

252	244	242	237	243	244	246	249	240	257	254	253	261	268	258	263	274	279	14%
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Industry Year-over-year Trends: Of the 27 industry sectors monitored by the Index 21 sectors saw increased demand on-the-year.

- **Home Appliance** sector continued to chart progressive growth in hiring, year-on-year. The sector recorded the steepest annual growth rate at 54 percent; up from 49 percent in July 2017. Hiring on the month eased by three percent for the first time following incessant growth since February 2017. Online demand in the sector increased by nine percent and 25 percent respectively in the past three-months and six-months.
- **NGO/Social Services** saw steep growth in demand on the year. The growth rate paced up from 16 percent in July 2017 to 38 percent in August 2017. In the past three months, between May and August 2017, there has been a 26 percent increase in hiring in the sector.
- The long-term growth momentum in **Banking/ Financial Services, Insurance** (up 35 percent) sector eased this month following progressive growth since May 2017. Nevertheless, the sector continued to be among the top five hiring sectors. All other growth parameters also indicated an upward trend; up four percent (MoM), up nine percent (three-month) and up 17 percent (six-month).
- **Media & Entertainment** (up 33 percent) witnessed the steepest month-on-month growth among all monitored sectors even in August; up by 11 percent. The sector witnessed a 35 percent and 36 percent increase in employee demand in the past three-month and six-month respectively.
- E-recruitment in **Real Estate** sector surpassed the year-ago level for the first time since November 2016; up by four percent. Online demand improved in **Retail** as well. The sector witnessed a nine percent growth on the year following low levels since May 2017.
- In **Production and Manufacturing** (down seven percent), the rate of decline eased to a single digit fall for the first time since December 2016. Year-on-year demand in **Logistic, Courier/ Freight/ Transportation** paced up from one percent in July 2017 to 12 percent in August 2017. In the **Automotive/Ancillaries/Tyres** sector demand increased by 17 percent.
- Year-on-year growth rate in **BPO/ITES** (down 20 percent) sector eased further from -14 percent in July 2017. This is the steepest decline monitored among industry sectors.

Top Growth Industries

Year-over-year Growth	Aug 16	Aug 17	% Growth Y-o-Y
Home Appliances	284	436	54%
NGO/Social Services	182	252	38%
Banking/ Financial Services , Insurance	241	325	35%
Consumer Goods/ FMCG, Food & Packaged Food	181	243	34%
Telecom/ISP	186	249	34%

Lowest Growth Industries

Year-over-year Growth	Aug 16	Aug 17	% Growth Y-o-Y
Garments/ Textiles/ Leather, Gems & Jewellery	153	149	-3%
Production and Manufacturing	148	138	-7%
Import / Export	111	96	-14%
Government/ PSU/ Defence	108	90	-17%
BPO/ITES	276	222	-20%

E-Commerce: Online recruitment activity in e-commerce sector saw a marginal growth of one percent on the year. Recruitment activity on the month remained steady at July level and slipped below the three-month ago level by four percent. The six-month growth rate, nevertheless, continued to be positive.

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	May 17	Jun 17	Jul 17	Aug 17	Y-O-Y
111	111	115	113	117	115	112	113	110	110	106	109	112	116	121	122	116	116	1%

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

- Year-on-year, **Sales & Business Development** professionals saw further increase in demand; up from 29 percent in July 2017 to 35 percent in August 2017. Month-on-month demand increased by three percent and surpassed the three-month and six-month level by 11 percent and 18 percent respectively.
- **Engineering /Production** (up 32 percent); **Software, Hardware, Telecom** (up 28 percent); **Finance & Accounts** (up 20 percent) were next in the rung as the most sought after job role. It is notable that the year-on-year growth momentum improved for all three job roles between July and August 2017.
- Online demand for **Hospitality & Travel** professionals even though positive has shrunk in the past months. The year-on-year growth rate eased from 23 percent in June to 12 percent in July and further to 10 percent in August 2017. The group saw a one percent increase in demand on a month-on-month basis.
- Online demand for **Legal** professionals matched the corresponding period a year-ago following negative growth trend since November 2016. The group recorded the most notable increase in demand (month-on-month) among all monitored job roles; up by six percent.

Top Growth Occupations

Year-over-year Growth	Aug 16	Aug 17	% Growth Y-o-Y
Sales & Business Development	265	357	35%
Engineering /Production	168	222	32%
Software, Hardware, Telecom	280	357	28%
Finance & Accounts	186	223	20%
Customer Service	246	284	15%

Lowest Growth Occupations

Year-over-year Growth	Aug 16	Aug 17	% Growth Y-o-Y
Hospitality & Travel	201	221	10%
Senior Management	217	236	9%
HR & Admin	178	193	8%
Health Care	316	338	7%
Legal	243	243	0%

Geographic year-over-year Trends: E-recruitment activity exceeded the year-ago level in 11 of the 13 cities monitored by the Index.

- **Kolkata** (up 46 percent) continued to exhibit the steepest growth in online demand on a long-term basis. Month-on-month, e-recruitment activity increased by four percent.

- Year-on-year demand in **Chandigarh** (zero percent) and **Kochi** (up one percent) diminished further while **Ahmedabad** (up 18 percent) saw two points improvement in annual growth rate between July and August 2017.
- Mumbai** (up 11 percent) continued to be the only city to exhibit double-digit annual growth rate and also chart among top five cities in terms of increases in long-term demand. **Bangalore** registered four percent growth on the year and two percent on the month. Online recruitment in **Chennai** (up one percent) recovered marginally following negative growth since April 2017.
- E-recruitment activity in **Delhi-NCR** (down one percent) hovered below the year-ago level even in August 2017. Demand on the month increased by three percent; this is the first positive growth since March 2017.

Top Growth Cities

Year-over-year Growth	Aug 16	Aug 17	% Growth Y-o-Y
Kolkata	239	349	46%
Baroda	214	267	25%
Ahmedabad	280	330	18%
Coimbatore	253	288	14%
Mumbai	285	316	11%

Lowest Growth Cities

Year-over-year Growth	Aug 16	Aug 17	% Growth Y-o-Y
Bangalore	331	344	4%
Chennai	242	244	1%
Kochi	279	281	1%
Chandigarh	284	283	0%
Delhi-NCR	245	243	-1%

By Industry

	2016					2017							
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
IT - Hardware, Software	439	440	430	398	464	446	458	466	496	500	492	531	536
BPO/ITES	276	300	314	243	249	238	252	250	246	243	228	219	222
Engineering, Cement, Construction, Iron/Steel	157	160	166	149	162	163	181	164	167	174	172	195	182
Banking/Financial Services/Insurance	241	244	246	219	255	273	277	255	284	299	308	312	325
Education	207	217	225	216	216	221	228	222	228	226	229	248	255
Production and Manufacturing	148	144	127	127	150	138	122	130	131	121	129	139	138
Automotive/Ancillaries/Tyres	154	147	154	147	148	155	158	156	163	157	168	182	180
Telecom/ISP	186	189	186	181	213	187	201	212	236	234	234	254	249
Oil/Gas/Petroleum, Power	128	134	138	139	143	138	136	137	137	135	134	135	131
Healthcare, Bio Technology & Life Sciences, Pharmaceuticals	317	328	320	308	319	320	312	319	325	287	315	319	312
Advertising, Market Research, Public Relations	146	145	148	157	164	164	164	160	164	158	159	159	157
Travel & Tourism	251	245	248	246	268	265	266	260	268	264	280	276	272

Home Appliances	284	296	308	286	307	304	348	367	396	399	401	451	436
Media & Entertainment	260	252	259	242	278	260	255	271	287	257	261	311	346
Chemicals/Plastic/Rubber, Paints, Fertilizer/Pesticides	119	117	128	121	126	129	139	146	137	137	142	138	143
Consumer Goods/FMCG, Food & Packaged Food	181	188	195	185	191	191	201	197	211	218	228	245	243
Garments/Textiles/Leather, Gems & Jewellery	153	161	168	159	165	157	158	165	166	159	167	154	149
Real Estate	160	165	165	163	164	155	151	166	161	157	161	167	167
Retail	264	266	273	279	303	298	285	301	326	261	292	281	287
Logistic, Courier/Freight/Transportation	193	198	215	194	204	205	231	221	212	187	197	210	217
Import/Export	111	110	116	112	113	116	121	112	117	112	110	102	96
Government/PSU/Defence	108	111	120	123	120	121	123	116	116	104	99	95	90
Shipping/Marine	104	100	104	112	117	114	104	108	111	107	110	127	128
Printing/Packaging	196	191	201	209	220	224	230	221	217	195	199	207	204
NGO/Social Services	182	177	182	179	233	225	219	226	214	200	208	243	252
Agro based industries	138	129	133	140	162	169	157	158	164	154	166	180	182
Office Equipment/Automation	96	102	108	109	108	111	114	113	116	104	101	105	105

By Occupation

	2016					2017							
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
Software, Hardware, Telecom	280	281	300	302	334	330	325	339	342	334	334	354	357
Customer Service	246	272	295	248	258	252	264	267	267	266	261	270	284
Engineering/Production	168	169	185	186	203	205	193	202	213	209	212	223	222
Finance & Accounts	186	190	186	179	192	196	201	200	204	192	198	212	223
Sales & Business Development	265	274	288	287	316	309	302	318	332	321	332	347	357
Senior Management	217	223	216	183	193	196	195	220	215	208	214	230	236
HR & Admin	178	178	179	170	181	178	178	188	189	182	187	188	193
Marketing & Communications	221	221	224	221	231	231	221	233	238	229	233	249	253
Health Care	316	331	327	302	312	321	339	318	308	307	323	336	338
Purchase/Logistics/Supply Chain	169	169	173	163	171	169	175	172	178	172	178	185	195
Hospitality & Travel	201	196	194	195	210	205	210	213	212	211	216	219	221
Legal	243	246	231	207	220	219	218	232	229	215	235	229	243
Arts/Creative	189	186	178	175	183	183	180	189	195	186	198	207	217

By Local Market

	2016					2017							
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
Mumbai	285	307	318	272	288	282	284	303	302	295	301	307	316
Bangalore	331	341	344	303	328	319	332	351	344	325	326	337	344
Delhi-NCR	245	258	262	234	242	242	244	252	247	240	237	236	243
Hyderabad	252	264	264	247	255	252	260	274	265	252	256	267	272
Chennai	242	251	252	224	227	228	237	251	241	230	231	237	244
Pune	273	296	302	257	269	263	271	285	281	270	274	284	289
Kolkata	239	265	268	245	245	240	250	267	301	304	314	334	349
Ahmedabad	280	303	307	285	287	282	289	315	322	314	318	325	330
Chandigarh	284	281	281	252	259	252	259	265	282	274	285	282	283
Kochi	279	310	334	261	263	262	253	264	277	271	278	285	281
Baroda	214	215	207	199	209	217	222	241	281	239	270	275	267
Coimbatore	253	258	258	247	248	243	257	283	296	282	277	274	288
Jaipur	258	274	273	230	233	234	248	255	251	245	256	265	279

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

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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.

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

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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.

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