



EMPLOYMENT OUTLOOK REPORT

HY-1, 2016-17

Comprehensive overview of the mechanics of hiring, job growth, salaries and their drivers, trends and forecasts across top cities and top sectors in India.

PREFACE

The TeamLease Employment Outlook Report provides a rich overview of hiring sentiments and trends across 9 key sectors and 8 major cities in India. They are a half-yearly exercise in capturing and reporting on Talent Acquisition plans by Indian employers.

Over the years, the Employment Outlook – defined in the enclosure alongside – has come to reflect an accurate, forward looking, sense of the inclination to hire by organizations, thus helping Talent Managers across India with highly relevant decision support.

The report aims to:

1. Measure trends in hiring sentiment across the country, and estimate Job Growth, by city and sector.
2. Drill across geographies, business size and hierarchy to provide additional dimensions of the statistic.
3. Identify the key drivers of hiring sentiment at a ‘big-picture’ as well as sector-level.

ABOUT TEAMLEASE

TeamLease is a pioneer, and India’s largest and foremost people supply chain company, with 8 regional offices and 1,100 core employees. We began business in 2002 delivering Temporary Staffing and have subsequently added Permanent Recruitment, Regulatory Compliance, Payroll Processing and Learning Services to our bouquet of offerings. Today, we serve 2,200 clients working across industry verticals in India.

Besides Employment, over time, we have developed a triangulated focus that includes Education and Employability.

Our core business is providing staffing solutions across industry sectors and diverse functional areas. The majority of our associate employees are engaged in sales, logistics and customer service functions. We focus on people, processes and technology to enhance business productivity by enabling our clients to outsource their staffing requirements and allowing them to focus on operating and growing their core businesses.

THE EMPLOYMENT OUTLOOK

is a measure of the probable hiring activity across India over the forthcoming half-year. It captures hiring sentiment in terms of a percentage increase / decrease and summarizes a net statistic.

NET EMPLOYMENT OUTLOOK

is the difference between the number of respondents who are inclined to hire and the number of respondents who are disinclined to hire, over the next 6 months of the financial year (October through March, 2015-16).

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EXECUTIVE SUMMARY

- Consumer sentiment and spend powers hiring sentiment, notwithstanding a tinge of negative sentiment with the Make in India initiative in the Manufacturing and Engineering and the Infrastructure sector. The Net Employment Outlook improves by 4 percentage points to 93 and the Net Business Outlook goes up to 95, three percentage points more than the previous half year.
- Small businesses (69, up 5 points) in cities – Metros and Tier-1 (97, up 4 points) – drive Employment Outlook and this is likely to up Entry level hiring significantly (70, 5 points up). Blue Collar (74, 9points up), IT (85, 6 points up), Sales (94, 4points up) and Marketing (78, 3 points up) jobs are likely on offer.
- A majority of sectors and cities improve on their previous half year’s outlook, although each of them modestly (either 3 or 2 percentage points up). Telecommunications, FMCG, Pune and Chennai improve their employment Outlook by 3 points each. Financial Services (5 points down) and Kolkata (6 points down) are the prominent losers. Infrastructure and Manufacturing and Engineering lose marginally.
- Ecommerce and Tech Start-ups (2 points up, 23.6% job growth), FMCG (3 points up, 11.4% job growth) and Telecommunications (3 points up, 10.13% job growth) grow marginally in a routine show by sectors. Healthcare and Pharmaceuticals (2 points up, 14% job growth), Retail (2 points up, 14.4% job growth) and Information technology (2 points up, 14.2% job growth) follow a couple of rungs down.
- The top three sectors (by city) in terms of employment outlook growth are -
 - Mumbai: Healthcare &Pharma (4%) / Telecom (3%) / Information Technology (3%)
 - Delhi: Healthcare &Pharma (8%) / Retail (4%) / Infrastructure (4%)
 - Bangalore: Retail (6%) / Financial Services (5%) / Healthcare &Pharma (3%)
 - Kolkata: Financial Services (4%) / Healthcare &Pharma (4%) / Infrastructure (3%)
 - Chennai: Manufacturing & Engineering (6%) / Telecom (3%) / Retail (3%)
 - Pune: Financial Services (6%) / Healthcare &Pharma (5%) / Manufacturing & Engineering (4%)
 - Hyderabad: Infrastructure (3%) / Telecom (4%)
 - Ahmedabad: Infrastructure (6%) / Telecom (4%) / Retail (3%)
- Businesses drive employment sentiment, relatively more than government initiatives, for this forthcoming half year. The Make in India initiative has been a critical driver of employment sentiment over the past couple of half years. This time round, however, there is a tinge of downward sentiment associated with the initiative, due to the negative job growth in 8 key sectors of the economy. This has had a small negative impact on hiring sentiment in the Manufacturing and Engineering and the Infrastructure sectors.

EMPLOYMENT OUTLOOK

1. Reporting convention: how to interpret outlook statistics

The Net Employment Outlook is the difference between the number of respondents who are inclined to hire and the number of respondents who are disinclined to hire, over the next 6 months of the financial year (October through March, 2015-16). The Outlook is expressed as a percentage of the total number of respondents.

For the forthcoming half year, for which the Outlook is being reported here, 94% responded positively (hire would increase), 1% responded negatively (hiring would decrease) and 5% responded saying there would not be any change in the volume of hiring, from the previous half year. The Net Employment Outlook, therefore, would be 93%.

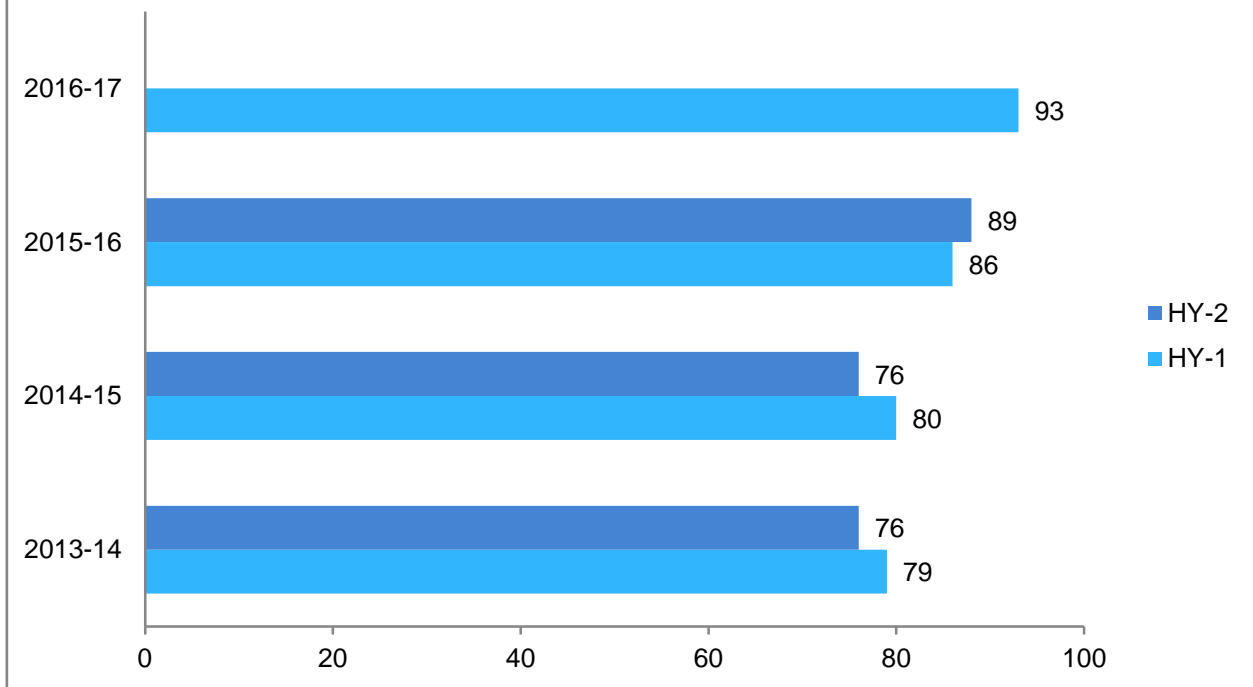
2. Employment Outlook for the Current HY

	Increase	Decrease	No Change	Net Employment Outlook
Oct – Mar, 2014	83	7	10	76
Apr – Sep, 2014	85	5	10	80
Oct – Mar, 2015	93	5	2	88
Apr – Sep, 2015	91	5	4	86
Oct – Mar, 2016	93	4	3	89
April – Sep, 2016	94	1	5	93

The forthcoming half year holds promise for a significant increase in aggregate number of jobs. Hiring sentiment has gone up by an appreciable 4 percentage points to 93, primarily based on the 3% addition of businesses that had cut back on hiring during the previous half year but switched their sentiment to positive for this coming half year.

This appreciable improvement in hiring sentiment comes on the back of the optimism of sectors that are more or less focused on consumers. These businesses foresee more disposable money in the hands of consumers – thanks to increased income levels and therefore consumer confidence. The Infrastructure and the Manufacturing and Engineering sectors are giving hiring a thumbs down for the coming half year because they are perceiving the Make in India story to be unfolding rather slowly.

Employment Outlook - Over the years



EMPLOYMENT OUTLOOK

TRENDS

by geography, business size, hierarchy and functional area

Geography

	Increase	Decrease	No Change	Net Employment Outlook
METRO & TIER-1				
Oct – Mar, 2016	96	3	1	93
Apr – Sep, 2016	98	1	1	97
TIER-2				
Oct – Mar, 2016	25	3	72	22
Apr – Sep, 2016	26	1	73	25
TIER-3				
Oct – Mar, 2016	12	4	84	8
Apr – Sep, 2016	12	3	85	9
RURAL				
Oct – Mar, 2016	4	2	94	2
Apr – Sep, 2016	3	1	96	2

Business Size

	Increase	Decrease	No Change	Net Employment Outlook
SMALL				
Oct – Mar, 2016	73	9	18	64
Apr – Sep, 2016	76	7	17	69
MEDIUM				
Oct – Mar, 2016	85	8	7	77
Apr – Sep, 2016	87	7	6	80
LARGE				
Oct – Mar, 2016	91	5	4	86
Apr – Sep, 2016	89	6	5	83

Hierarchy

	Increase	Decrease	No Change	Net Employment Outlook
ENTRY LEVEL				
Oct – Mar, 2016	70	5	25	65
Apr – Sep, 2016	73	3	24	70
JUNIOR LEVEL				
Oct – Mar, 2016	83	8	9	75
Apr – Sep, 2016	81	8	11	73
MID-LEVEL				
Oct – Mar, 2016	50	5	45	45
Apr – Sep, 2016	47	6	47	41
SENIOR LEVEL				
Oct – Mar, 2016	34	3	63	31
Apr – Sep, 2016	35	3	62	32

Functional Area

	Increase	Decrease	No Change	Net Employment Outlook
SALES				
Oct – Mar, 2016	93	3	4	90
Apr – Sep, 2016	95	1	4	94
MARKETING				
Oct – Mar, 2016	83	8	9	75
Apr – Sep, 2016	84	6	10	78
INFORMATION TECHNOLOGY				
Oct – Mar, 2016	83	4	13	79
Apr – Sep, 2016	87	2	11	85
ENGINEERING				
Oct – Mar, 2016	86	5	9	81
Apr – Sep, 2016	86	3	11	83
OFFICE SERVICES				
Oct – Mar, 2016	27	8	65	19
Apr – Sep, 2016	24	9	67	15
HUMAN RESOURCES				
Oct – Mar, 2016	73	10	17	63
Apr – Sep, 2016	72	15	13	57
BLUE COLLAR				
Oct – Mar, 2016	72	7	21	65
Apr – Sep, 2016	78	4	18	74

The cheer is being spread by small and medium sized businesses in metropolitan and tier-1 cities, as well as tier-2 towns. These are the geographies where consumer spending in organized retail store chains and ecommerce is expected to surge higher this half year.

Entry level jobs – at the frontline and the logistical, delivery, functions – are set to see the only appreciable increase, with all other hierarchical levels either losing on sentiment or gaining only marginally.

Sales, IT and Blue Collar are the functional areas that are benefiting substantially from the net positive sentiment. Blue Collar jobs are seeing an enormous fillip thanks to ecommerce companies rushing to acquire driving and delivery skills.

BY SECTOR AND CITY

Employment Outlook by Sector

	H1, 2016-17	H2, 2015-16	% change
LEADERS			
Telecommunications	83	80	+3
Fast Moving Consumer Goods	78	75	+3
Information Technology & Knowledge Services	98	96	+2
Retail	97	95	+2
Health & Pharmaceuticals	90	88	+2
Ecommerce & Technology Startups	86	84	+2
LAGGARDS			
Financial Services	77	82	-5
Infrastructure	86	89	-3
Manufacturing & Engineering	68	70	-2

Employment Outlook by City

	H1, 2016-17	H2, 2015-16	% change
LEADERS			
Pune	85	82	+3
Chennai	75	72	+3
Bangalore	95	93	+2
Mumbai	77	75	+2
Delhi	70	68	+2
Hyderabad	65	63	+2
LAGGARDS			
Kolkata	53	59	-6
Ahmedabad	71	74	-3

With the exception of Infrastructure, Manufacturing and Engineering and Financial Services all other sectors are expecting to hire better for the coming half year. While the Retail plus Ecommerce story continues to keep sentiment high in these sectors, Telecommunications and FMCG are also very optimistic about their hiring outlook.

Employment generation – by government intervention –in sectors such as Textiles, Leather, Automobiles, Gems and Jewellery, Metals, ITes / BPO, Transport and Handloom / Powerloom has seen yet another quarter of negative growth. This has resulted in general lowering of expectation from the Make in India initiative by the Infrastructure and Manufacturing and Engineering sectors.

Kolkata and Ahmedabad lose out – the former substantially –because of perceived dip in consumer sentiment and a resultant drag on the sectors in these cities.



SECTOR-WISE ANALYSIS

INFORMATION TECHNOLOGY & KNOWLEDGE SERVICES

	Increase	Decrease	No Change	Net Employment Outlook
Oct – Mar, 2016	97	1	2	96
Apr – Sep, 2016	98	0	2	98

Job Growth: 14.2% (previous HY: 13.7%)

The IT and Knowledge Services sector keeps rolling forward on its upward trajectory, with higher value contracts and new geographies adding to its topline. There is a small sense of gloom in the product development outsourcing segment of the sector because of the slowdown in funding and rapid consolidation of startups in the Silicon Valley. This is expected to have its adverse effect on hiring over the longer term beyond the coming half year.

FAST MOVING CONSUMER GOODS

	Increase	Decrease	No Change	Net Employment Outlook
Oct – Mar, 2016	85	10	5	75
Apr – Sep, 2016	88	10	2	78

Job Growth: 11.4% (previous HY: 10.8%)

The packaged goods sector is a direct beneficiary of improved consumer sentiment, and also gains from the increasing penetration of brands in the smaller towns. The App (ecommerce) economy – with its offerings for grocery and daily supplies – has spurred convenience shopping. Also, with newer, lower cost, players such as Patanjali entering the market with indigenous offerings the sector is seeing a significant expansion of its market.

FINANCIAL SERVICES

	Increase	Decrease	No Change	Net Employment Outlook
Oct – Mar, 2016	90	8	2	82
Apr – Sep, 2016	87	10	3	77

Job Growth: 7.7% (previous HY: 8.5%)

Banking and Financial Services businesses are on an upswing. However, business growth is being driven by a huge dose of technology and automation. The increased use of mobile banking apps and payment apps has had a dwindling effect on job creation in the sector. While a lot of the routine jobs are getting diminished the good news is a much smaller number of high-skilled jobs are being created. The net sum shows up as negative hiring sentiment though.

INFRASTRUCTURE

	Increase	Decrease	No Change	Net Employment Outlook
Oct – Mar, 2016	94	5	1	89
Apr – Sep, 2016	91	5	4	86

Job Growth: 9.4% (previous HY: 10.6%)

A general reduction of expectations from the Make in India initiative has bogged the Infrastructure sector down by a significant 5 percentage points. While rigorous activity still marks the sector, in line with the spirited government initiative, the sector is preferring to play it safe and has lowered its hiring sentiment.

RETAIL

	Increase	Decrease	No Change	Net Employment Outlook
Oct – Mar, 2016	96	1	3	95
Apr – Sep, 2016	97	0	3	97

Job Growth: 14.4% (previous HY: 13.4%)

Consumer sentiment is directly, and positively, influencing the creation of jobs in the Retail sector. With consumers across cities and towns loosening their purse strings the demand for store staff has increased manifold. The cascading effect on back office positions for merchandise and inventory planning, category management and brand management has been positive as well. Severe attrition is also a dimension influencing the positive hiring sentiment in the sector.

MANUFACTURING & ENGINEERING

	Increase	Decrease	No Change	Net Employment Outlook
Oct – Mar, 2016	73	3	24	70
Apr – Sep, 2016	70	2	28	68

Job Growth: 7.51% (previous HY: 8.33%)

Persistent negative growth in employment generation in 8 key sectors where government initiatives have substantial sway has had a telling effect on the Manufacturing and Engineering sector. The sector lowers hiring sentiment by a very significant 6 percentage points. The cut back is primarily driven by businesses that were on a positive note during the previous half year and have decided not to hire during this coming half year.

TELECOMMUNICATION

	Increase	Decrease	No Change	Net Employment Outlook
Oct – Mar, 2016	89	9	2	80
Apr – Sep, 2016	91	8	1	83

Job Growth: 10.13% (previous HY: 9.2%)

TRAI's order on the many private initiatives that went against Net neutrality, plus the seemingly endless growth of mobile phone adoption has continued to boost job creation in the Telecommunication sector. The growing mobile internet adoption and usage has meant deeper penetration into rural markets and more extensive roll out of telecommunication networks. The sector continues to be a net contributor to job creation.

HEALTHCARE & PHARMACEUTICALS

	Increase	Decrease	No Change	Net Employment Outlook
Oct – Mar, 2016	88	0	12	88
Apr – Sep, 2016	91	1	8	90

Job Growth: 14.0% (previous HY: 12.6%)

An incremental increase in the already high proportion of businesses in the Healthcare and Pharmaceuticals sector that have been positive on hiring sentiment has translated into an equivalent positive net hiring sentiment. With specialty healthcare mushrooming across cities and towns, the need for substantial numbers of healthcare professionals and support service jobs alike, have further improved the prospects for job creation in the sector.

ECOMMERCE & TECH STARTUPS

	Increase	Decrease	No Change	Net Employment Outlook
Oct – Mar, 2016	92	8	-	84
Apr – Sep, 2016	91	5	4	86

Job Growth: 23.6% (previous HY: 22%)

Two job categories have been spearheading job creation in the Ecommerce sector –Drivers, by the taxi app companies and Delivery personnel, by the online shopping websites and apps. The record job growth statistic is seen to be increasing significantly and, despite the squeeze on funding and resultant consolidation, the sector is growing at a trailblazing pace and is set to generate jobs in the factor of magnitude that most other sectors find hard to match.

CITY-WISE OUTLOOK STATISTICS

MUMBAI

	Increase	Decrease	No Change	Net Employment Outlook
Oct – Mar, 2016	82	7	11	75
Apr – Sep, 2016	83	6	11	77

Job Growth: 17.4% (previous HY: 16.5%)

DELHI

	Increase	Decrease	No Change	Net Employment Outlook
Oct – Mar, 2016	82	14	4	68
Apr – Sep, 2016	85	15	-	70

Job Growth: 16.34% (previous HY: 14.6%)

BANGALORE

	Increase	Decrease	No Change	Net Employment Outlook
Oct – Mar, 2016	96	3	1	93
Apr – Sep, 2016	96	1	3	95

Job Growth: 17.83% (previous HY: 17.3%)

KOLKATA

	Increase	Decrease	No Change	Net Employment Outlook
Oct – Mar, 2016	70	11	19	59
Apr – Sep, 2016	63	10	27	53

Job Growth: 7.87% (previous HY: 9.6%)

CHENNAI

	Increase	Decrease	No Change	Net Employment Outlook
Oct – Mar, 2016	80	8	12	72
Apr – Sep, 2016	82	7	11	75

Job Growth: 12.09% (previous HY: 11.4%)

PUNE

	Increase	Decrease	No Change	Net Employment Outlook
Oct – Mar, 2016	88	6	6	82
Apr – Sep, 2016	89	4	7	85

Job Growth: 15.77% (previous HY: 14.3%)

HYDERABAD

	Increase	Decrease	No Change	Net Employment Outlook
Oct – Mar, 2016	73	10	17	63
Apr – Sep, 2016	76	11	13	65

Job Growth: 11.67% (previous HY: 11.2%)

AHMEDABAD

	Increase	Decrease	No Change	Net Employment Outlook
Oct – Mar, 2016	86	12	2	74
Apr – Sep, 2016	82	11	7	71

Job Growth: 10.06% (previous HY: 11.9%)

RESEARCH METHODOLOGY

APPROACH

- Business environment, influencers: Secondary research / literature review
- Industry and Job trends, Sentiment and # Jobs, Salaries and Skills: Quantitative research [email / tele-surveys]
- Attrition, root causes and talent retention: Depth surveys

SAMPLE DESIGN

Employers	Mumbai	Delhi	Bangalore	Kolkata	Chennai	Pune	Hyderabad	Ahmedabad	Total
IT & KS	10	11	10	9	10	10	11	9	80
ECOM	5	8	10	7	6	7	6	7	56
FMCG	9	9	9	9	11	8	9	9	73
BFSI	9	10	8	8	9	9	9	10	72
RET	10	8	8	10	8	7	8	9	68
INF	9	11	9	9	9	9	10	8	74
M&E	11	8	10	9	10	9	7	9	73
TEL	10	10	9	10	8	9	9	9	74
H&P	9	9	9	9	10	9	10	10	75
Total	82	84	82	80	81	77	79	80	645

Business Size	Small [Up to 249 employees]	Medium [250 – 999 employees]	Large [1,000 + employees]	Total
Mumbai	14	55	21	90
Delhi	11	53	12	76
Bangalore	14	56	14	84
Kolkata	20	44	11	75
Chennai	17	50	17	84
Pune	15	52	10	77
Hyderabad	16	54	11	81
Ahmedabad	17	53	8	78
Total	124	417	104	645

Candidates	
Mumbai	21
Delhi	16
Bangalore	23
Kolkata	17
Chennai	22
Pune	23
Hyderabad	16
Ahmedabad	17
Totals	155

ANNEXURE-1

The big picture: what factors drive employment outlook

Despite a tinge of frozen sentiment on the creation of manufacturing jobs at scale, industry has held on to the consumer market upswing to be able to generate more jobs this coming quarter. While the predominant factor has been consumer sentiment, technology continues to feed jobs as well.

1. Retail plus Ecommerce are at the forefront of job creation:

The spectacular job growth rates of these two sectors – 14.4% and 23.6%, respectively – have been a beacon of hope for the millions of workforce aspirants entering the labour market. Increasing consumer spending and expansion of consumer markets are the primary factor driving jobs up over the next 6 months.

2. Technology stays at the bleeding edge of jobs:

Information Technology – services and products – have sustained their growth rates and brought home more jobs than ever. Even in the looming Silicon Valley bust and the eventual downsizing of organizations in global tech, Indian software has held its own and is continuing to create jobs at the same rate it has been over the past few years.

3. Blue Collar skills are more sought after than ever:

The demand for Blue Collar skills is ebbing and at a high. Across sectors, the ever-scarce skill is being brought in and employers are replacing the uncouth gray market operator with organized staffing companies. This has provided sufficient traction on the supply side as well and the job creation engine is functioning efficiently for this category of skills.

4. Employment generation in core manufacturing is a worry:

Government initiatives such as Make in India notwithstanding 8 core manufacturing and process sectors are continuing to lose on jobs. There is a need for the government to double down on the initiative and ensure that manufacturing jobs accommodate the many that are not otherwise capable.

ANNEXURE-2

THE SALARY SCENE: WHAT EMPLOYERS WILL PAY

#	City	Sector	Job Profile	Salary (Rs. per month)
1	Mumbai	TEL	Operations Coordinator	33,400
2		BFSI	Collection Executive	17,800
3		IT&KS	Project Lead	66,000
4	Delhi	IM&A	Purchase Executive	18,300
5		BPO&ITES	Process Associate	24,300
6		RETAIL	Packer Boy	11,500
7	Bangalore	AGRI	Machine Operator	12,800
8		BFSI	Finance Executive	30,500
9		FMCG	Packing Assistant	12,300
10	Kolkata	IT&KS	IT Admin	37,000
11		AUTO	AutoCAD Engineer	49,700
12		CONS	Bar Bender & Steel Fixer	14,500
13	Chennai	TEL	Testing Engineer	36,200
14		AGRI	Safety Officer	27,900
15		FMCD	Loader and Picker	13,700
16	Pune	BFSI	Business Analyst	28,900
17		P&E	Electrical Engineer	47,100
18		H&P	Cable Boy	12,100
19	Hyderabad	IT&KS	Network Engineer	55,900
20		M&E	Projectionist	31,800
21		CONS	Carpenter	14,500
22	Ahmedabad	IM&A	Admin Helper	13,200
23		BPO&ITES	Sales Executive	19,700
24		FMCG	Plant Baker	21,780

Job Profiles Sampling Criteria: Profiles have been selected for the sheer number of jobs they represent, and the representative salary they carry, in the respective city-sector clusters.

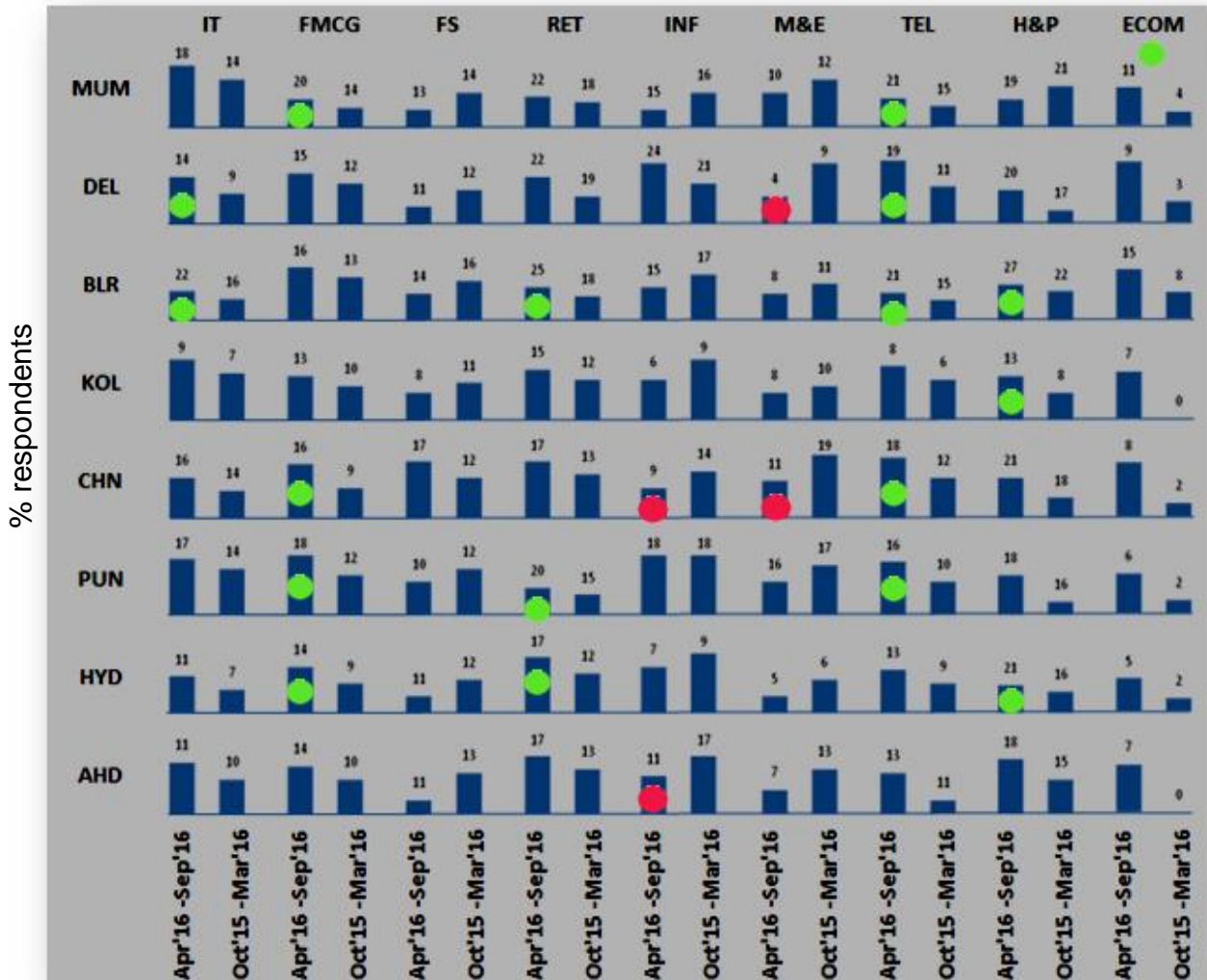
ANNEXURE-3

BUSINESS OUTLOOK

	Increase	Decrease	No Change	Net Employment Outlook
Oct – Mar, 2014	82	5	13	77
Apr – Sep, 2014	87	5	8	82
Oct – Mar, 2015	94	3	3	91
Apr – Sep, 2015	94	4	2	90
Oct – Mar, 2016	95	3	2	92
Apr – Sep, 2016	96	1	3	95

ANNEXURE-4

CITY-SECTOR SWEET SPOTS



EMPLOYMENT OUTLOOK

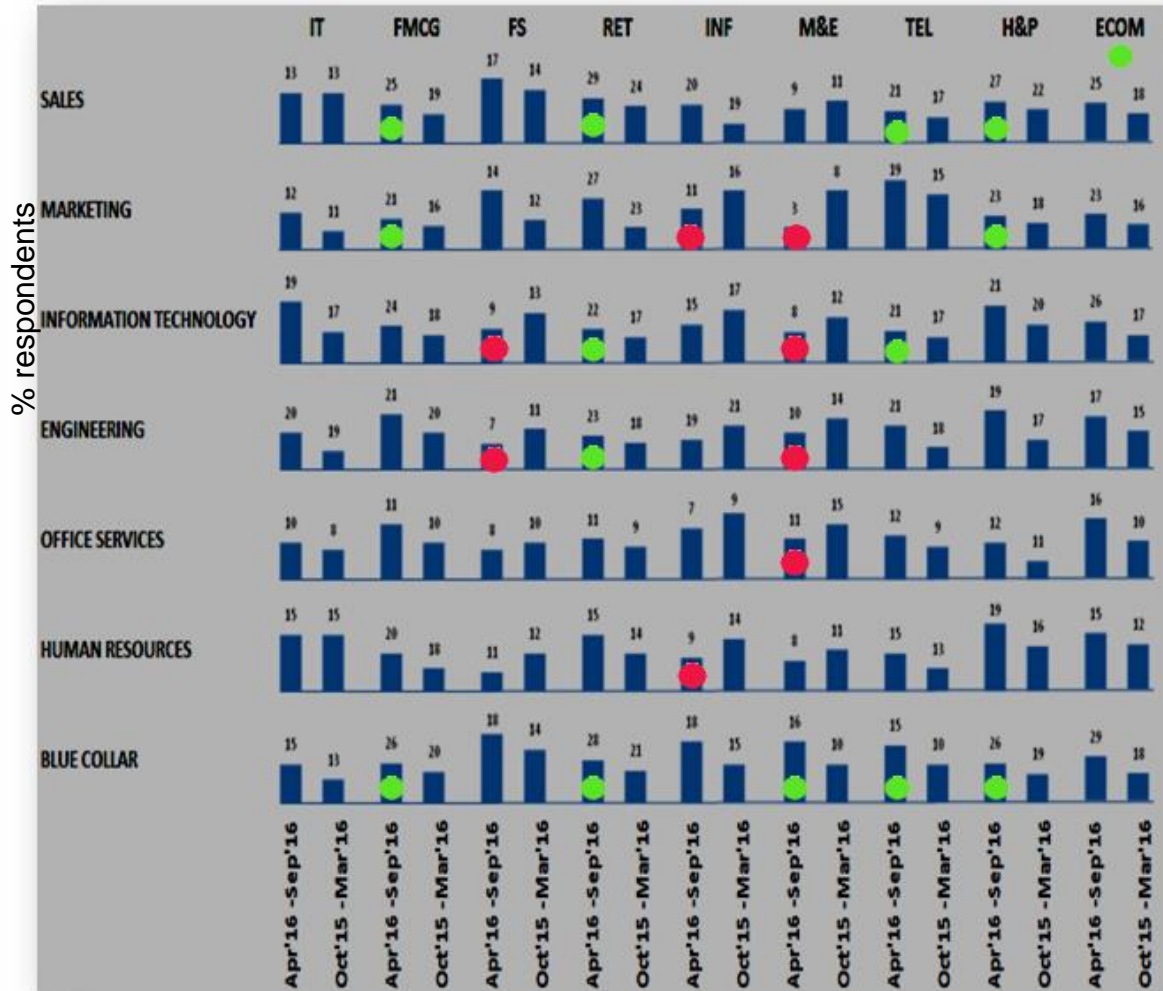
- Positive growth () in hiring sentiment.
- Negative growth () in hiring sentiment.

While Ecommerce is pervasive across city and functional areas for growth, Bangalore, Hyderabad and Pune are seen to do well on specific sectors. Likewise, FMCG and Telecommunications do well across many cities.

ANNEXURE-5

FUNCTIONAL AREA-SECTOR

SWEET SPOTS



● Positive growth () in hiring sentiment.

● Negative growth () in hiring sentiment.

Sales and Blue Collar exhibit spectacular growth across multiple sectors. Retail does well across four functional areas, and Manufacturing and Engineering fares badly on as many functional areas.



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