

Festive hiring for temp and flexi staff sees massive jump this season

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Quess Corp, India's leading business services provider, has witnessed over 73% increase in staffing requirements in the festive period spanning from August to October 2022 compared to the previous year. As many as 1,00,000 order books were closed in this period considering that e-commerce and logistics, retail, and BFSI sectors heightened their hiring efforts in line with surging demand.

While seasonal sales saw some recovery last year from the impact of the pandemic, this festive season has been a clear indicator for the growth of the Indian economy with an upward spiral in job demand across several consumer facing industries. According to data from Quess, job roles such as picker, packer, helper, sales promoter, in-shop sales executive, trainee, and production trainee have seen a 39%(YoY) increase in demand this festive season.

Commenting on the hiring trends for the festive season, **Nitin Dave, CEO, Quess Staffing** said, *"Given that the economy has now recovered from the effects of the pandemic, there is tremendous hiring happening in the e-commerce and retail sectors for temp and flexi staff. People want to buy products, clothing, and services for their homes and daily needs. Hospitality, automobile, telecom segments are also flourishing and in dire need of direct and indirect staff. The festive season is also a time when popular e-commerce platforms like Amazon, Myntra, Flipkart, and others introduce season sales, leading to high website traction. This, in turn, largely improves the demand for delivery and warehouse professionals."*

This festive season, retail and e-commerce segments witness high year-on-year growth

Recruitment trends across the BFSI industry have spiked with consistent hiring activities throughout the festive months of August (up 89%), September (up 98%), and October (up 194%) this year as compared to the previous year. With the consistent innovation in the banking and insurance industry in India, the demand for skilled workers in the segment continues to soar.

The e-commerce and logistics industry saw some fluctuation in hiring, with an impressive 10% growth in August, which was followed by a hiring slump of 23% in September. However, the segment recovered quickly, with an impressive 59% spike in October nearing the end of the festive season. Moreover, the National Logistics Policy (NLP) announced recently is also expected to positively impact job creation in the Indian manufacturing and logistics industry.

The demand for temporary staff in the FMCG sector, largely buoyed by the absence of pandemic curbs this year, saw a remarkable 2300% increase in demand setting a record high post pandemic. The sale of entry-level goods were severely affected by the pandemic and it is heartening to see that there has been not only recovery, but substantial growth noted in the segment. FMCG hiring continued to see an annual growth this September (up 260%) but fell slightly in October (down 28%) as seasonal requirements slowed down.

Similarly, hiring in retail was on the rise throughout the festivities with August (up 91%), September (up 142%), and October (up 32%) reflecting positive demand trends. Owing to the scale up of 5G telecom services, hiring demand in the sector has increased by 214% in the month of August 2022. Eyeing the boom of 5G market, companies are focused on launching future ready fibre solutions and products to fulfil the demands of the growing telecom industry. The months of September (up 251%) and October (up 93%) also noted an upsurge in hiring on a year-on-year basis. It is likely that there will be a high demand for skilled talent across cybersecurity and network architecture job roles in the telecommunication sector.

Demand in metros and Tier 1 cities continues to grow

The overall demand for hiring in metro cities of Delhi, Mumbai, Bengaluru, Pune, Ahmedabad, Kolkata, and Chennai has increased during the festive period accompanied with high sales and growing footfall across physical stores.

Period for the report

The Quess Staffing report details various trends in hiring during the festive period of August, September, and October 2022 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 ~504,000 employees, serving ~3000 clients across India, North America, APAC and the Middle East as on Oct 31st, 2022.