uplers

2024

India Salary Guide

Tech & Digital salary benchmarking report
for employers to hire from India

About this Guide

2024 sets an opportunity for companies to grow and evolve their revenue streams by primarily focusing on their hiring process.

In 2023, companies, especially those in the tech sector, were bracing themselves for potential challenges and uncertainties, taking proactive measures to mitigate potential risks and ensure resilience in the face of adversity.

- ✅ Fears of hyperinflation

- ✅ Low returns

- ✅ Uncertainty about the future

- ✅ Curbing margin pressures

- ✅ Tech leaders predicted a full recession in the IT economy, foreseeing mass layoffs, company closures, and a significant industry shift.

The start of 2023 saw the biggest wave of layoffs in the past decade, with 150% more layoffs in the first half of the year versus 2022. With this, demand for jobs and supply for talents maintained an all-time high gap.
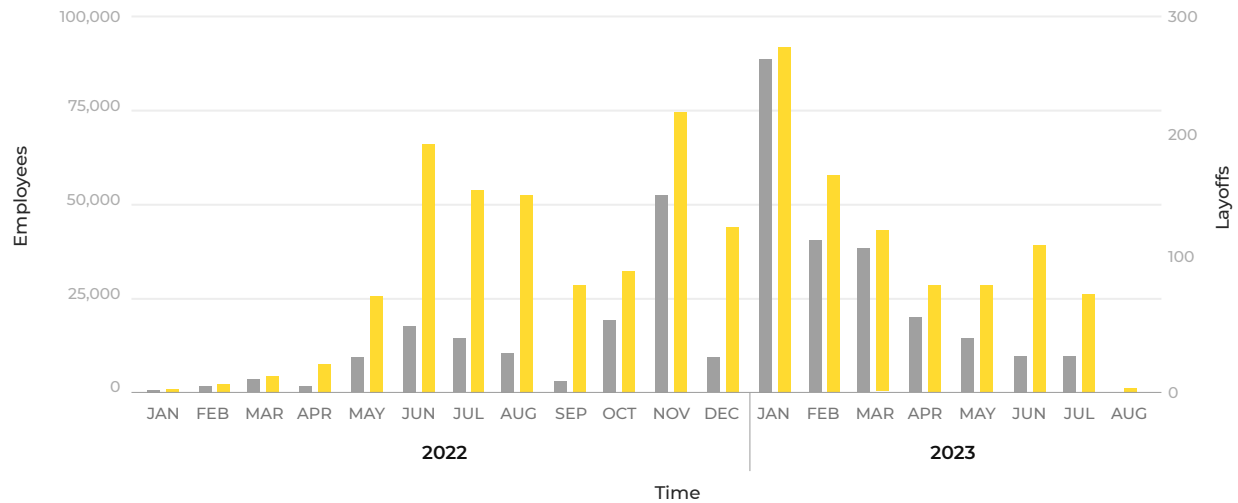
In the last five years, 62.5% of businesses in the US, UK, and Australia have turned to hiring talents from India, driven by its proven benefits.
Why? Indian talent's broad skill sets, global readiness, and cost-effectiveness are difficult to beat, making them the best option for fast-paced businesses.

Tech Layoffs in 2022-2023

● Employees Laid Off   ● Companies w/Layoffs

According to Layoffs. fyi, both the number of tech companies letting go workers and the number of workers laid off peaked in Jan. 2023, with 273 enterprises laying off more than 89,500 of their employees. Since then, both the number of companies laying off employees and the number of staff laid off fell each month. By May 2023, the last full month of data, 93 companies let go some 14,600 employees, and in July, 51 companies released 4,774 staff.

Tech Layoff Wave Crashes Into 2024

Number of workers laid off worldwide in the tech sector since Jan 2022*

Companies with the most laid-off employees

Amazon	27,840
Meta	21,000
Google	13,115
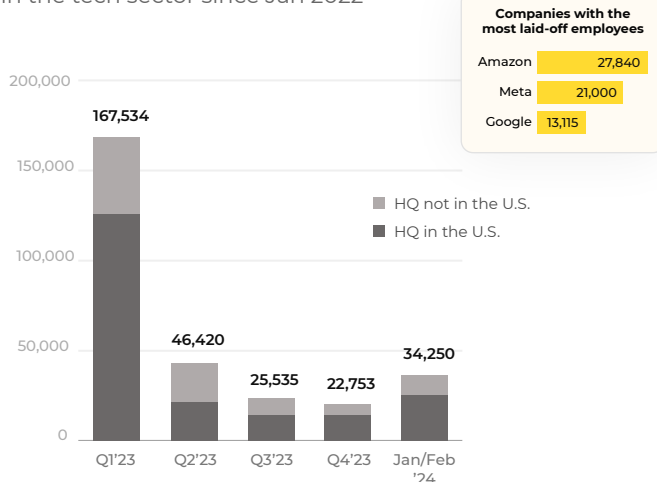
After a peak in the first quarter of 2023, the waves of redundancies had subsided but it could be a projected issue again in 2024. As per the crowd-sourced data from the Layoffs.fyi portal, 34,000 employees were laid off from tech companies between January 1 and February 13, 2024. This means more people were fired halfway through the current quarter than in four of the eight remaining three-month periods since the start of 2022.

Tech Layoffs in 2022-2024
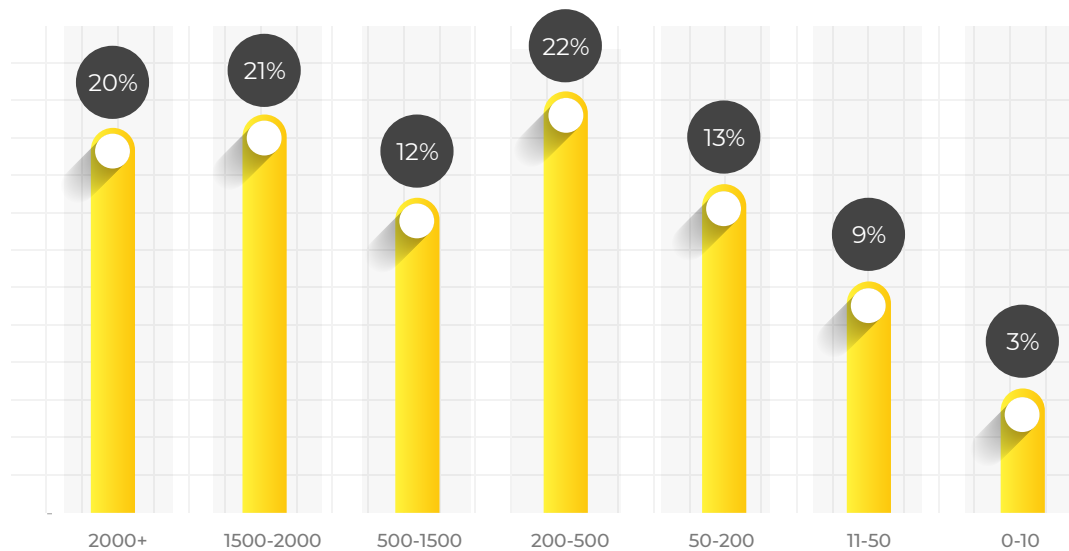
Reported Layoffs
312,127

Number of Companies
996

Cos. w/>1 layoffs
847

Cos. w/1000+ layoffs
58

Types of companies laying off (as per their strength)

2000+	1500-2000	500-1500	200-500	50-200	11-50	0-10
20%	21%	12%	22%	13%	9%	3%

Bootstrapped tech and digital companies were facing difficulties to match the increasing salaries of the local talents, and enterprises overhired for the roles

Tech Salary Increase in 2020-2024

Year	Salary Increase
2020	7.5%
2021	8.5%
2022	9.8%
2023	10%
2024 (projected)	10.21%
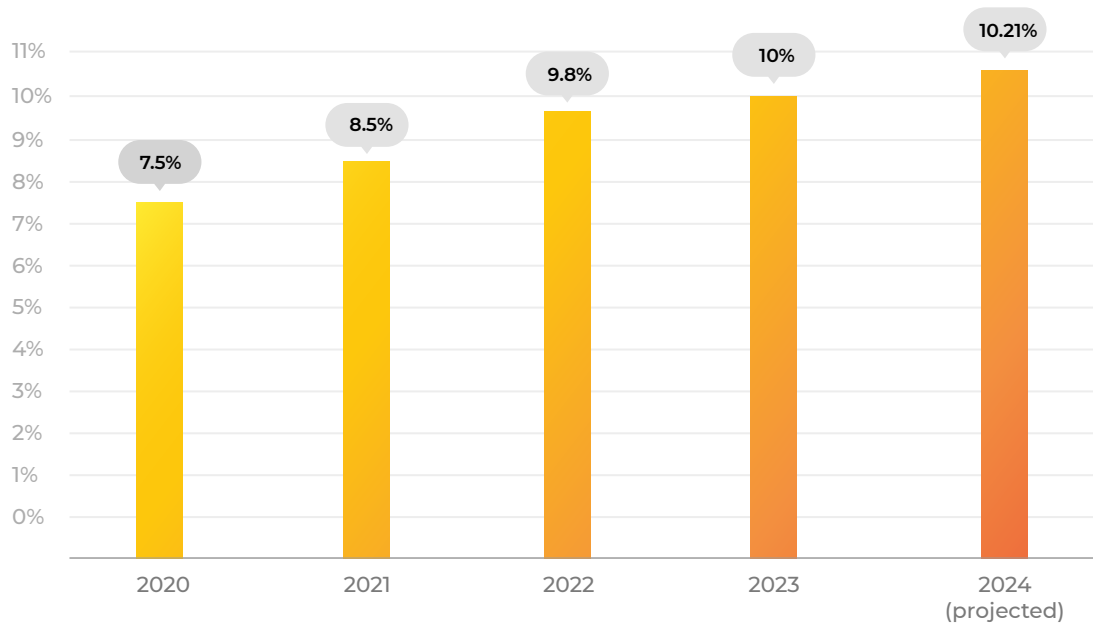
While the tech industry is still regaining its footing in a post-isolation era, it is an observant trend that the salary ask has a significant year-on-year growth, with a 0.21% projected increase in 2024.

Some of the job roles that saw a dip in salaries include cloud architects/engineers (-15.8%), and product managers (-6.7%). On the flip side, others saw significant salary growth, such as systems administrators (+11.2%), software developers (+6.5%), and program analysts/managers (+6.1%).

With this, another persistent issue that seems to be at rise is the global tech talent shortage. As the demand for tech talent continues to rise, the talent pool numbers are far from keeping pace. A whopping 75% of employers globally are reporting they are having challenges in filling roles.

✅ Japan is having the worst time, with 85% of employers reporting difficulty, followed by Germany, Israel and Greece.

✅ But even the countries having relatively less difficulty are still overwhelmingly challenged—with 59% of employers in Australia struggling. In the U.S., 70% say it's tough to find talent.

Snapshot of comparative salary benchmark of top tech & digital roles

Experience: 5+ years

(Taking USD as the common currency for all the geo-locations)

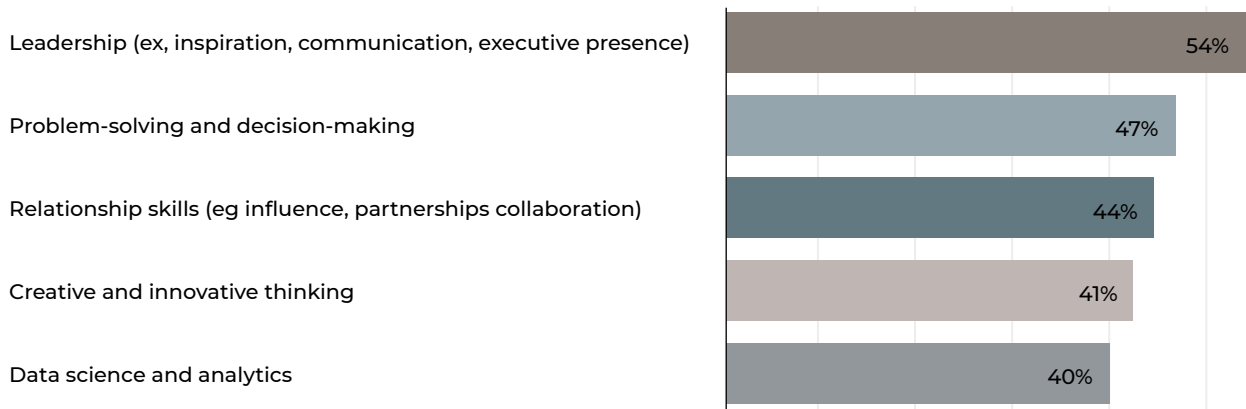| Job Title	Average salary in US (monthly)	Average salary in UK (monthly)	Average salary in AU (monthly)	Average salary in India(monthly)
ReactJS Developer	$10,219	$11,201	$8,119	$3120
Frontend developer	$12,210	$12,200	$10,100	$2941
SEO specialist	$7431	$8198	$6,913	$2341
Performance marketer	$8430	$9139	$7510	$2560

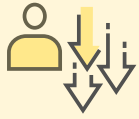# Market Forecast 2024

Talent-war heats up

The past couple of years significantly changed the hiring landscape. Recessions in the US and EU led to increased operational costs, prompting companies to cut down their workforce to manage their expenses. Companies responded by cutting their workforce and temporarily freezing hiring until signs of financial recovery emerged.

Critical skills for tech functions

Source: 2023 global tech leadership study by Deloitte

Skill	Percentage
Leadership (ex, inspiration, communication, executive presence)	54%
Problem-solving and decision-making	47%
Relationship skills (eg influence, partnerships collaboration)	44%
Creative and innovative thinking	41%
Data science and analytics	40%

85M
Shortage by 2030

A Korn Ferry report projects an **85 million shortage of human tech talents by 2030,** with a potential $8.5 trillion revenue loss.

65%
Jobs filled in 2023

Only **65 out of 100 jobs were filled in 2023,** indicating a gap in skilled talent availability.

2.45M
Surplus tech talents

India has a net **surplus of 2.45 million qualified tech talents,** making it a preferred choice for 58% of global businesses.

42.1%
Costlier than remote talent

Local talents in the **US, UK and AU are 42.1% costlier** than talents in India.
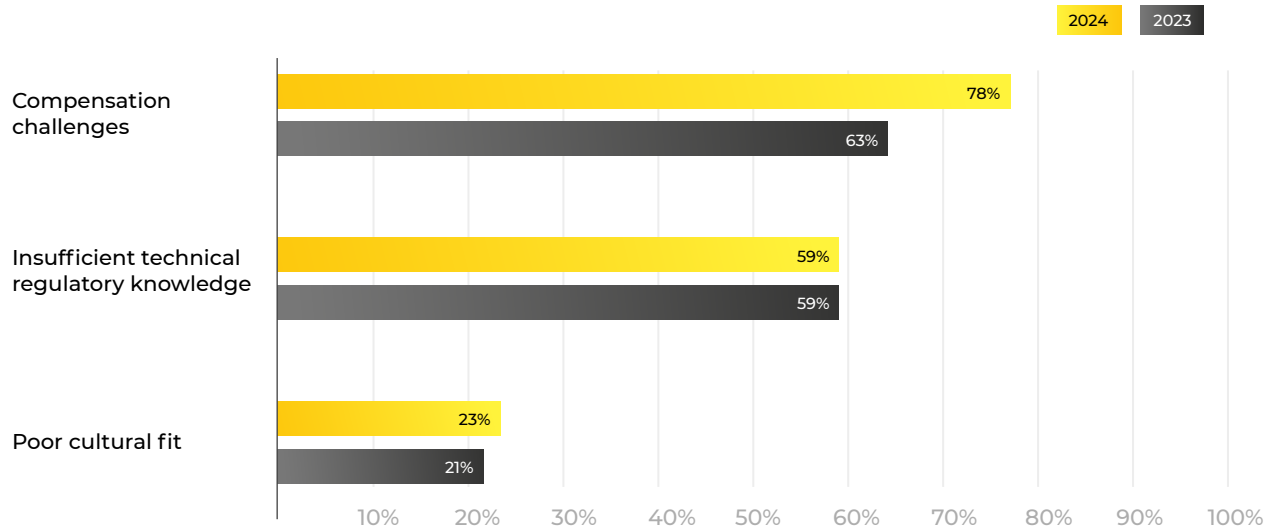
Business Areas with Greatest Skill Gap

Business Area	Percentage
Data Analytics	42%
IT, mobile, and/or web design management	26%
Executive management	25%
Hr and talent management	23%
Sales & marketing operations	22%
Product and/or service design	27%
Frontline management of operation staff	16%
Customer service	15%
Financial & risk management	14%
Channel management (including eCommerce)	13%
Product and manufacturing operation	12%
Sourcing, procurement, and/or supply chain management	9%

IT and data skills rank as the top in-demand skill globally. Skills necessary to support emerging technologies and the digital transformation market — including machine learning (ML), artificial intelligence (AI), and enterprise software skills — are in short supply globally. Additionally, general IT, security, engineering, and data expertise are all in short supply. These are just a few skills in demand but face a slim candidate pool.

Top three factors preventing hiring

Legend: 2024 (yellow), 2023 (dark gray)

Compensation challenges
- 2024: 78%
- 2023: 63%

Insufficient technical regulatory knowledge
- 2024: 59%
- 2023: 59%

Poor cultural fit
- 2024: 23%
- 2023: 21%

Axis: 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

Top challenges in recruiting tech employees

Source: MIT tech review insights, HCL tech

- Candidates lack necessary skills or experience: 64%
- Overall shortage of candidates: 56%
- Difficulty meeting candidates' non-salary expectations: 54%
- Candidates lack necessary credentials: 31%
- Difficulty meeting candidates' non-salary expectations: 30%
- Candidates are not a good fit for our organization: 29%

There are hiring platforms which are tech-driven and cost-effective, helping companies to hire talents from India. This type of hiring module has helped 43% of SMBs in providing the efficient screening process for hiring, compliance expertise and financial prowess to compete with large enterprises for top talents.

India Inclination

In 2024, the global tech and digital industries are actively implementing their effective hiring strategies, building on lessons learned from the previous year. Companies have been particularly focused on understanding salary market trends for various roles, especially when recruiting from offshore locations.

In 2023 alone, 49.2% of tech and digital companies in the US chose to hire from India for specific positions. This decision is fueled by the evident advantages of accessing a broader talent pool, promoting diversity, and cost-efficiency.

Understanding the salary benchmark for the 'right fit' Indian talent, someone who is considered as the 'top player' in an organization, is a crucial data point in this context.

Looking at the current talent market of US, UK and AU; salary demand is all-time high, skilled talent accessibility is limited and startups are facing tremendous margin pressure to justify their people-cost.

Top 8 job roles where companies are open to hire from India

Rank	Job Title	% of openness
1	Digital Marketing	31.87
2	Software Engineer	36.16
3	Data Scientist	30.5
4	Data Analyst	21.4
5	Cyber Security	21.76
6	Account Manager	22.34
7	Ui/Ux designer	19.80
8	Non-client facing roles	28.76

Global employers often make the mistake of being unprepared for the complexity of the Indian market when hiring talent, which can be overwhelming.

Without knowledge about the landscape, culture, the process, and what type of hiring method is right for you- often it leads to hiring the wrong-fit. This affects the productivity and retention of the company.

Even though employers enter the Indian market to find the cost-effective alternatives to their expensive local talents. There are other benefits too, but the low salaries of Indian talents is a crucial convincing factor for a fast-paced business with a limited budget and resources.

Hiring factors for 2024

The bid for top Indian talent

In 2024, hiring managers are focusing on hiring the 'right-talent' for better productivity and retention. With this, the industry is getting more adaptive and flexible with its approach, aiming to identify and recruit highly skilled professionals who can contribute to long-term success.

"Top talents" are professionals who are highly skilled and go the extra mile by taking initiative, working independently whenever necessary, requiring minimum supervision, and utilizing their skill sets to improve operations. Besides these factors, hiring managers seek a global mindset in remote talent for success in diverse professional environments.

Owing to a multitude of reasons, companies want to hire talents from India, and an important aspect for them is to understand the salary benchmarking of the landscape. This helps in decoding the competitive pay range and forming a hiring budget as per the estimates.

An overview of India market vs LatAm, East EU & East Asia

Parameters	India	LatAm	East EU	East Asia
Valuation	Over $1 trillion	$1 trillion	$100 billion	$1.7 trillion
Growth Rate	22%	20%	15%	15%
Revenue	$350 billion	$250 billion	$20 billion	$1.1 trillion
Number of talents	11 million	10 million	1 million	15 million

In the past four years, India has been the primary choice for offshoring remote roles. Employers seek to determine the appropriate compensation for talent that aligns with industry standards, considering the country's unique economics and talent expectations.

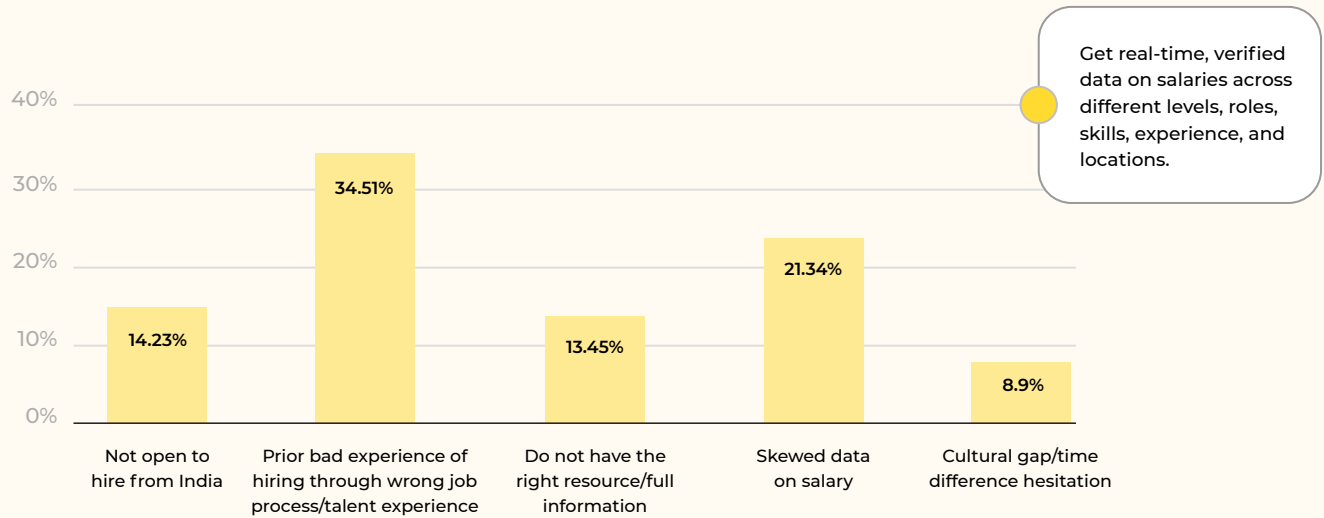| US		India
Companies spend $7500 on individual insurance and $20,556 on family coverage.	$	Only $150-$200 yearly on individual insurance and $200 on family coverage (optional).
Average contribution of $8000 on 401k (6% on annual salary).	PF & EPF	On PF and EPF, spent is usually $650 (12% on basic salary).
$990-$1250 spent additional on dental and vision.	%	No such insurance is provided when hiring from India.
$550-$700 average spent on perks like gym membership, commuter benefits and catered meals		Such perks is purely optional and usually not offered.

Consequently, 55% of SMBs (Small Mid-sized Businesses) are now actively hiring from India and are looking for ways to streamline their remote hiring process to get the right talent. Therefore, a lot of global companies are focused on the Indian market to understand their salary (and benefit structure) and also their cultural differences.

Behavior Trend Observed

By The Decision Makers Of Companies When Hiring From India

The hiring process of companies when hiring talent from India reflects a different set of behavior trends observed among decision-makers.

Get real-time, verified data on salaries across different levels, roles, skills, experience, and locations.

Category	Percentage
Not open to hire from India	14.23%
Prior bad experience of hiring through wrong job process/talent experience	34.51%
Do not have the right resource/full information	13.45%
Skewed data on salary	21.34%
Cultural gap/time difference hesitation	8.9%

Companies face difficulties in hiring due to unclear job descriptions, disorganized screening processes, and a lack of transparency in the hiring process. Decision-makers are hesitant to hire from India, with an overwhelming process of payroll and compliance. Determining appropriate salaries for Indian candidates is also challenging due to distorted salary information. While Indians are seen as cost-effective, accurate salary and benefits information is often lacking.

In-demand job positions

Must-have skills in 2024

The biggest concern for global companies is finding a pre-vetted, remote-ready, and globally-experienced talent with the relevant technical skills.

Software Engineer, Data Scientist, and UX/UI Designer are the most in-demand professionals in 2024, while it is extremely difficult to locate skilled talents for Cloud Architect and Cybersecurity Analyst.

Most in-demand soft skills

▼ Communication
▼ Problem-solving
▼ Teamwork
▼ Adaptability
▼ Creativity
▼ Time management
▼ Attention to detail
▼ Customer service
▼ Leadership
▼ Business acumen

Most in-demand hard skills

▼ Software development
▼ SQL
▼ Finance
▼ Python
▼ Java
▼ Data analysis
▼ JavaScript
▼ Cloud computing
▼ Operations
▼ Customer relationship management

Advice from experts for 2024

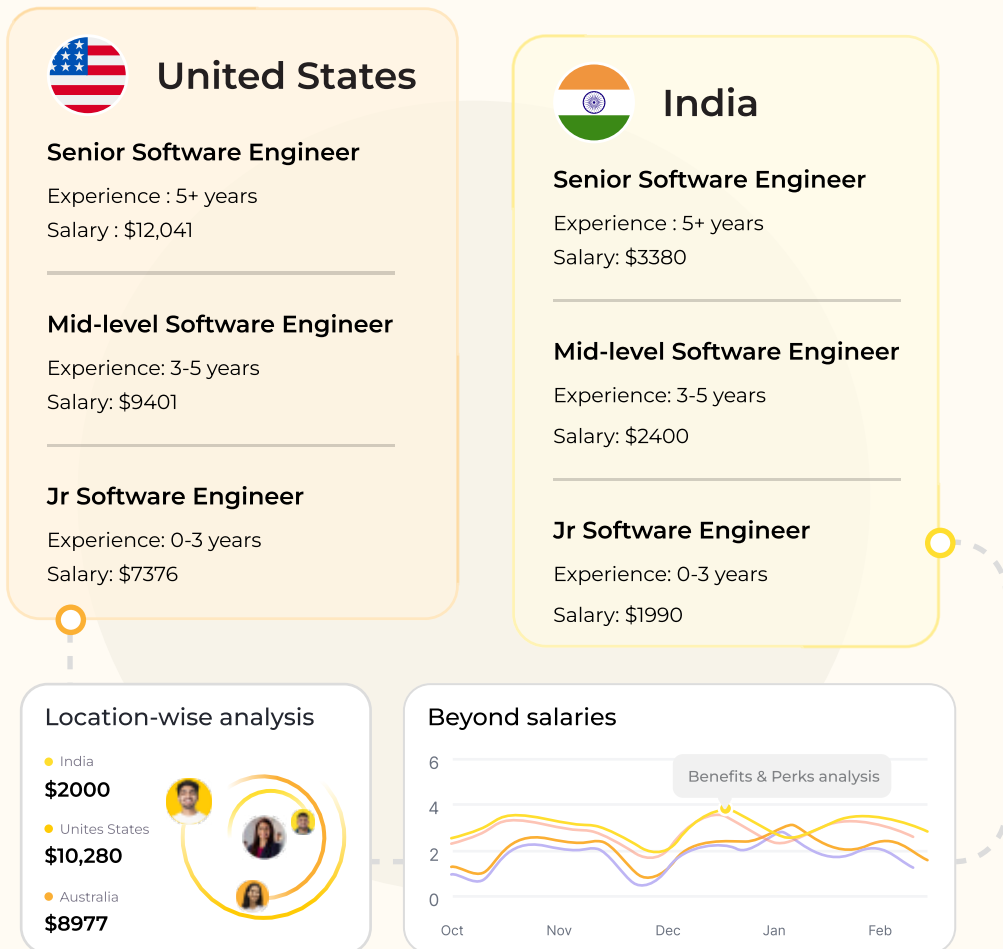For employers hiring talents from India

Choose a right hiring partner

Choose the right hiring partner or platform that efficiently provides pre-vetted talent within a shorter time frame, and compliance with laws, regulations, and payment protocols. More than 45% of companies end up choosing the wrong hiring partners leading to a less-than-ideal hiring experience in India. Getting assistance from the right hiring partner ensures a thorough and fair assessment of each candidate through an AI-driven process.

Do competitive salary market analysis

Job postings for Indian tech talents in the US have surged by 102% in the last three years. To determine competitive compensation, salary market tools or pay equity analysis tools are essential for this analysis. They provide accurate data on what similar roles pay in your industry and location including local and Indian markets. This helps you differentiate salaries effectively and offer fair compensation to attract top talent in each region. Analyzing salary through salary market tools will help you identify the right talent at fair pay especially when you hire talent from India.

United States

Senior Software Engineer

Experience : 5+ years
Salary : $12,041

Mid-level Software Engineer

Experience: 3-5 years
Salary: $9401

Jr Software Engineer

Experience: 0-3 years
Salary: $7376

India

Senior Software Engineer

Experience : 5+ years
Salary: $3380

Mid-level Software Engineer

Experience: 3-5 years
Salary: $2400

Jr Software Engineer

Experience: 0-3 years
Salary: $1990

Location-wise analysis

- India
$2000

- Unites States
$10,280

- Australia
$8977

Beyond salaries

Benefits & Perks analysis

4
2
0
Oct   Nov   Dec   Jan   Feb

Real stories, real results

Twilio Partners with Uplers to Find a Skilled Machine-Learning Professional.

> At Twilio, we're on a mission to help businesses of all sizes own their future. But we can't do it alone. We need people like you. Big thinkers who are curious and eager to tackle real world business problems alongside an amazing team. We're committed to providing the freedom, flexibility, and support you need to navigate challenges and deliver your best work. And together we'll build a more equitable organization that embraces your uniqueness and drives positive change.

Sameer Ghoshal
Talent Acquisition Manager, Twillio

Uplers helped GitLab find the perfect Senior Security Engineering talent and brought down the hiring cycle from 90 days to just 15 Days.

> Despite conducting more than 20 interviews in 4-6 months, we were unable to find an AppSec Dev with a rich background in coding who can assist in enhancing client Semgrep rules to detect vulnerabilities and resolve them. However, Uplers quickly found three suitable profiles for us and we hired the first candidate we interviewed.

Wayne Haber
Director of Engineering, GitLab

Uplers built a team of remote talents for Sydney Digital Marketing.

> Uplers was very helpful in accurately identifying the talent we were expecting and facilitating a quick hiring process. The response time on our request is unbelievable. The detailed process for vetting your talent is incredible, the Account Manager has been an amazing support. We are very happy with our choice to partner with Uplers and when thinking of hiring new members of our team from India, Uplers is our first choice!

Simon Gould
CEO, Sydney Digital Marketing

Indian salary benchmarking for tech and digital roles 2024

The salary range is in USD, for Top Indian Talents ready to be employed in global companies.

DIGITAL ROLES

Search & Social Roles

Job Title	Experience (3-6 years)	Experience (7-11 years)
SEO Specialist	$1500 - $3500	$3500 - $5000
Search / Performance Analyst	$1500 - $3500	$3500 - $4500
Organic Social Media Specialist	$1500 - $3500	$3500 - $5000

Design Roles

Job Title	Experience (3-6 years)	Experience (7-11 years)
UI/UX	$1500 - $4500	$4500 - $5500
Graphic Designer	$1500 - $3000	$3000 - $4500
UI Designer	$1500 - $4500	$4500 - $5500

Others

Job Title	Experience (3-6 years)	Experience (7-11 years)
Digital Admin Support	$1500 - $3000	$3000 - $4500

Paid Roles

Job Title	Experience (3-6 years)	Experience (7-11 years)
Performance Marketing	$1500 - $4000	$3500 - $5000
PPC Specialist	$1500 - $3000	$3000 - $4500
Paid Search Analyst	$1500 - $3000	$2500 - $4000
Paid Social Analyst	$1500 - $3500	$3500 - $4000
Programmatic	$1500 - $3800	$3500 - $4500

TECH ROLES

Full Stack

Job Title	Experience (3-6 years)	Experience (7-11 years)
WordPress Full Stack Developer	$2500 - $3500	$3500 - $4500
Full Stack Developer	$3500 - $5500	$5500 - $7500
Full Stack Developer (Node / Laravel)	$2500 - $4000	$3500 - $6500
Java Full Stack Developer	$2300 - $3500	$3500 - $4300

Backend

Job Title	Experience (3-6 years)	Experience (7-11 years)
Back End	$2000 - $3500	$3500 - $5500
DevOps Engineer	$2000 - $3000	$3000 - $4500
NodeJS Developer	$3300 - $4500	$4000 - $5000
Elasticsearch Developer	$3300 - $4500	$5500 - $6500
Salesforce Developer	$3500 - $4500	$4500 - $5500
Python Developer	$2000 - $3500	$3500 - $5000
Ruby on Rails	$3500 - $4500	$4500 - $6500
PHP Developer	$3000 - $4000	$4000 - $6500
Java	$2000 - $4000	$4500 - $5500

Mobile App Developer

Job Title	Experience (3-6 years)	Experience (7-11 years)
Mobile App Developer	$3000 - $4000	$4000 - $5000
Android Developer	$2500 - $4000	$3500 - $5500
iOS Developer	$2000 - $4000	$4500 - $6500

Frontend

Job Title	Experience (3-6 years)	Experience (7-11 years)
Front End	$2000 - $3500	$3500 - $5500
Shopify Developer	$2500 - $3500	$3500 - $5500
Appian Developer	$2500 - $3500	$3500 - $5000
ReactJs Developer	$2500 - $3500	$3500 - $5500
AngularJs Developer	$2500 - $3500	$3500 - $5500
.NET	$2000 - $4000	$4500 - $6500
Unity Developer	$2500 - $4500	$4500 - $6500
Power BI	$2500 - $3500	$3500 - $5000

Data

Job Title	Experience (3-6 years)	Experience (7-11 years)
Data Engineer	$3000 - $4500	$4500 - $5500
Data Science	$6500 - $8000	$8000 - $10000
Data Analyst	$3500 - $5000	$5000 - $7500

Cloud

Job Title	Experience (3-6 years)	Experience (7-11 years)
Salesforce Marketing Cloud Developer	$2500 - $4000	$4500 - $6500
Cloud Engineer	$2500 - $3500	$3500 - $4500
MuleSoft Developer	$3500 - $5000	$4500 - $6500

Other

Job Title	Experience (3-6 years)	Experience (7-11 years)
Software Lead	$2000 - $3500	$3500 - $4500
Webmaster / Developer	$2200 - $2800	$2500 - $3800
Web Analytics	$3000 - $4500	$4500 - $6500
Flutter Developer	$3000 - $4500	$4500 - $6500
Agile Product Owner	$2000 - $3500	$3500 - $5500
Digital Admin Support	$3000 - $4500	$4500 - $5500
Datorama Expert	$3000 - $4500	$4500 - $6500
Salesforce Admin	$2500 - $3500	$3500 - $5000
BlockChain Developer	$2500 - $3500	$3500 - $4500
ML Engineer	$3000 - $4500	$4500 - $6500
QA (Automation)	$2500 - $3500	$3500 - $5500

About Uplers

Uplers is a global hiring platform that connects companies across the world with India's exceptional pool of tech and digital professionals. With the convenience of remote work or the option to relocate, Uplers simplifies the process of hiring full-time professionals. Uplers' deep vetting parameters include technical, English language assessment, behavioral, cross-cultural effectiveness, and global readiness.

ADVANCED INTEGRATED HIRING APPROACH

Vetting

We assess each candidate through a 5-step deep vetting process. Standardized industry-acknowledged assessment is included in the vetting, Behavioral & global readiness assessment

Matchmaking

We ensure perfect matchmaking by matching candidates with hiring requests from global companies. We facilitate interview scheduling, and selected candidates are offered long-term contracts.

Sourcing

We attract on an average 30K+ candidates monthly and have a social media followership of 1 Million

Screening

Efficiently screen profiles, assessing qualifications, experience, skills, and cultural fit to identify the most suitable candidates for the job.

Post-deployment

We handle agreements, payroll, and HR compliance, to facilitate smooth onboarding. Monthly feedback sessions with Talent success coaches and engagement activities foster a conducive long-term working environment for global teams.
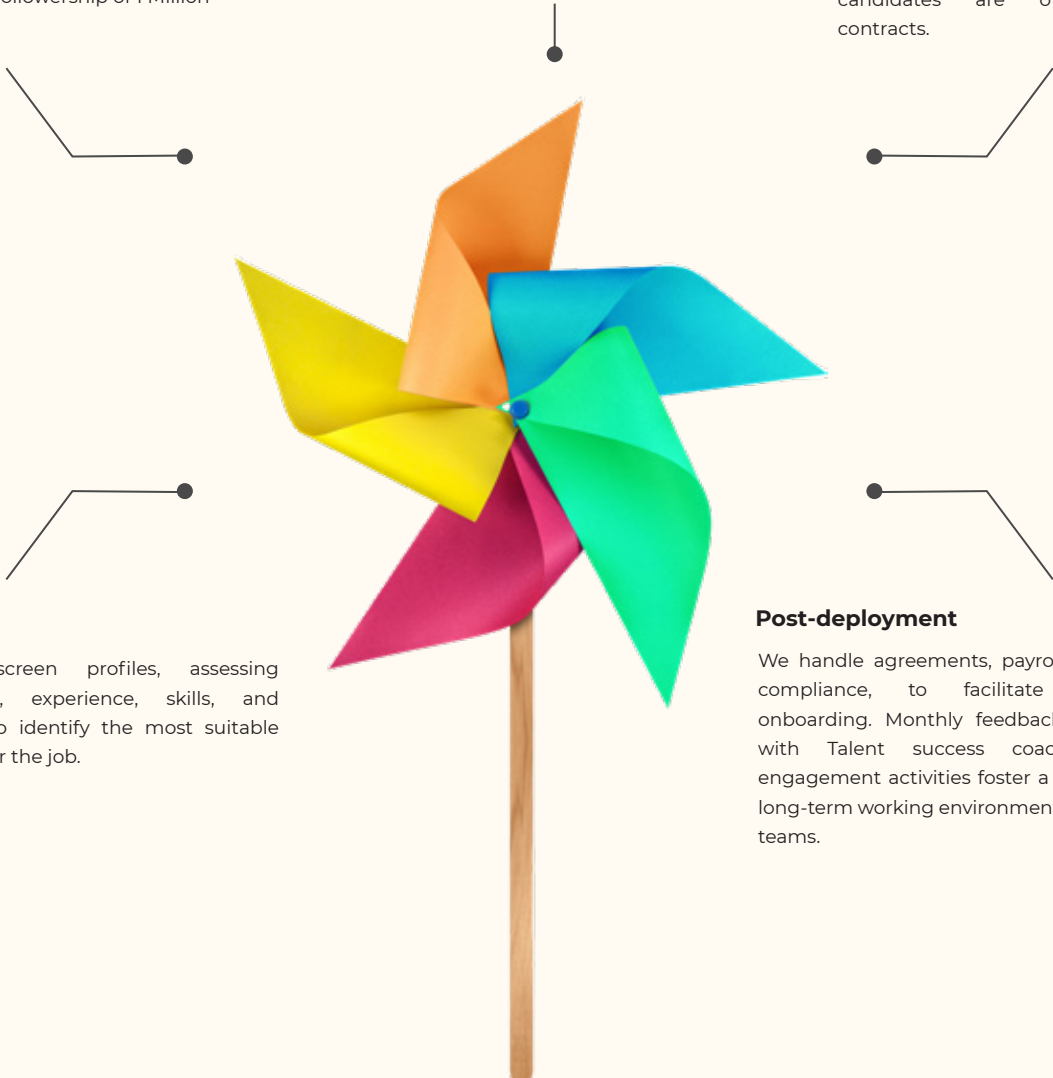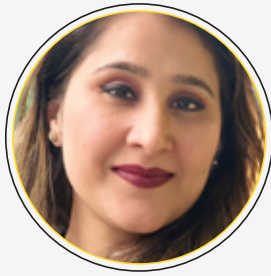
Tania Bhalla

Full Stack Developer | Experience: 8 Years

ABOUT ME

Skilled Technical Lead successful at marrying technology and business needs in order to meet changing demands and solve diverse problems. Excellent team player with coordination and interpersonal skills. Quick Learner with the ability to rapidly achieve organizational integration, assimilate job requirements.Prepared to leverage 7+ years of technical experience to take on a new role with long-term potential and room for professional growth.

SKILLSETS

JavaScript - 6 years   React Js - 7 years
HTML / CSS - 8 years   MySQL   TypeScript
FullStack - 6 years   Mongo DB   Node Js
GIT / SVN - 4 years   GitLab

VETTED SKILLS

Skill		Level
React Js		100%
JavaScript		96%
Node Js		100%
Redux		100%
TypeScript		92%
Angular		100%
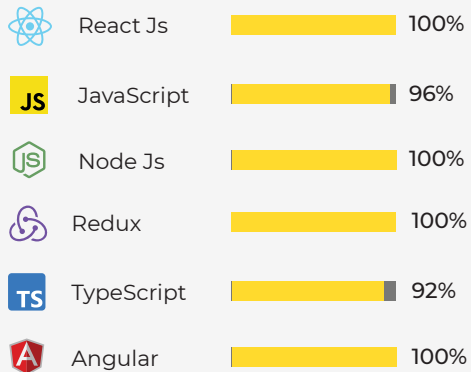
PROFESSIONAL SUMMARY

July 2015 - Nov 2018
3 yr 4 months

Software Developer
Mobile Programming
India PVT. LTD, Mohali

Dec 2018 - Sep 2019
10 months

React JS Developer
Spineor Web Services
PVT. LTD, Mohali

Sep 2019 - Sep 2021
2 yr

Sr.Full Stack Developer
Beesolver Technology
PVT. LTD, Mohali

Sep 2021 - Present
1 yr 10 months

Technical Lead
Mobile Programming
India PVT. LTD, Mohali

APPLICATIONS & TOOLS KNOWN

Git   Javascript   React   Node.js

AWS (Amazon Web Services)

Uplers can help you hire & manage the top talents from India

200,000+
Network

100+
Tech & Digital Skill Sets

Top 3.5%
Talents

2 Weeks
No-risk Trial

5-day
Fast Hiring Process

5+ Time
Zone Alignment

1 out of 3
Guaranteed Selection

Easy
Cancellations

Lifetime
30-day
Replacement

Book a discovery call today

uplers

Hire Top Indian Talent, Ready For Global Teams

in   X

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