

# monster®

## EMPLOYMENT INDEX

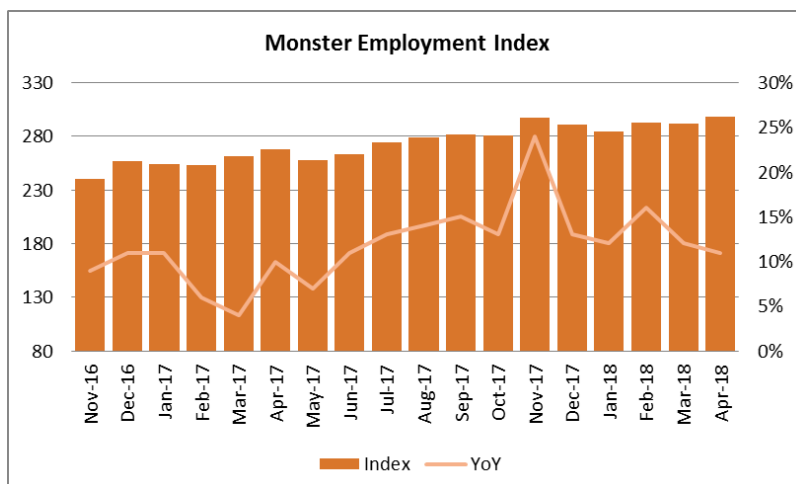
### Production and Manufacturing sector recorded the highest y-o-y growth for April 2018 according to Monster Employment Index

*April 2018 registered 11 percent y-o-y growth in online recruitment activities*

- **Production and Manufacturing (up 54 percent)** led the y-o-y growth in April 2018, followed by **Home Appliances (up 45 percent)**
- **Y-o-y increase in demand for healthcare professionals by 43 percent**
- **Jaipur (up 28 percent)** tops the y-o-y growth chart of online recruitment activities, followed by **Chandigarh (up 24 percent)** and **Kochi (up 24 percent)**

**New Delhi, 08 May 2018:** [Monster Employment Index](#) for April 2018 registered **11 percent Y-o-Y growth** in online recruitment activities, with Production and Manufacturing sector exhibiting the highest long-term growth at **54 percent amongst the other sectors analyzed**. The growth momentum of the sector paced up seven points from **47 percent** in March 2018. The sector saw 16 percent growth on three-month basis and 30 percent on six-month basis.

This was followed by **Home Appliances (up 45 percent y-o-y growth)**. Y-o-y growth momentum exhibited a significant drop in the **Telecom/ISP sector**; down from **42 percent** in March to **28 percent** in April, the lowest recorded since March 2017. Online hiring in the **Real Estate** sector saw significant increase with a m-o-m growth of **9 percent** and y-o-y growth of **27 percent** in April 2018.



There has been a notable increase in demand for **Healthcare** professionals exceeding the corresponding period a year-ago by **43 percent**; the highest recorded among all monitored job roles. **Finance & Account** was the second most demanded job role registering a y-o-y growth of **36 percent**.

**Commenting on the trends, Abhijeet Mukherjee, CEO, Monster.com- APAC & Gulf** said, "As Indian economy is positively adjusting to recent reforms, online hiring sentiment is also picking up at a strong pace. Impressively, online recruitment activity around Production & Manufacturing sector has rebounded, leading to a sharp rise in online demand. However, the ongoing processes of mergers and acquisitions in Telecom sector has created a cautious hiring scenario. This reiterates the need for companies to focus on re-skilling and upskilling existing employees and for job seekers to gain new skills," he added.

City-wise data shows improved online hiring demand in all major cities. Y-o-y **Jaipur (up 28 percent)** led all monitored cities, followed by **Chandigarh (up 24 percent)** and **Kochi (up 24 percent)**. **Mumbai 15 percent growth** from the year-ago (up from 10 percent in March 2018) and was the only tier-I city to record a double-digit growth yet-again. **Hyderabad** and **Chennai** registered **9 percent** growth y-o-y; up from a growth of one percent and two percent respectively in March 2018.

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

Nov 16	Dec 16	Jan 17	Feb 17	Mar 17	Apr 17	May 17	Jun 17	Jul 17	Aug 17	Sep 17	Oct 17	Nov 17	Dec 17	Jan 18	Feb 18	Mar 18	Apr 18	Y-O-Y
240	257	254	253	261	268	258	263	274	279	282	281	297	291	284	293	292	298	11%

**Industry Year-over-year Trends:** Online demand exceeded the year-ago level in 21 of the 27 industry sectors monitored by the Index.

- **Production and Manufacturing** (up 54 percent) led all monitored industry sectors by the way of long-term growth. The growth momentum paced up seven points from 47 percent in March 2018. Recruitment activity on the month picked up registering six percent growth between March and April. The sector saw 16 percent growth on three-month basis and 30 percent on six-month basis.
- Year-on-year growth rate in **IT - Hardware, Software** tapered for the third month in succession. At 15 percent, the growth rate is the least recorded since June 2017. However, the short-term growth parameters indicated optimistic demand in sector; up two percent month-on-month, up five percent in three-month and up seven percent in six-month.
- Year-on-year growth momentum exhibited a dramatic plunge in **Telecom/ISP** sector; down from 42 percent in March to 28 percent in April. This was the lowest growth rate recorded since March 2017. Month-on-month, the sector saw no increase in e-recruitment activity.
- E-recruitment activity in **Real Estate** sector saw significant increase. Month-on-month growth of nine percent was the steepest recorded among all monitored sector. Year-on-year growth rate paced up 14 points from 13 percent in March to 27 percent in April 2018.
- **BPO/ITES** charted fewer opportunities on the year even in April. Nevertheless, the rate of decline relieved from -24 percent in March to -16 percent in April. Month-on-month, demand increased by eight percent.
- **Government/PSU/Defence** (down 34 percent) recorded the steepest annual decline among all monitored industry sectors.

### Top Growth Industries

Year-over-year Growth	Apr 17	Apr 18	% Growth Y-o-Y

### Lowest Growth Industries

Year-over-year Growth	Apr 17	Apr 18	% Growth Y-o-Y

Production and Manufacturing	131	202	54%
Home Appliances	396	573	45%
Automotive/ Ancillaries / Tyres	163	225	38%
Media & Entertainment	287	383	33%
Banking/ Financial Services , Insurance	284	375	32%

Garments/ Textiles/ Leather, Gems & Jewellery	166	157	-5%
Agro based industries	164	150	-9%
Printing/ Packaging	217	186	-14%
BPO/ITES	246	206	-16%
Government/ PSU/ Defence	116	76	-34%

**E-Commerce:** E-commerce sector registered three percent year-on-year growth in April; down from six percent in March 2018. Month-on-month the sector saw no increase in recruitment activity as the Index reading for the series continued to be stable at February 2018 level,

Nov 16	Dec 16	Jan 17	Feb 17	Mar 17	Apr 17	May 17	Jun 17	Jul 17	Aug 17	Sep 17	Oct 17	Nov 17	Dec 17	Jan 18	Feb 18	Mar 18	Apr 18	Y-O-Y
110	110	106	109	112	116	121	122	116	116	117	115	117	114	115	119	119	119	3%

**Occupation Year-over-year Trends:** Online recruitment activity surpassed the year-ago level all 13 occupation groups monitored by the Index.

- There has been a notable increase in demand for **Health Care** professionals this month. The job role saw demand exceed the corresponding period a year-ago by 43 percent; the highest recorded among all monitored job roles. Month-on-month demand increased by five percent. Online demand for Health Care professionals was 18 percent higher when compared to the three-month ago level and 21 percent higher when compared to the six-month ago level.
- **Finance & Account** was the next most demanded job role registering a year-on-year growth of 36 percent. The growth momentum improved four points from 32 percent in March. The group witnessed improved growth on all other parameters as well. Month-on-month demand increased by five percent following no growth in the previous month. Three-month growth this month was seven percent up from six percent in March while six-month growth was 17 percent up from 10 percent in March.
- **Senior Management** professionals registered a six percent increase in demand between March and April 2018. Year-on-year growth rate paced up from 20 percent in March to 30 percent in April 2018.
- Online demand for **Customer Service** professionals surpassed the corresponding period a year-ago by two percent following low levels in the past two month. This, however, is the most restrained year-on-year growth rate recorded among all monitored job roles. Month-on-month demand for the job role increased by four percent.

### Top Growth Occupations

Year-over-year Growth	Apr 17	Apr 18	% Growth Y-o-Y
Health Care	308	439	43%
Finance & Accounts	204	277	36%

### Lowest Growth Occupations

Year-over-year Growth	Apr 17	Apr 18	% Growth Y-o-Y
Marketing & Communications	238	274	15%
Engineering /Production	213	241	13%

Senior Management	215	280	30%
HR & Admin	189	243	29%
Sales & Business Development	332	425	28%

Arts/Creative	195	219	12%
Software, Hardware, Telecom	342	366	7%
Customer Service	267	272	2%

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

- Year-on-year, **Jaipur** led all monitored cities this month charting a growth of 28 percent. E-recruitment activity on the month increased by two percent and surpassed the three-month and six-month level by six percent respectively.
- **Kochi, Chandigarh** and **Kolkata** were next in the rung registering a year-on-year growth of 24 percent each. Kochi also witnessed the most notable month-on-month increase in demand among all cities; up by six percent.
- All major cities exhibited improved hiring demand this month. **Mumbai** registered 15 percent growth from the year-ago (up from 10 percent in March 2018) and was the only tier-I city to record a double-digit growth yet-again. **Hyderabad** and **Chennai** registered nine percent growth year-on-year; up from a growth of one percent and two percent respectively in March 2018. In **Bangalore** online demand exceeded the year-ago level by six percent following zero growth in March 2018. **Delhi-NCR** registered a positive growth of four percent having charted two percent year-on-year decline in March. Month-on-month demand was upbeat in each of these cities.

#### Top Growth Cities

Year-over-year Growth	Apr 17	Apr 18	% Growth Y-o-Y
Jaipur	251	322	28%
Kochi	277	344	24%
Chandigarh	282	349	24%
Kolkata	301	372	24%
Ahmedabad	322	382	19%

#### Lowest Growth Cities

Year-over-year Growth	Apr 17	Apr 18	% Growth Y-o-Y
Chennai	241	263	9%
Hyderabad	265	289	9%
Bangalore	344	366	6%
Delhi-NCR	247	258	4%
Baroda	281	289	3%

#### 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 APAC & Gulf

Monster, for more than 20 years, is a leading online career and recruitment resource and with its cutting-edge technology provides relevant profiles to employers and relevant jobs to jobseekers across industry verticals, experience levels and geographies. Monster provides the widest and most sophisticated job seeking, career management, recruitment and talent management capabilities.

Monster in APAC & Gulf started its operations with India, in 2001 and has operations across India, Singapore, Malaysia, Philippines, Hong Kong, Vietnam, Thailand, Indonesia, UAE and Kingdom of Saudi Arabia. In India it is headquartered in Hyderabad, and has presence in 10 other cities of India viz., Mumbai, Delhi, Bangalore, Chennai, Pune, Kolkata, Ahmedabad, Baroda, Chandigarh, and Cochin. Monster Mobile App in India was voted Product of the Year in 2016 under the 'Mobile App Job' category in a survey of over 18000 people by Nielsen. Monster.com in India was also voted Product of the Year in 2015 and back in 2014, mPower Search was voted Product of the Year as well. 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.

Monster continues its pioneering work of transforming the recruiting industry with advanced technology using intelligent digital, social and mobile solutions, and a vast array of products and services.

To learn more about Monster in APAC & Gulf, visit: [www.monsterindia.com](http://www.monsterindia.com) | [www.monstergulf.com](http://www.monstergulf.com) | [www.monster.com.sg](http://www.monster.com.sg) | [www.monster.com.my](http://www.monster.com.my) | [www.monster.com.ph](http://www.monster.com.ph) | [www.monster.com.hk](http://www.monster.com.hk)

**For further queries please reach:**

<b>Priyanka Sharma Kaintura</b> Head – PR (India, Middle East, South -East Asia), Monster.com <a href="mailto:priyanka.sharma@monsterindia.com">priyanka.sharma@monsterindia.com</a>	<b>Swati Daga</b> Genesis Burson-Marsteller +91- 9990667321 <a href="mailto:swati.daga@bm.com">swati.daga@bm.com</a>
--	---