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EMPLOYMENT INDEX

Online hiring in Banking and Finance registers 30 percent Y-o-Y growth- Monster Employment Index

- **Monster Employment Index India registers a 17 percent y-o-y growth**
- **Education continues to chart long-term Y-o-Y growth of 68 per cent in August**
- **Customer Service followed by Health Care professionals is the most in-demand job role**
- **IT witnessed a 7-point dip with an Y-o-Y growth of 44 per cent in August as opposed to a Y-o-Y figure of 51 per cent in July**

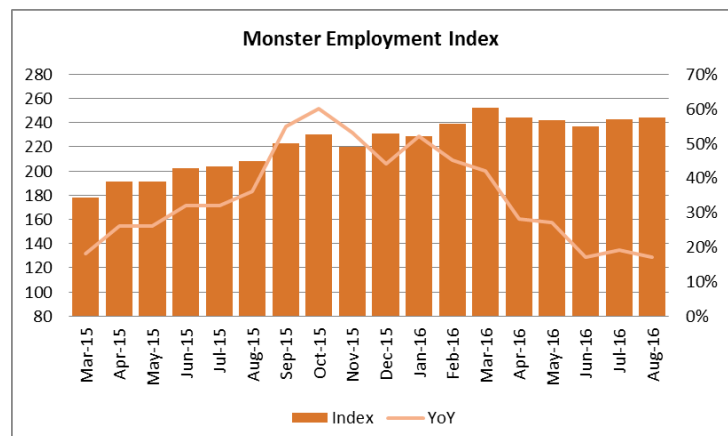
New Delhi, 07 September, 2016: Online recruitment activities in the month of September registered a y-o-y growth of 17 percent, according to the latest Monster Employment Index. The banking and finance sector (BFSI) which is currently undergoing series of reforms, has shown a positive online hiring trend this month with a Y-o-Y growth figure of 30 percent. The Education sector continues to chart a long-term growth owing to special impetus by the government since the budget of 2016.

At the occupational level, online demand for customer services professionals and healthcare professionals suggested improved Y-o-Y growth numbers of 46 per cent and 38 per cent respectively. City-wise data paints a positive picture for tier-II cities as Chandigarh (up by 36 per cent), Jaipur (up by 34 per cent) and Coimbatore (up by 29 per cent) show an uptrend in the Y-o-Y growth chart.

Commenting on the trends, **Sanjay Modi, Managing Director, Monster.com, APAC & Middle-East** said, "The month

has been challenging in terms of job opportunities for the Indian market owing to a continued slump in usual employment generating sectors - IT and Production & manufacturing. However, BFSI was able to hold its ground in this bearish atmosphere as the sector has been going through a complete metamorphosis. According to our MEI, the BFSI sector registered a 13 points jump since last month with a Y-o-Y growth of 30 per cent. Ongoing digitization in the banking sector and consolidation in the insurance sector has significantly contributed towards job creations for the skilled talent. Among sectors, Production and Manufacturing recorded the steepest Y-o-Y decline of 14 per cent. The growth optimism around the sector persists, a recent survey by FICCI on the manufacturing sector suggests an improvement in growth for the second quarter of the fiscal (July-September 2016-17), with a slightly better outlook for production."

He further added, "Tier-II markets continue to outperform the metros. Chandigarh, Jaipur and Coimbatore are leading with impressive growth figures of 36 per cent, 34 per cent and 29 per cent respectively, whereas metros like Delhi (up by 15 per cent), Bengaluru (up by 26 per cent), and Chennai



(up by 15 per cent), have shown the lowest growth this month. Largely, the Indian job market is steadily moving conducive ecosystem for the employable Indian masses.”

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

Mar 15	Apr 15	May 15	Jun 15	Jul 15	Aug 15	Sep 15	Oct 15	Nov 15	Dec 15	Jan 16	Feb 16	Mar 16	Apr 16	May 16	Jun 16	Jul 16	Aug 16	Y-O-Y
178	191	191	202	204	208	223	230	220	231	229	239	252	244	242	237	243	244	17%

Industry Year-over-year Trends: Of the 27 industry sector monitored by the Index 17 industries registered a positive growth year-on-year

- **Education** (up 68 percent) continues to lead the year-on-year growth chart but at a slower pace vis-à-vis July 2016 (up 74 percent). E-recruitment activity in the sector eased six percent on the month
- The pace of growth year-on-year improved further in **BPO/ITES sector**; up from 33 percent in July 2016 to 46 percent in August 2016. **IT - Hardware, Software**, on the other hand, saw the growth momentum ease marginally from 51 percent in July 2016 to 44 percent in August 2016
- The annual growth momentum in **Banking/ Financial Services, Insurance** sector improved 13 points; up from 17 percent in July 2016 to 30 percent in August 2016. The sector also recorded the steepest month-on-month growth among all monitored industry sectors; up by 11 percent
- Online recruitment activity in Manufacturing and Commerce slowed significantly this month. Online recruitment activity in **Production and Manufacturing** plunged 14 percent below the year-ago level. This is also the steepest decline recorded among all monitored industry sectors. **Logistic, Courier/ Freight/ Transportation** (up nine percent) and **Automotive/ Ancillaries / Tyres** (up 12 percent) continued to chart an uptrend in hiring activity (year-on-year) but at an eased-up pace

Top Growth Industries

Year-over-year Growth	Aug 15	Aug 16	% Growth Y-o-Y
Education	123	207	68%
BPO/ITES	189	276	46%
IT - Hardware, Software	304	439	44%
Media & Entertainment	183	260	42%
Healthcare, Bio Technology & Life Sciences, Pharmaceuticals	233	317	36%

Lowest Growth Industries

Year-over-year Growth	Aug 15	Aug 16	% Growth Y-o-Y
Import / Export	114	111	-3%
Office Equipment/Automation	99	96	-3%
Retail	275	264	-4%
Real Estate	168	160	-5%
Production and Manufacturing	173	148	-14%

E-Commerce: E-commerce sector registered a 19 percent growth from the year ago; seven points lower than July 2016. This is the least growth recorded in the series. Month-on-month hiring activity eased two percent

Apr 15	May 15	Jun 15	Jul 15	Aug 15	Sep 15	Oct 15	Nov 15	Dec 15	Jan 16	Feb 16	Mar 16	Apr 16	May 16	Jun 16	Jul 16	Aug 16	Y-O-Y
83	85	91	93	97	101	105	104	107	109	113	111	111	115	113	117	115	19%

Occupation Year-over-year Trends: Online demand exceeded the year-ago level in 12 occupation groups out of the 13 monitored by the Index.

- **Customer service** (up 46 percent) supplanted **Health Care** (up 38 percent) on an annual basis. Customer Service professionals also saw the steepest growth in demand on the month while demand for Health Care professionals eased one percent between July and August 2016
- Demand at the **Senior Management** level continues to be high; up by 27 percent year-on-year. It is notable, however, that in the past months the growth momentum has dropped progressively
- The annual growth momentum for **Engineering /Production** professionals moderated further; down from 30 percent in July 2016 to 12 percent in August 2016. The group also registered the most notable decline month-on-month; down seven percent
- Online demand for **Purchase/ Logistics/ Supply Chain** (up two percent) and **Hospitality & Travel** (up one percent) rebounded following low levels in June and July
- Online demand for **Arts/Creative** continues to be low. The year-on-year growth rate slipped two percent below August 2015; this is the only group to register a downtrend this month in terms of the annual rate of growth

Top Growth Occupations

Year-over-year Growth	Aug 15	Aug 16	% Growth Y-o-Y
Customer Service	168	246	46%
Health Care	229	316	38%
Senior Management	171	217	27%
Software, Hardware, Telecom	221	280	27%
Marketing & Communications	190	221	16%

Lowest Growth Occupations

Year-over-year Growth	Aug 15	Aug 16	% Growth Y-o-Y
Finance & Accounts	174	186	7%
HR & Admin	170	178	5%
Purchase/ Logistics/ Supply Chain	165	169	2%
Hospitality & Travel	199	201	1%
Arts/Creative	193	189	-2%

Geographic year-over-year Trends: E-recruitment activity increased in 12 of the all 13 cities monitored by the Index.

- Tier II cities led the long-term growth chart even this month. **Chandigarh** (up 36 percent) followed by **Jaipur** (up 34 percent) and **Coimbatore** (up 29 percent) registered the steepest growth. The pace of growth increased one point in Chandigarh between July and August. Jaipur and Coimbatore, on the other hand, saw growth momentum ease by two point and three point respectively
- **Bangalore** registered a 26 percent growth from the year-ago; same as in July 2016. Bangalore among major cities is the only one to make it among the top five. Nevertheless, the pace of employment growth has slowed considerably in Bangalore in the past three months
- **Delhi-NCR** (up 15 percent); **Hyderabad** (up 19 percent); **Chennai** (up 15 percent) continued to chart double-digit annual growth rate but at a further diminished pace. In **Mumbai** the growth rate remained stable at 18 percent
- **Baroda** (down four percent) witnessed the second successive year-on-year decline

Top Growth Cities

Year-over-year Growth	Aug 15	Aug 16	% Growth Y-o-Y
Chandigarh	209	284	36%
Jaipur	193	258	34%
Coimbatore	196	253	29%
Bangalore	262	331	26%
Ahmedabad	230	280	22%

Lowest Growth Cities

Year-over-year Growth	Aug 15	Aug 16	% Growth Y-o-Y
Pune	232	273	18%
Chennai	210	242	15%
Delhi-NCR	213	245	15%
Kochi	247	279	13%
Baroda	224	214	-4%

By Industry

	2015					2016							
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
IT - Hardware, Software	304	337	356	333	367	374	405	446	447	447	434	438	439
BPO/ITES	189	201	218	211	206	203	229	240	242	239	246	256	276
Engineering, Cement, Construction, Iron/Steel	133	136	142	134	136	138	144	161	168	179	169	171	157
Banking/Financial Services/Insurance	186	191	196	171	182	177	184	206	216	215	214	218	241
Education	123	130	135	137	142	159	180	183	188	201	203	221	207
Production and Manufacturing	173	176	180	155	164	165	156	168	168	192	166	161	148
Automotive/Ancillaries/Tyres	138	142	142	137	139	136	135	156	161	187	162	157	154
Telecom/ISP	164	173	177	152	171	164	157	169	169	157	176	180	186
Oil/Gas/Petroleum, Power	128	129	126	119	138	127	134	144	135	124	129	133	128
Healthcare, Bio Technology & Life Sciences, Pharmaceuticals	233	247	259	242	265	258	276	289	302	302	305	324	317
Advertising, Market Research, Public Relations	148	155	158	152	154	148	161	159	176	187	195	150	146
Travel & Tourism	234	265	264	237	253	246	260	272	266	252	244	248	251
Home Appliances	239	248	246	232	247	249	271	317	300	314	300	303	284
Media & Entertainment	183	203	197	192	201	199	216	240	233	236	242	243	260
Chemicals/Plastic/Rubber, Paints, Fertilizer/Pesticides	103	101	98	80	94	104	105	117	117	106	114	115	119
Consumer Goods/FMCG, Food & Packaged Food	156	166	161	149	167	166	170	181	183	172	172	183	181
Garments/Textiles/Leather, Gems & Jewellery	147	159	138	147	159	150	156	168	157	147	148	152	153
Real Estate	168	174	159	149	169	168	172	180	173	164	166	168	160
Retail	275	270	274	271	278	256	283	301	290	305	295	280	264
Logistic, Courier/Freight/Transportation	177	178	182	176	189	191	201	215	202	196	201	208	193
Import/Export	114	113	116	108	125	116	121	119	136	134	134	117	111

Government/PSU/Defence	88	88	89	87	88	95	95	109	104	86	91	103	108
Shipping/Marine	106	105	105	99	106	108	109	112	110	105	98	101	104
Printing/Packaging	198	204	208	194	207	206	204	217	202	180	181	207	196
NGO/Social Services	184	200	197	187	186	210	227	235	195	178	193	210	182
Agro based industries	125	125	126	117	129	132	132	145	146	138	132	144	138
Office Equipment/Automation	99	94	96	97	101	100	100	115	107	93	89	102	96

By Occupation

	2015					2016							
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
Software, Hardware, Telecom	221	239	252	241	256	259	276	296	287	287	272	280	280
Customer Service	168	164	170	171	166	175	194	205	212	208	229	234	246
Engineering/Production	150	161	158	154	174	171	179	189	182	192	182	180	168
Finance & Accounts	174	182	194	177	193	190	188	202	193	192	180	183	186
Sales & Business Development	240	254	258	250	270	267	282	291	278	274	260	268	265
Senior Management	171	168	173	158	172	185	203	226	229	228	214	220	217
HR & Admin	170	180	186	171	175	179	194	210	198	198	192	182	178
Marketing & Communications	190	200	207	206	216	218	238	252	245	243	237	231	221
Health Care	229	282	298	248	254	250	281	298	298	295	290	318	316
Purchase/Logistics/Supply Chain	165	128	164	161	165	167	168	175	166	163	156	161	169
Hospitality & Travel	199	218	220	202	214	207	211	218	201	199	176	196	201
Legal	222	217	225	216	242	256	256	283	260	249	247	254	243
Arts/Creative	193	199	202	199	201	188	201	209	197	184	187	189	189

By Local Market

	2015					2016							
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
Mumbai	239	250	257	246	261	257	270	286	284	276	261	274	285
Bangalore	262	279	292	273	298	304	323	346	339	332	315	328	331
Delhi-NCR	213	205	210	199	210	213	223	235	237	237	236	245	245
Hyderabad	211	217	229	225	237	230	239	253	250	251	243	253	252
Chennai	210	217	224	215	218	221	237	249	249	247	263	241	242
Pune	232	240	249	230	240	237	247	263	257	251	249	264	273
Kolkata	198	207	209	198	209	208	229	239	235	234	225	230	239
Ahmedabad	230	235	247	235	248	241	266	276	273	266	266	279	280
Chandigarh	209	235	234	223	256	253	258	271	275	270	266	271	284
Kochi	247	258	262	267	290	254	266	260	252	258	236	262	279
Baroda	224	214	215	208	222	212	217	219	221	221	198	206	214

Coimbatore	196	204	216	211	217	202	231	247	258	250	239	248	253
Jaipur	193	211	213	205	214	221	230	232	237	247	237	251	258

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.

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 national 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 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, Ahmadabad, 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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