



STRATEGIC PARTNER

**Karnataka Digital**  
Economy Mission



# SILICON BEACH SKILLS

TALENT LANDSCAPE OF UDUPI & MANGALURU CLUSTER  
SEPTEMBER 2025

KNOWLEDGE PARTNER

**Xpheno**



## Karnataka Digital Economy Mission (KDEM) Transforming Karnataka's Digital Landscape

The Karnataka Digital Economy Mission (KDEM) is a public-private partnership structured as a Section 8 not-for-profit company. With a unique ownership model (51% industry associations, 49% Government of Karnataka), KDEM operates "by the industry – for the industry" while maintaining government alignment. The board combines senior industry leaders with government officials, including all additional chief secretaries, creating a balanced leadership structure that ensures both market relevance and policy alignment.

KDEM focuses on five strategic areas: IT/ITeS and Global Capability Centres (GCCs); Innovation and Startups; Electronic System Design and Manufacturing (ESDM); Talent Accelerator; and the Beyond Bengaluru. The flagship "Beyond Bengaluru" initiative aims to decentralize tech growth by developing clusters in Mysuru, Mangaluru, Hubballi-Dharwad-Belagavi, and Kalaburagi, reducing concentration in Bengaluru and promoting balanced regional development.

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# Foreword



**B. V. Naidu**  
Chairman  
Karnataka Digital Economy Mission  
(KDEM)

**Silicon Beach is where the promise of Karnataka's digital economy meets its coastal strength.**

By channeling talent and fostering collaboration between industry, academia, and government, Silicon Beach has the potential to attract world-class investments, create future-ready jobs, and accelerate inclusive growth for the state and the nation. This report is both a recognition of what has been achieved and an invitation for stakeholders to partner in shaping the next chapter of Karnataka's growth story.

The Silicon Beach Skills Report highlights the transformation of Udupi-Mangaluru into a vibrant hub of talent, innovation, and enterprise. With its deep-rooted academic ecosystem, entrepreneurial energy, and global connectivity, this region is rapidly emerging as a cornerstone of Karnataka's Beyond Bengaluru vision



**Sanjeev Kumar Gupta**  
CEO  
Karnataka Digital Economy Mission  
(KDEM)

**Silicon Beach is where Karnataka's next wave of global talent and innovation will rise.**

The Silicon Beach Skills Report celebrates the rise of Udupi-Mangaluru as a hub of talent, enterprise, and innovation. With world-class institutions, strong connectivity, and a thriving base of technology companies and startups, the region exemplifies Karnataka's vision of Beyond Bengaluru.

By harnessing this talent pool, we can power new industries, attract global investment, and position Silicon Beach as a growth engine for the state and the nation. This report is both a testament to the region's strengths and a call to action for all stakeholders to build the future together.

# Executive Summary



**Kamal Karanth**  
Co-founder  
Xpheno Private Limited  
(Knowledge Partner)

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## Silicon Beach Talent Triangle – The Recruiter’s POV

Karnataka is well set to emerge as the **only Indian state with a time-tested Silicon Valley and a flourishing Silicon Beach**. The State, now emerging as the GCC Capital of India, is a Global Talent Hub for both Tech & Non-Tech functions alike. After the GCCs, the Silicon Beach now holds the potential to be the next jewel in the crown for Karnataka.

As much as the Silicon Beach initiative focuses on the 300Km coastal stretch, the **Recruiter’s POV for sourcing and developing manpower is a Talent Triangle** with the coast as its base. From the South of Mangaluru to the North of Karwar and up to the East of Hosadurga, the Talent Triangle stretches nearly 300Kms on all sides. The Talent Triangle is based on observed 2-way talent movements in and out of the region. It hence recognizes active adjacent talent spots from across the Kerala border, covering Kasargode and upto Kannur to the South of Mangaluru.

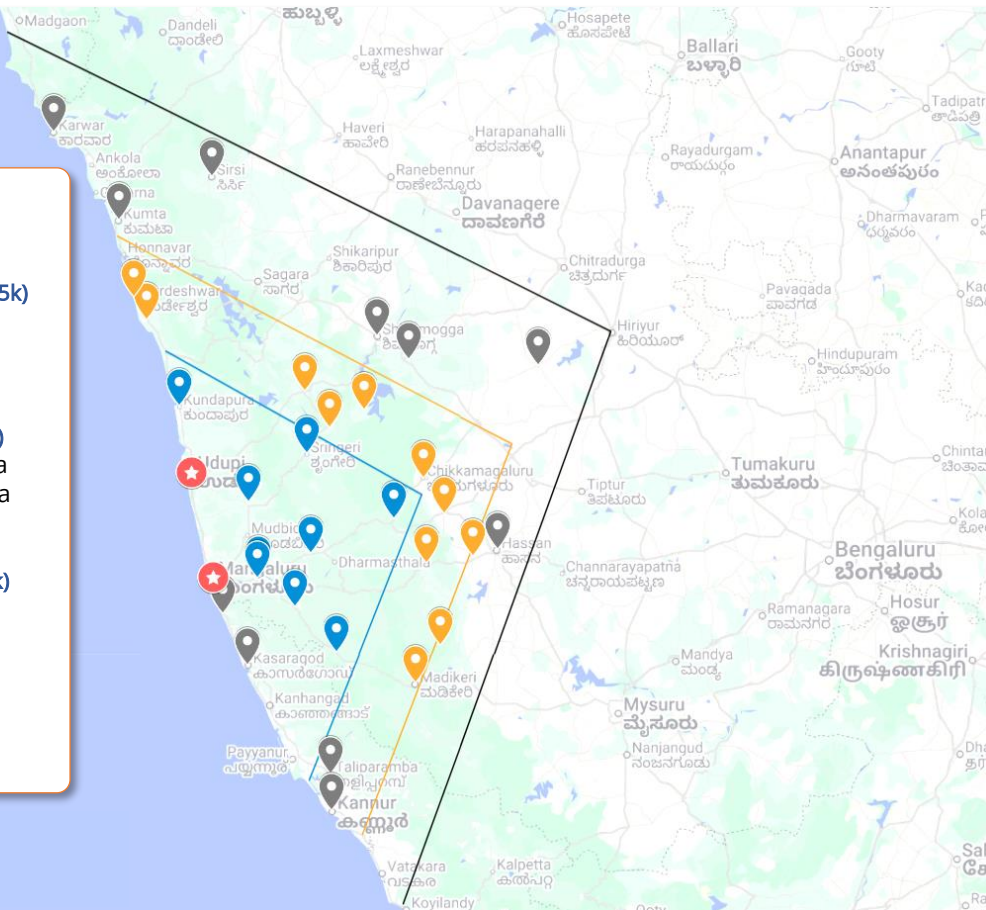
### Friction in the Funnel

The Karnataka Zones of the Talent Triangle has a **total potential talent pool of 310K**, with **240K in the accessible active talent pool**. The largest challenge for recruiters is the limited local supply of experienced talent pool. **Only 90K out of the 240K hold the minimum work experience of 1 Year and above**. The remaining 150K is a mix of freshers and entry level talent, and majority of them move out of the region to start a career. **Arresting this exodus of young talent, is key to Silicon Beach’s success as the next hub to host and build more Domestic & Global Enterprises.**

# SILICON BEACH TALENT TRIANGLE

THE RECRUITER'S POV

- ★ **Hotspots (Total: 180k | 1+ YoE: 65.5k)**  
Mangaluru | Udupi
- 📍 **Talent Triangle Zone 1 (Total: 18.5k | 1+ YoE: 6.5k)**  
Bantval | Beltangadi | Dakshina Kannada  
Karkala | Kundapura | Mudigere | Puttur  
Sringeri | Sulya
- 📍 **Talent Triangle Zone 2 (Total: 28k | 1+ YoE: 12k)**  
Alur | Belur | Bhatkal | Chikmagalur | Koppa  
Madikeri | Murdeshwar | Narasimharajapura  
Sakleshpur | Somvarpet | Tirthahalli
- 📍 **Talent Triangle Zone 3 (Total: 13.5k | 1+ YoE: 6k)**  
Bhadravati | Hassan | Hosadurga | Karwar  
Kumta | Shivamogga | Sirsi
- Zone 3 – Extension (Total: 37k | 1+ YoE: 8.8k)**  
Kerala: Kannur | Kasargode | Manjeshwar  
Taliparamba



# Udupi & Mangaluru

## Regional Talent Landscape

1. Active White-collar Talent Snapshot

2. Experience Bucketing

3. Talent by Locations

4. Talent by Top Industries

5. Talent by Qualification & Education Streams

6. Top Institutions

7. Talent by Top Functions

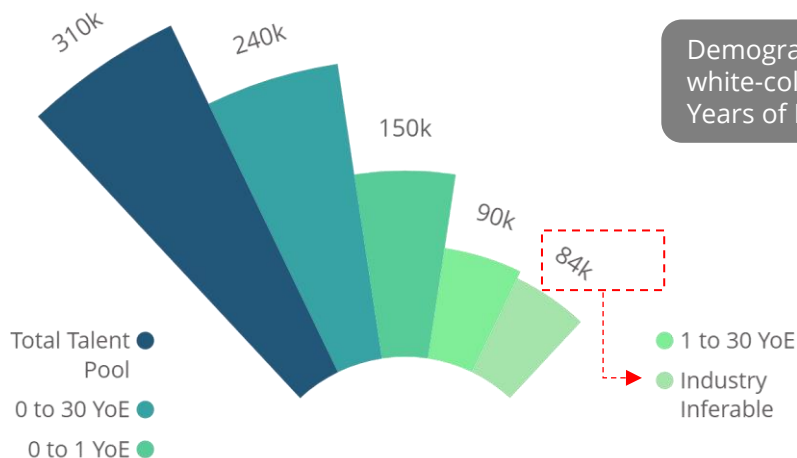
8. Talent by Top Skill Groups

9. Top 3 Skill Groups Deep Dive

10. Top Employers

# ACTIVE WHITE-COLLAR TALENT SNAPSHOT

## HUMAN CAPITAL SUMMARY OF THE SILICON BEACH TALENT TRIANGLE

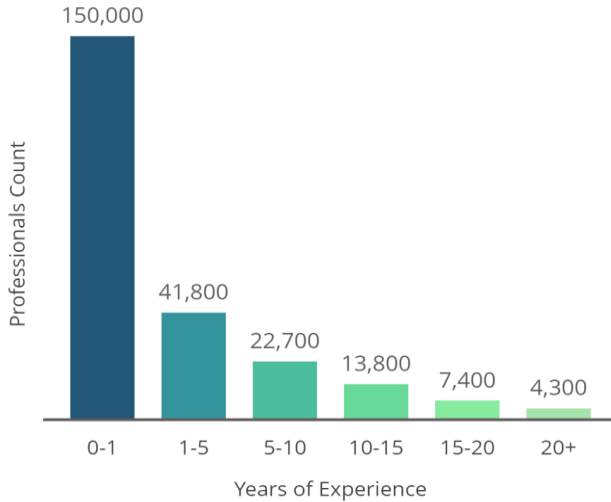


Note: Does not include Kerala Zone of Talent Triangle.

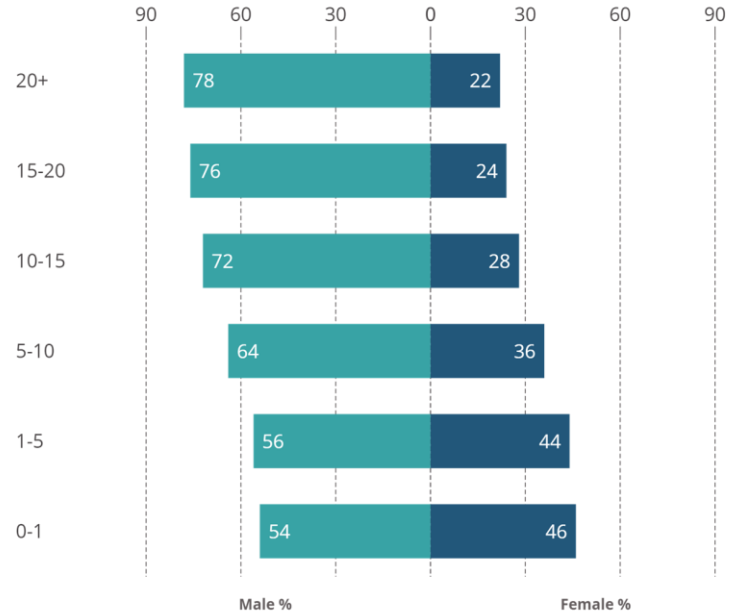
The Talent Triangle (excluding the Kerala zone) has a total talent pool of over 310K, with 240K in the accessible active talent pool for recruitment. This active accessible talent pool is split as 150k (63%) freshers & entry-level talent and remaining 90k (37%) with minimum work experience of 1 year and above. This limited supply of experienced local talent with required minimum experience is a challenge to tackle in the recruitment process.

# REGIONAL TALENT BY EXPERIENCE BUCKETS

## EXPERIENCE & GENDER DISTRIBUTION OF ACCESSIBLE WHITE-COLLAR TALENT



Note: Talent Pool with 0 to 30 Years of Experience.  
Does not include Kerala Zone of Talent Triangle.

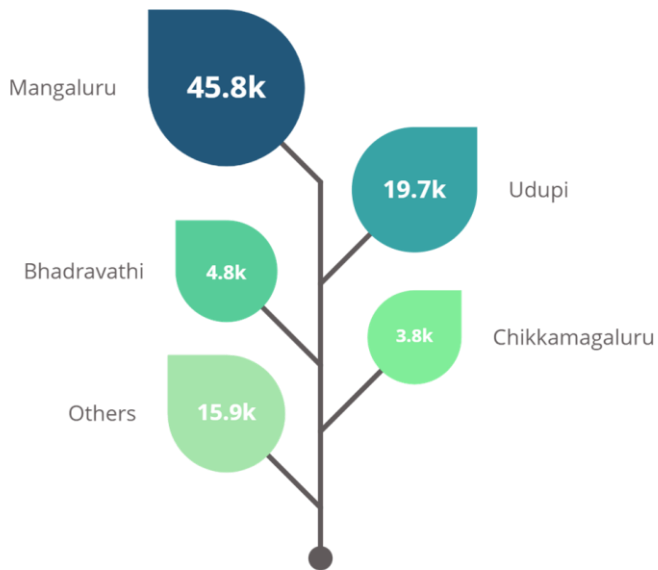


The notable drop in talent volume with increasing years of experience is an indicator of talent outflow from the region as they gain experience. Retaining senior and top talent in the region will require interventions to enhance desirability and availability of senior-level opportunities.

Desirability among talent is driven by a combination of enhanced brands, roles, industry, remuneration and people & peer groups available in the region.

# REGIONAL TALENT BY TOP LOCATIONS

## TOP LOCATIONS BY ACCESSIBLE EXPERIENCED WHITE-COLLAR TALENT



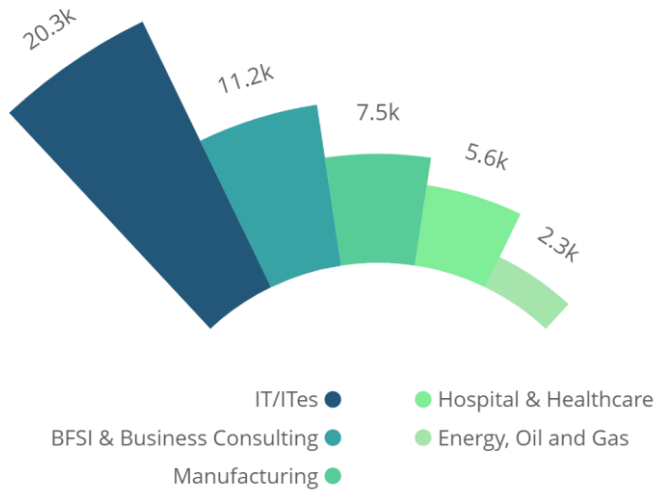
Mangaluru & Udupi are clearly the hotspots for talent with nearly 3/4<sup>th</sup> of the active experienced white-collar talent pool operating in these locations.

The Top 2 locations also are way ahead of other locations on talent volume. Development of more action centers in the region will enhance talent retention.

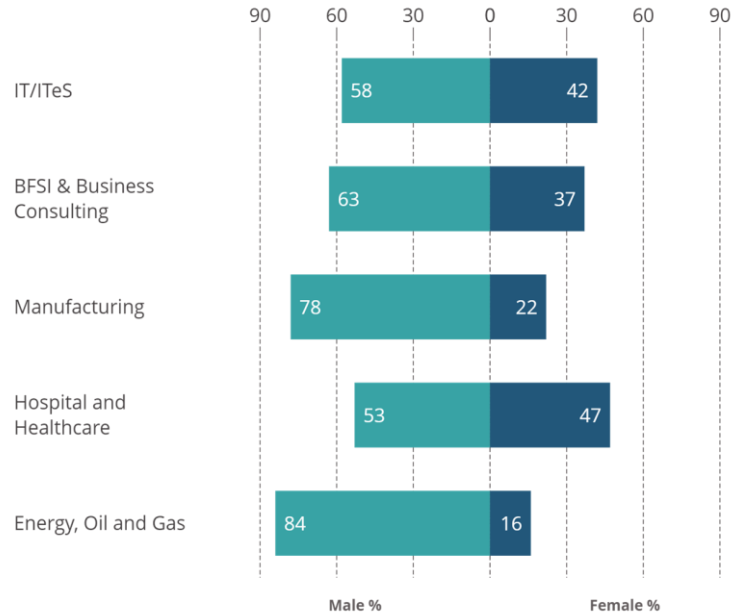
*Note: Talent Pool with 1+ Years of Experience.  
Does not include Kerala Zone of Talent Triangle.*

# REGIONAL TALENT BY TOP INDUSTRIES

## TOP INDUSTRIES BY ACCESSIBLE EXPERIENCED WHITE-COLLAR TALENT

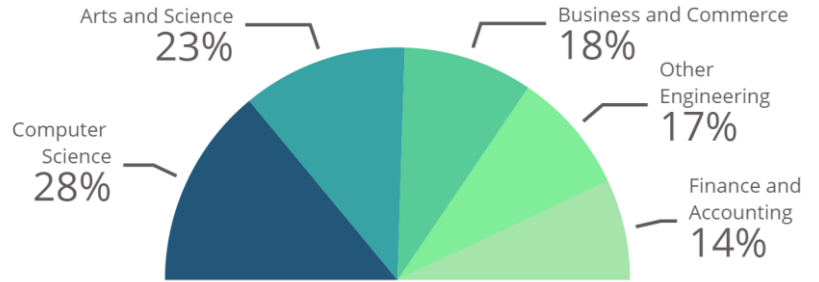
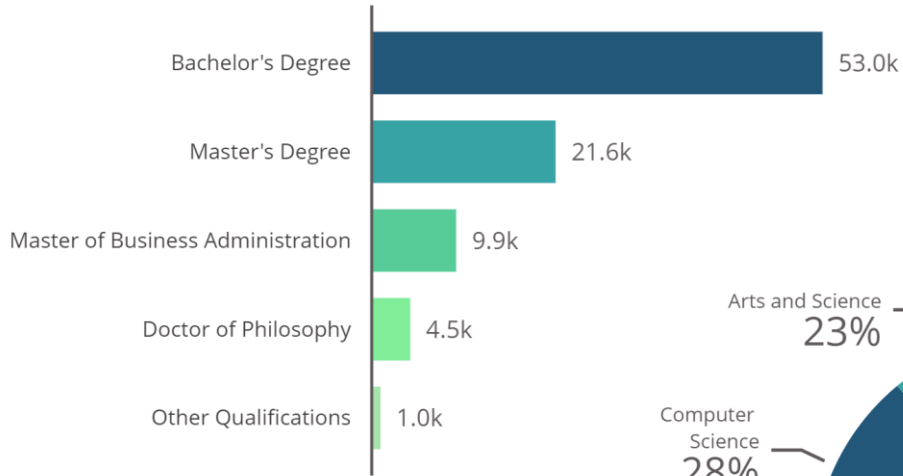


Note: Talent Pool with 1+ Years of Experience.  
Does not include Kerala Zone of Talent Triangle.



Talent distribution in the region is heavily concentrated in distribution among a small cohort of industry sectors. The Top IT sector collective hosts over 22% of the active experienced talent, followed by the BFSI sector at 13%.

The Top 5 sectors collectively host over 52% of the total experienced talent pool in the region. Creation of more avenues across other sectors and increasing the slice of the existing ones in the Top 5 would enhance talent retention.



*Note: Talent Pool with 1+ Years of Experience.  
Does not include Kerala Zone of Talent Triangle.*

The qualification mix of the active experienced talent pool is comparable to the mix of other talent hotspots across the country.

This well-balanced mix of education streams provides a highly potent talent pool that can be engaged across enterprise functions.

# TOP INSTITUTIONS AMONG ACTIVE TALENT



**MANGALORE  
UNIVERSITY**



**ST. ALOYSIUS**



**VISVESVARAYA  
TECHNOLOGICAL  
UNIVERSITY**



**MANIPAL INSTITUTE OF  
TECHNOLOGY**



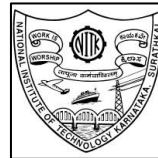
**MANIPAL ACADEMY OF  
HIGHER EDUCATION**



**NMAM INSTITUTE OF  
TECHNOLOGY**



**SAHYADRI COLLEGE OF  
ENGINEERING &  
MANAGEMENT**



**NATIONAL INSTITUTE OF  
TECHNOLOGY  
SURATHKAL**



**ST JOSEPH ENGINEERING  
COLLEGE, MANGALURU**

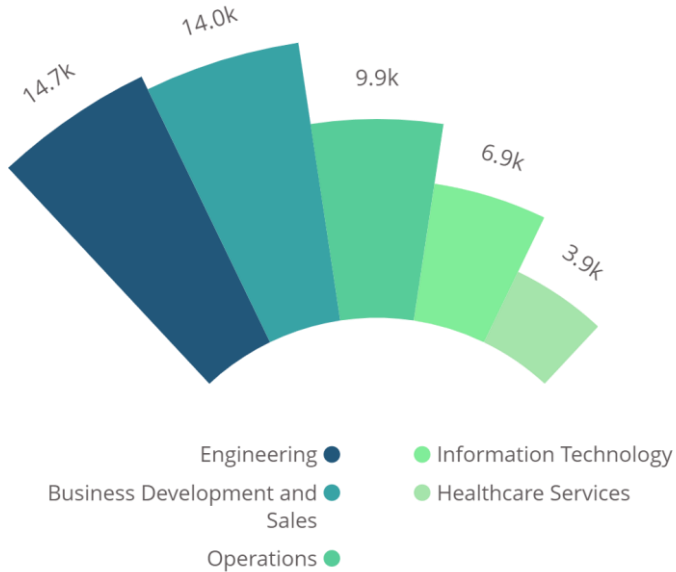


**SRINIVAS INSTITUTE OF  
TECHNOLOGY,  
MANGALURU**

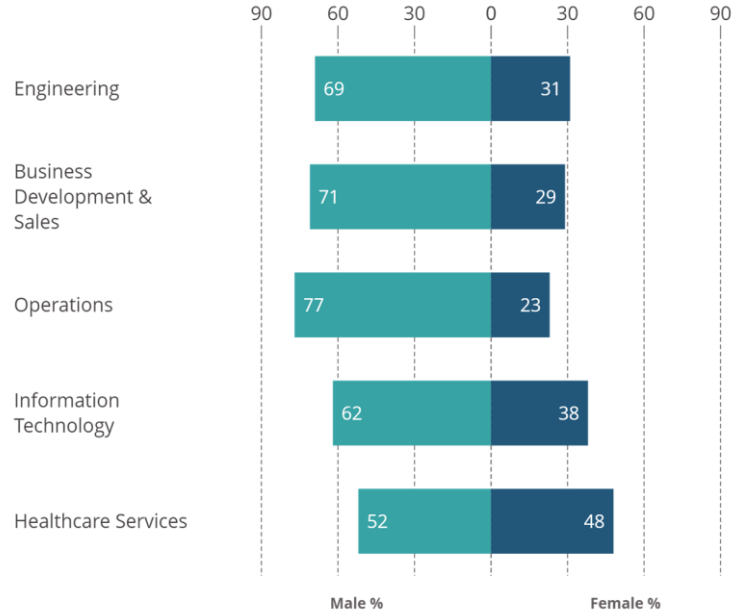
*Note: Talent Pool with 1+ Years of Experience.  
Does not include Kerala Zone of Talent Triangle.*

# REGIONAL TALENT BY ENTERPRISE FUNCTIONS

## TOP ENTERPRISE FUNCTIONS BY ACCESSIBLE EXPERIENCED TALENT VOLUME



*Note: Talent Pool with 1+ Years of Experience.  
Does not include Kerala Zone of Talent Triangle.*



The region hosts a strong pool of Engineering & IT talent, collectively accounting for 28% of the active experience talent pool. This volume can be higher when talent retention strategies are deployed in the region.

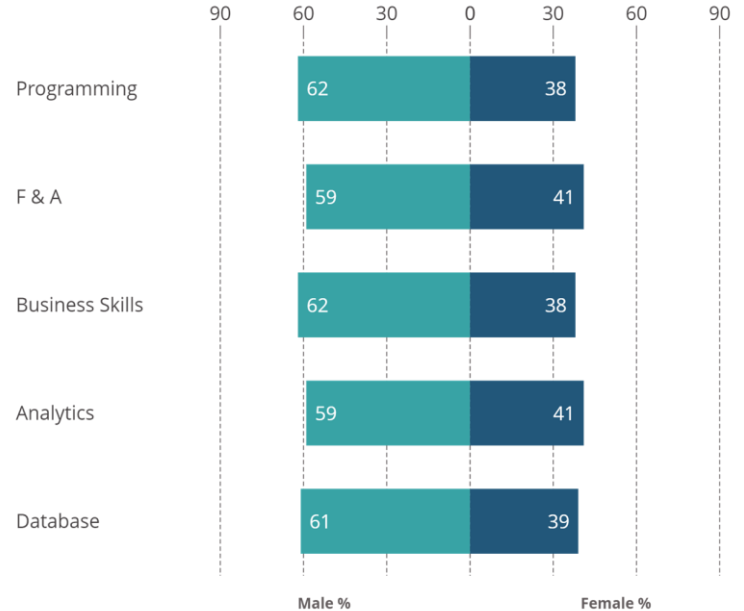
The sector wise gender mix does have potential to create more space for women professionals. Improving diversity mix will increase desirability among talent to stay invested in the region.

# REGIONAL TALENT BY SKILL GROUPS

## TOP SKILL GROUPS BY ACCESSIBLE EXPERIENCED TALENT VOLUME

| TOP 5 SKILL GROUPS   | PROFESSIONALS |
|----------------------|---------------|
| Programming          | 20300         |
| Finance & Accounting | 14700         |
| Business Skills      | 18200         |
| Analytics            | 12300         |
| Database             | 10500         |

*Note: Talent Pool with 1+ Years of Experience.  
Does not include Kerala Zone of Talent Triangle.*



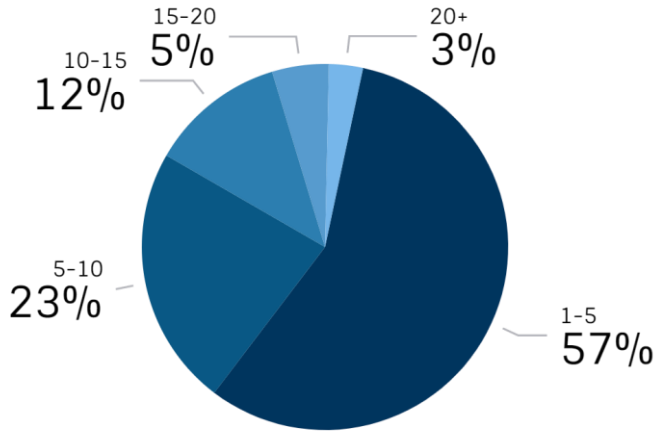
The Top 5 Skill groups are in-line with the functional mix of the talent pool. Programming & Database related skill groups dominate the mix.

The active experienced talent pool has talent holding skills and experience across more than 1 skill group.

# PROGRAMMING SKILL GROUP

DEEP DIVE OF NO.1 SKILL GROUP IN THE REGION

## SPLIT BY YEARS OF EXPERIENCE



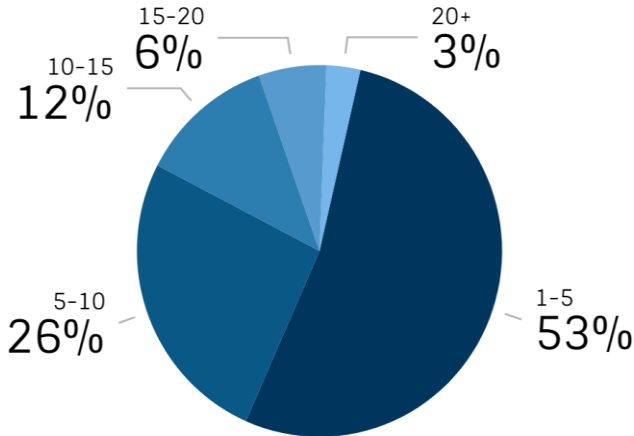
Note: Talent Pool with 1+ Years of Experience.  
Does not include Kerala Zone of Talent Triangle.

|                 |   |               |             |
|-----------------|---|---------------|-------------|
| Professionals   | 20300   |               |             |
| Gender Mix      | Male<br>62%   | Female<br>38% |             |
| 1 Year Growth % | 15%<br>Growth in talent volume in 1 Year              |               |             |
| Talent Churn    | 18%<br>Talent with one or more job switches in 1 Year |               |             |
| Median Tenure   | 1.1 Year  |               |             |
| Top 3 Locations | Mangaluru   | Udupi         | Bhadravathi |

# FINANCE & ACCOUNTING SKILL GROUP

DEEP DIVE OF NO.2 SKILL GROUP IN THE REGION

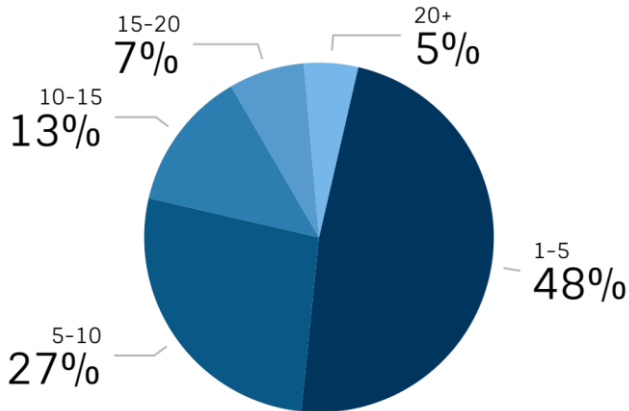
## SPLIT BY YEARS OF EXPERIENCE



Note: Talent Pool with 1+ Years of Experience.  
Does not include Kerala Zone of Talent Triangle.

|                 |   |            |             |
|-----------------|---|------------|-------------|
| Professionals   | 14700   |            |             |
| Gender Mix      | Male 59%  | Female 41% |             |
| 1 Year Growth % | 23%<br>Growth in talent volume in 1 Year              |            |             |
| Talent Churn    | 15%<br>Talent with one or more job switches in 1 Year |            |             |
| Median Tenure   | 1.3 Year  |            |             |
| Top 3 Locations | Mangaluru   | Udupi      | Bhadravathi |

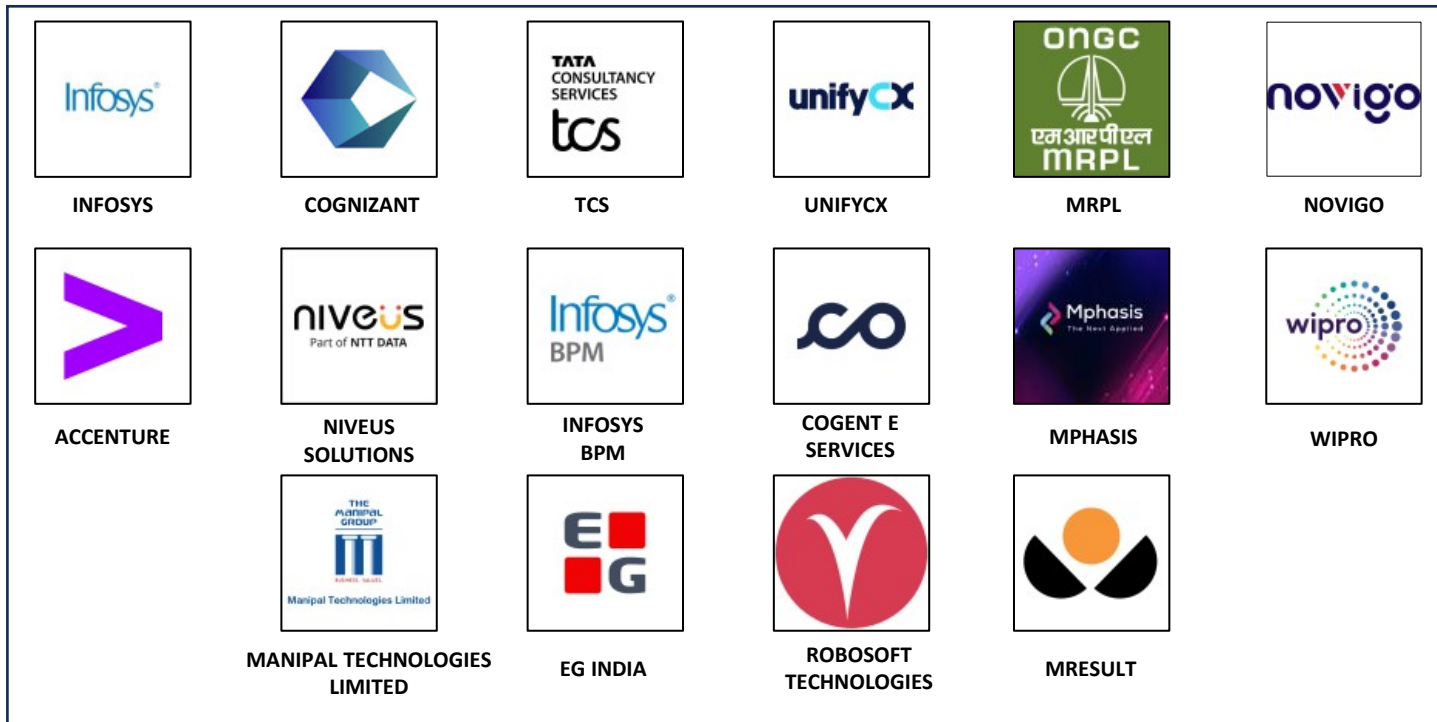
### SPLIT BY YEARS OF EXPERIENCE



Note: Talent Pool with 1+ Years of Experience.  
Does not include Kerala Zone of Talent Triangle.

|                        |   |                      |
|------------------------|---|----------------------|
| <b>Professionals</b>   | 18200   |                      |
| <b>Gender Mix</b>      | Male<br>62%   | Female<br>38%        |
| <b>1 Year Growth %</b> | 24%<br>Growth in talent volume in 1 Year              |                      |
| <b>Talent Churn</b>    | 18%<br>Talent with one or more job switches in 1 Year |                      |
| <b>Median Tenure</b>   | 1.2 Year  |                      |
| <b>Top 3 Locations</b> | Mangaluru   | Udupi<br>Bhadravathi |

# TOP EMPLOYERS BY ACCESSIBLE TALENT VOLUME



Note: Talent Pool with 1+ Years of Experience.  
Does not include Kerala Zone of Talent Triangle.

# Talent at the Doorstep – Jobseekers Landscape

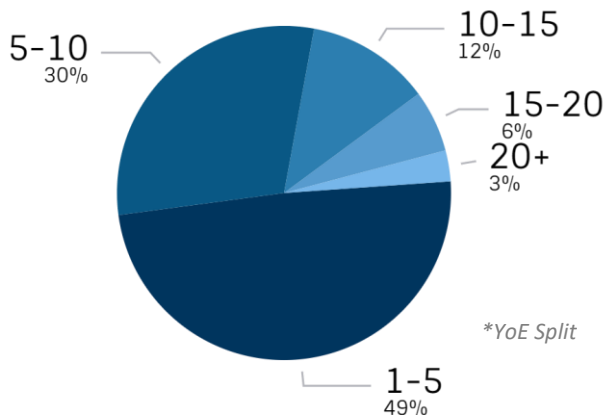
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## Outbound vs Inbound job-seeking activity in the region

# ACTIVE OUTBOUND JOBSEEKERS FROM THE REGION

FROM SILICON BEACH LOCATION TO OTHER LOCATIONS

## Outbound Talent – 36,400



\*YoE Split

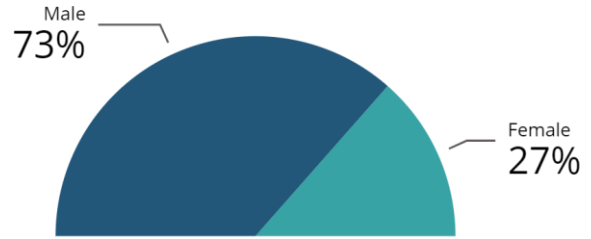
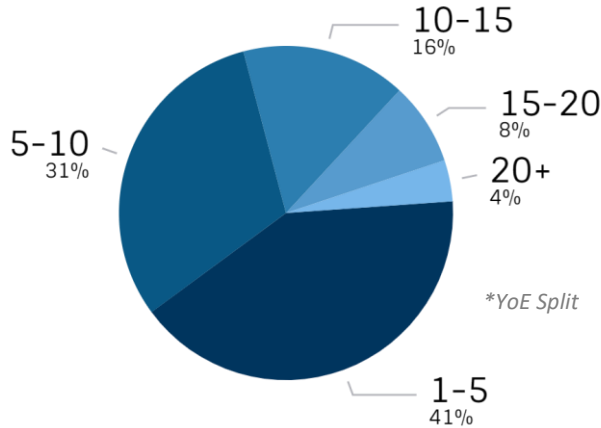
|    | OUTBOUND TALENT MIX FROM TOP LOCATIONS | OUTBOUND TALENT MIX FROM TOP INDUSTRIES | OUTBOUND TALENT MIX FROM TOP FUNCTIONS       |
|----|--|---|--|
| 1. | Mangaluru – 65%                        | IT Services and Consulting – 15%        | Finance & Accounting – 7%                    |
| 2. | Udupi – 16%                            | BFSI – 7%                               | Engineering-Software & QA – 5%               |
| 3. | Chikkamagaluru – 3%                    | Accounting/Auditing – 5%                | Customer Success, Services & Operations – 2% |

Note: Talent Pool with 1+ Years of Experience.  
Does not include Kerala Zone of Talent Triangle.

# ACTIVE INBOUND JOBSEEKERS TO THE REGION

FROM OTHER LOCATIONS IN INDIA TO SILICON BEACH LOCATIONS

## Inbound Talent – 23,200



|    | INBOUND TALENT MIX FROM TOP LOCATIONS | INBOUND TALENT MIX BY TOP INDUSTRIES | INBOUND TALENT MIX BY TOP FUNCTIONS          |
|----|---------------------------------------|--------------------------------------|--|
| 1. | Bengaluru – 66%                       | IT Services and Consulting – 24%     | Engineering-Software & QA – 10%              |
| 2. | Mumbai – 3%                           | BFSI – 6%                            | Finance & Accounting – 5%                    |
| 3. | Chennai – 3%                          | Software Product – 4%                | Production, Manufacturing & Engineering – 2% |

Note: Talent Pool with 1+ Years of Experience.  
Does not include Kerala Zone of Talent Triangle.

“

The Silicon Beach of India is at a pivotal stage in its journey, transitioning from a talent hub into a true technology hub.

The insights from the Silicon Beach Skills Report reaffirm why Mangaluru is emerging as the GCC destination. This transformation is being driven not only by infrastructure, but also by a unique blend of policy vision, industry collaboration, and the skilled talent this region has consistently nurtured.

What makes this moment truly special is the spirit of HomeComing. Skilled professionals with roots in this region are returning, not just to seek opportunities, but to create them. Alongside the strength of local talent, this returning wave of experience and ambition is shaping a future where innovation thrives and opportunities multiply.

The future being built here is powered by talent both local and HomeComing and it is a future that belongs to all of us.

### **Rohith Bhat**

Founder - wrkwrk | 99Games | Robosoft  
Lead Anchor - Mangaluru Cluster, KDEM



“

The Silicon Beach Skills Report reaffirms Karnataka's stronghold in the global talent ecosystem. As a Talent Leader, we are dedicated to nurturing this momentum, positioning Mangalore as a premier destination for GCCs, and fostering an environment where innovation, skill, and opportunity converge to drive sustainable growth and global competitiveness.

### **Subha Mahata**

VP, Talent Accelerator  
KDEM



# Silicon Beach Skills

## Talent Landscape of Udupi & Mangaluru Cluster

September 2025

### For Business Enquiries:



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**Xpheno** is a specialist talent solutions firm focused on enabling talent access for Greenfield GCCs in India. Xpheno offers CXO & Leadership Hiring, Specialist Talent Hiring and Specialist Talent Staffing for GCCs.

**Xpheno's proprietary Skill\_Speed\_Scale\_Price framework for Talent Solutions**, has played a vital role in the success of over 40+ Greenfield GCCs set up in India over the last 2 years.

As the Knowledge Partner for this report, Xpheno is proud to join hands with KDEM and the Government of Karnataka to make the rich and diverse talent pool of "Silicon Beach" visible to Global Capability Centers (GCCs) across the world.

## **Xpheno**

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