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## Online Job Opportunities Rise in April Index for Fifth Consecutive Month, According to Monster Employment Index India

### April 2010 Index Highlights:

- The Monster Employment Index India climbs eight points (7 percent) in April, as employer's step-up recruitment activity
- Offerings in healthcare, bio technology, life science and pharmaceuticals industry note largest monthly rise
- IT sector experiences bullish hiring and is now up by 21 per cent. Opportunities rise in banking/financial service and insurance industries, turning positive after a dip in March
- Among occupations, HR shows strongest three-month growth trend. Customer service edges down
- Among the large metropolitan markets, Mumbai exhibits fastest growth in online opportunities followed by Bangalore and Delhi-NCR. Strong monthly growth recorded in smaller cities as well.

**The Monster Employment Index is a monthly gauge of Indian online job demand based on a comprehensive real-time review of employer job opportunities culled from a large representative selection of online job sites, including Monsterindia.com®. The Index provides monthly insight into online recruitment trends across various industries, occupations and cities in India.**

### Summary Overview

The Index rose by eight points in April, as employer's continued to step-up hiring efforts for the fifth consecutive month.

During April, online job availability rose in 18 of the Index's 27 industry sectors and in 13 of the 14 occupational categories monitored. Index results for the past seven months are as follows:

APR 10	MAR 10	FEB 10	JAN 10	DEC 09	NOV 09	OCT 09
125	117	107	96	95	92	93

“The April rise in the Monster Employment Index India is a positive sign as employers continue to expand hiring efforts at the beginning of the second quarter,” said Sanjay Modi, Managing Director (India, Middle East and Southeast Asia) at Monster Worldwide. “With other indicators such as business confidence improving and most industries and occupational categories in the Index registering recent positive trends, we hope to see continued improvement in the future.”

### **Majority of Industries Demonstrate Positive Three-Month Growth Trends in Online Job Demand in April. IT, one of the Strongest Growing Sectors**

Online recruitment activity rose in 18 of the 27 industry sectors between March and April. Healthcare led all industries with a 29-point gain in April, continuing its upward trend indicating a relatively high level of online recruiting in support of scientific research and development activity. The banking and financial; and IT industry categories also edged higher in April.

Consumer-driven sectors, like production and manufacturing, automotive, home appliances and real estate witnessed strong growth over a three-month period. In the IT industry, online job demand increased by 51 percent from January levels. Meanwhile, education is the only industry to grow month-over-month over a six-month period.

In contrast, the pace of growth of online opportunities in the ITES/BPO industry was relatively small on a month-over-month basis. Shipping/marine saw the largest monthly decline, down by 9 per cent. Nevertheless the medium-term (three-month) growth trend continued to remain fairly strong in this industry.

### **Healthcare and Engineering Occupations see Largest Increase in Online Job Availability in April; Strong Medium-Term Demand for HR Professionals; Customer Service Declines**

During April, online recruitment activity rose in 13 of the 14 occupational groups monitored by the Index with healthcare and engineering/production professionals registering the greatest monthly increases in online demand.

Meanwhile, online job availability in the HR professionals; banking and financial occupational categories saw strong growth in April as well as on a three-month basis. While short and medium term hiring trends remained consistently positive for senior management occupations, 31 percent of the jobs advertised online in April were for the entry level professionals with an experience of 0-3 years. From a medium-term view, overall demand for workers from all professional backgrounds continued to expand indicating a steady recovery in employer hiring activity.

In contrast, customer service was the only occupational category to register a decline in April. Arts/creative, which recorded the steepest month-over-month decline in March, held relatively steady in April.

**Online Job Availability Rises in All Cities Monitored by the Index in April**

In April, online job demand rose in all 13 cities monitored by the Index with Kochi, Coimbatore, and Ahmedabad registering the largest increases in the month.

Among the major metropolitan areas, brisk hiring activity was witnessed in Mumbai. Delhi-NCR and Bangalore grew by 5 per cent over the March levels though hiring activity in Bangalore was relatively restrained compared to the previous month.

On a three-month basis however, escalation in online job opportunities has been steadier in smaller cities like Kochi and Coimbatore.

To obtain a full copy of the Monster Employment Index report for April 2010, please visit <http://about-monster.com/employment-index>. Data for the month of May 2010 will be released on June 9.

### Top Industries Looking for Employees in April

Industries showing the greatest increase in online job availability in April included:

INDUSTRY	APR 10	MAR 10	%
Healthcare, Bio Technology & Life Sciences, Pharmaceuticals	130	101	28%
Real Estate	123	101	22%
IT - Hardware, Software	130	107	21%
Agro based industries	114	95	19%
Banking/ Financial Services , Insurance	106	89	19%

### Most Wanted Occupational Experience in April

Occupational categories registering the largest increases in online job demand in April included:

OCCUPATION	APR 10	MAR 10	%
Health Care	138	119	16%
Engineering /Production	131	113	16%
HR & Admin	126	113	11%
Purchase/ Logistics/ Supply Chain	111	102	9%
Legal	124	115	8%

### Best Cities for Jobs in April

Online job opportunities rose most in these cities monitored by the Monster Employment Index in April:

CITY	APR 10	MAR 10	%
Kochi	151	114	32%
Coimbatore	148	114	30%
Ahmedabad	139	114	22%

Hyderabad	138	117	18%
Kolkata	136	117	16%

### Job trends in Major Metros

CITY	APR 10	MAR 10	%
Mumbai	131	113	15%
Bangalore	125	119	5%
Delhi-NCR	121	115	5%
Hyderabad	138	117	18%
Chennai	130	114	13%

### By Industry

	2010				2009		
	Apr	Mar	Feb	Jan	Dec	Nov	Oct
IT - Hardware, Software	130	107	106	86	88	107	106
BPO/ITES	104	100	91	89	97	111	113
Engineering, Cement, Construction, Iron/ Steel	120	103	97	82	102	106	111
Banking/ Financial Services , Insurance	106	89	102	100	94	118	97
Education	117	116	106	98	99	92	88
Production and Manufacturing	130	113	99	85	100	95	108
Automotive/ Ancillaries / Tyres	124	113	100	84	95	102	106
Telecom/ISP	89	91	97	91	98	115	110
Oil/ Gas/ Petroleum, Power	98	87	95	91	105	112	109
Healthcare, Bio Technology & Life Sciences, Pharmaceuticals	130	101	89	94	97	101	118
Advertising, Market Research, Public Relations	97	99	93	87	98	114	109
Travel and Tourism	101	100	93	87	96	113	110
Home Appliances	122	108	106	82	95	101	108
Media & Entertainment	98	99	95	87	95	113	111
Chemicals/ Plastic/ Rubber, Paints, Fertilizer/ Pesticides	99	89	89	95	106	110	111
Consumer Goods/ FMCG, Food &	101	103	98	84	95	108	112

Packaged Food							
Garments/ Textiles/ Leather, Gems & Jewellery	101	95	94	87	101	108	115
Real Estate	123	101	103	80	104	107	105
Retail	102	94	96	90	96	114	111
Logistic, Courier/ Freight/ Transportation	108	98	94	87	99	109	114
Import / Export	97	97	92	89	97	115	109
Government/ PSU/ Defence	94	94	91	88	109	108	109
Shipping/Marine	96	106	91	85	101	106	111
Printing/ Packaging	108	98	93	85	106	111	108

NGO/Social Services	97	94	91	88	107	109	111
Agro based industries	114	95	91	89	111	101	112
Office Equipment/Automation	93	93	93	90	101	110	114

### By Occupation

	2010				2009		
	Apr	Mar	Feb	Jan	Dec	Nov	Oct
Software, Hardware, Telecom	120	114	110	96	97	90	92
Customer Service	116	117	97	95	100	87	105
Engineering /Production	131	113	106	98	106	86	92
Finance & Accounts	121	115	108	87	99	96	95
Sales & Business Development	110	108	109	100	99	82	101
Senior Management	117	115	109	98	96	96	87
HR & Admin	126	113	105	87	96	107	92
Marketing & Communications	117	111	109	99	101	84	96
Health Care	138	119	102	96	96	98	89
Purchase/ Logistics/ Supply Chain	111	102	99	96	92	119	92
Hospitality & Travel	118	112	102	93	93	111	88
Legal	124	115	106	93	105	92	89
Arts/Creative	101	99	120	93	95	96	97
Real Estate	110	108	110	104	102	92	84

## By City

	2010				2009		
	Apr	Mar	Feb	Jan	Dec	Nov	Oct
Mumbai	131	113	111	99	95	91	90
Bangalore	125	119	103	94	96	97	92
Delhi-NCR	121	115	109	98	94	91	92
Hyderabad	138	117	107	94	93	96	93
Chennai	130	114	107	90	88	99	101
Pune	130	116	108	96	94	95	90
Kolkata	136	117	104	91	91	100	96
Ahmedabad	139	114	111	94	94	95	91
Chandigarh	134	115	109	100	96	89	92
Kochi	151	114	106	93	86	103	98
Baroda	127	110	113	99	89	100	89
Coimbatore	148	114	111	91	91	96	97
Jaipur	124	115	110	99	94	92	91

### About the Monster Employment Index India

Launched in May 2010 with data collected since October 2009, the Monster Employment Index is a broad and comprehensive monthly analysis of online job demand in India conducted by Monster India. Based on a real-time review of millions of employer job opportunities culled from a large, representative selection of online career outlets, including Monster India, the Monster Employment Index presents a snapshot of employer online recruitment activity nationwide. The Monster Employment Index's underlying data is validated for accuracy by Research America, Inc. – an independent, third-party auditing firm – to ensure that measured online job recruitment activity is within a margin of error of +/- 1.05%. Monster has taken due care in compiling and processing the data available from various sources for Monster Employment Index, but does not guarantee the accuracy, adequacy or completeness of any information and is not responsible for any errors or omissions or action / decision taken or for the results obtained from the use of such information.

### About Monster Worldwide

Monster Worldwide, Inc. (NYSE: MWW), parent company of Monster, the premier global online employment solution for more than a decade, strives to inspire people to improve their lives. With a local presence in key markets in North America, Europe, and Asia, Monster works for everyone by connecting employers with quality job seekers at all levels and by providing personalized career advice to consumers globally. Through online media sites and services, Monster delivers vast, highly targeted audiences to advertisers. Monster Worldwide is a member of the S&P 500 index. To learn more about Monster's industry-leading products and services, visit [www.monster.com](http://www.monster.com). More information about Monster Worldwide is available at <http://about-monster.com/>