

AI: Friend, Foe or Frenemy



The Unfiltered Truth

A report curated by  naukri for
World AI Day – July 16th, 2025



We surveyed **60,000+** jobseekers across **8 cities** and **20+** industries, ran opinion polls with recruiters, and analyzed thousands of job postings on the **Naukri** platform.

In the U.S 

75%

of professionals believe AI could reduce job opportunities in the next decade. Globally polls showed that nearly 2 out of 3 worry AI might eventually replace their job.

Source: Gallup news USA

In India 

86%

of jobseekers see AI as a friend, not a threat.

Only **13%** of recruiters believe AI will cause job losses.



Busting Myths

FEAR

FACT

1

There aren't enough real AI jobs in India

Over **35,000 AI/ML jobs** on Naukri across India, Apr-June'25

2

Only big metros have AI roles – not for people in smaller cities

Tier-2 cities like **Indore, Coimbatore, Kochi, and Ahmedabad** posted **1,500+ AI jobs**, Apr-June'25

3

AI jobs don't pay that much more

AI skills help earn **53%** more across all roles, Apr-June'25

4

Job loss is the biggest bane of AI

Only **1 in 3 people** fear job loss due to AI. Over **35%** of people fear **lack of creativity**

Future of Jobs: What will AI change by 2030?

Overall

28% believe AI will create new AI-skills first jobs

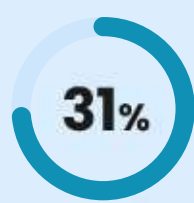
By sector



Edtech



Telecom



FMCG



Retail



IT



By Experience

1 in 3 freshers (30%) believe AI will create more jobs.



Experienced professionals see a balance – as many jobs created as eliminated.

By Salary

38% of ₹1Cr+ earners fear job loss.
More money, more worry?



The Great Reordering

Naukri Jobs data reveals that
AI-ML jobs grew by +38%

Apr-June'25 vs Apr-June'24

While some roles are booming,
others are being left behind.

ROLES ON THE RISE

Machine Learning Engineer **+100%**

Search Engineer **+62%**

Data scientist **+30%**

Cyber Security **+28%**

Automation Test Engineer **+22%**

Mobile/App Developer **-4%**

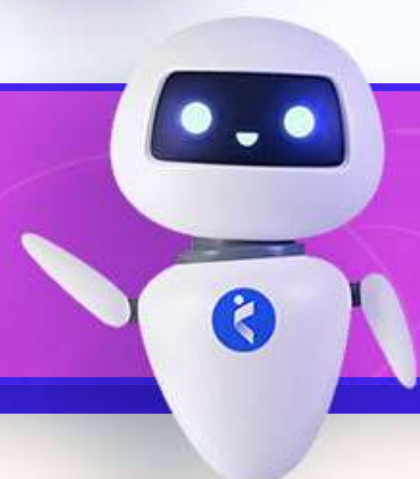
System Admin **-11%**

Front End Developer **-14%**

White Box Testing Engineer **-19%**

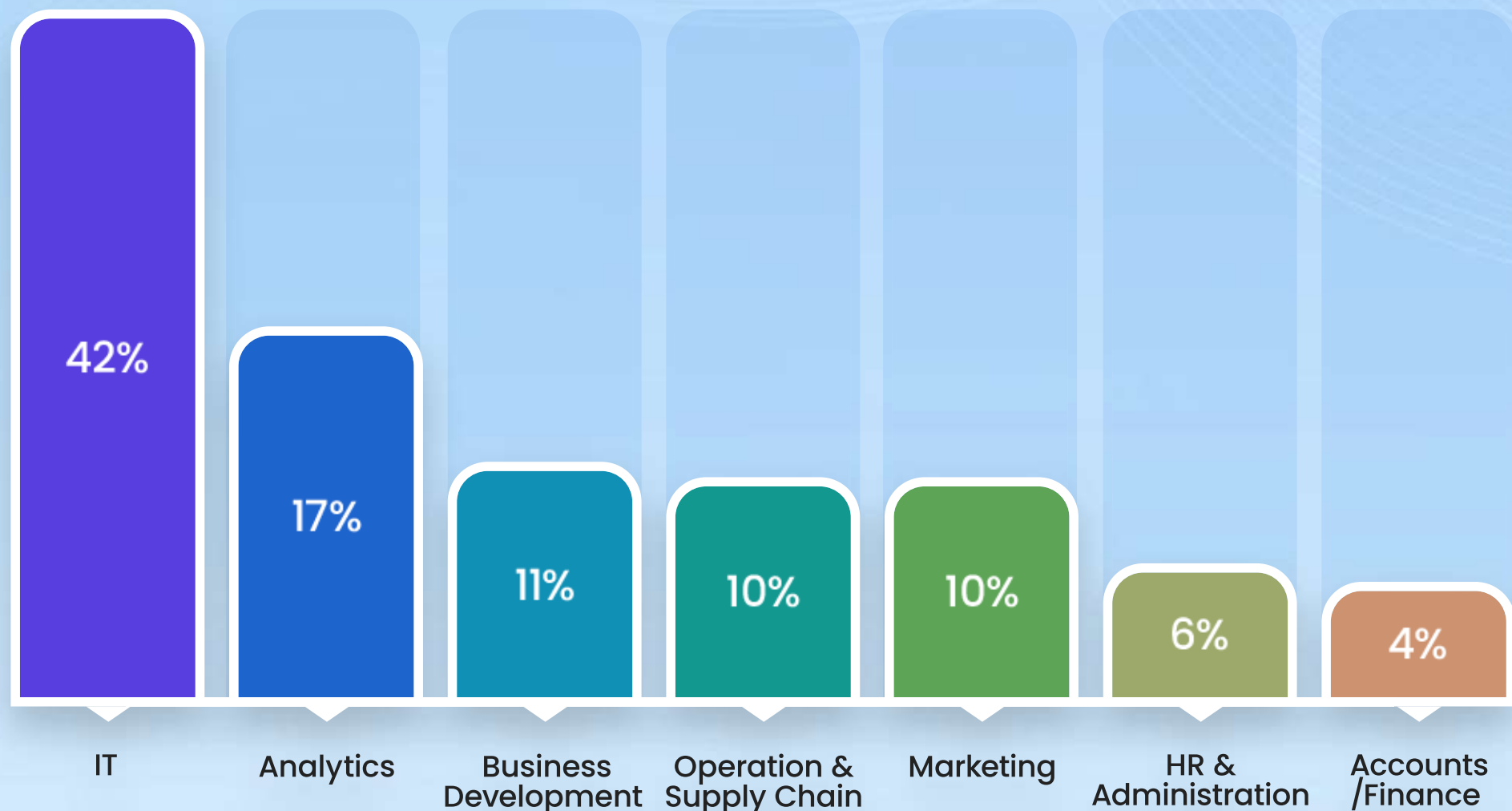
ROLES AT RISK

*AI isn't taking over all jobs –
it's just changing the landscape!*



How Recruiters see the AI Shift?

Which functions will see new AI based roles according to recruiters?



We look for professionals who bring a combination of analytical and critical thinking, problem-solving abilities, creativity, adaptability, and a willingness to learn continuously.



Deepak Dobriyal
Senior VP – Global Talent Management, Birlasoft



We've started hiring people with AI skills, not just to run projects but to help train others internally. This ensures that our teams are ready for what's coming next and that we have a strong internal capability.



Shemin Nurmohamed
President, SendTech, Pitney Bowes

The AI Advantage Isn't Equal

Overall job growth, Apr-June'25 vs Apr-June'24

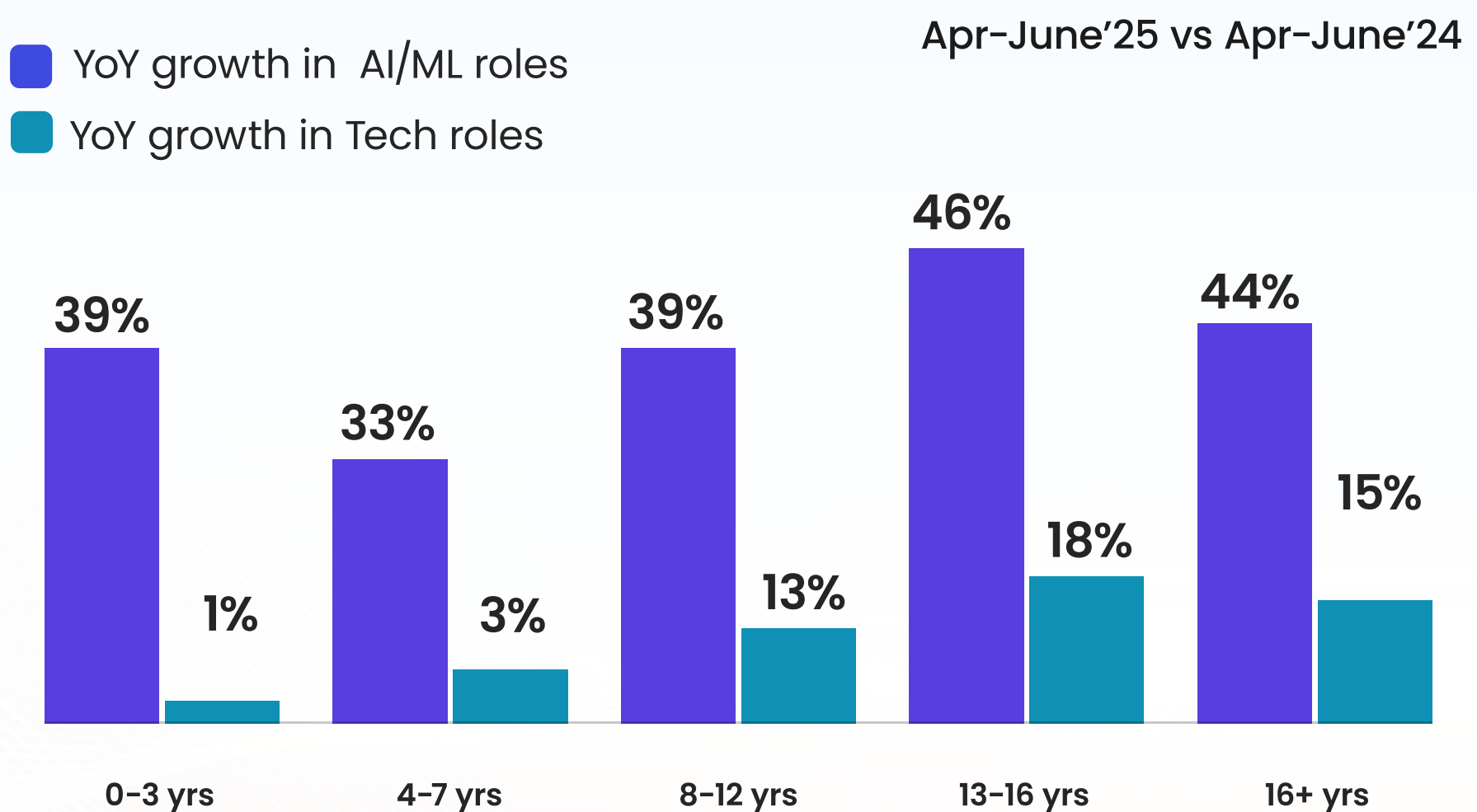
AI-based
roles

38%

Non-AI based
tech roles

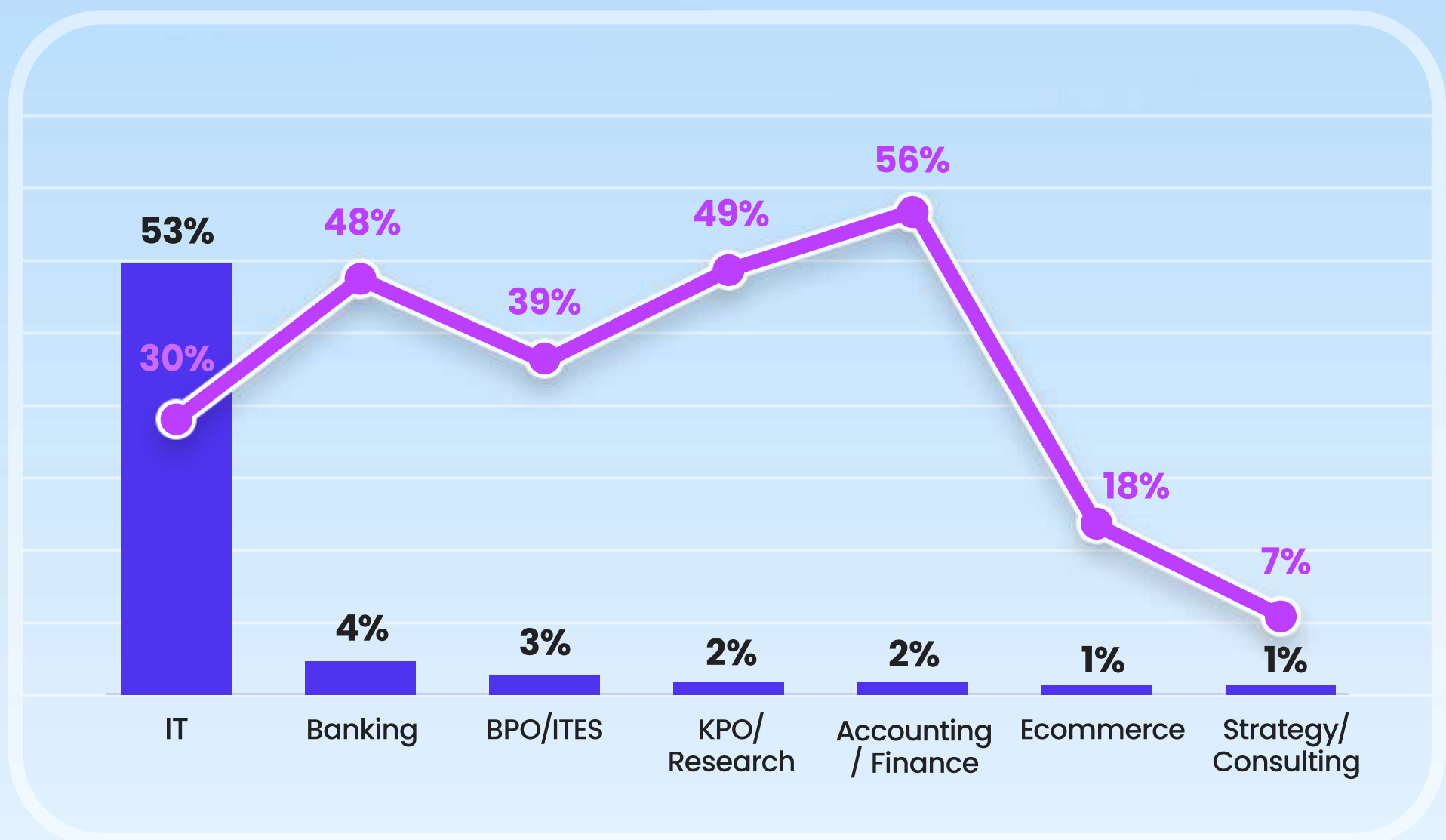
8%

But job growth is not uniform, experienced professionals with AI skills are more in demand



Where are the AI Jobs Really Coming From?

While the **IT** sector leads in AI-ML job share, AI adoption is rapidly penetrating across industries like **Accounting, KPO, & Banking** – and job growth is expanding beyond core tech sector



■ Proportion of AI jobs —●— YoY growth (Apr-June'25 vs Apr-June'24)

44% of BPO professionals fear job loss – however, the BPO sector witnessed an impressive double digit YOY growth of **39%** in AI jobs during the Apr-June'25 quarter!



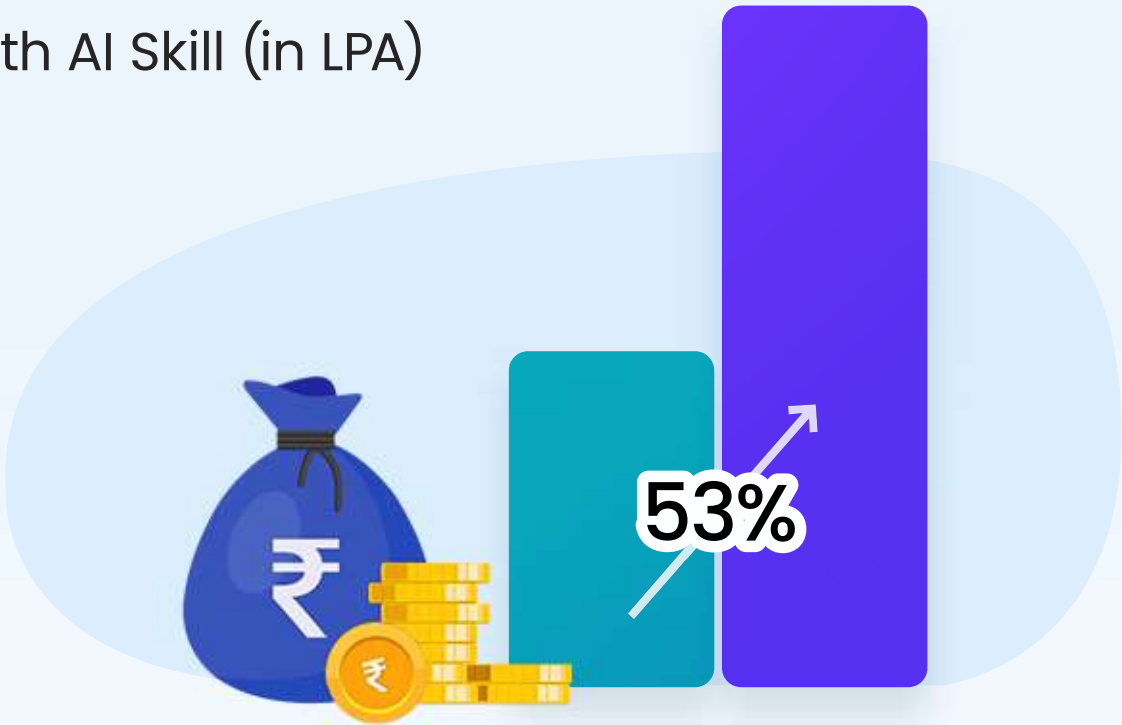
AI Skills Don't Just Impress – They Pay!

Overall

AI skills can boost your salary by over 53%!

- Median Salary without AI Skill (in LPA)
- Median Salary with AI Skill (in LPA)

Apr-June'25

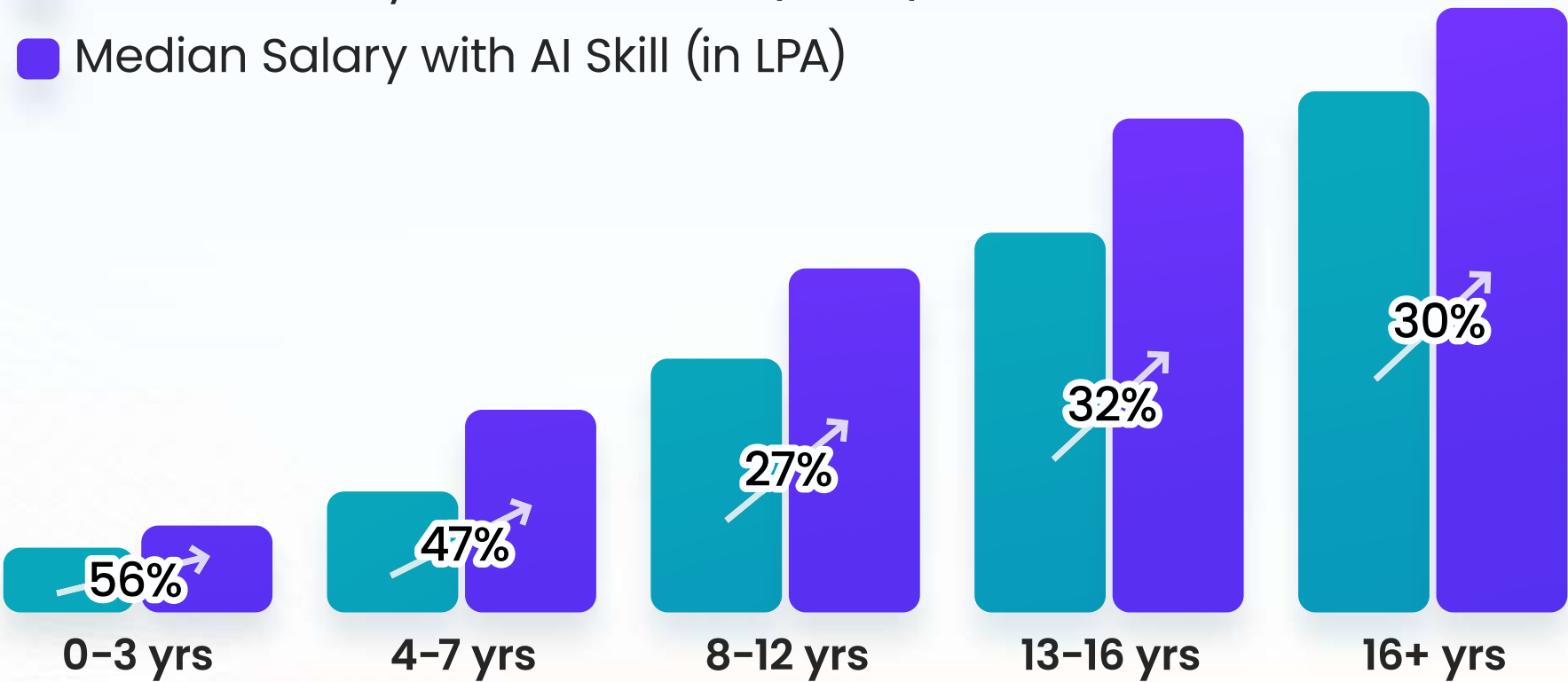


By experience

Double digit pay boost across experience levels

- Median Salary without AI Skill (in LPA)
- Median Salary with AI Skill (in LPA)

Apr-June'25



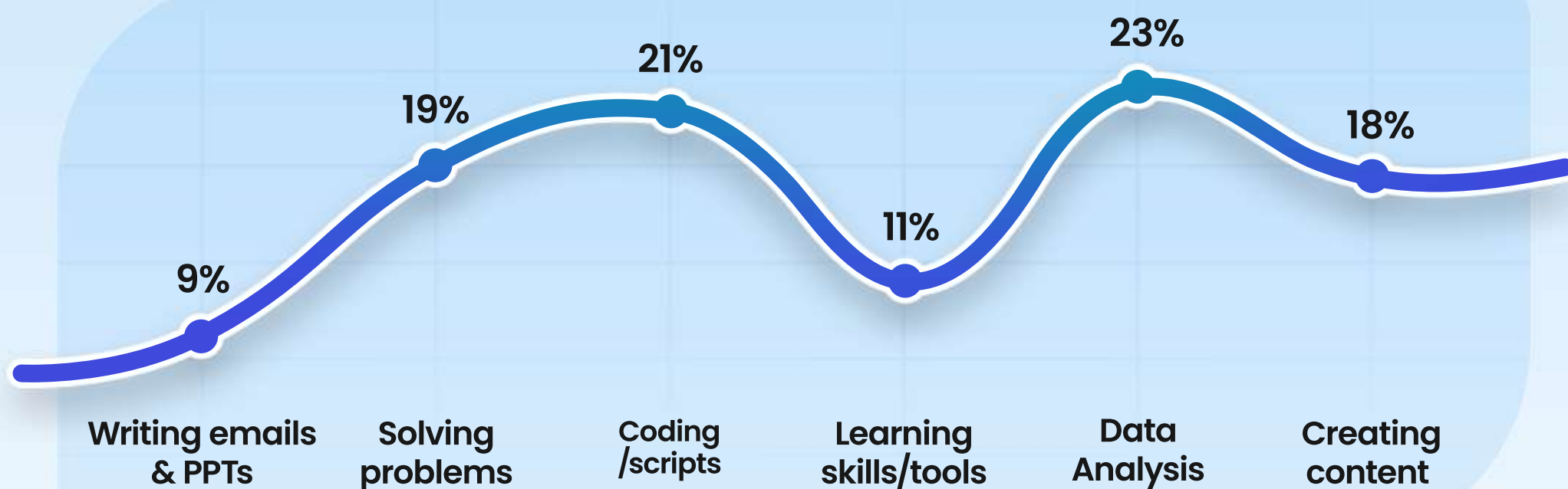
AI Can Write, Solve, & Code, But Can It Imagine?

Most professionals aren't heavily using AI yet

1 in 2 say it supports less than **20%** of their work. Adoption is especially low in sectors like **Real Estate**, **Pharma**, **Retail**, & **Automobiles**.

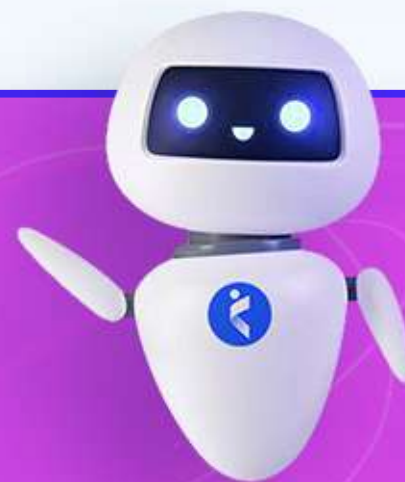


Which tasks are jobseekers automating the most using AI?



Did you know?

Professionals in Architecture, Interior Design, Animation, VFX, and Industrial Automation are using AI for more than 80% of their work

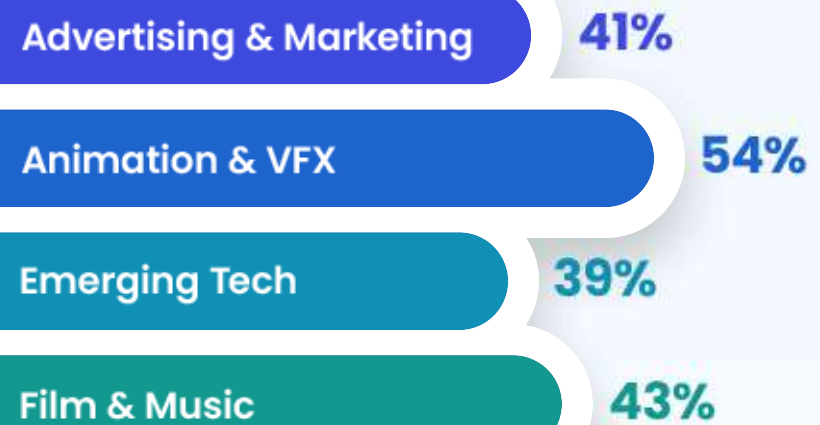


The Creative Crisis: Is AI Dulling Human Imagination?

40% of senior jobseekers in salary bands above **15 LPA** fear loss of creativity due to AI.



Jobseekers from **creative industries** fear this the most



*First, it took the admin work...
then it came for the imagination!*



What Do Jobseekers Want from Companies to Stay AI-Ready?



36% professionals across industries want companies to offer **free AI courses**.

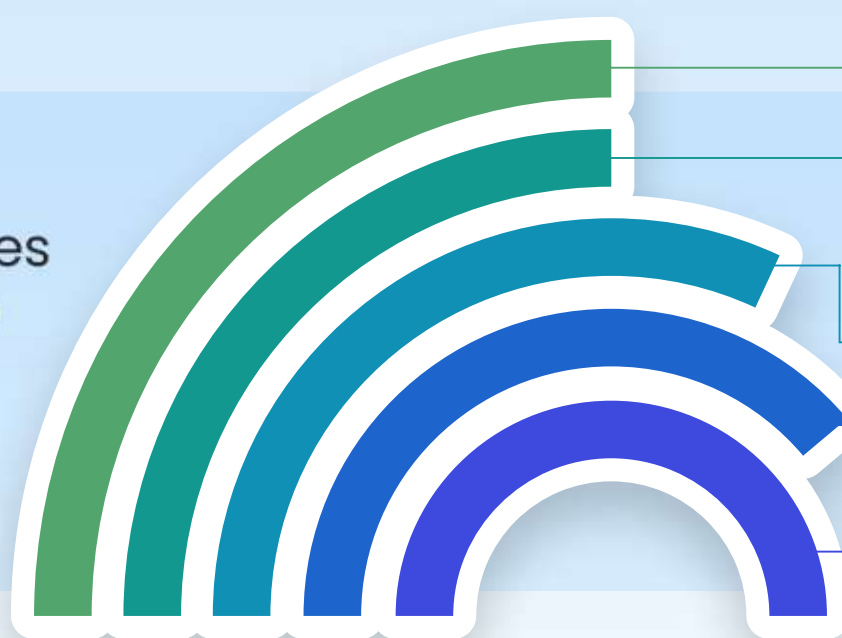
But **1 in 3 from the IT sector say** courses aren't enough – they want to get trained with hands-on AI projects.



Most jobseekers who want AI mentorship from experts have over 15 yrs of experience!



Industries where employees **most want free AI courses**:



40% Education
40% Retail
42% Hospitality
43% FMCG
44% BPO



Leaders must shift their focus from immediate ROI to long-term learning and view AI as an opportunity for growth, not a threat to their authority. Early adoption is crucial for maximising AI's potential... Think of it like learning a new language; the earlier you start, the more fluent you become.



Abhijit Bhaduri

Talent Development Advisor,
Ex-Microsoft



AI-linked roles are growing faster, salaries are higher, and demand is rising across industries – not just in IT. 86% of jobseekers see AI as a friend, not a threat.

Freshers remain anxious, but AI job growth for entry-level roles is up +39%, while senior professionals are seeing the biggest salary premiums.

The gap is clear: those with AI skills are moving ahead faster than those in traditional tech roles.



Dr. Pawan Goyal

Chief Business Officer, Naukri



Jobseekers = AI Allies

Recruiters = Hiring AI-first roles

Salaries = Higher with AI skillset

Change = Constant

The AI era
isn't next.
It's now.