

North India Hiring vs. South India Talent Availability

Understanding Why Selected Candidates Don't Convert
and How to Improve Joining Rates

Talent Conversion: From Selection to Joining

India | 26/08/2026

Prepared by **Build My Team**
An Asatkalpa Initiative



Aerospace Industry: Why Talent Competition Is Intensifying

India's aerospace & defence ecosystem is expanding rapidly — increasing demand for specialised engineering talent.



₹1.51
lakh crore

India's defence
production in FY25.



₹38,424
crore

defence exports in FY26,
up **62.7% YoY**.



16–18%

expected FY26 revenue
growth for private defence
companies, according
to **CRISIL**.



₹3
lakh crore

government target for
defence manufacturing
by FY29.



700

industrial licences
issued to **436 companies**
by March 2025, expanding
the private-sector
talent market.



Talent implication



More aerospace/defence companies → stronger competition → more specialised roles →

Candidates have alternatives.

India's hiring market remained strong through 2025–26.

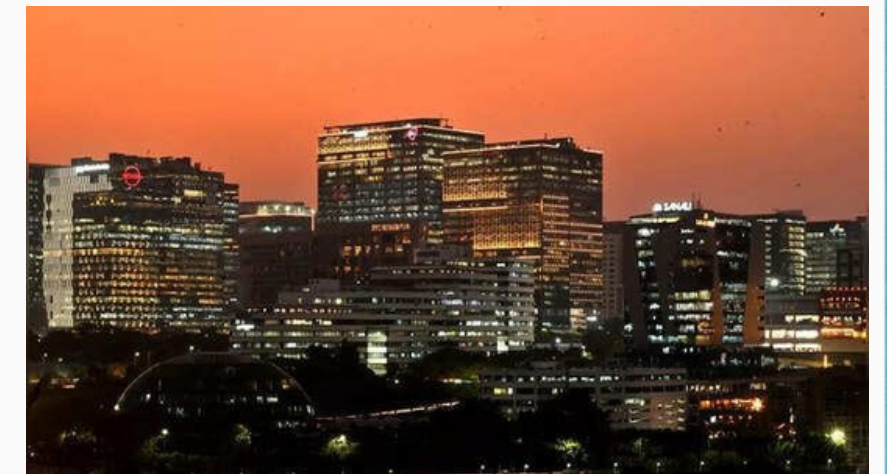
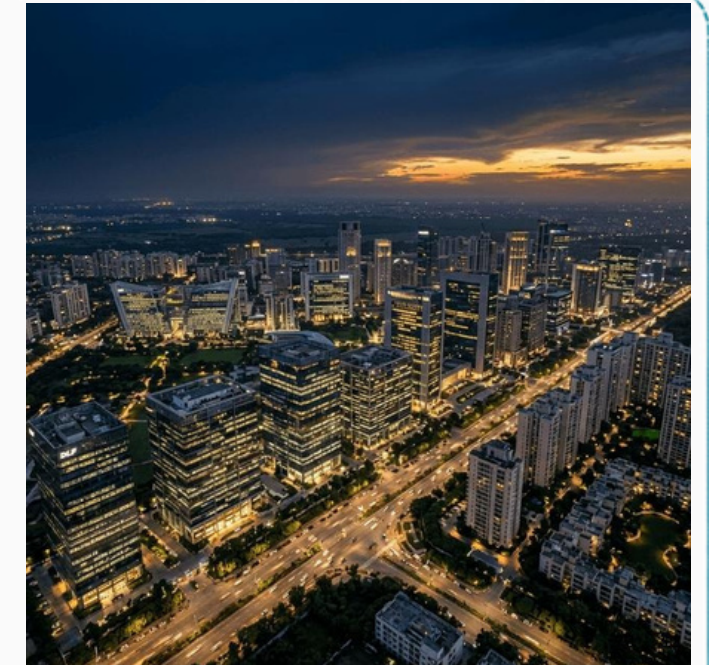
2025 hiring growth reported by BMT:

City	Hiring Growth
 Bengaluru	+23%
 Mumbai	+22%
 Hyderabad	+21%
 Ahmedabad	+21%
 Chennai	+18%



Implication for the client:

A candidate in Bengaluru or Hyderabad may already have several opportunities **without needing to relocate.**



72%
of candidates
were unwilling to
relocate for a job



According to a 2025 WorkIndia survey:

-  **72%** of surveyed candidates were **unwilling to relocate**.
-  **28%** were **willing to relocate**.
-  **80%** of surveyed employers were **open to non-local talent**.

The market mismatch



Employer:

“We can hire from anywhere.”



VS.



Candidate:

“Why should I move if I can find an opportunity here?”



This is the fundamental **geographic conversion challenge**.

Why North India Creates Additional Friction

The candidate isn't just changing jobs.
They may be changing:

- | | |
|--|---|
|  City |  Commute |
|  Home |  Lifestyle |
|  Social network |  Cost structure |
|  Family arrangement |  Professional ecosystem |



For a Bengaluru/Hyderabad/Chennai candidate:

New job + new city = higher switching risk

Whereas a local candidate may only experience:



New job = lower switching risk



Therefore, the same job offer does not have the same perceived value for every candidate.

Candidates are not comparing CTC alone.

They are comparing:



Key Insight:

The client must make the new opportunity clearly more valuable.

Location is one reason. It is not the whole problem.

LIKELY CONVERSION BARRIERS

FACTOR		EXPECTED IMPACT
	Relocation / Location	● Very High
	Compensation	● Very High
	Career Growth	● High
	Flexibility / Hybrid	● High
	Counteroffer	● High
	Competing Offer	● High
	Family / Spouse	● High
	Notice Period	● High
	Role Clarity	● Medium–High
	Employer Brand	● Medium
	Offer Delay	● Medium–High



 **IMPORTANT:**
These are hypotheses to validate against the client's own candidate data.

Relocation changes the candidate's economics.

EXAMPLE



BUT THE CANDIDATE MAY ALSO CONSIDER:

- | | |
|--|---|
|  Relocation costs |  Temporary accommodation |
|  Security deposit |  Family costs |
|  New rent |  Lifestyle adjustment |
|  Travel home | |



THEREFORE:

₹24 LPA in a new city may not feel like a 20% improvement.



IMPLICATION: The client should consider a **Relocation Premium**, not just a salary increase.

The candidate may accept the location if the transition is easier.



BMT's 2026 research indicates that hybrid work is now the operating baseline for **52%** of organisations.

BMT's mobility research also found **70%** of Indian employees ranked flexibility as a top priority in mobility experiences.

OPPORTUNITY FOR THE CLIENT

For selected South India candidates, consider:

**FIRST
30-60 DAYS**



Hybrid / transition arrangement



Relocation support



Temporary accommodation



Defined relocation timeline

THE PSYCHOLOGICAL SHIFT



FROM

'I have to move immediately.'



TO



TO

'I can transition into the role before fully relocating.'



KEY TAKEAWAY:

Making the transition easier reduces resistance, increases acceptance of location, and improves conversion.

A candidate will move for an opportunity that changes their career trajectory.

THE CLIENT SHOULD CLEARLY COMMUNICATE:

	What will I own?	Clarity on ownership and key deliverables.
	Who will I work with?	Strength of team and stakeholders.
	What authority will I have?	Decision-making power and scope.
	What will I learn?	New skills, exposure, and growth areas.
	Where can this role take me?	Internal growth path and next steps.
	What could my career look like in 2–3 years?	Future trajectory and potential outcomes.

FRAME THE OPPORTUNITY AROUND GROWTH, NOT JUST LOCATION.

INSTEAD OF SELLING:



“This is a good company.”

VS.

SELL:



“This role can materially change your career trajectory.”



KEY TAKEAWAY:

Career growth is a powerful reason to move.
Make the future bigger than the move.

Identify Location Risk Before Interviews



Do not discover relocation resistance after selection.

WHY IT MATTERS

Early identification saves time, avoids drop-offs, and improves conversion efficiency.



Selection

Candidate is shortlisted



Assess Location Risk

Identify relocation comfort early



Smarter Progression

Focus on candidates with higher conversion potential



ADD A MANDATORY SCREENING QUESTION

“

This role is based in North India.

How comfortable are you with relocating?” ”



CATEGORISE CANDIDATES



Actively willing

Comfortable with relocating



Open if opportunity is strong

May relocate for the right opportunity



Needs family discussion

Requires family alignment



Not willing

Unlikely to relocate



RESULT:

The recruitment team knows the conversion risk before investing further interview effort.

Introduce a Candidate

Pre-Close

Before the offer,
understand



Pre-close conversations help **reduce surprises**, strengthen the offer, and improve conversion rates.

01		MOTIVATION	> Why does the candidate want to leave?
02		COMPENSATION	> What are their expectations?
03		LOCATION	> What would make relocation difficult?
04		COMPETITION	> What other opportunities are they considering?
05		COUNTEROFFER	> What would their current employer need to offer?
06		DECISION	> Who else influences the decision?



The goal is **clarity, not persuasion**. Understanding these factors early helps you tailor the offer, address concerns, and significantly improve acceptance likelihood.

Build a Candidate Temperature Score.

Every selected candidate receives a conversion-risk score.

FACTOR			SCORE (OUT OF 10)
	01	Role Motivation	/10
	02	Compensation	/10
	03	Location	/10
	04	Career Opportunity	/10
	05	Company Interest	/10
	06	Competing Offer Risk	/10
	07	Counteroffer Risk	/10
	08	Joining Commitment	/10
 TOTAL POSSIBLE SCORE			/80

CANDIDATE STATUS



GREEN

High probability

Strong fit.
High likelihood
of conversion.





AMBER

Requires active
management

Moderate risk.
Needs focused
intervention.





RED

High joining risk

High risk.
Low likelihood
of conversion.





A consistent scoring model helps you prioritise efforts, **focus** on **high-potential candidates**, and **improve overall conversion rates**.

Create a Relocation Proposition.



INSTEAD OF:

“The job is in North India.”



POSITION IT AS:

“We will support your transition to North India.”



Make relocation support a key part of your offer — not an afterthought.



BASIC

Essential support for a smooth start



Travel reimbursement



Relocation guidance



Temporary accommodation



ENHANCED

Additional support for easier transition



Moving expenses



15–30 days accommodation



Housing assistance



LEADERSHIP

Comprehensive support for you and your family



Relocation allowance



Family support



Premium temporary accommodation



Schooling/relocation assistance



A strong relocation proposition **reduces friction, increases acceptance,** and **improves overall conversion.**

Create a “Why Move?” Candidate Pack

Every difficult-to-relocate candidate should receive a concise digital pack that **answers the right questions**.



MOST IMPORTANTLY:
“What makes this opportunity worth moving for?”



WHY THIS PACK MATTERS



Addresses the real concerns candidates have.



Builds trust and transparency early in the process.



Improves acceptance rates and reduces drop-offs.



INCLUDE THE FOLLOWING IN YOUR CANDIDATE PACK



Why this company?

Our mission, vision, impact, and what makes us unique.



Why this role?

Role purpose, key responsibilities, and expected impact.



Why North India?

Business presence, growth plans, and the role of this location.



Career growth

Learning opportunities, career path, and long-term trajectory.



Relocation support

What we offer to make your transition smooth and stress-free.



Where employees live

Popular localities, cost of living, and lifestyle insights.



Commute information

Typical commute times, transport options, and connectivity.



Work model

Hybrid/office expectations, flexibility, and ways we work.



Employee stories

Real stories from employees who have made a similar move.



**ONE CLEAR MESSAGE,
ZERO DOUBT.**

Help the candidate see the **opportunity**, not just the move.



Sell the Experience Through Employees.

Candidates trust people who have already made the move.



CREATE SHORT VIDEOS:



"I moved from Bengaluru to Gurgaon — here's why."



"What I wish I knew before relocating."



"My first 30 days after moving."



"Why I chose this opportunity."



This turns relocation from an abstract risk into a **real, manageable experience.**



Real stories. Real experiences.
Help candidates picture their future with you.



Relatable people.



Builds trust.



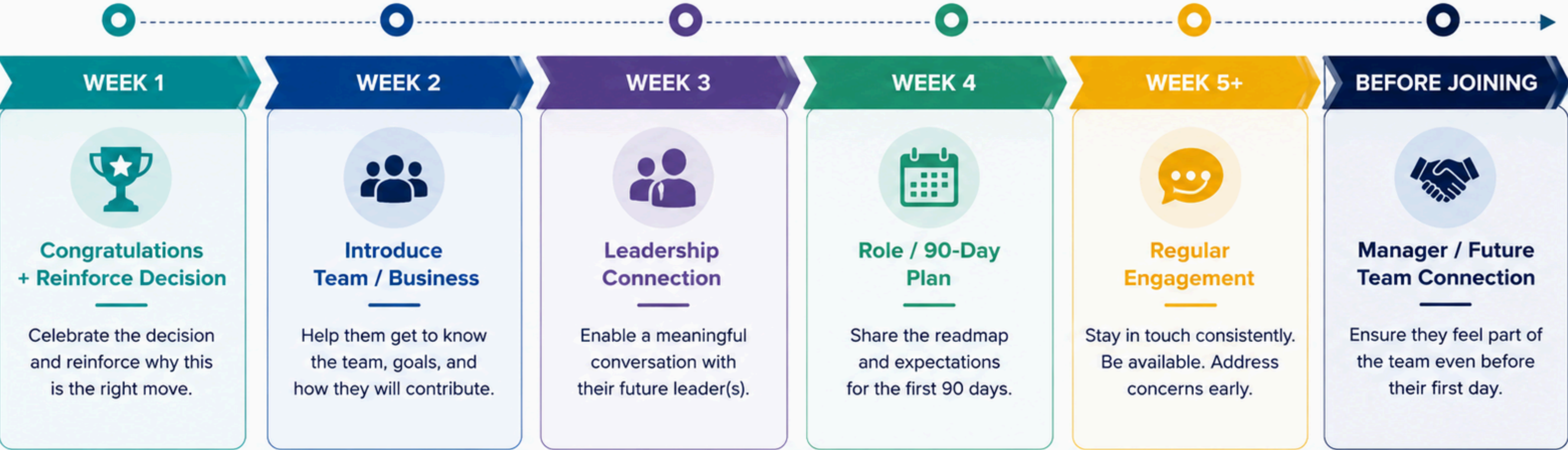
Drives acceptance.

Protect the Candidate During Notice Period.

The candidate is **most vulnerable** after resignation.



STAY CLOSE. STAY CONSISTENT.
A structured engagement plan keeps the candidate confident and committed.



**OBJECTIVE:**

Reduce counteroffers

Reduce second thoughts

Increase joining commitment

Relocation-Adjusted Conversion-Tracking.

Track the conversion journey by candidate origin to understand the real impact of location.



THE BIG QUESTION:
Is location actually driving our drop-offs?

 CANDIDATE ORIGIN	 SELECTED (%)	 ACCEPTED (%)	 JOINED (%)	 CONVERSION (JOINED / SELECTED %)
 North India	—	—	—	—
 West India	—	—	—	—
 Bengaluru	—	—	—	—
 Hyderabad	—	—	—	—
 Chennai	—	—	—	—
 Other South India	—	—	—	—

THIS DASHBOARD HELPS YOU:

- Identify where conversion drops are highest.
- Compare performance across locations.
- Focus your retention efforts where it matters most.
- Make data-driven decisions to improve outcomes.



Measure the journey. Understand the gaps. Improve the outcomes.

Is It Really “North vs South”?



The issue is less about geography and more about **opportunity ecosystems**.



South India has
strong talent hubs:

Bengaluru, Hyderabad,
Chennai



Candidates already
there have access to
multiple local opportunities.



**Moving North means
taking on**

job-change + city-change +
lifestyle-change.



North Indian candidates
may move South for the
same reason:

**better career opportunity
and ecosystem.**



KEY INSIGHT

Candidates move toward
opportunity density, not necessarily
toward a region.



Focus on creating and communicating **opportunity density**,
wherever the candidate is coming from.



Why Talent Stays in South India.



What makes candidates
reluctant to move North?



CAREER ECOSYSTEM

- More companies and specialized roles
- Strong technology, GCC, startup & product ecosystem
- Greater future job optionality



PERSONAL ECOSYSTEM

- Existing professional network
- Friends/family and established lifestyle
- Existing housing and local familiarity



WORK & LIFESTYLE

- Hybrid/flexible opportunities
- Perceived quality-of-life advantages
- Lower psychological cost of staying



BOTTOM LINE:

The candidate isn't comparing one job with another — they are comparing **one ecosystem** with another.

Why North Indians Move South.



Talent migration is two-way.

North Indian talent also moves South when the opportunity premium is strong.

DRIVER		WHY IT MATTERS	
	Career Growth	>	Access to larger / specialised roles
	Compensation	>	Higher earning potential
	Industry Ecosystem	>	Tech, GCC, SaaS, startups, R&D
	Employer Brand	>	Global companies & stronger CV value
	Lifestyle	>	City-level preferences
	Future Opportunity	>	More opportunities after the next move



KEY INSIGHT:



People will relocate when the career upside outweighs the cost of moving.



South → North **vs** North → South

SOUTH → NORTH



Requires leaving an **established ecosystem**



May have **fewer local alternatives**



Higher **relocation friction**



Needs stronger **compensation EVP**



Family & lifestyle considerations

NORTH → SOUTH



Often entering a **stronger career ecosystem**



Multiple **future opportunities**



Opportunity can **justify relocation**



Career ecosystem itself is a **motivator**



Career + lifestyle can **attract**



THEREFORE:

The relocation proposition **cannot be identical** in both directions.

Talent Mobility & Conversion.

The challenge is not simply “North vs South” — It is opportunity vs. relocation friction.

 Metric / Insight	 What it means
72% candidates unwilling to relocate*	Location is a major conversion barrier
28% willing to relocate*	Non-local talent requires stronger EVP
80% employers open to non-local talent*	Employer demand is broader than candidate mobility
Bengaluru +23%	South India remains a strong talent magnet
Hyderabad +21%	Growth continues beyond one city
52% organizations using hybrid as baseline	Flexibility can offset location friction



Why candidates stay South

Career density + local opportunities + networks + lifestyle + lower switching cost



Why North Indians move South

Better roles + compensation + GCC/tech ecosystem + career growth



Client implication

To convert South-based talent, the opportunity premium must outweigh the relocation premium.



Win the move by making the **opportunity bigger than the friction.**

Thank You

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