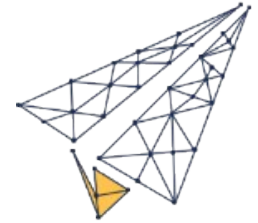


Flexing It [®] Talent Dashboard

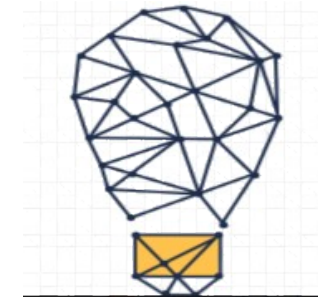
Q3 FY23 Insights

Key Trends in the Professional Gig Economy: October-December 2022



Strong growth continues into Q3 FY23

- Professional Services, FMCG, and Technology drive increased demand for projects, accounting for 70% of total projects this quarter
- Over 60% projects in Q3 are hybrid and remote projects, demonstrating continued comfort with working offsite even as offices reopen
- Freelancing is seen as a real alternative to traditional employment, and we saw the highest ever-registration of freelancers in Q3 with 32% growth over LQ



Spotlight: **FMCG** leading adoption

FMCG accounts for 20% of projects YTD, up from 15% for FY22

Increased demand led by Marketing projects (41%), followed by HR (18%)

25% of the consultant registrations from FMCG bring Marketing as a key skill area

FMCG is leading the path globally with new-age workplace models, and best practices for freelancer engagement

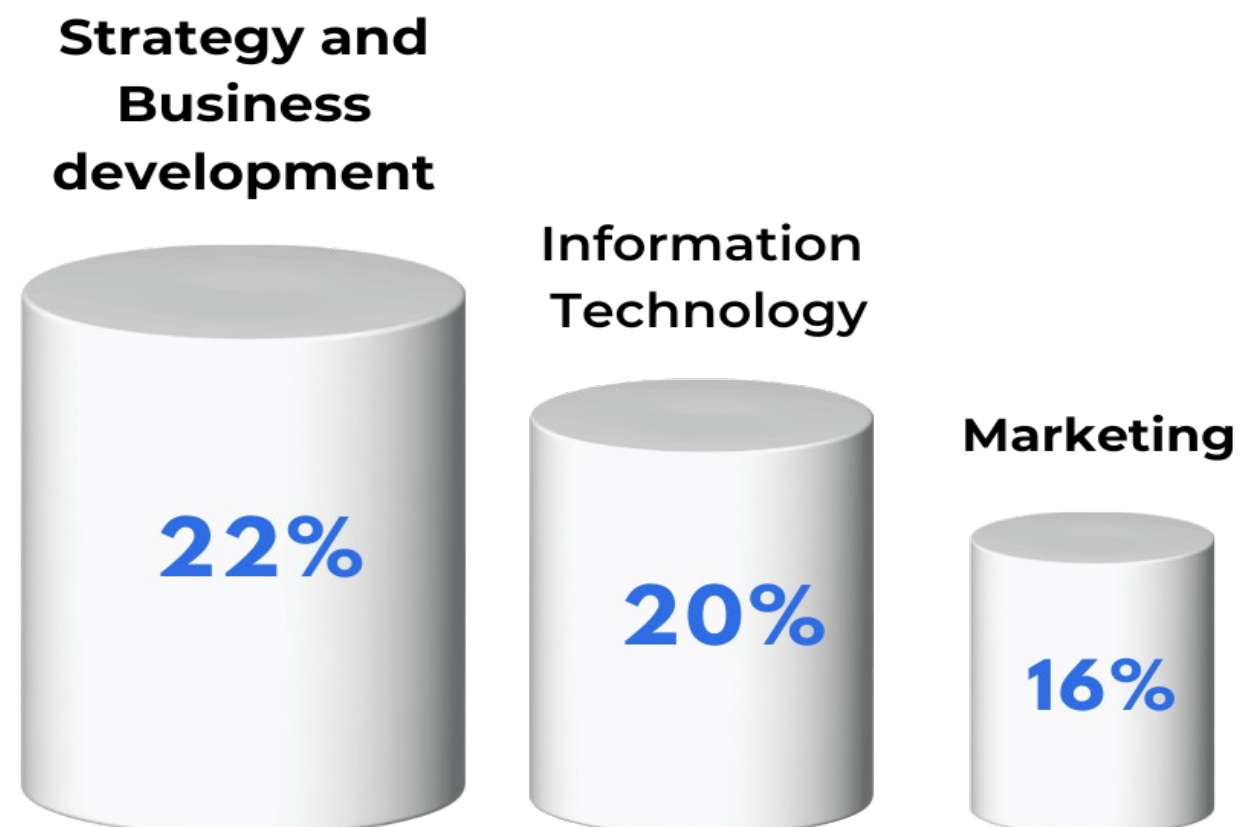
Demand for flexible talent: The Professional gig economy saw another quarter of strong demand powered, by Strategy, IT, and Marketing.

Hybrid and remote projects continue to be over 60%

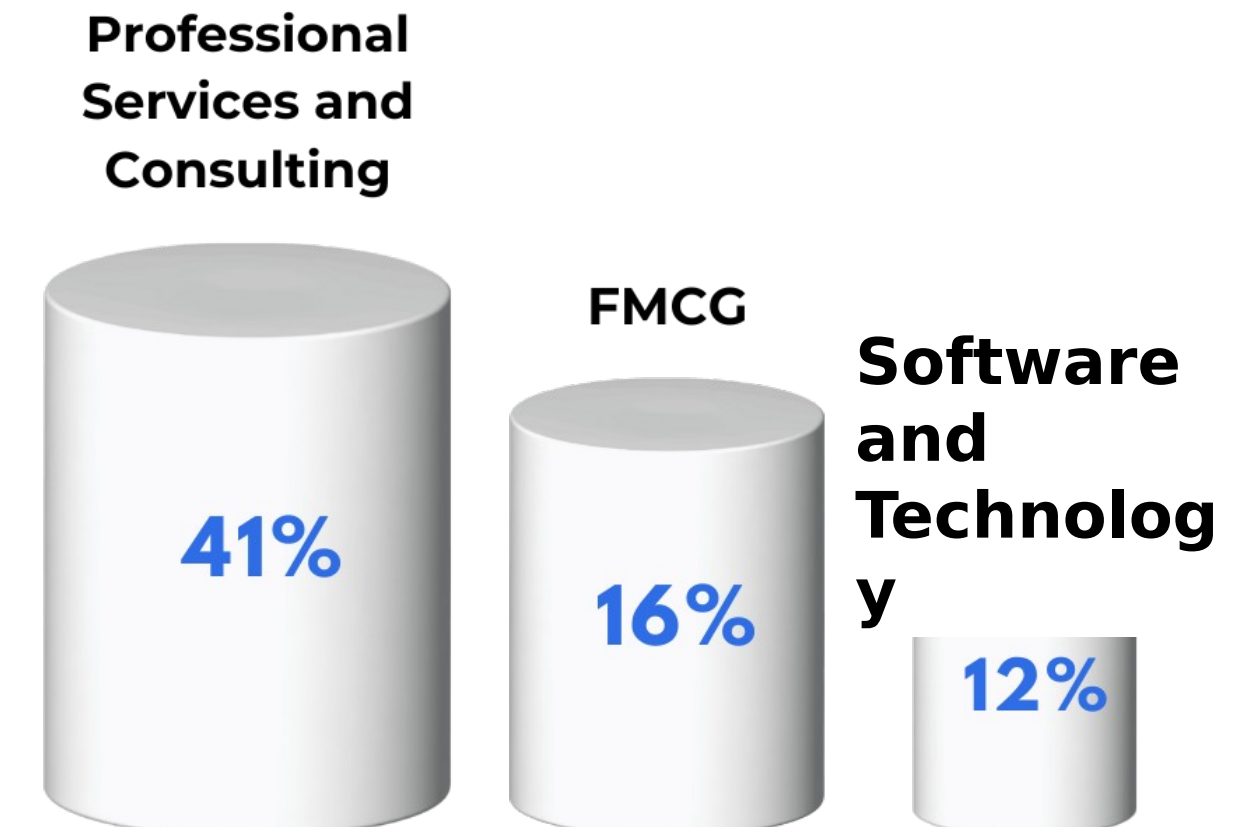
Approximately 75% of projects require *full-time capacity*, supporting the fact that *Freelancing* is very different from *Moonlighting*

Continued preference for projects lasting 3-6 months (~70%)

Top 3 in-demand Skills



Top 3 Industries creating Demand



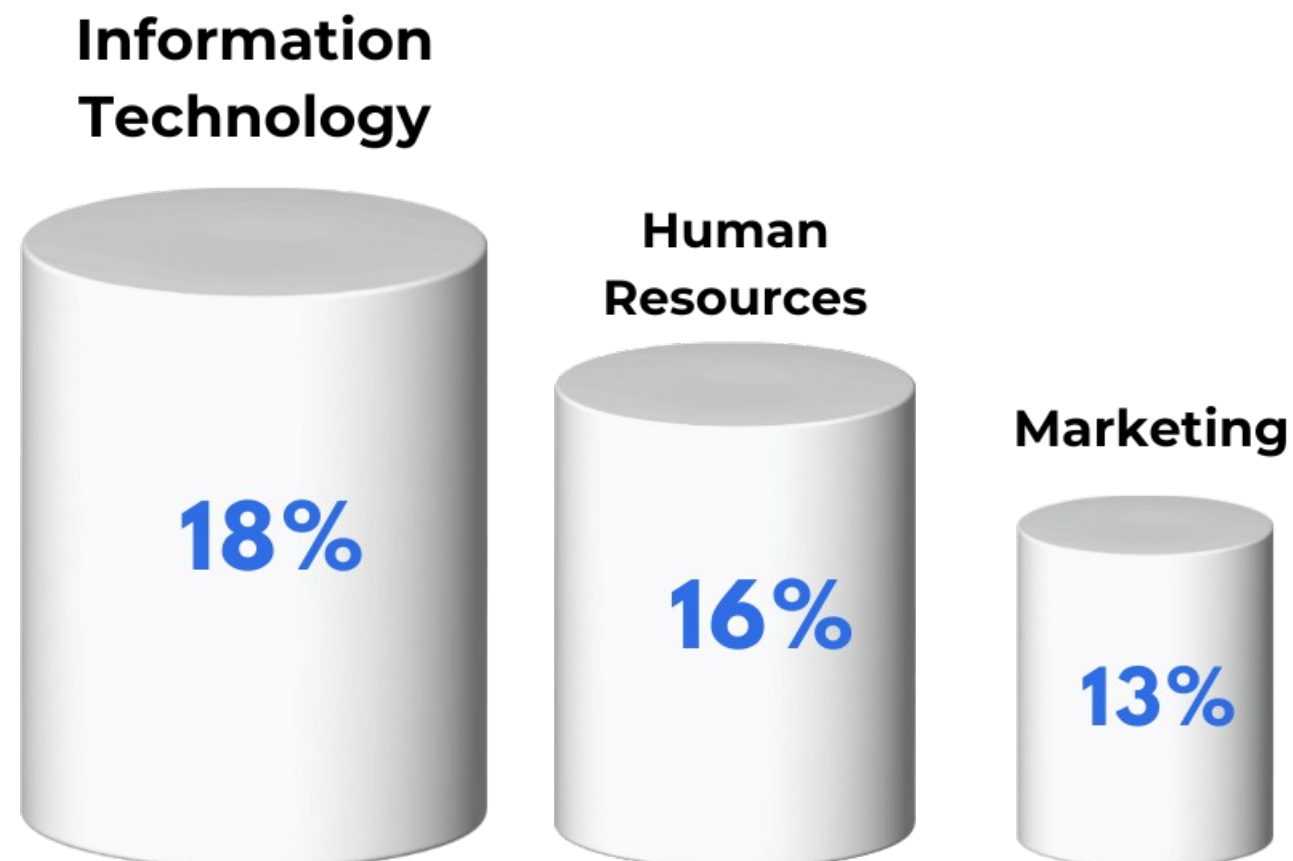
Supply for flexible talent: Another quarter of Highest-Ever Registrations by Freelancers with Q-o-Q Growth of 32%.

50% q-o-q growth in registrations from young freelancers with <5 years of experience

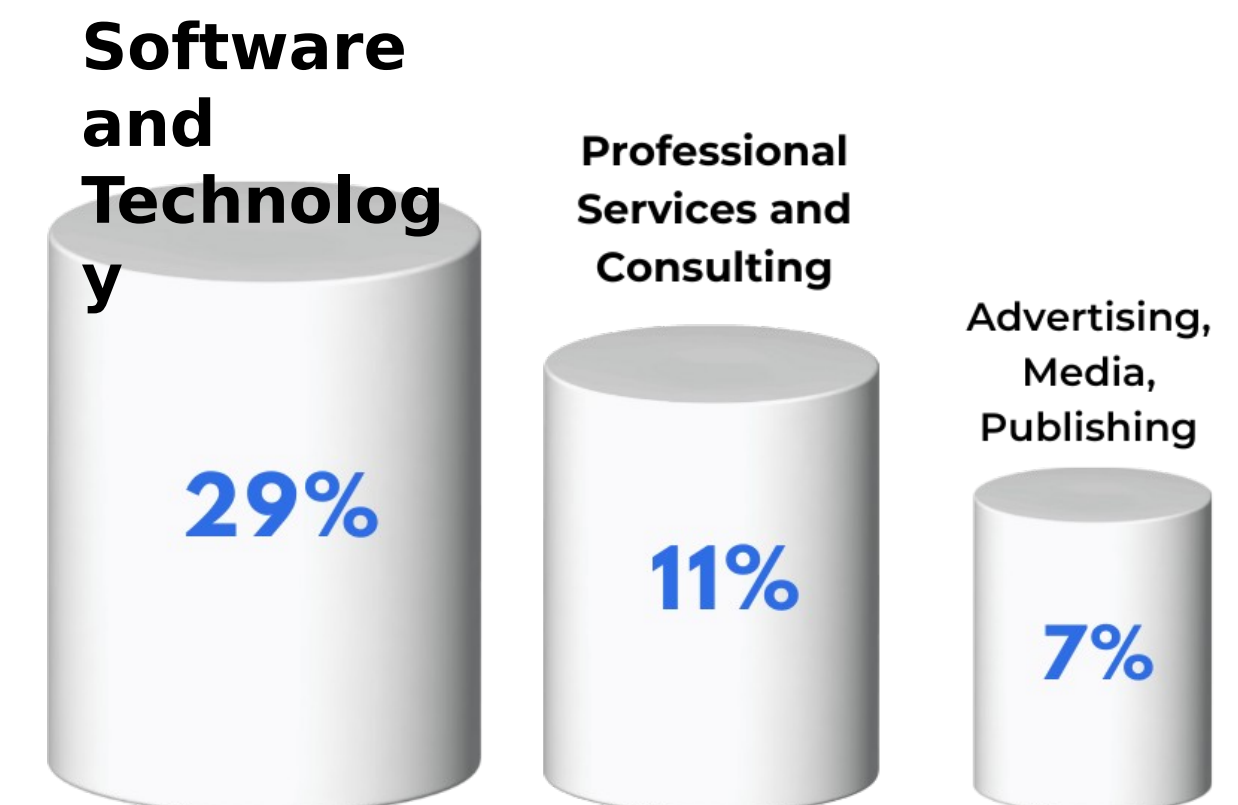
Over 15% q-o-q growth from very experienced freelancers (15 years experience +)

74% of professionals said in a recent [FastCompany](#) survey that the recent waves of layoffs have made freelance work more attractive than before

Which skills signed up most in Q3?

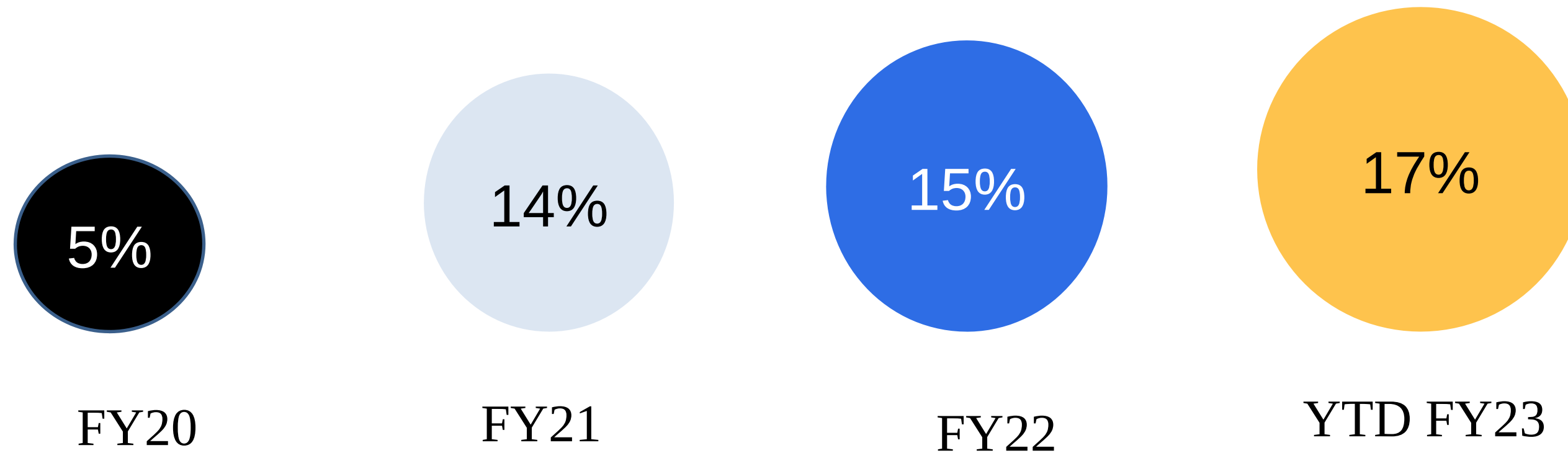


Which industries did they come from?



Spotlight:
FMCG has been leading adoption of high quality gig talent - with demand up by nearly 45% between FY 21 and FY22, and the trend continuing in FY23 too

FMCG as a % of total projects by year



The FMCG market in India is expected to increase at a CAGR of 15% to reach US\$ 220 billion by 2025, from US\$ 110 billion in 2020*

What FMCG includes:

- Direct to consumer
- E-commerce & online retail
- Personal & Household Products
- Food & Nutrition
- Agro-Processing & Food products
- Alcoholic Beverages
- Non-alcoholic beverages

Spotlight:

Top 4 skills in FMCG in demand: 52% of FMCG projects need Marketing expertise

Marketing: 52%

Driven by the need for new models and strategies for reaching the consumer, as well as competition from D2C brands



Top use cases:

- *Direct to Consumer*
 - *E-commerce*
- *Performance Marketing*

HR: 11%

Push towards hybrid work, and changing mindsets of professionals are leading to the need for new models of work and an increased need to redefine talent management models



Top use cases:

- *Talent Acquisition*
- *Learning and Development*
- *HR Analytics*

Information Technology: 5%

Key projects around digital transformation have led to increased demand for IT/tech professionals in the FMCG sector



Top use cases:

- *Business Analysis*
- *Data Science*
- *Software Development*

Supply Chain: 5%

Post-pandemic disruption in reaching the end user and greater reliance on e-commerce has led to rethinking and innovation in procurement and supply chain



Top use cases:

- *Last Mile Delivery*
- *Blockchain*
- *IoT and Digital transformation*

Spotlight: The FMCG consultant pool is diverse, with an mix of large company & startup experience

Marketing: 25%

The most gender-balanced category in our community, Marketing talent in FMCG has 46% women consultants

Supply Chain: 11%

62% of the Supply Chain talent joining our community from FMCG have a Master's degree or above

Information Technology: 11%

40% of our IT consultants in FMCG prefer part-time assignments

Strategy and Business Development: 10 %

Nearly 50% of our Strategy and BD consultants in FMCG have a Master's degree or above

Experience our FMCG Consultants bring to our community

mamaearth™

LANCÔME
PARIS

amazon

nyassa®
From Heaven and Earth

NYKAA

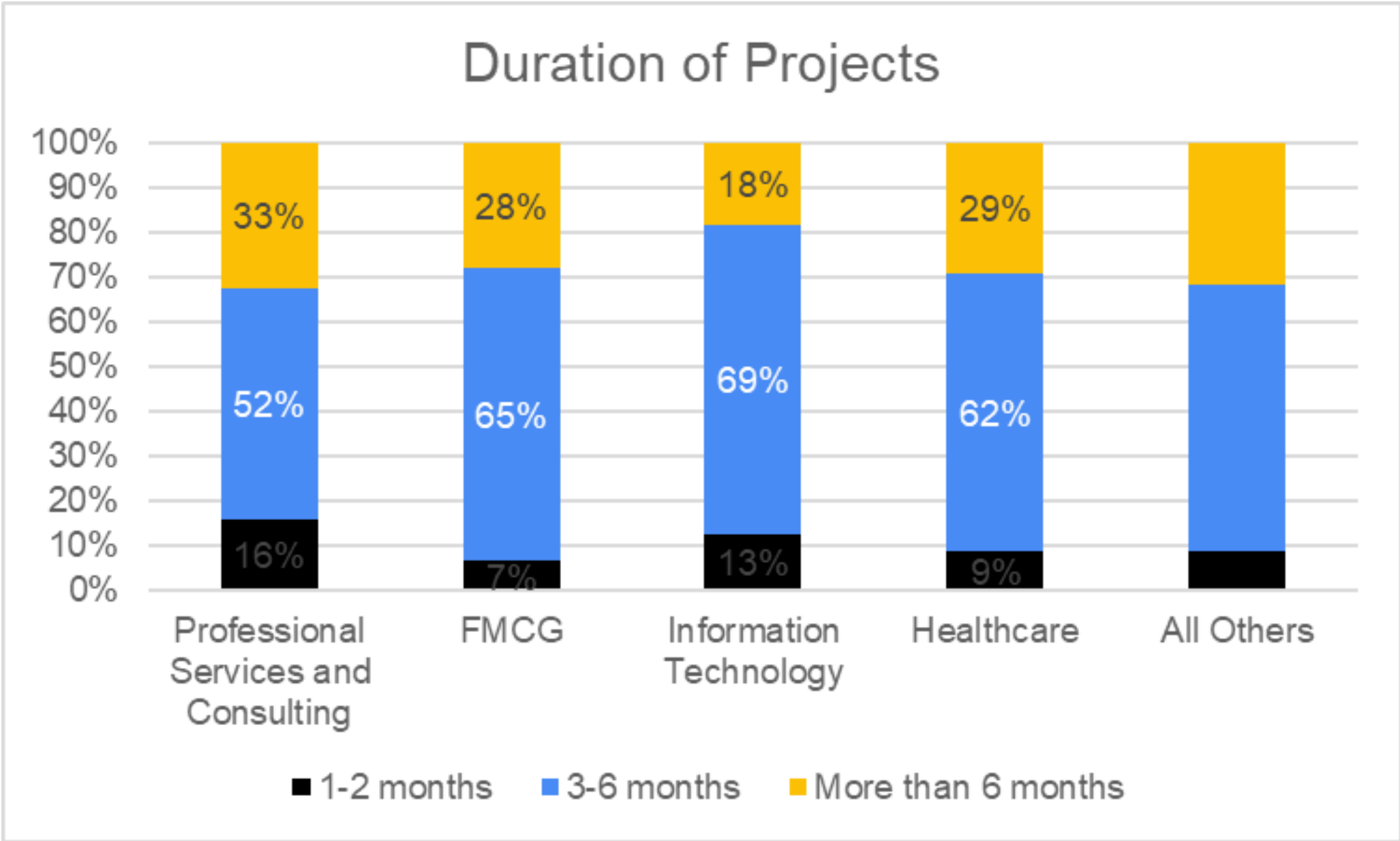
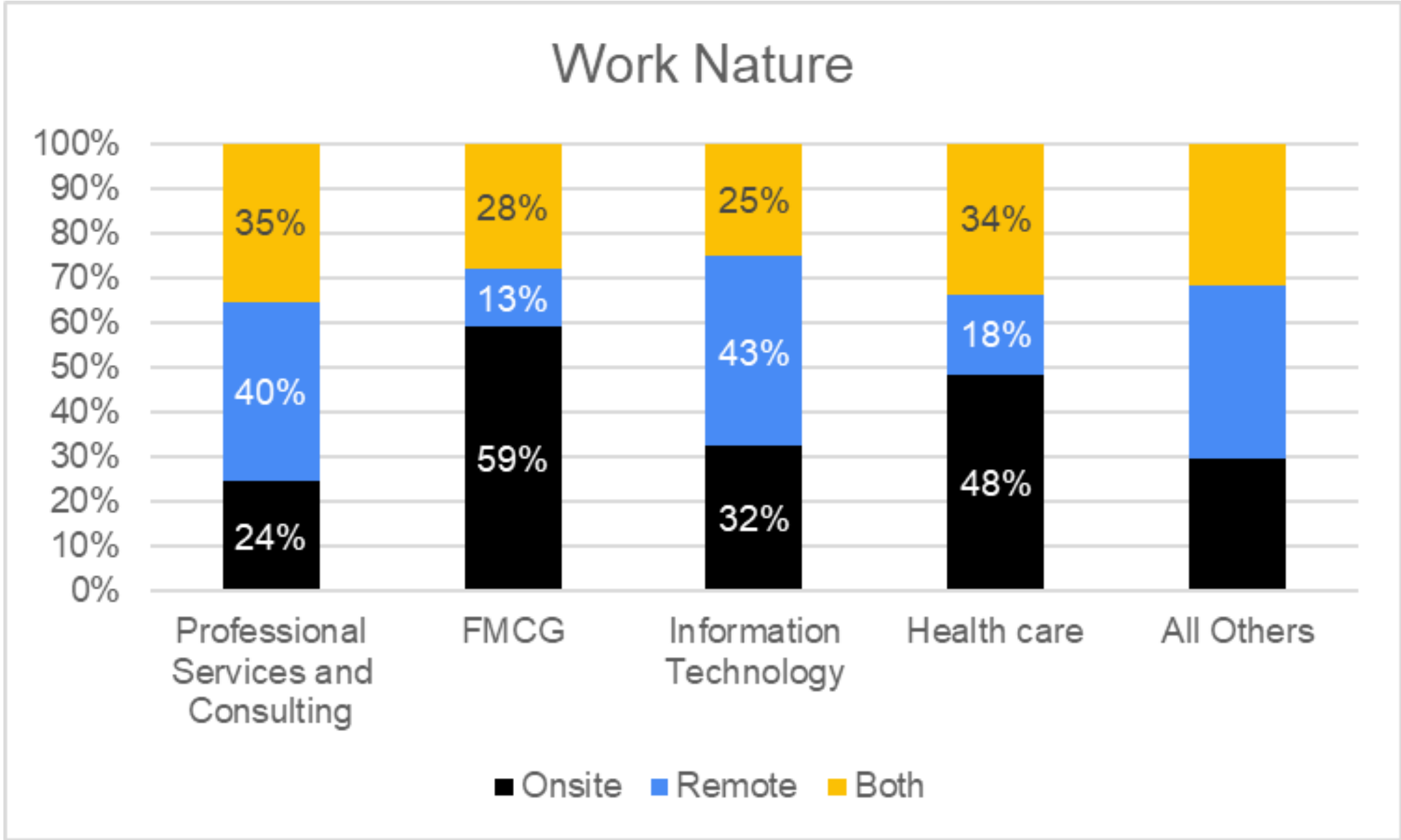
McKinsey
& Company

Godrej

KPMG



FMCG Spotlight: How FMCG likes to work



Of the top 4 industries driving projects YTD, FMCG has nearly 60% of its projects onsite

Of the top 4 industries driving projects YTD, FMCG has 65% of its projects between 3-6 months' duration



Spotlight: FMCG is leading the way as an early adopter with several leading organisations launching structured programs to tap the best freelance talent

60%

“

Of the organisations surveyed are evaluating increasing the share of gig workers

[Deloitte, Resilience in the FMCG & Retail Sector](#)

15%

“

Of FMCG companies in India hired gig workers in 2020

[Nasscom-Aon report on Decoding Gig Economy](#)



In 2022, HUL launched Open2U as a strategic tool to access high quality freelance talent in their key skill areas. Access to 500+ strong community

Philips Talent Pool offers purposeful projects for freelancers across verticals. Over 1500 projects offered since 2020



Leverages freelancers as “third leg of a three-legged HR strategy”, through partnerships with talent platforms. Delivering products at 60% faster speed