

# A Study on Role of HR Analytics in Recruitment at Ultratech Cement Limited, Tadipatri

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**Abstract:** HR Analytics in Recruitment aims to examine how HR analytics supports and improves the recruitment process within an organization. HR analytics involves the systematic collection, analysis, and interpretation of employee-related data to assist human resource managers in making informed and effective recruitment decisions. It helps organizations identify suitable candidates, improve hiring efficiency, and align recruitment practices with organizational goals. The study is based on secondary data collected from company reports, journals, articles, and official websites. Analytical tools such as Excel and Power BI along with techniques like regression analysis, charts, and graphs were used to analyse recruitment trends and patterns. The findings indicate that HR analytics plays an important role in improving recruitment effectiveness, identifying suitable recruitment sources, and supporting workforce planning. It also helps organizations enhance transparency in hiring decisions and improve the overall recruitment strategy. The study concludes that the use of HR analytics enables organizations to adopt data-driven recruitment practices, which contribute to better talent acquisition and long-term organizational growth.

Keywords: HR analytics, Recruitment, Regression Analysis, Forecasting, E-recruitment

## INTRODUCTION:

Human Resource Analytics (HR Analytics) is the process of collecting, examining, and interpreting employee-related data to support effective decision-making within an organization. It helps organizations understand workforce behaviour, improve human resource practices, and align HR strategies with overall business goals. By using data analysis and statistical methods, HR professionals can evaluate various HR metrics and measure how human resource activities influence organizational performance. Therefore, HR analytics can be described as a data-based approach to managing human resources efficiently.

Recruitment is a structured process through which organizations search for, attract, evaluate, and select suitable candidates to fill job vacancies. It involves several stages such as identifying manpower needs, sourcing applicants, screening resumes, conducting interviews, selecting the most suitable candidate, and finally appointing them to the position.

HR analytics in recruitment refers to the use of data analysis techniques to improve and optimize the hiring process. It involves collecting, examining, and interpreting information related to job applicants and employees in order to make better recruitment decisions. By applying analytical tools, organizations can identify suitable candidates, reduce recruitment expenses, avoid biased decisions, and improve employee retention. In simple terms, HR analytics helps companies make recruitment decisions based on data rather than intuition.

## REVIEW OF LITERATURE:

Siddharth P. Sharma (2024) documented “Impact of HR Analytics in identifying quality resources” to show how analytics assists in identifying quality candidates and improving recruitment outcomes by data-driven screening and evaluation approach.

International Journal of Creative Research Thoughts (IJCRT): In 2025, IJCRT confirms HR analytics as a strategic enabler of recruitment and focusing on improved efficiency and quality.

## ORGANISATION PROFILE:

UltraTech Cement Limited is one of the leading cement manufacturing companies in India and a major contributor to the country’s infrastructure sector. The company is headquartered in Mumbai and operates as a publicly listed organization. It was officially incorporated on 24 August 2000 and has established a strong position in the Indian cement industry through large-scale production and a wide distribution network.

The company has an authorized share capital of approximately INR 1,800 crore and a paid-up capital of about INR 1,288.69 crore. UltraTech Cement specializes in the production, marketing, and distribution of cement and related construction materials. With advanced manufacturing facilities and modern technology, the company supplies high-quality cement products used in residential, commercial, and infrastructure projects across India and several international markets.

UltraTech Cement operates under the umbrella of the Aditya Birla Group, one of the largest business conglomerates in India. The company’s strategic leadership includes well-known business leaders such as Kumar Mangalam Birla and Sunil Behari Mathur, along with other members of the board of directors. The Annual General Meeting (AGM) of the company was recently held on 17 August 2022, where key corporate decisions and financial performance were reviewed. Globally, the cement industry consists of several major multinational corporations as well as regional and local producers.

## RESEARCH METHODOLOGY:

The research utilizes secondary data from Ultratech Cement Limited, Tadipatri for 5 years 2020-2021 to 2024-2025 which may not reflect trends in other regions.

## NEED OF THE STUDY:

HR analytics improves the recruitment process through data-driven decisions. It helps organizations hire the right candidates, reduce recruitment cost and time, minimize employee turnover, and make the selection process more effective.

## SCOPE OF THE STUDY:

- The study is confined to UltraTech cement limited, Tadipatri.
- The study covers the role of HR Analytics in recruitment adopted by UltraTech cement limited.

## OBJECTIVES OF THE STUDY:

- To study the role of HR Analytics in recruitment at UltraTech cement limited, Tadipatri.
- To understand the effectiveness of HR Analytics in improving recruitment outcomes at UltraTech cement limited, Tadipatri.
- To analyse the impact of HR analytics on quality of hiring at UltraTech cement limited, Tadipatri.

## RESEARCH METHODOLOGY:

- This study relies on secondary data sources.

➤ Secondary data is gathered from sources such as HR reports, articles, journals, and websites associated with UltraTech cement limited.

➤ Website :[www.UltraTechcement.com](http://www.UltraTechcement.com)

**TOOLS AND TECHNIQUES:**

**TOOLS:**

➤ Excel

➤ Power BI

**TECHNIQUES:**

➤ Regression analysis

➤ Charts and graphs

**LIMITATIONS OF THE STUDY:**

➤ The study is confined to HR Analytics of recruitment at UltraTech cement limited, Tadipatri.

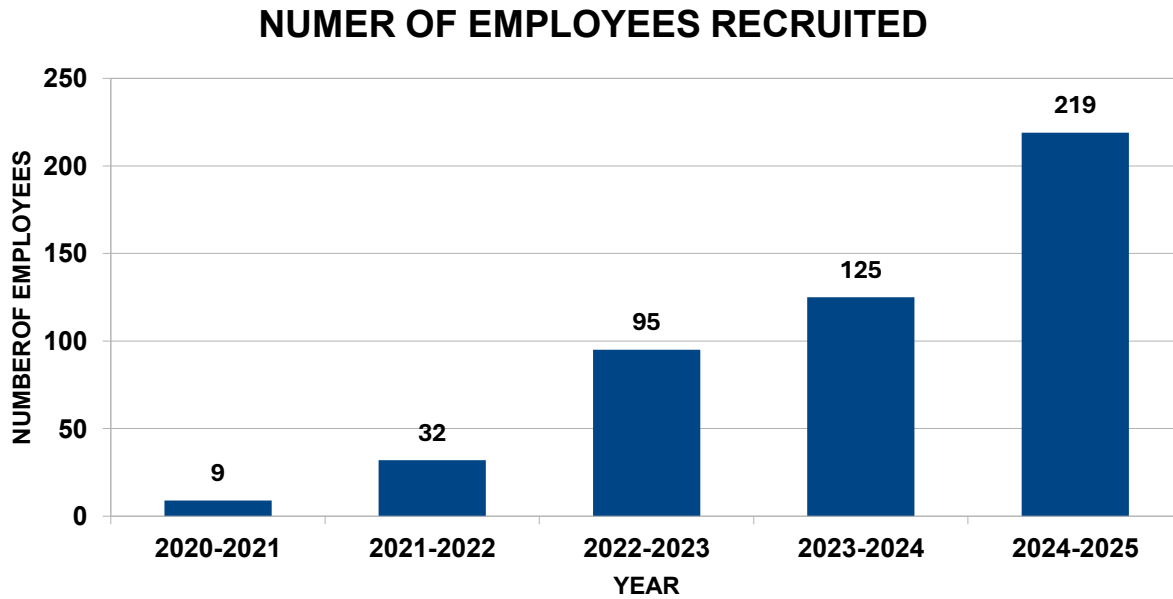
➤ The study is limited to 5 years data from 2020-21 to 2024-2025.

**DATA ANALYSIS AND INTERPRETATION**

**TABLE 1: NUMBER OF EMPLOYEES RECRUITED (5YEARS)**

<b>YEAR</b>	<b>NUMBER OF EMPLOYEES RECRUITED</b>
2020-2021	9
2021-2022	32
2022-2023	95
2023-2024	125
2024-2025	219

**CHART 1: NUMBER OF EMPLOYEES RECRUITED (5YEARS)**

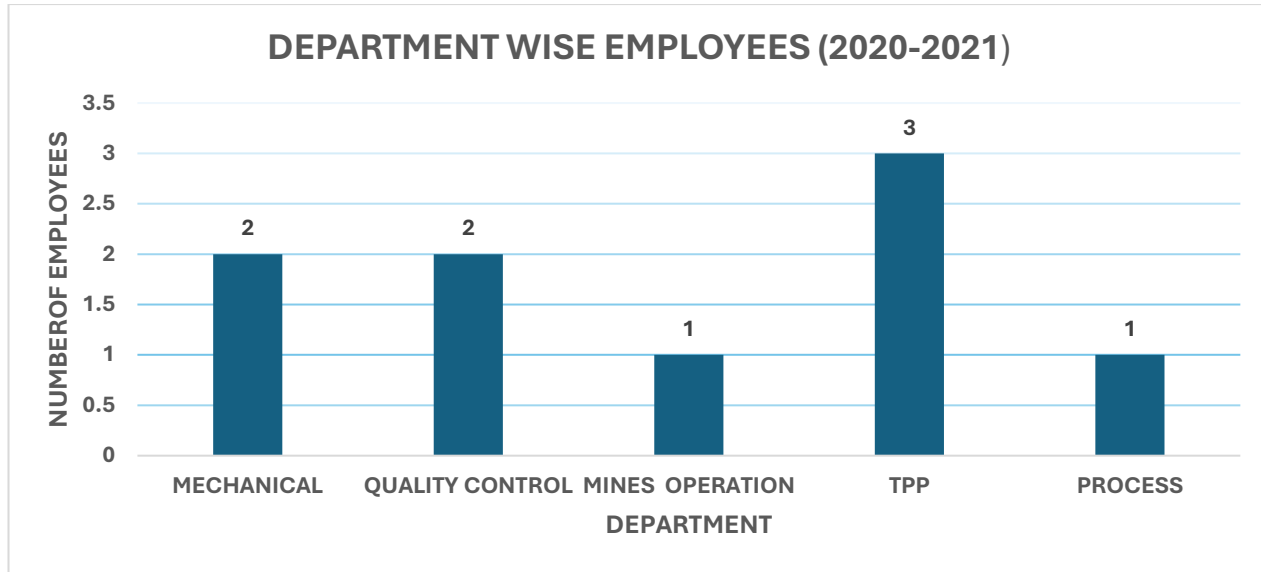


INTERPRETATION: The above graph shows that the recruitment has increased gradually. The lowest number of employees recruited in 2020-2021 and increased over the years, and the highest number of employees recruited in 2024-2025.

**TABLE 2: DEPARTMENT WISE EMPLOYEES (2020-2021)**

DEPARTMENT	NUMBER OF EMPLOYEES RECRUITED
MECHANICAL	2
QUALITY CONTROL	2
MINES OPERATION	1
TPP	3
PROCESS	1

**CHART 2: DEPARTMENT WISE EMPLOYEES (2020-2021)**



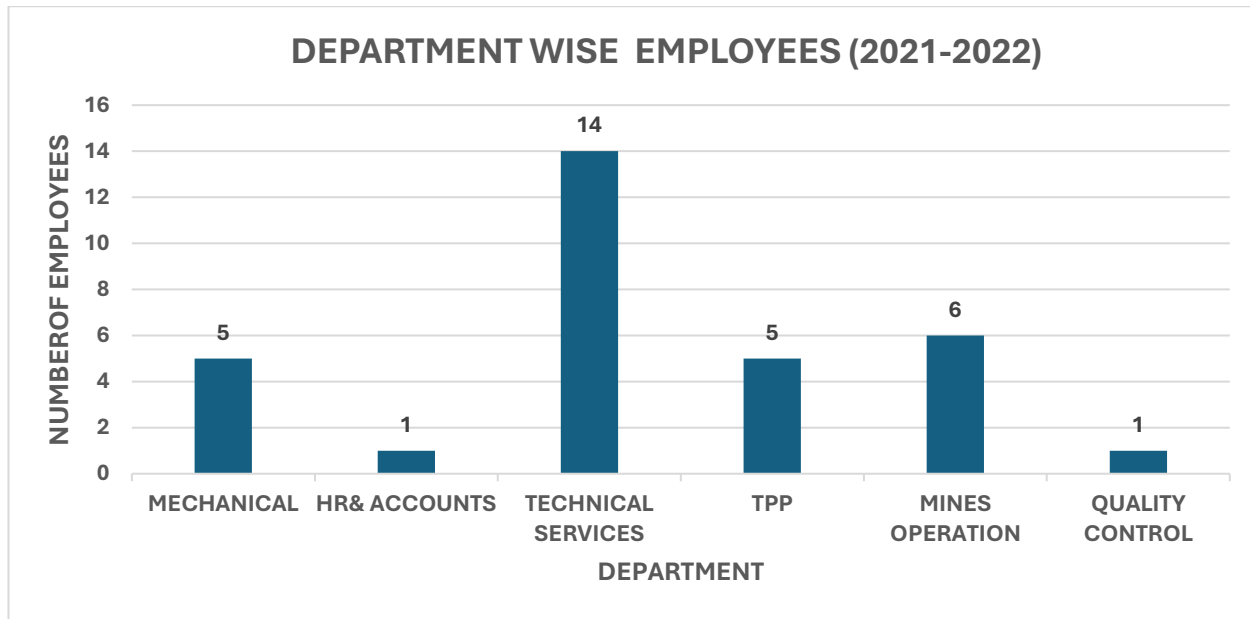
**TABLE 3: DEPARTMENT WISE EMPLOYEES (2021-2022)**

DEPARTMENT	NUMBER OF EMPLOYEES RECRUITED
MECHANICAL	5
HR& ACCOUNTS	1
TECHNICAL SERVICES	14
TPP	5
MINES OPERATION	6
QUALITY CONTROL	1

**INTERPRETATION:**

The above graph shows the employees recruited in different departments. Thermal power plant has high number of employees recruited (3) and mines operation and process have low number of employees recruited (1) each in the year 2020-2021.

**CHART 3: DEPARTMENT WISE EMPLOYEES (2021-2022)**



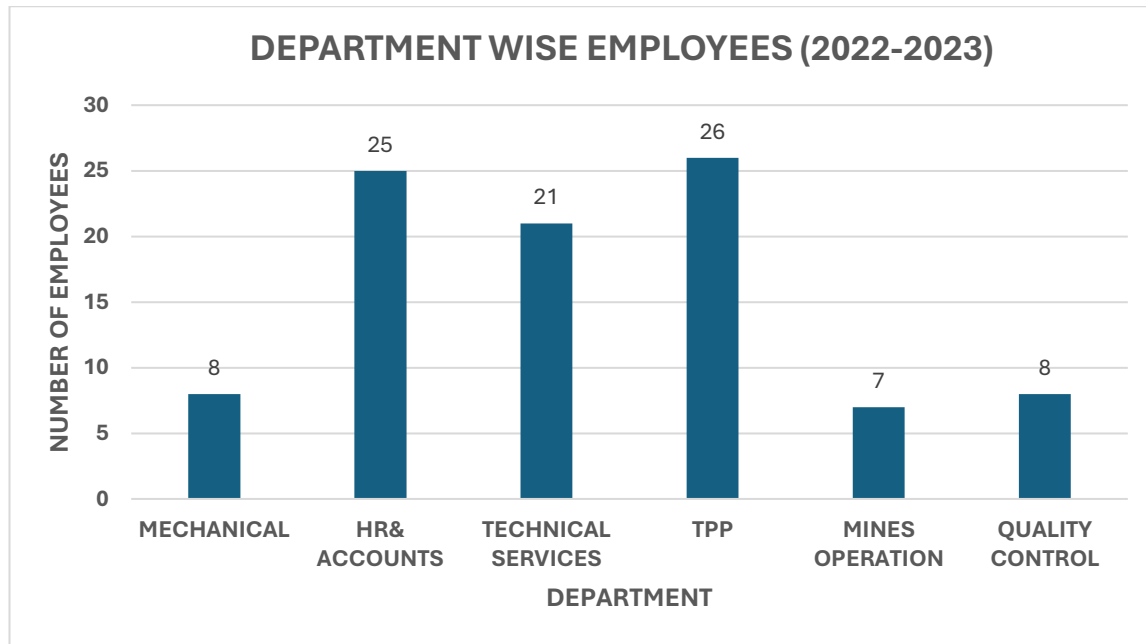
**INTERPRETATION:**

The above graph shows the employees recruited in different departments. Technical services have high number of employees recruited (14) which also has sub departments such as Civil, Safety, and Materials and HR & Accounts and quality control has low number of employees recruited (1) each in the year 2021-2022.

**TABLE 4: DEPARTMENT WISE RECRUITMENT (2022-2023)**

DEPARTMENT	NUMBER OF EMPLOYEES RECRUITED
MECHANICAL	8
HR & ACCOUNTS	25
TECHNICAL SERVICES	21
TPP	26
MINES OPERATION	7
QUALITY CONTROL	8

**CHART 4: DEPARTMENT WISE RECRUITMENT (2022-2023)**



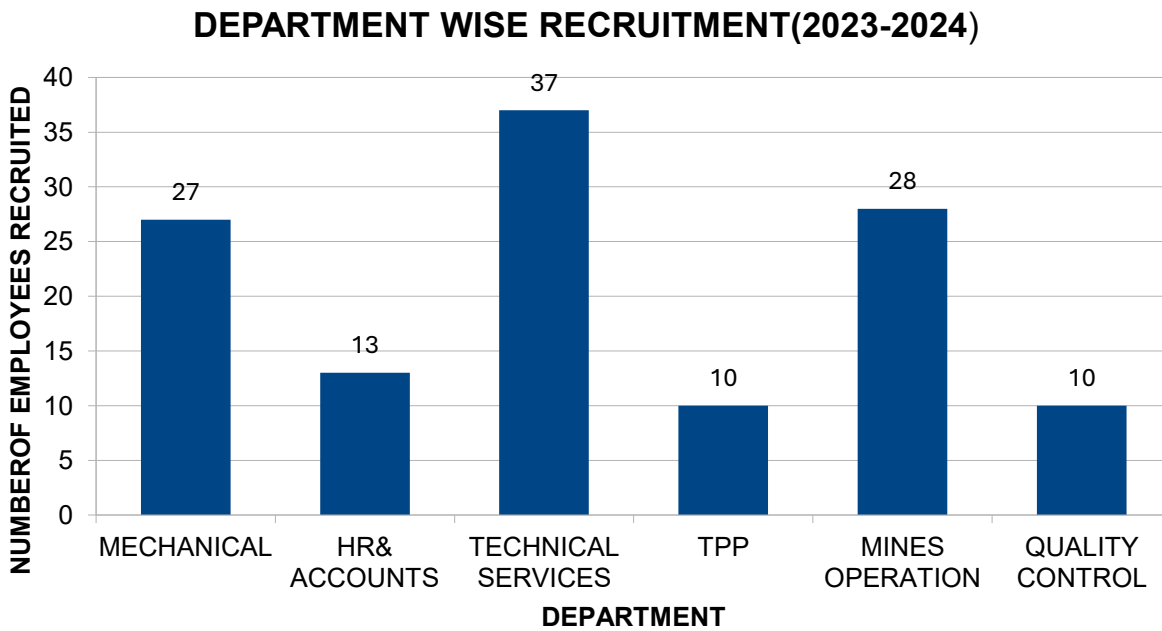
**INTERPRETATION:**

The above graph shows the employees recruited in different departments. Thermal power plant has high number of employees recruited (26) and Mines operation has low number of employees recruited (7) in the year 2022-2023.

**TABLE 5: DEPARTMENT WISE RECRUITMENT (2023-2024)**

DEPARTMENT	NUMBER OF EMPLOYEES RECRUITED
MECHANICAL	27
HR& ACCOUNTS	13
TECHNICAL SERVICES	37
TPP	10
MINES OPERATION	28
QUALITY CONTROL	10

**CHART 5: DEPARTMENT WISE RECRUITMENT (2023-2024)**



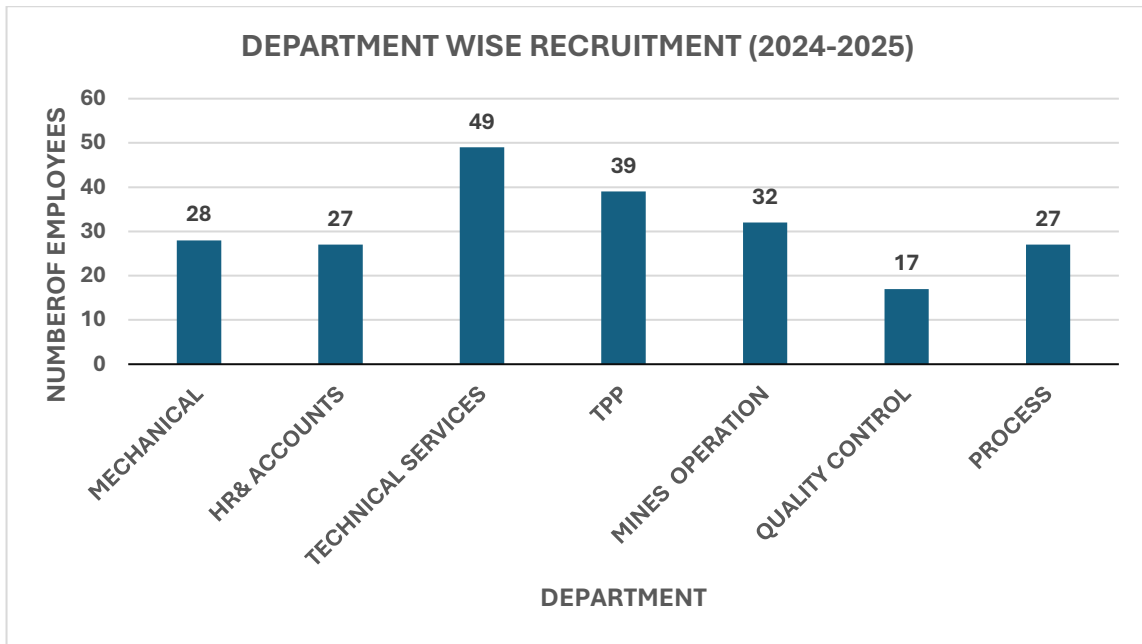
**INTERPRETATION:**

The above graph shows the employees recruited in different departments. Technical services have high number of employees recruited (37) which also has sub departments such as Civil, Safety, and Materials and Thermal power plant and quality control has low number of employees recruited (10) each in the year 2023-2024.

**TABLE 6: DEPARTMENT WISE RECRUITMENT (2024-2025)**

DEPARTMENT	NUMBER OF EMPLOYEES RECRUITED
MECHANICAL	28
HR& ACCOUNTS	27
TECHNICAL SERVICES	49
TPP	39
MINES OPERATION	32
QUALITY CONTROL	17
PROCESS	27

**CHART 6: 6DEPARTMENT WISE RECRUITMENT (2024-2025)**



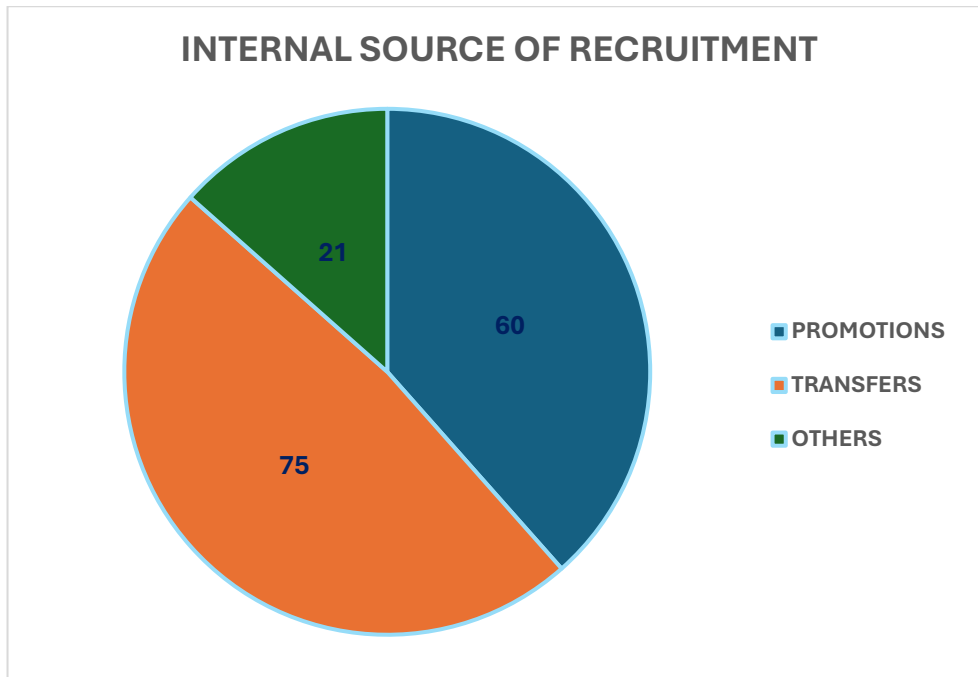
**INTERPRETATION:**

The above graph shows the employees recruited in different departments. Technical services have high number of employees recruited (49) which also has sub departments such as Civil, Safety, and Materials and quality control has low number of employees recruited (17) in the year 2024-2025.

**TABLE 7: INTERNAL SOURCE OF RECRUITMENT**

INTERNAL SOURCE	NUMBER OF EMPLOYEES RECRUITED	PERCENTAGE
PROMOTIONS	60	39%
TRANSFERS	75	48%
OTHERS	21	13%

### CHART 7: INTERNAL SOURCE OF RECRUITMENT



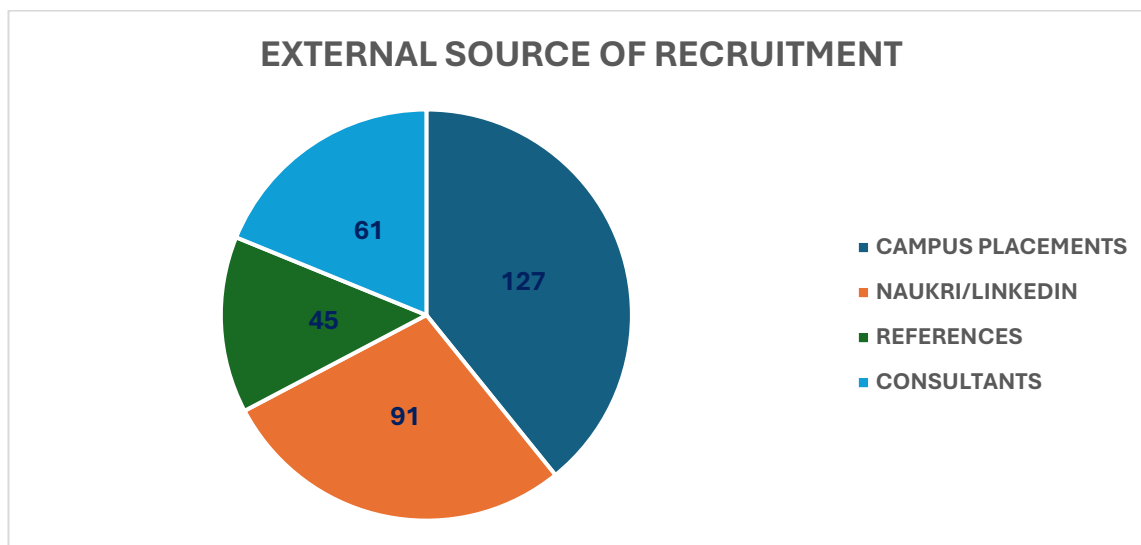
#### INTERPRETATION:

The above chart shows that 39% of the employees are recruited through promotions, 48% are recruited through transfers, 13% are recruited through other internal sources like internal job postings.

**TABLE 8: EXTERNAL SOURCE OF RECRUITMENT**

EXTERNAL SOURCE	NUMBER EMPLOYEES RECRUITED	OF PERCENTAGE
CAMPUS PLACEMENTS	127	39
NAUKRI/LINKEDIN	91	28
REFERENCES	45	14
CONSULTANTS	61	19

**CHART8: EXTERNAL SOURCE OF RECRUITMENT**



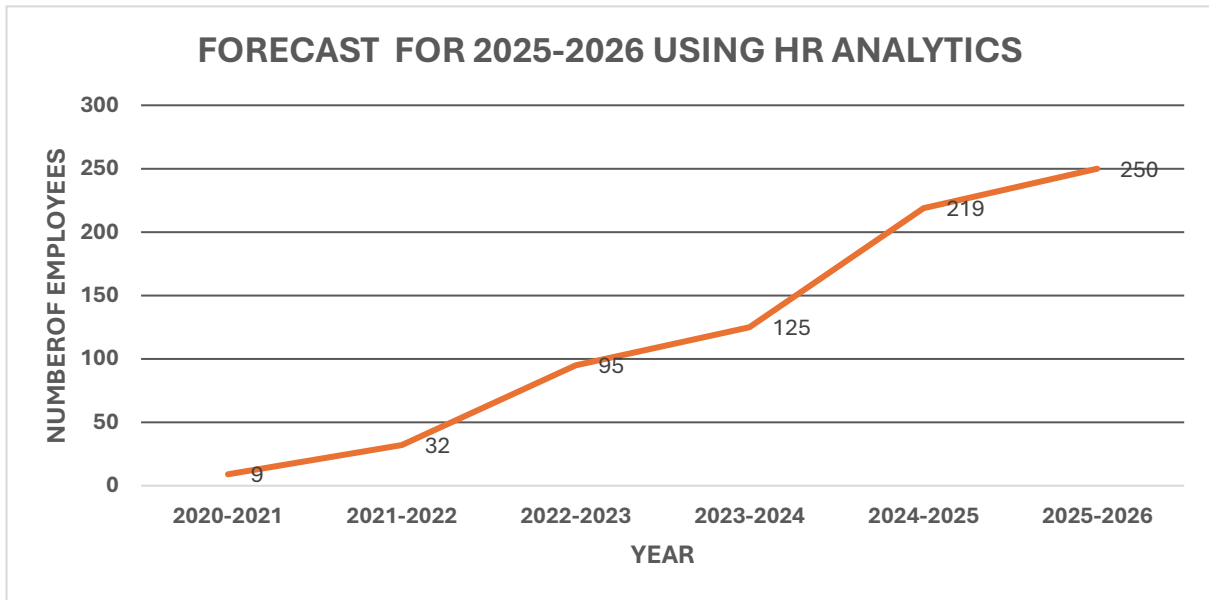
**INTERPRETATION:**

The above chart shows that 39% of the employees are recruited through campus placements, 28% are recruited through social media recruitments like Naukri/LinkedIn, 14% are recruited through references and 19% are recruited through consultants.

**TABLE 9: FORECASTING RECRUITMENT FOR 2025-2026 USING REGRESSION ANALYSIS**

YEAR	NUMBER OF EMPLOYEES RECRUITED
2020-2021	9
2021-2022	32
2022-2023	95
2023-2024	125
2024-2025	219
<b>2025-2026</b>	<b>250</b>

**CHART 9: : FORECASTING RECRUITMENT FOR 2025-2026 USING REGRESSION ANALYSIS**



**INTERPRETATION:**

By using HR analytics that NUMBER of employees recruited for 2025-2026 is forecasted. The NUMBER of employees recruited would be **250** Approximately. As the recruitment has been increasing over the years the recruitment for 2025-2026 will also increase.

**FINDINGS**

- The recruitment trend at UltraTech Cement Limited shows a steady increase from 2020–2021 to 2024–2025, indicating organizational growth and increased manpower requirements.
- The highest recruitment occurred in the year 2024–2025, while the lowest recruitment was recorded in 2020–2021, showing gradual expansion of workforce over the years.
- Department-wise recruitment analysis indicates that Technical Services and Thermal Power Plant departments recruited the highest number of employees, reflecting higher operational requirements in these departments.

- Some departments such as Quality Control, Mines Operation, and HR & Accounts had comparatively lower recruitment, indicating stable workforce or limited vacancy generation.
- The analysis of recruitment sources shows that 67.5% of employees were recruited through external sources, while 32.5% were recruited through internal sources such as promotions and transfers.
- Among internal sources, transfers (48%) were the most commonly used method, followed by promotions (39%) and internal job postings (13%).
- Among external sources, campus placements contributed the highest recruitment (39%), followed by social media platforms like Naukri and LinkedIn (28%), consultants (19%), and references (14%).
- Regression analysis indicates that the number of employees recruited is positively increasing every year, showing a strong upward trend in hiring.
- Based on forecasting using HR analytics, the estimated recruitment for 2025–2026 is approximately 250 employees, indicating future workforce

## CONCLUSION

The study concludes that HR analytics plays an important role in improving the recruitment process at UltraTech Cement Limited, Tadipatri. The analysis of the five-year recruitment data shows a steady increase in the number of employees hired, which reflects the company's expansion and growing operational requirements. By applying HR analytics techniques like regression analysis, the organization can forecast future recruitment needs and plan workforce requirements effectively.

## SUGGESTIONS

- Advanced HR analytics tools such as predictive modelling and AI-based recruitment systems can further improve recruitment efficiency.
- HR analytics dashboards can be developed to track recruitment metrics like time to hire and cost to hire.
- The organization should strengthen collaboration with engineering colleges and technical institutes to recruit skilled candidates through campus placements, which will help in meeting the technical workforce requirements of the plant.

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