



SANNAM S4

MARKET ENTRY SIMPLIFIED

Graduate Development Service Newsletter

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INDUSTRIES AND RECENT HIRING TRENDS

Optimism reigns high with the formation of the new government. This optimism is reflected in a report published by Confederation of Indian Industry- CII published 9th May, 2014 stated, the Indian economy is likely to recover at a rate of 6.5% GDP growth rate in 2014-15. High on the agenda of the new government are job creation, approval of pending projects and high focus on increasing exports. In a survey conducted by ABC consultant, almost 85% of the corporates are planning to increase their headcount by January 2015.

The pre-election period resulted in organisations adopting a wait and watch attitude with very few new jobs at the entry level being created. The Investment banking sector which has been in the doldrums since 2010 has already started hiring. Sector-wise, the IT/ITeS and allied services sectors are likely to account for a substantial chunk of these new jobs, followed by banking, financial, services and insurance (BFSI) sectors, with research and consulting, pharmaceutical, engineering and manufacturing and telecommunications bringing up a distant rear

SECTOR UPDATE:

MANUFACTURING & INFRASTRUCTURE: Mr. Narendra Modi's commitment and focus to the development of manufacturing and infrastructure has resulted in high levels of optimism in the two sectors with a large number of news reports stating on how India could replace China as manufacturing hub. These sectors have high potential and are attracting a lot of investors and entrepreneurs. According to [Silicon India](#), an online portal, these two sectors has the potential to create 30-40 million jobs over the next decade.

- **AUTOMOBILE:** In spite of relief in excise duty offered by the Indian finance minister early this year during the interim budget, automobile sales dropped by as much as 11.6% between April 2013-2014.. There have been reports of as many as 150,000 jobs being lost in this sector. Banking on an increase in demand, a few automobile companies like [Honda](#), [Mahindra & Mahindra](#) and [Yamaha](#) have announced their investment plans for up to INR 24,000 Cr & hiring for their new and existing plant as per a report published in the Business Standard. The combined investment and the number of people they plan to hire suggest that a little more than 21,000 new direct jobs would be created across half a dozen factories over the next two years. Based on various estimates, the number of indirect ancillary jobs created would be between 80,000 to 1,20,000 over the next two years. This will take the automobile industry's total workforce back to the level of 2012-13. However all this is subject to an increase in demand.



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- **IT/ITES SECTOR:** Growth in the IT and other export-focused industries has remained high due to the sharp depreciation in the rupee which began in the second quarter (Q2) of 2013. However, this advantage will start fading if the rupee begins to appreciate against the US dollar, the lower base advantage will go away. However according to a report by CB Richard Ellis published in [India Today](#), over 500,000 jobs are likely to be generated in India over the next two years, the bulk of them in Delhi- NCR, Mumbai and Bangalore.
- **BFSI:** The investment banking sector is witnessing a turn around and has begun beefing up their teams amid expectations of a boom that will reverse the slump of the past few years. The sector expects the new government to usher in reforms that will help Indian companies raise money at improved valuations and embark on mergers and acquisitions (M&A) after a three-year lull. Some of the larger Investment banks are looking to increase their employee strength by 8 to 10%. Besides the Investment banking sector, the industry is looking to hire 50,000 professionals in the coming three years and with high demands of fresher jobs as per a report published by [The Times of India](#). Entry level jobs are largely in sales and customer relations.
- **E-COMMERCE:** The e-commerce and online business is one of the few sectors that has not been impacted by the recession in the country. On the contrary, the period has seen phenomenal growth. India's e-commerce business jumped by more than 80% in 2013 and the momentum is likely to continue for at least the next five to six years with a corresponding increase in hiring and handsome salary structure as per a report published by [The Economic Times](#). This sector is usually receptive to hiring candidates with an international degree at an entry level as interns, which generally converts into full-time roles. A recent example of this trend was reflected in an article featuring [Flipkart](#).

SANNAM S4 SUGGESTS:

- **Make your resume attractive:** Resume should be short, precise and honest. Be confident on the skills and achievements mentioned; present them with examples. The resume format should be properly aligned with no spelling errors. Make sure you have your career objective relevant to the post applied.
- **Introduce yourself in a unique manner:** In an interview, when asked to “Introduce yourself” do not begin with mentioning your name, educational qualification, etc. - these are there in your resume. It is recommended to correlate your introduction to the skills required for the role. Avoid exaggerating. In short; introduction should be brief and meaningful.



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Know how to negotiate: “In Business, you don’t get what you deserve, you get what you negotiate.” Chester L Karrass. However the key to negotiation is awareness or knowledge. It is important to be aware what best the organization can offer and what others at the same level make. Mention your expectation once you believe you will be offered a role

SANNAM S4 GRADUATE DEVELOPMENT SERVICES

Sannam S4 offers an India career advisory programme to support returning graduates. Within the team, we have extensive experience of the Indian recruitment environment. We will provide you with insightful guidance and local services to assist you with your first employment opportunity in India by preparing you for interviews and enhancing your employability.

Sannam S4 can help enhance your employability:

- **Newsletters:** A Sannam S4 newsletter once every eight weeks will provide you with nuggets of information on industry trends, career planning and development as well as hints and tips to get you ready for the workplace.
- **Advisory Services:** We will provide additional support, by investing dedicated time to help you with your interview and will also connect you with alumni who can provide additional support
- **Tracking:** Three months before the end of your course, we will send you an email alerting you to the need for considering future career paths, offering our help regarding formulating winning CVs, researching jobs in areas of interest, and helping you acquire skills which match the requirements of your potential employers. We will keep in touch with you through Skype and emails.
- **Corporates Links:** We will match your skill sets with corporates to provide you with a platform to present your credentials to them.

HOW TO ENROL

To enroll for Sannam S4 Graduate Development Services, please email Ritu Singh directly at ritu.singh@sannams4.com. You will be required to fill an enrolment form which captures your educational qualifications and past work experience (if applicable), as well as preferred locations for work in India. The enrolment fee is INR 5,000 + applicable taxes and is valid for 12 months post-completion of your degree.