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EMPLOYMENT INDEX

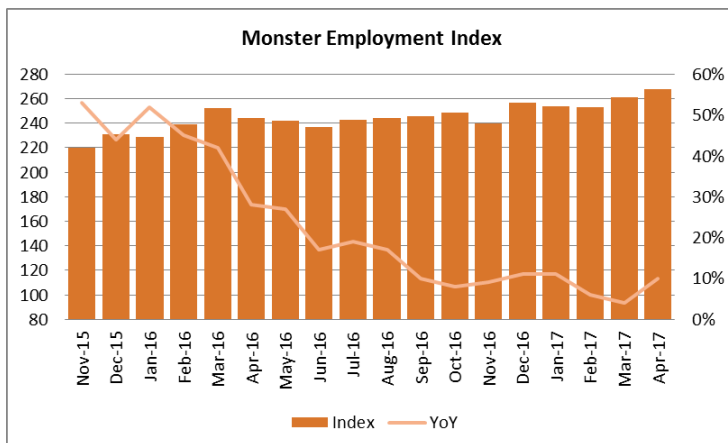
Monster Employment Index India registered 10 percent y-o-y growth for April'17

- **Telecom/ISP led the growth at 40 percent y-o-y; demand in BFSI recovered, at 31 percent y-o-y**
- **Kolkata (up 28 percent) and Baroda (up 27 percent) lead all monitored cities on the year**

New Delhi, 04 May, 2017: The online hiring sentiment for the month of April 2017 exhibited signs of recovery with a 10 percent year-on-year growth, according to the latest [Monster Employment Index \(MEI\)](#).

Among prime sectors, there was a surge in the online recruitment activity for **Banking/ Financial Services, Insurance (BFSI)** sector, year-on-year growth rate improved from 24 percent in March 2017 to 31 percent in April 2017. The **Telecom/ISP** led all monitored sectors charting a 40 percent year-on-year growth. In occupations, there was an increase in demand for **Sales & Business Development** professionals, year-on-year, demand increased from nine percent in March 2017 to 19 percent in April 2017. **Customer service** (up 26 percent) registered the steepest annual growth rate and **Hospitality & Travel** (up five percent) recorded a positive growth on the year this month following negative or no growth since June 2016.

City-wise data shows that **Kolkata** (up 28 percent) followed by **Baroda** (up 27 percent) recorded the steepest annual growth. While **Mumbai** witnessed a flat growth at 6 percent; the annual growth trend in **Delhi-NCR** eased to 4 percent followed by **Bangalore** at one percent.



Commenting on the trends, **Sanjay Modi, Managing Director, Monster.com, APAC & Middle-East** said, "The MEI depicts relative signs of recovery in the pace of online hiring in April '17. The 10 percent growth is an evidence to a steadily growing employment market. Among job intensive sectors, there has been an uptrend in **BFSI** and **Telecom/ISP** sectors; and also an increase in the demand for **Sales & Business Development** professionals."

"Demonetization has had its fair share of detractors, this followed by the global slowdown amalgamated with automation, is leading to demand for a workforce with different skill set than what was there 5-10 years ago. Organisations however are a bit cautious and gauging the effects of these macro-economic shifts," he added.

Monster Employment Index India results for the past 18 months are as follows:

Nov 15	Dec 15	Jan 16	Feb 16	Mar 16	Apr 16	May 16	Jun 16	Jul 16	Aug 16	Sep 16	Oct 16	Nov 16	Dec 16	Jan 17	Feb 17	Mar 17	Apr 17	Y-O-Y
220	231	229	239	252	244	242	237	243	244	246	249	240	257	254	253	261	268	10%

Industry Year-over-year Trends: Of the 27 industry sectors monitored by the Index 22 sectors saw growth in demand year-on-year.

- **Telecom/ISP** led all monitored industry sector charting a 40 percent growth from the year ago. The growth rate paced up 15 points from 25 percent in March 2017. The sector also saw an 11 percent growth in demand on a month-on-month basis. E-recruitment exceeded the three-month and six-month level by 26 percent and 27 percent respectively.
- Online demand in the **Banking/ Financial Services, Insurance** recovered. The sector registered an 11 percent growth on the month. Year-on-year growth rate improved from 24 percent in March 2017 to 31 percent in April 2017. At the same time, the sector saw a four percent growth in three-month and 15 percent in six-month.
- Online demand in **Engineering, Cement, Construction, Iron/ Steel** sector eased below the corresponding period a year ago; down one percent. Nevertheless the sector saw a two percent growth on the month. The related **Real Estate** sector saw a seven percent decline in online hiring activity (year-on-year).
- Year-on-year, demand in the **Retail** (up 12 percent) pumped up following sluggish growth in the past months; one percent in February 2017 and flat growth in March 2017. The sector saw an eight percent increase in e-recruitment activity on a month-on-month basis. The three-month (up nine percent) and six-month (up 19 percent) growth parameters also exhibited an uptrend in hiring demand.
- **Automotive/Ancillaries/Tyres** (up one percent) continued to exhibit subdued demand. **Production and Manufacturing** (down 22 percent) recorded the steepest year-on-year decline.

Top Growth Industries

Year-over-year Growth	Apr 16	Apr 17	% Growth Y-o-Y
Telecom/ISP	169	236	40%
Home Appliances	300	396	32%
Banking/ Financial Services , Insurance	216	284	31%
Media & Entertainment	233	287	23%
Education	188	228	21%

Lowest Growth Industries

Year-over-year Growth	Apr 16	Apr 17	% Growth Y-o-Y
Engineering, Cement, Construction, Iron/ Steel	168	167	-1%
Advertising, Market Research, Public Relations (PR)	176	164	-7%
Real Estate	173	161	-7%
Import / Export	136	117	-14%
Production and Manufacturing	168	131	-22%

E-Commerce: E-commerce recorded a five percent growth on the year; up from one percent in March 2017. Monthly demand paced up by an additional four percent. The sector recorded a nine percent and three percent growth respectively on three-month and six-month basis.

Nov 15	Dec 15	Jan 16	Feb 16	Mar 16	Apr 16	May 16	Jun 16	Jul 16	Aug 16	Sep 16	Oct 16	Nov 16	Dec 16	Jan 17	Feb 17	Mar 17	Apr 17	Y-O-Y
104	107	109	113	111	111	115	113	117	115	112	113	110	110	106	109	112	116	5%

Occupation Year-over-year Trends: Online demand exceeded the year-ago level in eight of the 13 occupation groups monitored by the Index.

- **Customer service** (up 26 percent) registered the steepest annual growth rate among job roles. Nevertheless, the growth momentum continued to moderate since January 2017. There was no growth in demand on a month-on-month basis. Online demand for the job role eased below the six-month level by nine percent.
- There was an increase in demand for **Sales & Business Development** professionals. Year-on-year, demand increased from nine percent in March 2017 to 19 percent in April 2017. On the other hand, demand for **HR & Admin** (down five percent) and **Marketing & Communications** (down three percent) continued to be lower than the corresponding period a year-ago. It is notable that the growth momentum recovered slightly in case of both the job role; up from -10 percent and a negative eight percent respectively in March 2017. The month-on-month demand increased for both; up one percent for HR & Admin and up two percent for Marketing & Communications.
- **Hospitality & Travel** (up five percent) professionals recorded a positive growth on the year this month following negative or no growth since June 2016. Nevertheless, there was no growth in demand on a month-on-month basis.
- **Legal** (down 12 percent) registered the most notable decline in demand on a year-on-year basis. The growth rate recovered slightly this month; up from -18 percent.

Top Growth Occupations

Year-over-year Growth	Apr 16	Apr 17	% Growth Y-o-Y
Customer Service	212	267	26%
Sales & Business Development	278	332	19%
Software, Hardware, Telecom	287	342	19%
Engineering /Production	182	213	17%
Purchase/ Logistics/ Supply Chain	166	178	7%

Lowest Growth Occupations

Year-over-year Growth	Apr 16	Apr 17	% Growth Y-o-Y
Arts/Creative	197	195	-1%
Marketing & Communications	245	238	-3%
HR & Admin	198	189	-5%
Senior Management	229	215	-6%
Legal	260	229	-12%

Geographic year-over-year Trends: E-recruitment activity exceeded the year-ago level in 12 of the 13 cities monitored by the Index.

- **Kolkata** (up 28 percent) saw the steepest annual growth among all monitored cities. The growth rate paced up 16 points from 12 percent in March 2017. Kolkata at the same time witnessed a 13 percent growth in monthly hiring activity led primarily by job demand in the BPO/ITES sector. **Baroda** followed charting a 27 percent growth from the year-ago and also recorded the steepest month-on-month growth rate of 17 percent.
- **Chandigarh** (up three percent) witnessed a positive growth on an annual basis following low levels since January 2017 while **Kochi** (up 10 percent) recorded a double digit annual growth this month.
- Among the five major cities, **Mumbai** (up six percent) and **Bangalore** (up one percent) continued to exhibit the same growth rate as in March 2017. **Delhi-NCR** and **Hyderabad** registered a four percent and six percent growth respectively. Online hiring in **Chennai** eased below the year-ago level. **Chennai** (down three percent) was the only city to witness a negative growth on the year.

Top Growth Cities

Year-over-year Growth	Apr 16	Apr 17	% Growth Y-o-Y
Kolkata	235	301	28%
Baroda	221	281	27%
Ahmedabad	273	322	18%
Coimbatore	258	296	15%
Kochi	252	277	10%

Lowest Growth Cities

Year-over-year Growth	Apr 16	Apr 17	% Growth Y-o-Y
Jaipur	237	251	6%
Delhi-NCR	237	247	4%
Chandigarh	275	282	3%
Bangalore	339	344	1%
Chennai	249	241	-3%

By Industry

	2016										2017			
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	
IT - Hardware, Software	447	447	434	438	439	440	430	398	464	446	458	466	496	
BPO/ITES	242	239	246	256	276	300	314	243	249	238	252	250	246	
Engineering, Cement, Construction, Iron/Steel	168	179	169	171	157	160	166	149	162	163	181	164	167	
Banking/Financial Services/Insurance	216	215	214	218	241	244	246	219	255	273	277	255	284	
Education	188	201	203	221	207	217	225	216	216	221	228	222	228	
Production and Manufacturing	168	192	166	161	148	144	127	127	150	138	122	130	131	
Automotive/Ancillaries/Tyres	161	187	162	157	154	147	154	147	148	155	158	156	163	
Telecom/ISP	169	157	176	180	186	189	186	181	213	187	201	212	236	
Oil/Gas/Petroleum, Power	135	124	129	133	128	134	138	139	143	138	136	137	137	
Healthcare, Bio Technology & Life Sciences, Pharmaceuticals	302	302	305	324	317	328	320	308	319	320	312	319	325	
Advertising, Market Research, Public Relations	176	187	195	150	146	145	148	157	164	164	164	160	164	
Travel & Tourism	266	252	244	248	251	245	248	246	268	265	266	260	268	

Home Appliances	300	314	300	303	284	296	308	286	307	304	348	367	396
Media & Entertainment	233	236	242	243	260	252	259	242	278	260	255	271	287
Chemicals/Plastic/Rubber, Paints, Fertilizer/Pesticides	117	106	114	115	119	117	128	121	126	129	139	146	137
Consumer Goods/FMCG, Food & Packaged Food	183	172	172	183	181	188	195	185	191	191	201	197	211
Garments/Textiles/Leather, Gems & Jewellery	157	147	148	152	153	161	168	159	165	157	158	165	166
Real Estate	173	164	166	168	160	165	165	163	164	155	151	166	161
Retail	290	305	295	280	264	266	273	279	303	298	285	301	326
Logistic, Courier/Freight/Transportation	202	196	201	208	193	198	215	194	204	205	231	221	212
Import/Export	136	134	134	117	111	110	116	112	113	116	121	112	117
Government/PSU/Defence	104	86	91	103	108	111	120	123	120	121	123	116	116
Shipping/Marine	110	105	98	101	104	100	104	112	117	114	104	108	111
Printing/Packaging	202	180	181	207	196	191	201	209	220	224	230	221	217
NGO/Social Services	195	178	193	210	182	177	182	179	233	225	219	226	214
Agro based industries	146	138	132	144	138	129	133	140	162	169	157	158	164
Office Equipment/Automation	107	93	89	102	96	102	108	109	108	111	114	113	116

By Occupation

	2016									2017			
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
Software, Hardware, Telecom	287	287	272	280	280	281	300	302	334	330	325	339	342
Customer Service	212	208	229	234	246	272	295	248	258	252	264	267	267
Engineering/Production	182	192	182	180	168	169	185	186	203	205	193	202	213
Finance & Accounts	193	192	180	183	186	190	186	179	192	196	201	200	204
Sales & Business Development	278	274	260	268	265	274	288	287	316	309	302	318	332
Senior Management	229	228	214	220	217	223	216	183	193	196	195	220	215
HR & Admin	198	198	192	182	178	178	179	170	181	178	178	188	189
Marketing & Communications	245	243	237	231	221	221	224	221	231	231	221	233	238
Health Care	298	295	290	318	316	331	327	302	312	321	339	318	308
Purchase/Logistics/Supply Chain	166	163	156	161	169	169	173	163	171	169	175	172	178
Hospitality & Travel	201	199	176	196	201	196	194	195	210	205	210	213	212
Legal	260	249	247	254	243	246	231	207	220	219	218	232	229
Arts/Creative	197	184	187	189	189	186	178	175	183	183	180	189	195

By Local Market

	2016	2017
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	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
Mumbai	284	276	261	274	285	307	318	272	288	282	284	303	302
Bangalore	339	332	315	328	331	341	344	303	328	319	332	351	344
Delhi-NCR	237	237	236	245	245	258	262	234	242	242	244	252	247
Hyderabad	250	251	243	253	252	264	264	247	255	252	260	274	265
Chennai	249	247	263	241	242	251	252	224	227	228	237	251	241
Pune	257	251	249	264	273	296	302	257	269	263	271	285	281
Kolkata	235	234	225	230	239	265	268	245	245	240	250	267	301
Ahmedabad	273	266	266	279	280	303	307	285	287	282	289	315	322
Chandigarh	275	270	266	271	284	281	281	252	259	252	259	265	282
Kochi	252	258	236	262	279	310	334	261	263	262	253	264	277
Baroda	221	221	198	206	214	215	207	199	209	217	222	241	281
Coimbatore	258	250	239	248	253	258	258	247	248	243	257	283	296
Jaipur	237	247	237	251	258	274	273	230	233	234	248	255	251

About the [Monster Employment Index](#)

Launched in May 2010 with data collected since October 2009, the Monster Employment Index is a broad and comprehensive monthly analysis of online job posting activity 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.

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 India

[Monster India](#), India's leading online career and recruitment resource with its cutting edge technology provides relevant profiles to employers and relevant jobs to jobseekers across industry verticals, experience levels and geographies. More than 200 million people have registered on the Monster Worldwide network. Today, with operations in more than 40 countries, Monster provides the widest and most sophisticated job seeking, career management, recruitment and talent management capabilities globally. Monster India started its operations in 2001. Headquartered in Hyderabad, the company has presence in 10 other cities of India viz., Mumbai, Delhi, Bangalore, Chennai, Pune, Kolkata, Ahmedabad, Baroda, Chandigarh, and Cochin.

Monster Mobile App was voted Product of the Year under the 'Mobile App Job' category in a survey of over 18000 people by Nielsen. Monster.com was voted Product of the Year in 2015 and back in 2014, mPower Search was voted Product of the Year as well. [Monster India](#) and DishTV partnered in convergence of the Internet and TV medium to make job services accessible to TV viewers across all cities, bridging the unmet need of the audience for whom access to the internet is limited. This first ever job search initiative is called 'Monsterjobs Active'.

The Indian Air Force Placement Cell (IAFPC) selected Monster India for a collaboration to provide a robust platform to assist retired and shortly retiring Air Warriors seek suitable second career opportunities in the corporate world. Monster also initiated 'Rozgarduniya.com' - a job portal exclusively for jobseekers in rural India to enable employers in corporate India to connect with rural talent, thus removing the traditional barriers they face in this process. To learn more about Monster India visit: www.monsterindia.com | www.facebook.com/monsterindia | https://twitter.com/monster_india

About Monster Worldwide

Monster Worldwide, Inc. (NYSE: MWW) is a global leader in connecting people to jobs, wherever they are. For more than 20 years, Monster has helped people improve their lives with better jobs, and employers find the best talent. Today, the company offers services in more than 40 countries, providing some of the broadest, most sophisticated job seeking, career management, and recruitment and talent management capabilities. Monster continues its pioneering work of transforming the recruiting industry with advanced technology using intelligent digital, social and mobile solutions, including our flagship website monster.com® and a vast array of products and services. For more information visit: monster.com/about

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