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## EMPLOYMENT INDEX

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## Monster Employment Index India Edges Down by Six Points in August

*Maintains six-month growth rate of 14 percent*

### August 2010 Index Highlights:

- IT sector sees increase in online recruitment activity
- Job opportunities in Education sector witness a significant decline
- Mumbai, Hyderabad and Chennai see a notable rise in job opportunities

### Summary Overview

The Monster Employment Index India descended six points (five percent) on the month, as online recruitment eased further from the recent June high.

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®.

Five of the 27 industry sectors monitored by the Index, emerged from dampened recruitment levels of July in August. However, medium-term growth rates were slower than those observed in July. Online demand dipped in 11 out of 14 occupational groups monitored by the Index. Index results for the past eleven months are as follows:

AUG 10	JUL 10	JUN 10	MAY 10	APR 10	MAR 10	FEB 10	JAN 10	DEC 09	NOV 09	OCT 09
123	129	135	132	125	117	107	96	95	92	93

“The Monster Employment Index India has shown some slowdown in recruitment activity this summer, notably in investment led industries, such as Production/Manufacturing; Engineering, Construction, Iron and Steel. However, the longer-term trend still reflects expansion, with the Index showing growth of 14 percent over the past 6 months,” said Sanjay Modi, Managing Director (India/ Middle East/ South East Asia), Monster.com.

**Real Estate registers a significant rise in online job opportunities; Online demand for IT –Hardware, Software witnesses a notable rise; Production and Manufacturing sector observes the steepest month-on-month as well as six-month decline**

Eleven of the 27 sectors exhibited a positive six-month growth. The Real Estate sector registered the sharpest monthly rise (10 percent) and six-month growth (53 percent) in online recruitment activity. Online job opportunities in the IT sector in August exceeded the July level by 10 points (7 percent). However, the six-month growth of 40 percent in August is much below July's level of 60 percent. Online demand for Consumer Goods/ FMCG, Food & Packaged Food; and Automotive/ / Ancillaries / Tyres industries exhibited three percent and one percent monthly rises respectively following dips in June and July.

Online job opportunities in the BPO/ITES sector dropped five percent between July and August. This is the first monthly drop observed in the industry sector since January 2010. Production and Manufacturing sector noted the steepest month-on-month (-28 percent) as well as six-month (-10 percent) decline among all industry sectors. The Index reading for the sector in August is the lowest since January 2010. The related Engineering, Cement, Construction, Iron/ Steel industry, exhibiting one of the sturdiest six-month growth rates in August, also slid three percent from July levels. Online recruitment activity in Banking, Finance and Insurance exhibited the steepest six-month decline among the professional service sectors as it continued to dip in August. Education, one of the most steadily growing industry sectors, witnessed its sharpest decline (-23 percent) in August to reach its lowest point since January 2010.

**Purchase/ Logistics/ Supply Chain is the only occupation group to exhibit an increase in the online demand; Online demand for Senior Management and Legal Professionals remains flat in August; Online demand for IT professionals falls between July and August**

Online hiring activity in Purchase/ Logistics/ Supply Chain saw a four percent increase in August. Online demand, though down, for Customer Service professionals showed a significant improvement (from -12 percent in July to -4 percent in August). Demand for IT professionals slid by an additional seven percent. In Banking/Financial Services, Insurance, opportunities for Finance and Account (is this accounting?) employees fell short of their levels six months ago by nine percent.

Engineering /Production continued to exhibit the most robust six-month growth despite a five percent monthly drop in August. Health care, the only occupation group to witness positive growth in July, registered the steepest decline (-22 percent) in online demand in August.

**Online job opportunities increase in five of the 13 cities in August; All 13 cities report positive mid-term growth**

Mumbai, Chennai (six percent each) followed by Hyderabad (five percent) led all major metropolitan markets by measure of monthly rise in job opportunities in August. Among

all the 13 cities, Coimbatore witnessed the strongest monthly (nine percent) and six-monthly (57 percent) growth

Online recruitment activity in Delhi-NCR and Bangalore descended three percent and one percent respectively in August. Online job availability in Bangalore dipped slightly (-1 percent) in August as compared to the -11 percent month-on-month drop in July. Among all 13 cities the steepest decline in online demand this month was in Kochi.

### Top Industries Looking for Employees in August

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

INDUSTRY	AUG 10	JUL 10	%
Real Estate	157	143	10%
IT - Hardware, Software	148	138	7%
Consumer Goods/ FMCG, Food & Packaged Food	71	69	3%
Automotive/ Ancillaries / Tyres	134	132	1%
Advertising, Market Research, Public Relations (PR)	85	84	1%

### Most Wanted Occupational Experience in August

Top occupational categories registering the largest increase in online job demand in August included:

OCCUPATION	AUG 10	JUL 10	%
Purchase/ Logistics/ Supply Chain	126	122	4%
Senior Management	112	112	0%
Legal	144	145	0%
Marketing & Communications	108	110	-2%
Sales & Business Development	108	111	-3%

### Best Cities for Jobs in August

Top cities for online job opportunities monitored by the Monster Employment Index in August:

CITIES	AUG 10	JUL 10	%
Coimbatore	174	160	9%
Mumbai	144	135	6%
Chennai	137	129	6%
Hyderabad	145	137	5%
Baroda	116	115	1%

### Job Trends in Major Metros

CITIES	AUG 10	JUL 10	%
Mumbai	144	135	6%
Bangalore	111	112	-1%
Delhi-NCR	122	126	-3%
Hyderabad	145	137	5%
Chennai	137	129	6%

By Industry

	2010								2009		
	Aug	Jul	Jun	May	Apr	Mar	Feb	Jan	Dec	Nov	Oct
IT - Hardware, Software	148	138	146	152	130	107	106	86	88	107	106
BPO/ITES	105	111	110	109	104	100	91	89	97	111	113
Engineering, Cement, Construction, Iron/ Steel	136	140	150	147	120	103	97	82	102	106	111
Banking/ Financial Services , Insurance	89	102	111	108	106	89	102	100	94	118	97
Education	105	136	129	117	117	116	106	98	99	92	88
Production and Manufacturing	89	124	138	129	130	113	99	85	100	95	108
Automotive/ Ancillaries / Tyres	134	132	136	137	124	113	100	84	95	102	106
Telecom/ISP	84	85	90	93	89	91	97	91	98	115	110
Oil/ Gas/ Petroleum, Power	108	117	120	117	98	87	95	91	105	112	109
Healthcare, Bio Technology & Life Sciences, Pharmaceuticals	94	111	112	125	130	101	89	94	97	101	118
Advertising, Market Research, Public Relations	85	84	85	89	97	99	93	87	98	114	109
Travel and Tourism	90	92	93	96	101	100	93	87	96	113	110
Home Appliances	120	126	134	140	122	108	106	82	95	101	108
Media & Entertainment	89	91	93	97	98	99	95	87	95	113	111
Chemicals/ Plastic/ Rubber, Paints, Fertilizer/ Pesticides	81	82	97	102	99	89	89	95	106	110	111
Consumer Goods/ FMCG, Food & Packaged Food	71	69	88	104	101	103	98	84	95	108	112
Garments/ Textiles/ Leather, Gems & Jewellery	93	93	94	111	101	95	94	87	101	108	115
Real Estate	157	143	153	157	123	101	103	80	104	107	105
Retail	101	105	101	103	102	94	96	90	96	114	111
Logistic, Courier/ Freight/ Transportation	95	96	100	111	108	98	94	87	99	109	114
Import / Export	89	93	94	95	97	97	92	89	97	115	109
Government/ PSU/ Defence	85	86	88	95	94	94	91	88	109	108	109
Shipping/Marine	86	87	88	94	96	106	91	85	101	106	111
Printing/ Packaging	103	104	107	109	108	98	93	85	106	111	108
NGO/Social Services	90	97	93	97	97	94	91	88	107	109	111
Agro based industries	76	83	91	110	114	95	91	89	111	101	112
Office Equipment/Automation	87	87	93	96	93	93	93	90	101	110	114

By Occupation

	2010								2009		
	Aug	Jul	Jun	May	Apr	Mar	Feb	Jan	Dec	Nov	Oct
Software, Hardware, Telecom	113	122	131	127	120	114	110	96	97	90	92
Customer Service	92	96	109	114	116	117	97	95	100	87	105
Engineering /Production	147	154	161	153	131	113	106	98	106	86	92
Finance & Accounts	98	109	116	120	121	115	108	87	99	96	95
Sales & Business Development	108	111	114	114	110	108	109	100	99	82	101
Senior Management	112	112	119	119	117	115	109	98	96	96	87
HR & Admin	122	137	144	134	126	113	105	87	96	107	92
Marketing & Communications	108	110	113	116	117	111	109	99	101	84	96
Health Care	104	134	125	135	138	119	102	96	96	98	89
Purchase/ Logistics/ Supply Chain	126	122	124	116	111	102	99	96	92	119	92
Hospitality & Travel	121	130	133	124	118	112	102	93	93	111	88
Legal	144	145	152	141	124	115	106	93	105	92	89
Arts/Creative	94	101	102	103	101	99	120	93	95	96	97
Real Estate	110	123	128	119	110	108	110	104	102	92	84

## By City

	2010								2009		
	Aug	Jul	Jun	May	Apr	Mar	Feb	Jan	Dec	Nov	Oct
Mumbai	144	135	141	137	131	113	111	99	95	91	90
Bangalore	111	112	125	127	125	119	103	94	96	97	92
Delhi-NCR	122	126	126	124	121	115	109	98	94	91	92
Hyderabad	145	137	145	139	138	117	107	94	93	96	93
Chennai	137	129	139	135	130	114	107	90	88	99	101
Pune	136	136	140	134	130	116	108	96	94	95	90
Kolkata	123	127	142	135	136	117	104	91	91	100	96
Ahmedabad	125	129	131	142	139	114	111	94	94	95	91
Chandigarh	113	114	119	131	134	115	109	100	96	89	92
Kochi	152	163	175	170	151	114	106	93	86	103	98
Baroda	116	115	132	136	127	110	113	99	89	100	89
Coimbatore	174	160	167	161	148	114	111	91	91	96	97
Jaipur	123	127	131	129	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

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