

EV Hiring Set to Gain Momentum Next Year

Increasing push towards sustainability, rising fuel prices and policy steps drawing in significant investments, powering workforce demand

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Mumbai: Electric vehicle (EV) makers and associated companies are set to go on a hiring drive in 2023 when more green vehicles are expected to hit the road amid increasing push towards environmental sustainability, rising fuel prices, and policy measures drawing significant investments.

Hiring in the sector is seen growing by 40-50% in the next 6-12 months as companies look to strengthen their teams across functions to cater to capacity expansion and new product launches, according to industry officials and staffing companies.

The entire EV ecosystem of manufacturers, component and battery makers, charging and swapping infrastructure providers, and vehicle maintenance service providers is lo-

oking for talent, experts said.

Data put together for ET by staffing firm Ciel HR Services show a spike in 'intent to hire' across the sector in the current quarter with the number of open jobs at present

The entire EV ecosystem of manufacturers, component and battery makers as well as maintenance service providers said to be looking for talent

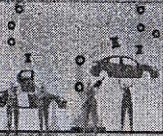
35% higher than the demand for manpower during the January-March quarter.

Companies that are looking to hire include Hero Electric, Ather Energy, Mahindra Electric, Ola Electric, River, Fisker, Log9 Materials, ZF, Maruti Suzuki, and ChargePoint, among others, according to Ciel, which is currently running 200 such mandates.

"The share of EVs in the overall market of automotives has been

Powering Up

35% Increase in the number of open jobs in EV sector in Oct-Dec period



WHO'S HIRING?

- Hero Electric
- Ather Energy
- Mahindra Electric
- Ola Electric
- River
- Log9 Materials
- Maruti Suzuki
- ChargePoint

Bengaluru tops hiring with 50% of overall open jobs



Chennai, NCR, Hyderabad and Mumbai are emerging as new hot spots

TOP PROFILES

Chennai, NCR, Hyderabad and Mumbai are emerging as new hot spots

Source: Ciel HR Services

on the rise due to several factors including the growth in awareness towards environmental sustainability, soaring fuel prices, influx of several startups bringing in innovative offerings, entry of global players, and several policy

measures," said Aditya Narayan Mishra, chief executive officer of Ciel HR Services.

Hero Electric is hiring production, sourcing and R&D staff for its EV business. "We will be hiring 3,000 employees starting

March 2023 for our two million EV scooter plant coming up in Rajasthan," said Sohinder Gill, CEO of Hero Electric.

This hiring will be done over a span of two years, he said. "We are immediately hiring 100 more people, taking the total to 180 in the R&D division and 10 for our international business," Gill added.

Ather Energy has doubled its headcount this year and plans to increase it by 50% more in 2023, its chief human resources officer Sunitha Lal said.

"As we expand our operations and invest in new products, we will continue to hire across all functions," she said. "Hiring strong product managers is absolutely crucial as we start working on multiple programmes. On the engineering front, we intend to hire across firmware, hardware, and software roles."

Bengaluru is the largest demand hub with 50% of the overall open jobs, while Chennai, Delhi-NCR, Hyderabad and Mumbai are emerging as new hot spots.

"India is on its way to emerge as a manufacturing hub of batteries and many of the companies setting up hubs here are looking to hire," Mishra of Ciel said.

Nearly 67% of the hiring is in profiles such as engineering, design and IT. Other top profiles include quality assurance, operations, sales and marketing.

The increase in fuel prices will also lead to a faster adoption of EVs, especially in the two and three-wheeler category, thus driving the demand for manpower, experts said. That apart, an EV requires solutions for easy maintenance, hassle-free ownership, and accessible charging solutions that require building niche skill sets.