specialists, cloud architects and automation testing in the middle levels – and adds skills for business intelligence, animation graphics and system administrators in the senior level

73.73% of the jobs in tier 1 cities and 88.53% of the jobs in tier 2 cities skewed towards the junior level, we see a rising demand for middle level managers too.

Goa, Kochi, Mysore, Thane and Bhopal are among the Tier-2 cities demonstrating a good demand for mid-level professionals. Similarly, close to 20-25% of the jobs in Bengaluru, Pune, Hyderabad and Mumbai are for mid-level professionals.

# key talent trends across IT skills

## Junior (0 to 5 years)



## Middle level (6-15 years)



## Senior level (15+ years)





## the future talent landscape for IT

The IT industry has broken locational barriers of hiring. Going ahead, IT companies will continue to seek talent increasingly from Tier-2 cities.

In terms of skills, we are seeing the emergence of skill buckets such as DevOps, cloud computing, full stack developers, content management, cyber-security, blockchain, AI, ML etc.

This shows an exciting future for learning for aspiring IT professionals.

The responsibility for skilling and reskilling paths for different levels will need careful attention.

Academia-industry collaboration will rule the fresher/junior levels, organization reskilling initiatives will take precedence for the middle levels, and self-directed learning for senior levels.

# talent trends insights

## industry focus – Pharmaceuticals, Healthcare & Life-sciences (PHL)

By volume, the Indian pharmaceutical industry is the third largest in the world, and recorded a 9 to 11% growth in FY'22<sup>17</sup>. Displaying tremendous resilience during the pandemic, this industry not only delivered medicines but also significantly contributed to preventive healthcare and sanitation with expertise and innovation.

Digitization has played a tremendous role and today, it is a key component in making available life-saving drugs to patients. Technologies such as AI and ML, big data, IoT, intelligent automation and analytics have accelerated the vision of the PHL sector to connect with patients, and gather insights across the patient journey.



<sup>17</sup> <https://www.financialexpress.com/healthcare/pharma-healthcare/how-the-indian-pharmaceutical-industry-is-planning-to-grow-in-2022/2442449/>

## city-wise jobs distribution in PHL

Among Tier-1 cities, Bengaluru is the #1 location in hiring for junior (22.74%), middle (31.95%) and senior level (21.12%).

Bengaluru, the technology capital of the country, drives the PHL industry through digitization, global innovation centers (GIC) and shared services centers.

The NCR region ranks second to Bengaluru for junior level hiring with 20.65%, third in the middle level hiring (15.14%) and fourth for senior hires (12.48%).

The demand in NCR, especially at the junior level, augurs well for youngsters to start their career in PHL, with good growth prospects.

Mumbai ranks third at the junior level (18.21%), and moves up to the second spot in the middle (19.73%) and senior levels (19.92%).

Mumbai is a sector-niche location for consulting firms and analytics operations, and this has created a growing demand across all levels.

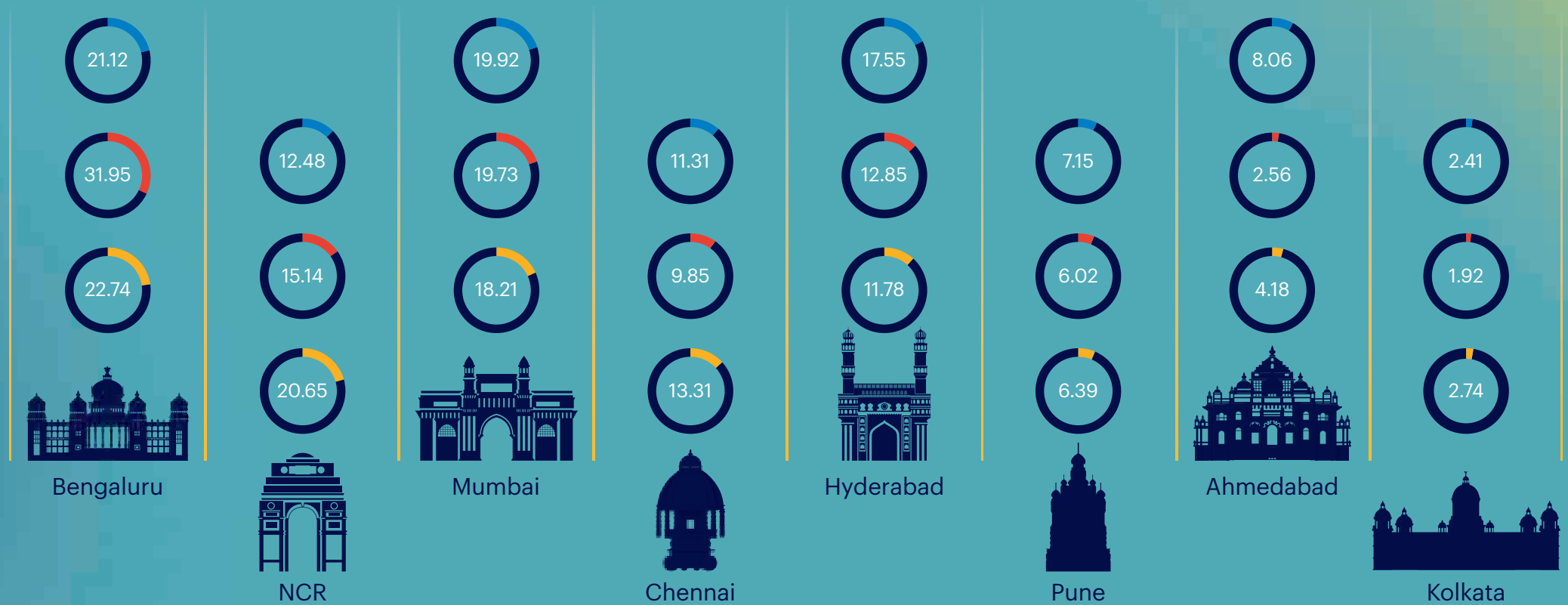
Hyderabad is in the fourth position in the middle level hiring (12.85%), and moves decisively to the third position (17.55%) in the senior level.

Hyderabad enjoys a dominant position in the PHL sector, ranking first in the manufacture of bulk drugs and third in formulations in India<sup>18</sup>. Plus, it has a host of super specialty hospitals, and serves as an excellent ground for clinical trials of international standards. Consequently, this has created a strong and growing demand for niche and experienced professionals.



<sup>18</sup> <http://www.niperhyd.ac.in/WhyHyderabad.html>

# tier 1 cities – city-wise jobs distribution in PHL



Junior level (0-5 years)

Middle level (6-15 years)

Senior level (15+ years)

Chandigarh, with 11.52% of the junior-level hiring of pharma talent, stands first in Tier-2 cities.

Chandigarh has become a very important center for health and wellness businesses, bringing accelerated expansion of the PHL business.

Vadodara comes a very close second in the junior level hiring, and ranks first in the middle level hiring.

Vadodara has made rapid strides as a pharmaceutical and bio-technology center. Since 2019, it has shown high talent recruitment for quality assurance professionals and the pharmaceutical sector.

In the senior level roles, Bhopal and Jaipur stand in first and second positions.

The demand in Bhopal stems from its fairly strong pharmaceutical base, investment corridors, manufacturing facilities and educational institutions. As a location, it is known to be one of India's greenest locations where people would like to live in. Jaipur, as a good source for IT and

outsourcing services, plays into the need for strong shared services for PHL companies, and hence we see a strong demand for senior level hiring.

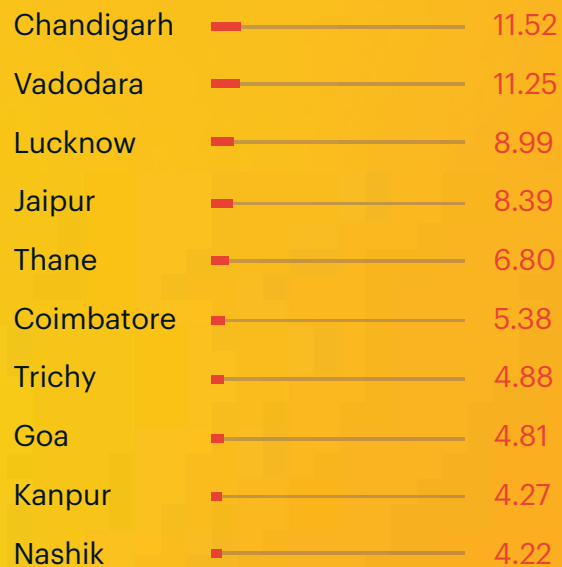
Lucknow features among the top five Tier-2 cities in the junior (3rd rank), and senior level (4th rank) hiring. Lucknow is one of the most cost-effective locations for pharmaceutical manufacturing in India, with an abundance of natural resources and skilled and inexpensive labor.



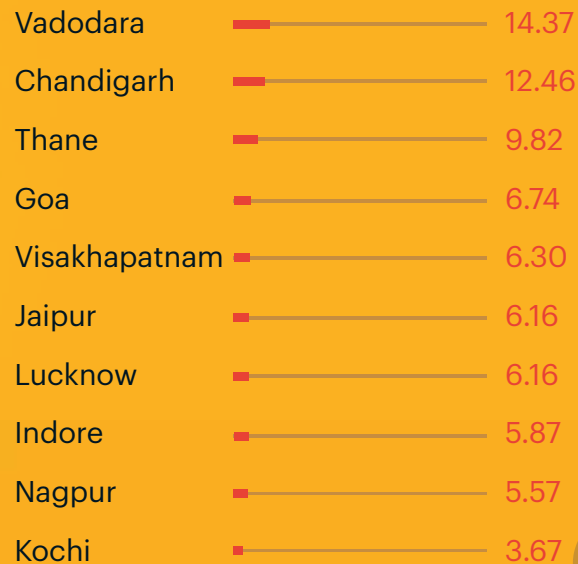


# tier 2 cities – PHL job distribution across experience levels

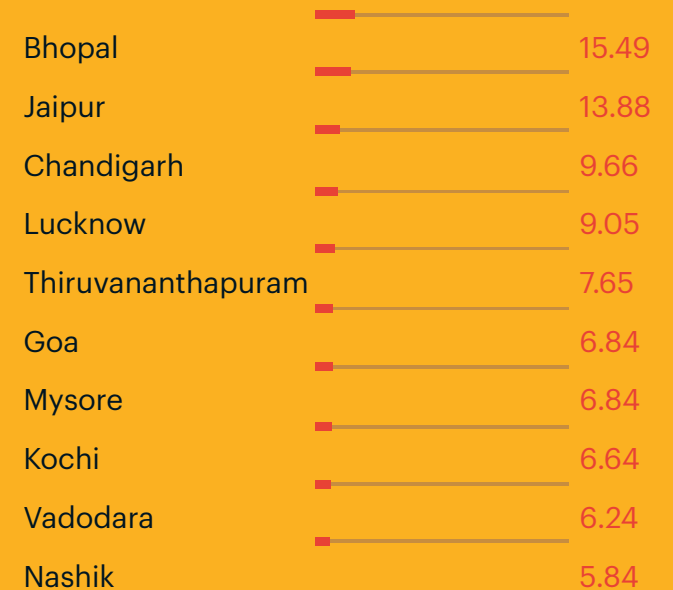
## Junior (0 to 5 years)



## Middle level (6-15 years)



## Senior level (15+ years)



Trichy, Goa, Mysore and Kochi are Tier-2 locations that hold promise for the future.

## key talent trends across PHL skills

82.23% of hiring for the PHL industry in NCR fall under the junior level. We see similar high ratios in Kolkata (81.12%) and Chennai (80.72%).

The PHL industry has shown a willingness to hire candidates with potential from other industries, and skill them to meet their requirements. And so, we see a very high percentage of junior level talent across Tier-1 and Tier-2 cities.

API hiring (31.83%) ranks the first in middle level hiring, and second to specialty doctors (22.93%) in the junior level hiring.

Active pharmaceutical ingredient (API) business in India has risen today to be a favorite among private equity investors. This skill features as a 'Top 5' demand across Tier-1 and Tier-2 cities.

There is a strong demand for specialty doctors at all levels. At the junior and senior levels, it ranks the highest, and stands a strong third in the middle level.

During the pandemic, there has been a huge demand for specialty doctors, across all cities, to attend to COVID-19's impact on different aspects of health. Plus, medical teaching institutions will be major hubs of research, and specialty doctors can make a significant contribution to research quality.

83.6% of hiring for research analysts were at the junior level, and 13.68% at the middle levels

The industry's shift to a 'develop in India' approach (from just 'make in India') looks at new product development and innovation as critical skill sets – and hence the emphasis on research analysts. With significant upgrading of research infrastructure, especially across Tier-1 cities, global pharma companies are very receptive to setting up their R&D centers in these locations. For example, very recently, Pfizer has announced their plans to open their R&D center in Chennai.

Close to 75% of pharmacists and medical representatives hired were in the senior level

An interesting development in the PHL industry is the primacy of pharmacists as big influencers in purchasing decisions, while the medical representative's (MR) skills are geared more to medical knowledge and relationship building. Owing to this importance, there is a high percentage of senior level hires.

There is a strong demand for medical coders, especially at the junior and senior levels

Since India is the preferred destination for offshoring medical coding and medical billing, it is one of the most demanding career prospects right now.

Demand for production skills is high in the junior levels.

Manufacturing operations and supply chain capabilities will come into focus as we set out to raise our capabilities in drug development and manufacture. 'Develop in India' is a serious goal in the PHL industry, and these skills will be in great demand, both in Tier-1 and Tier-2 cities.

The demand for staff nurses is the highest in Bengaluru, Chennai and NCR at the senior level.

This aligns to the importance of these cities as the top centers for medical care in India. With India rising to become an acclaimed and acknowledged global healthcare destination due to its track record of excellent outcomes and care, the demand in these cities has burgeoned.

Hyderabad shows a strong demand for specialty doctors, API and research analysts as the top three skills in the junior and middle levels

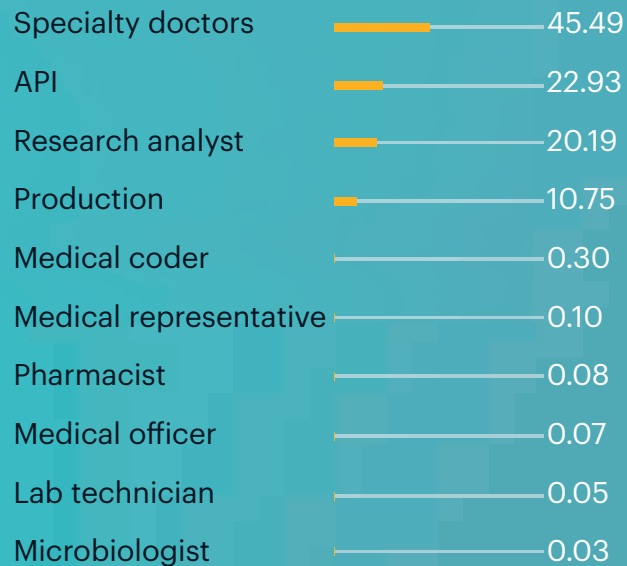
Both in terms of healthcare facilities and technology capabilities, Hyderabad scores very high. This has created a healthy demand for the above skills.

Among Tier-2 cities, Mohali shows a high percentage of fresher and junior hiring, followed by Trichy and Kanpur

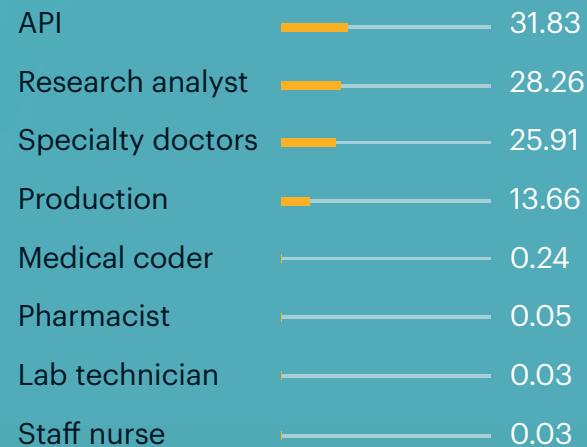
At this level, the skills in demand in these three Tier-2 cities are specialty doctors, research analysts and API. This is a reaffirmation of the PHL industry's strong willingness to train entry level people for critical skills.

# key talent trends across PHL skills

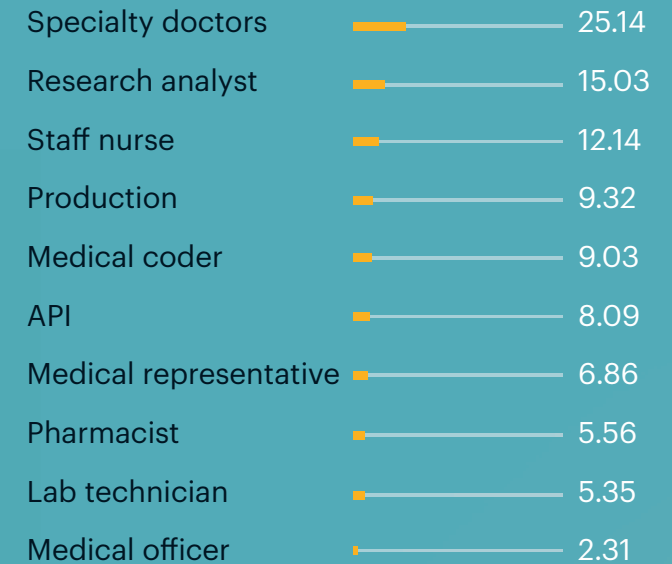
## Junior Level (0-5 years)



## Middle Level (6-15 years)



## Senior Level (15+ years)



# the future talent landscape for PHL

Hiring for the Indian PHL industry will accelerate significantly due to the serious pace of investments in this sector.

Our report shows the changing face of sales and engagement in this industry, and the evolving roles of the pharmacist. Going forward, sales, engagement and relationship building with doctors will move to the MR, through the use of digital tools and technology. Sales recruitment will thus be more qualitative.

The trends of the report underline the importance of research analysts. The imperative of accelerated drug discovery, development and delivery will call for higher skill sets in genomics, immunology, bioinformatics and clinical pharmacology.

With manufacturing operations and supply chain capabilities becoming critical (as the findings of the report show), quality assurance and control capabilities will be in demand in the future.

Going forward, we expect the PHL industry to bring about a culture of R&D and innovation for swift drug discovery and development, which will have positive health outcomes across the world.



# doing better - the new talent password

The work landscape has radically changed in terms of location, type of workforce, job responsibilities, and the attendant skills and capabilities required. As organizations across industries grapple with the phenomenon of the 'Great Reshuffle', the insights in our Randstad Talent Trends Report 2022 has been curated to transform this concern into an opportunity-driven and possibilities-filled 'Great Re-imagination' – for both job and talent seekers.

For employers, our analysis provides pointers to the 'what', 'how' and 'where' of talent acquisition and development. It helps them to focus on talent agility – which is their ability to efficiently reorganize and reallocate talent. It also enables them to develop their vision, strategy and tactics to transform their cultures and create authentic brand value.

For employees and candidates, it opens their eyes on how the job market is opening up at different places and for different levels of experience. It empowers them with information on the skills and capabilities that rule employment today, and will do so tomorrow - and the day after.

The Randstad Talent Trends Report 2022 is our contribution to help organizations across industries maximize the India talent advantage. Accordingly, we give below some recommendations based on the findings of the report.

# recommendations for employers

This report clearly brings forth the demand landscape in different Tier-1 and Tier-2 cities across India. Employers will need to tweak their talent acquisition, nurturing and retention strategies accordingly, especially as we foresee a great war on talent.

- Leverage and use workforce data to build the right brand position to attract talent
- Develop the right culture that balances personalization of experiences and learning and growth opportunities to retain talent
- With flexible and hybrid work becoming an important aspect of talent management, organizations need to tweak their policies accordingly

Fresh graduate hiring with the right upskilling will be the way to go to mitigate the skill-gap risk

- This will call for close collaboration with academia to ensure an effective launch-pad for fresher hiring
- This will also be a great opportunity to build organizational brand among this critical talent segment

There is an evident trend of cross-pollination of talent among middle level and senior level hiring, as most industries look for versatility of leadership qualities.

- Organizations need to continuously assess the effectiveness of workplace policies so that they evolve with business talent requirements.
- This will ensure a proactive and predictive approach to retaining the right talent, and making them involved partners as they move up seniority levels

A host of skills are emerging rapidly across all the industries, and these will turn into burgeoning skill gaps if not handled on time with the right learning strategies

- Organizations need to make learning and development continuous events.
- Leveraging microlearning will enable organizations to incrementally upskill talent and engage and motivate the workforce to anticipate a better future



# recommendations for talent

This report clearly brings out the locations and skills in demand, and is a useful pointer to how and where employees and candidates need to skill, reskill and upskill themselves

- With hard data and insights, they need to fearlessly equip themselves and be prepared to trod future-relevant paths
- Look for the skills that will be in demand and look for the locations that hold promise for the future – and make your moves accordingly

Tier-1 and Tier-2 cities have gained purposeful importance in terms of skill development and career progression – this report gives a good understanding of this aspect

- Use the insights to make the right switch between locations, and be mobile in leveraging the opportunities that each location provides at different seniority levels
- In a future location-agnostic model of work, these insights will take you on the right paths to satisfaction in career progression

The initiative in learning for future growth must come more from employees and candidates.

- Employees and candidates need to be open to newer avenues and channels of learning
- Proactively interacting with organizational managers and leaders and for lateral growth opportunities through reskilling and upskilling will be critical



## about Randstad

Randstad is the world's largest HR services provider and is driven to become the world's most valued 'working life partner', supporting as many people as possible in realizing their true potential throughout their working life. We provide companies with the high quality, diverse, and agile workforces they need while helping people get rewarding jobs and stay relevant in the ever-changing world of work. In 2021, we helped more than two million people find a job that is right for them, advised 235,000 clients on their HR needs, from talent acquisition to total workforce management, and delivered training to over 450,000 people. We use data and technology to provide the right advice at the right moment at scale, while our consultants across almost 5,000 locations in 38 markets give talent and clients personal, dedicated human attention. It is this combination of Tech and Touch that makes our offer unique.

Randstad was founded in 1960 and is headquartered in Diemen, the Netherlands. In 2021, Randstad had on average 39,530 corporate employees and generated revenue of € 24.6 billion. Randstad N.V. is listed on the NYSE Euronext. For more information, see [www.randstad.com](http://www.randstad.com).

## about the report

Randstad has taken due care in compiling and processing the data available from various sources for the Randstad Talent Trends Report 2021, 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 results obtained from the use of such information.

## about Randstad India

Randstad India offers the broadest HR services portfolio ranging from Staffing, Search & Selection to Recruitment Process Outsourcing (RPO). The organization has a vast network of offices across the country to be within the reach of clients, candidates and flexi workers. The company, previously called Ma Foi is a leader in the HR services industry in India for more than 25 years and became part of Randstad through its global acquisition of Vedior in 2008. The Randstad Group is the global leader in the HR services industry, active in 38 countries across the globe. Randstad India continues to focus on developing customized and innovative HR services, leveraging on its unique strengths of geographical presence and end-to-end capability across all HR service functions.

For more information, see [www.randstad.in](http://www.randstad.in)