

India Inc to Hire a Record Number of Temporary Staff

FESTIVE SEASON COUNT Cos are ramping up manpower to cater to post-pandemic rise in pent-up demand, likely increase in seasonal purchase

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Mumbai: A record high number of temp jobs is likely to be created this festive season as companies across industries are ramping up manpower to cater to a post-pandemic rise in pent-up demand and an anticipated increase in seasonal purchase even as high inflation and rising household expenses continue to weigh on consumer sentiment.

According to data exclusively shared with ET by staffing company ManpowerGroup India, an all-time high number of 500,000-550,000 new temp jobs are likely to be created between August and November. The data is based on staffing demand from companies across sectors such as retail, e-commerce, logistics, warehou-

sing, banking and financial services (BFSI), among others.

"Companies are in a rush to strengthen manpower as they expect a big boost in their sales both online and offline as this festive season will be the first in the last three years where most of the population is vaccinated, Covid-induced restrictions are lifted, mobility has improved and the fear of pandemic has tapered down," said Alok Kumar, senior director for sales, account management and global accounts at ManpowerGroup India. This is an increase of around 20-25% jobs compared to last year's festive months.

About 70% of the demand or 350,000 of the new jobs are estimated to be

in the delivery, logistics and warehousing segment. The likes of Amazon, Shadowfax Technologies, Ecom Express, and Flipkart are all strengthening their last-mile teams.

Shadowfax

Technologies, which works with online marketplaces such as Flipkart, Ajio, Zepto, Swiggy, Zomato, and Domino's,

among others, plans to hire 105,000 delivery agents in the next three months, double its intake a year ago. "We are witnessing good

traction from various categories, including fashion, consumer electronics/mobile phones, books, groceries, food, home furnishing, and baby products," said Prahars Chandra, co-founder and chief of operations, Shadowfax. Ecom Express is planning to hire about 55,000 people for delivery roles and across its sort centres before this festive season compared to 35,000 a year ago.

"Our hiring will be focused across regions, and we see a huge uptake from tier-III/IV

cities and remote parts of the country," said Ashish Sikka, chief strategy officer, Ecom Express. An Amazon India spokesperson, said: "In 2021, we created more than 110,000 seasonal work opportunities... This year too, we will welcome seasonal associates".

Flipkart did not respond to an ET query. "The surge in hiring is to cater to an increase in online shopping," said Rituparna Chakraborty, co-founder and executive director, Teamlease Services. That apart, the online retailers will continue to hire to meet the demand of their quick commerce initiatives.

Apart from last mile delivery, temp profiles in demand across other industry sectors include customer care executives, billing executives, financing and loan executives and back-end support.

High Time

TOP HIRING SECTORS

- Retail ○ Ecommerce ○ BFSI
- Logistics ○ Warehousing

Other profiles in demand include customer care executives, billing executives, financing executives, back-end support personnel

Source: ManpowerGroup India



Delivery, logistics, warehousing to account for **70%** of temp jobs



Illustration ZAHID