

Tech Giants Turn to Untapped Talent in Tier 2/3 in New Twist

EVs, electronics manufacturing shape opportunities in tier 2/3 cities, say staffing firms

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Mumbai | Bengaluru: Tech giants like Apple are expanding their workforce in India and are recruiting for talent in places like Hubballi, Dharwad. Apple is not alone, there are many other large multinationals which are hiring in tier-2 and tier-3 cities in India. Focus on new areas such as electric vehicles and electronics manufacturing are driving job opportunities in these regions, staffing firms said.

Amid slowdown in big tech and IT hiring, demand for tech jobs in other sectors is up, led by demand from non-metros, experts added. Sectors like telecom, consumer electronics, retail and banking are expanding the scope of job opportunities for tech professionals living away from the metros and mini-metros, as 5G rollout continues at pace, and enterprises continue their focus on digitalisation of operations, they said.

A few weeks earlier, Apple had ad-

Stepping Out

SECTORS HIRING FROM SMALL TOWNS

- Telecom
- Consumer electronics
- Retail and banking

PROFILES IN DEMAND

- Those with skills in corporate cloud networks
- Expertise in SaaS

REASONS

- Growing availability of skilled talent in deeper corners of the country
- Strong and consistent investments in infrastructure development in these regions



vertised for a design architecture role in Hubballi, the company is also currently actively recruiting in other cities. Apple did not respond to



SANJAY SHETTY
Director, Randstad India



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queries on its hiring plans at press time. Profiles in demand across businesses include those with skills in corporate cloud networks and SaaS as enterprises look to diversify their offerings beyond traditional IT and business process outsourcing.

"Over the last couple of years, tier-2 and tier-3 cities have gradually come up the ranks to feature in India's employment mix," said Sanjay Shetty, director, professional search and selection, Randstad India.

This is largely due to the growing availability of skilled talent in deeper corners of the country and the

strong and consistent investments in infrastructure development in these regions, he added.

"We are seeing an uptick in global tech firms setting up bases in these cities and actively hiring fresh talent. These firms are primarily from sectors like enterprise software, ecommerce, ERP domain, fintech, and travel & hospitality," said Shetty.

As per estimates, the year-on-year job opening ads fell by 16% in the country's megacities by the beginning of 2023, whereas the same rose by 12% in about 30 tier-2 cities, said Sachin Alug, CEO, NLB Services.