

23% annual jump in staffing requirements ahead of festive season: Quess Corp

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- *BFSI, M&I, Retail, and Telecom industries chart maximum growth*
- *E-commerce and Auto segments to see improved demand closer to Diwali festivities, especially e-commerce and logistics industry is projected to have a sizable workforce of up to 3 lakh people.*
- *Noida and Pune saw maximum demand for manpower, while metro cities fared well*

[Quess Corp](#), India's leading business services provider, today reported that a 23% increase in staffing requirements in anticipation of the festive period has been noted between April-August 2023 in comparison to the same period last year. As many as 32,000 jobs were posted in this period considering that BFSI, M&I, Retail, and Telecom sectors improved their hiring efforts in line with the surge in demand for the festive season in India.

According to data from Quess, job roles such as production trainee, branch relationship executive, Collection Officer, Business Development Executive, Broadband Sales Executive, Sales Executive, Warehouse Associate, and Customer Relationship Officer have seen an increase in demand this season.

Commenting on the festive hiring trends, **Lohit Bhatia, President- Workforce Management, Quess Corp** said, "As India Inc. prepares for the festive season, it is encouraging to see a positive trajectory of demand for hiring today. Despite inflation and profitability pressures, segments such as Manufacturing, BFSI, and Retail have reflected remarkable growth. As many as 32,000 jobs were posted in this period, and we expect this trend to magnify each month by at least 5,000 as we inch closer to peak festivities, especially across industries impacted by direct consumers such as e-commerce, logistics and automobile."

Manufacturing reflects a phenomenal 245% spike in demand for hires

The manufacturing industry, which contributes immensely to the country's economic growth, has seen the proliferation of new-age tech enabling more efficiency for the space. As technology evolves further, the demand for specialized professionals grows in the field as well. According to Qness, the Manufacturing & Industrial segment has noted a 245% growth in demand for professionals over the period April-Aug 2023 (as compared to April-Aug 2022). The automobile manufacturing sector is witnessing an uptick in recruitment, especially in the context of EV manufacturing to meet the consumer demand expected due to the Diwali festivities. Moreover, with the consistent adoption of apprentice manpower hiring in India, the demand for NAPS & NATS workers in the segment continues to soar.

The BFSI industry noted a 27% increase in demand for manpower ahead of the festivities, followed by Telecom (+14%). Telecom has undergone massive digitization efforts with the launch of 5G which has led to considerable job creation in the industry. Companies are focused on launching future-ready fibre solutions and products to fulfil the demands of the growing telecom industry.

The idea of gig workers is also gaining traction within the retail industry, which noted a 9% rise in demand for staff, marking a shift from its previous dominance inside the e-commerce arena. The demand upsurge in Retail is mainly significant at some point of top hours at retail shops, creating a widespread demand for gig workers who play a pivotal position in handling purchaser footfall and enhancing overall customer satisfaction.

It is expected that hiring patterns will further improve as the festive season, which includes Diwali celebrations, approaches. Particularly, hiring in the e-commerce and auto sectors is expected to increase with regards to consumer demand at this time. The e-commerce and logistics industry is projected to have a sizable workforce of up to 3 lakh people, making it one of the leading employers. This broad figure includes roles from warehouse and delivery operations, with a focus on both the Gig and Staffing models and a particular emphasis on gig-based positions for delivery services.

Metro cities see maximum demand for flexi staff this year

As per Qness data, metro cities have seen maximum demand for new and emerging roles charting a similar trend to a year-ago level. Locations such as Noida, Pune, Chennai, Mumbai, Bengaluru, and Hyderabad noted high demand for manpower ahead of the festive peak. However, cities like Jamshedpur, Coimbatore, Ranchi and Vijaywada also have decent positions for the workforce.

Period for the report

The Qness Staffing report details various trends in hiring during the period of April-August 2023 as compared to the same time period the previous year.

About Quess Corp

Established in Bengaluru in 2007, Quess Corp Limited (BSE: 539978, NSE: QUESS) is India's leading business services provider - that leverages its extensive domain knowledge and future-ready digital platforms to drive client productivity through outsourced solutions.

*Quess provides a host of technology-enabled staffing and managed outsourcing services across processes such as sales & marketing, customer care, after-sales service, back office operations, manufacturing, facilities and security management, HR & F&A operations, IT & mobility services etc. Quess has a team of **~525,000** employees, serving **~3000** plus clients across India, North America, APAC and the Middle East as on June 30th, 2023.*

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