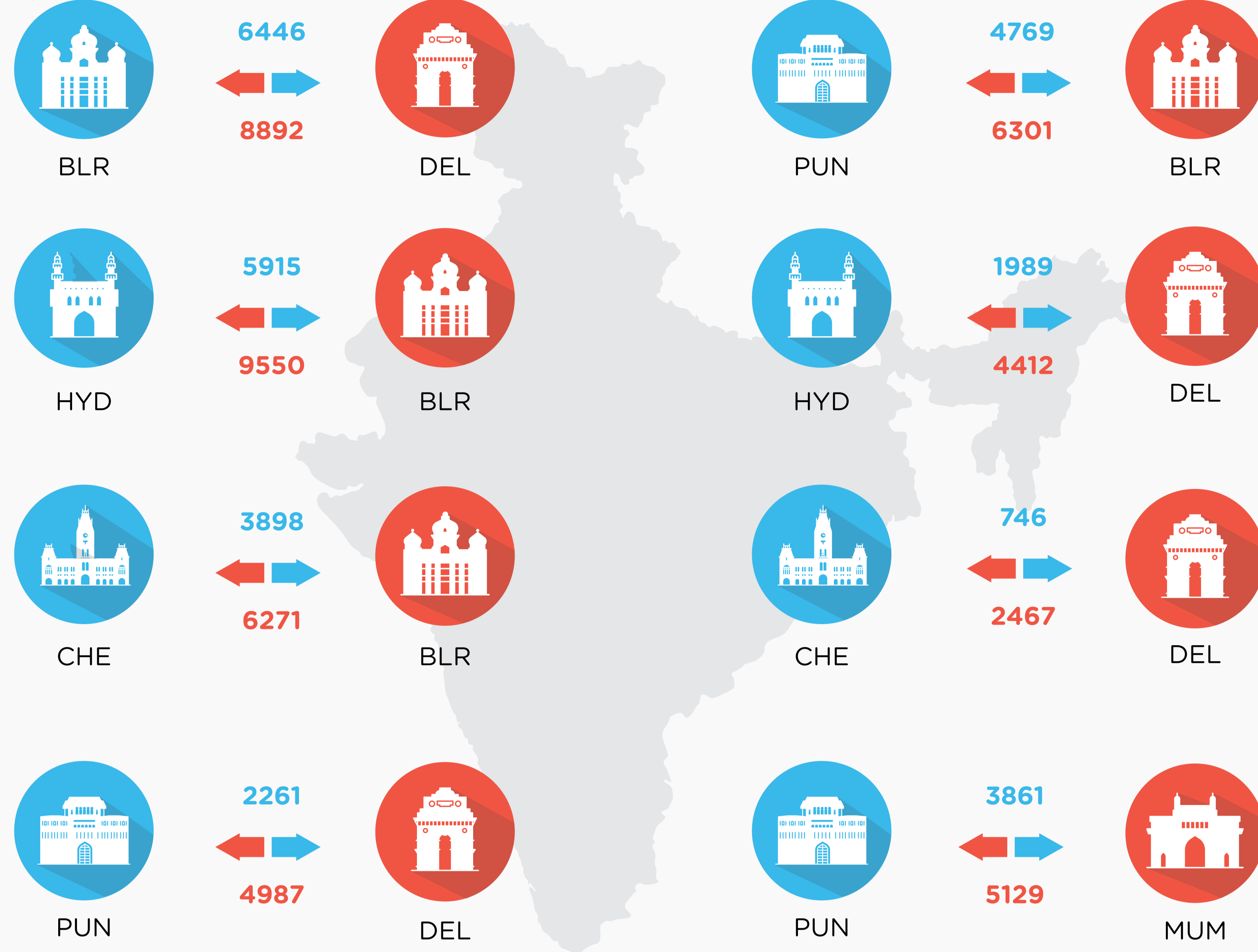
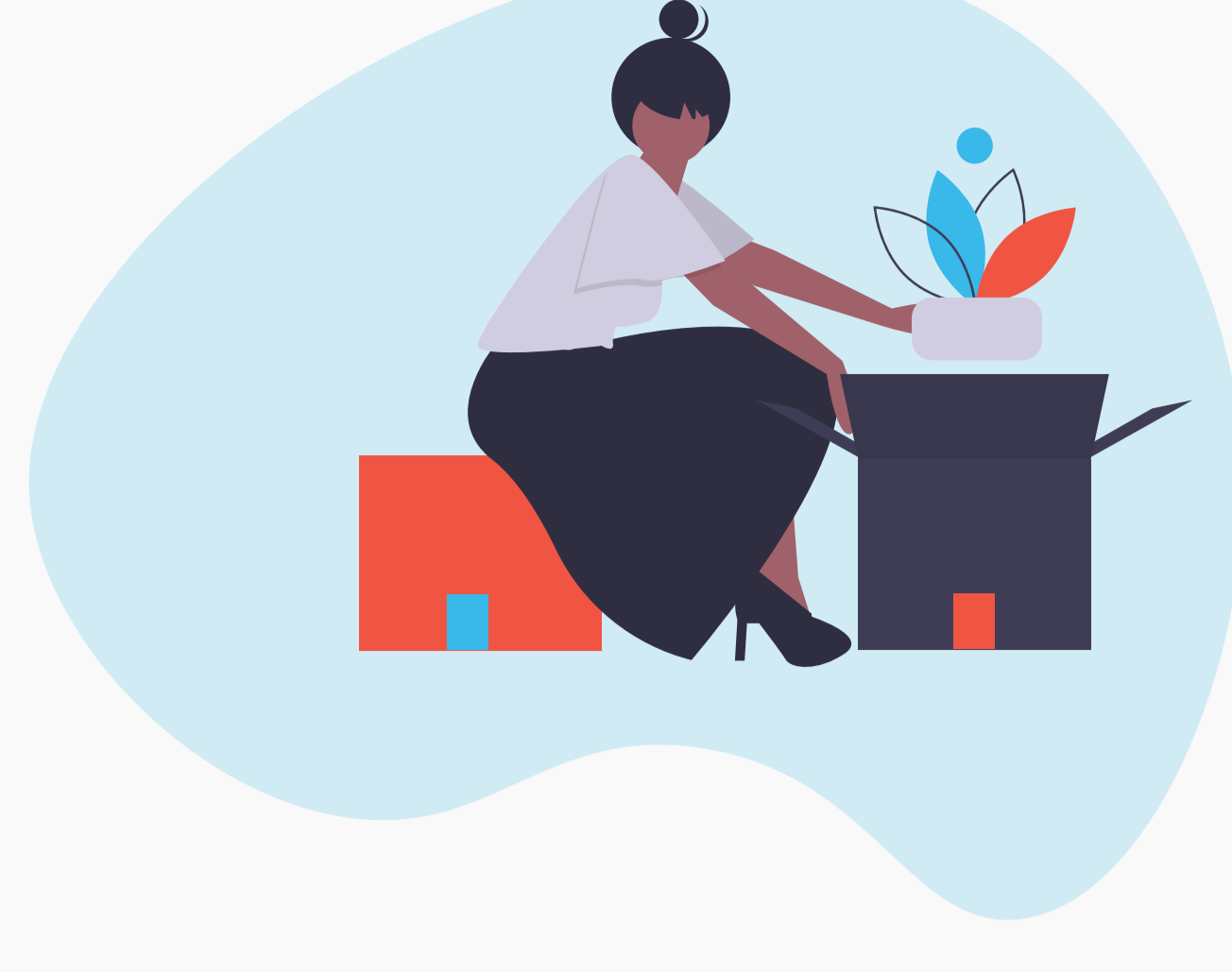


WHICH CITY NEXT:2020

UNDERSTANDING SENIOR LEVEL TECH TALENT MIGRATION IN INDIA

Where are they willing to migrate?



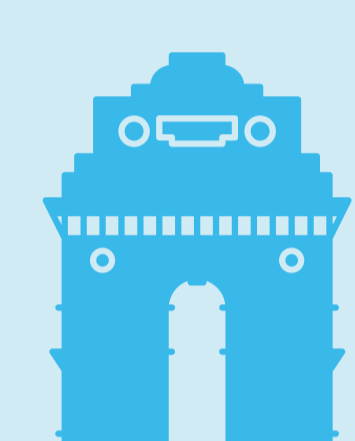
While significant no. of senior professionals from cities like Mumbai, Pune, Hyderabad and Chennai are willing to relocate to Bangalore and Delhi (NCR), it is quite interesting to observe that more talent is willing to move out of these locations. While this may be a function of the higher base of professionals in Bangalore and Delhi (NCR), it could also be due to other factors like daily commute, pollution levels, and cost of living. Pune and Hyderabad have emerged clearly as preferred destinations for Technology professionals from all over the country.

The City of Work Means A Lot!



More than **70%** of tech professionals are willing to move out of Delhi & NCR as compared to moving to these two IT hubs

Delhi Not Amongst Preferred Choice

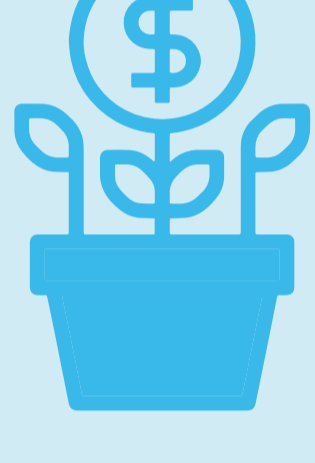


Hyderabad & Pune: Cities Of Choice

These two metros are the most preferred cities for tech professionals due to both job opportunities and better quality of life.

76% respondents said they are willing to compromising hike for their city of preference

Ready To Cede Hike For City Of Choice



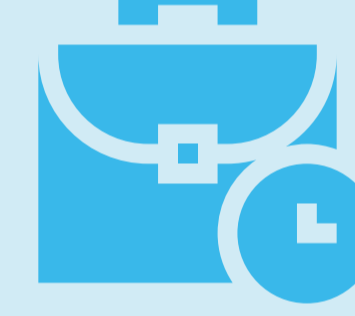
Family core to decision making

64% respondents confirmed that family is the most decisive factor when it comes to moving in or out of the city.



52% of respondents' average daily commute time being more than 60 mins, they have started negotiating on terms like work from home or flexible work hours for more productive work and health reasons.

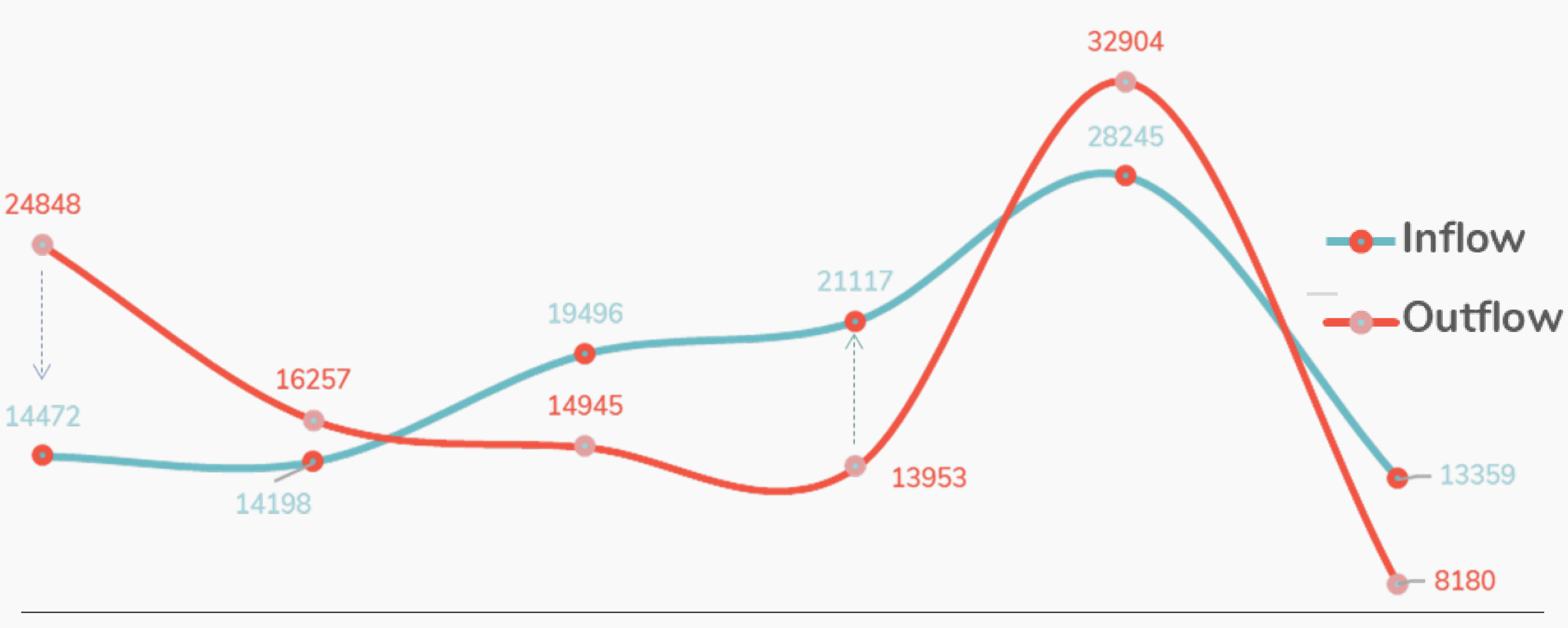
Flexible Work Hours



Bengaluru, Delhi Drawing Bigger Cheques

Salary Hike prediction clearly indicates these two IT hubs talent cost is going to increase more compared to any other metro city. Hike rate is ranging from **18%-26%** in these two metros.

Talent Inflow-Outflow



Hyderabad attracts the most talent in the country, its main source being Bengaluru. The distance between these two cities is the least, hence making relocation an easier task. Further, Hyderabad enjoys a better air quality and water ratio than any of the matured markets in India, another reason why it is preferred by senior tech professionals looking for a relatively healthy yet urban living.

	Delhi-NCR	Mumbai	Pune	Hyderabad	Bengaluru	Chennai
Talent Inflow-Outflow	1 : 1.7	1 : 1.14	1.3 : 1	1.5 : 1	1 : 1.16	1.6 : 1
Quality of life¹	162	154	143	149	143	151
Cost of living²	20.40	24.95	17.76	18.29	16.13	16.25
Rent Index³ (2BHK)	5k-62k	6K - 1.6L	5k - 30k	6k - 47k	6k-30k	6k -33k
Traffic in peak hours⁴ (Home to work)	8am (87 Minutes)	9am (65 Minutes)	9am (51 Minutes)	9am (65 Minutes)	9am (58 Minutes)	9am (65 Minutes)
Air Quality Index⁵	319	328	96	93	97	103

Delhi NCR, Bengaluru and Mumbai perform poorly in terms of quality of life, traffic and pollution level. Cost of living is costlier. This chart clearly indicates the key reason for Pune and Hyderabad being the top 2 choices for senior tech professionals. Inflow-outflow ratio clearly directs towards the same.

Source 1. Mercer's 21st Quality Of Living, 2019 2. Mercer's 25th Cost Of Living Survey, 2019 3 Real-estate-property-rates-index (99 acres) 4 Moveinsync, 'Travel Time Report 2019 5 Real Time Air Quality Index

What matters the most?



Today's leaders seek more out of a job than just great remuneration & job role. They are looking for the job to support them in achieving a quality of life, work-life balance, and a ensuring their life is defined more than only the job they do. The city of work plays a crucial role in this decision making.