

Kelly Services releases 2011 India Employment Outlook and Salary Guide

Increase of talent at the mid-senior levels, particularly in FMCG, Banking, IT and Engineering sectors

New Delhi, June 15, 2011- Kelly Services, India's leading staffing firm released its annual **Employment Outlook and Salary Guide 2011-12**, a comprehensive study on the employment conditions and salaries across key verticals basis current market value to provide organizations a critical tool for workforce planning.

As a part of the **Employment Outlook and Salary Guide**, Kelly released employment & salary trends across key verticals of Banking & Finance, Engineering, Media, FMCG, Information Technology, Procurement Supply Chain and Logistics, Real Estate, Sales and Marketing and shared a list of 'Hot Jobs' in each of these sectors.

2011 has come as a relief for the Indian employees as companies doled out salary hikes in the range of 10 -13 % across industries. The hottest sectors to have emerged in India Inc post the increment season are Pharma & Healthcare, BFSI, Engineering, Education and IT as per the guide.

Mr. Kamal Karanth, Managing Director, Kelly Services India said, "IT witnessed a surge of lateral hiring especially positions with niche skills. The action is mainly in the middle level which has also seen an increase in salary".

BFSI sector sees an increase in salary for senior professionals in the finance/ Sales & Marketing segment.

Engineering sector – Oil and Gas mid and senior level has seen a rise in salary this fiscal mainly to attract the manpower as an outcome of reverse migration.

He further added, "Companies are now exploring innovative methods to successfully retain their workforce across sectors. They are actively involved in finding out what their top talent wants and are implementing various motivational methods. Most of them are offering 'Spot bonuses' to employees to retain them as companies have to maintain parity in terms of basic salaries among their workforce to keep bright talent from being poached".

Besides the IT industry, the Oil & Gas sector has also emerged as a fast growing industry segment. The sector has witnessed remarkable growth with a lot of talent being lured overseas to places like South-East Asia, Australia and Europe like someone with an annual salary of Rs 15 lakh is being offered Rs 25 lakh at international destinations.

Other key findings of the Survey include:

1. **Banking & Finance** There is a constant demand for banking and finance professionals as demand for private, public banks and foreign banks is on rise. The sector demands highly experienced professionals especially in the senior management services
 - **Hot Job:** Head Equites, Financial Controllers & Strategists to experience the most of salary hikes in the sector

Key findings:

- Job market in India looks promising with a buoyant hiring scenario in the first half of 2011
- Increase of talent at the mid-senior levels, particularly in FMCG, Banking, IT and Engineering sectors
- With a GDP growth rate of 8.8 % in Q1 and a positive job forecast for the rest of the year salary increments for 2011 across industries is about 10 -13%
- The hottest industries in India include manufacturing sector, construction, Pharma & Healthcare, BFSI, Education, IT and ITES and Real Estate & Construction
- The next two decades will add over 200 million people to its working age-between 18 to 60-population in India
- Senior level role in the education sector with experience are in demand
- Oil & gas sector, has seen a lot of talent being tempted overseas majorly in South-East Asia, Australia and Europe with huge salary increases

2. **BPO/Call centers:** Experiencing an overall upward swing in hiring in Q1 2011, Innovation and quality and process improvement will be the need to retain client base
 - **Hot Job:** Process Managers will be in high demand as the focus is on process improvement and cost efficiency will be a high priority
3. **Education:** Senior Level and Middle Level professionals will benefit the utmost in 2011
 - **Hot Job:** Area Business manager
4. **Engineering:** The hiring of engineers with specific skills is on the rise, while contractual and temporary job offers continue with project cycles
 - **Hot Job:** Senior level in the field projects
5. **Media:** The demand for Media professionals continues to be high as the war for talent grows.
 - **Hot Job:** Senior managers to benefit the most in terms of salary
6. **Information Technology:** Talent skilled in IT architecture and solutions continue to remain in demand as enhancements to existing systems are carried out
 - **Hot Job:** IT professionals with over 10 years of experience for senior positions are high in demand also Security Consultants in the junior level are to see decent salary heights
7. **ITES:** The IT industry is likely to witness attractive salary hikes and job offers for experienced professionals
 - **Hot Job:** Assistant Manager level with 3-6 years of experience can expect to get around 8-12 lakh per annum
8. **FMCG:** FMCG companies will lead the space with increments, although these industries were not adversely affected by the recession but the need for specialists with excellent communication skills has increased
 - **Hot Job:** Marketing Manager & National Sales Managers
9. **Real Estate & Infra:** With the robust upswing in the construction business across India hiring in this industry is on a rise.
 - **Hot job:** Project Managers & contract managers
10. **Pharma:** Opportunities in the market are bright for Senior level executives with decent salary hikes in the Sales, marketing & Medical services fields
 - **Hot job:** Vice President- Sales /Marketing with 16-25 years of experiences to get a package of 27-50 lacs per annum to manage and implement strategies
11. **Retail:** This sector has sprung back into action with increased demand and sales over the past quarter and is strongly positioned to give out promising salary hikes in the year ahead
 - **Hot jobs:** Senior Manager Retail Operations with 7 years of experience can expect anything between 15-22 lakh
12. **Telecom:** The telecom sector is expected to give above average salary hikes in the range of 12-15 %
 - **Hot jobs:** CEO level jobs are to garner much hikes as compared to other hikes in the senior management levels

About Kelly Services:

Kelly Services, Inc. (NASDAQ: [KELYA](#), [KELYB](#)) is a leader in providing workforce solutions. Kelly® offers a comprehensive array of outsourcing and consulting services as well as world-class staffing on a temporary, temporary-to-hire and direct-hire basis. Serving clients around the globe, Kelly provides employment to more than 530,000 employees annually. Revenue in 2010 was \$5 billion.

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