

Hiring Getting Back its Mojo

PMI data shows steady uptick; big firms step up recruitment as demand, orders and investments rise

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New Delhi: Hiring in the first 10 months of the current year has improved marginally from the year-ago period, suggests an **ET** analysis of data from HSBC and S&P Global Market Intelligence. The jobs component of the seasonally adjusted HSBC India Purchasing Managers' Index (PMI) rose to 53.8 in the first 10 months of 2025 from 52.5 on average during the same period last year.

Executives at Vedanta Group and RPG as well as leading economists confirmed the trend. Bigger companies are adding to their workforce in response to sustained demand, stronger order pipelines and investments in emerging areas, experts said.

The reduction in goods and services tax (GST), slowing inflation and softer interest rates have ignited consumer demand across consumer categories.

"We have seen stronger hiring momentum through 2025. Between January and September, our recruitment has remained robust, in line with the company's growth trajectory," said Vimal Kejriwal, MD and CEO, KEC International, part of RPG. "Our overall workforce has grown by around 13% compared to last year's H1."

In the first half of FY25, KEC International added over 1,500 professionals.

"Hiring is taking place at larger companies, which is a positive sign and hopefully this can be retained," said Bank of Baroda chief economist Madan Sabnavis.

Recruitments at Vedanta have risen 15-18% from the year before.

"Vedanta's hiring momentum continues to rise in tandem with our business growth, driven by large-scale project execution and new investments across our aluminium, zinc, silver, and copper verticals," said a spokesperson. "This reflects both our expansion and our focus on building high-quality talent pipelines."

According to data from HSBC and S&P Global Market Intelligence, within manufacturing, the employment index climbed to 53.8 from 52.4, while for service providers it rose to 53.8 from 52.5 over the same period.

"The strength of job creation in India's private sector reflects a combination of factors such as robust sales performances, effective planning ahead of anticipated demand growth and efforts to ensure sufficient capacity to meet output needs," said Pollyanna De Lima, economics associate director at S&P Global

Hiring on a High Note

PMI Jobs Index	53.8 (Jan-Oct 2025)	52.5 a year ago
Mfg hiring index	53.8	52.4
Services hiring index	53.8	52.5

Labour Force Participation Rate (LFPR):

55.3% in Sept
• 5-month high

Drivers: Lower GST, easing inflation, softer interest rates, rising consumer demand



SECTOR DRIVERS

• **Infra push** • **Green energy & digital expansion** • **Strong order pipelines** • **Skill & leadership investments**

Market Intelligence. "This suggests that businesses are strategically aligning their workforce with market demand, ensuring they can maintain productivity while preparing for future growth."

The survey covers around 400 manufacturers and 400 service providers.

Official data also shows an uptick. The labour force participation rate (LFPR), the share of the population working or seeking work, rose to a five-month high of 55.3% in September from 55% in August.

"With GST and income-tax cuts, urban demand will pick up, leading to positive improvement in employment," said Gaura Sengupta, chief economist at IDFC First Bank. "Once companies see increased demand, they tend to hire more."

KEC is optimistic about the momentum continuing.

"The uptick in hiring is driven by a healthy order book, strong infrastructure investments, and growing traction in international markets, specifically the Middle East," said Kejriwal.

Vedanta attributes the growth to diversification into sectors such as green energy and digital technology, stronger local sourcing that boosts indirect employment, the use of AI to streamline hiring and workforce planning, investment in leadership and skills development.