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EMPLOYMENT INDEX

Monster Employment Index India registered an 11 percent y-o-y growth for December'16 and January'17

- **Banking/ Financial Services, Insurance (up 54 percent) witnessed steepest annual growth followed by Education (up 39 percent)**
- **Year-on-year, recruitment activity declines the most in Production and Manufacturing**
- **Coimbatore (up 20 percent) leads all monitored cities on the year while Ahmedabad (up 17 percent) follows closely**

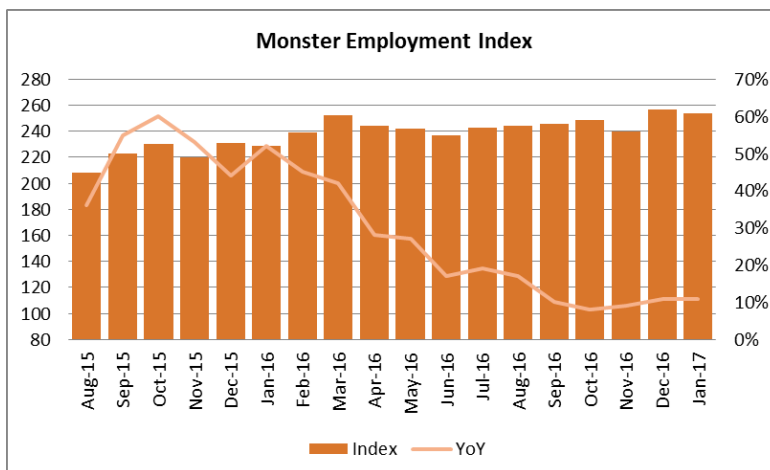
New Delhi, 14 February, 2017: Online recruitment activities for January 2017 continued to exceed the corresponding period a year-ago at the same rate as in December 2016; up by 11 percent, according to the Monster Employment Index (<http://www.monsterindia.com/employment-index/>).

In the month of January, **Banking/ Financial Services, Insurance** led the long-term chart with a 54 percent growth as against 40 percent in December 2016. The sector is undergoing a massive change fueled by an increased focus on better customer services and the movement towards providing digital services owing to demonetisation.

Motivated by the digitization in the sector, in January **Education** ranked second among industries led the charts at 39 percent despite moderation in the pace of growth. In December 2016, the sector led the charts with 52 percent growth.

City-wise data shows that **Coimbatore** moved up the growth ladder in January to 20 percent from a 14 percent y-o-y growth in December 2016. This was closely followed by **Ahmedabad (up 17 percent)** and **Kolkata (up 15 percent)** in January.

The e-recruitment activity in Bangalore continued to slide in January. The growth rate eased from 10 percent in December 2016 to 5 percent in January 2017. This is the first single-digit growth and also the lowest recorded since March 2015. Metros exhibited a relatively stable annual growth trend with **Delhi-NCR (up 14 percent)**; **Mumbai (up 10 percent)**; and **Chennai (up three percent)** between December 2016 and January 2017.



Commenting on the trends, **Sanjay Modi, Managing Director, Monster.com, APAC & Middle-East** said, "The hiring sentiment is undergoing a lot of change. Hiring activity for the last two months was primarily driven by industries such as Banking/ Financial Services, Insurance (up 54 percent), and Education (up 39 percent). Demonetisation has disrupted the job market impacting sectors such as Real Estate, Retail, E-commerce, etc. However, this focus on digitization is expected to boost job creation in the economy."

Further commenting on the economy, he added, "The announcements in the Union budget focused on revitalizing the economy on key factors such as ease of doing business, lower fiscal deficit targets, lowering direct tax incidences, encouraging honesty by capping cash transactions either in the form of expenses or donations. Tax rate reduction, encouraging FDI, measures for education, skilling and employment of youth are constructive measures for economic growth, expenditure for farmers, rural sector, affordable housing and infrastructure will boost growth and employment. The allocation to establish 100 India International Skill centers across the country, reiterates the government's focus on skill training to create employment avenues. Its plan to launch Sankalp, a programme for skill acquisition, knowledge and awareness for livelihood, could help the market battle the concern of automation eating up human jobs. With the effective implementation of these pro-growth initiatives, the overall employment scenario is likely to get a fillip."

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

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	Sep 16	Oct 16	Nov 16	Dec 16	Jan 17	Y-O-Y
208	223	230	220	231	229	239	252	244	242	237	243	244	246	249	240	257	254	11%

Industry Year-over-year Trends: Of the 27 industry sectors monitored by the Index online recruitment activity exceeded the year-ago level in 24 industries.

- **Banking/ Financial Services, Insurance** (up 54 percent) led all monitored industry sectors by the way of long-term growth. It is notable that the annual growth momentum in the sector has risen progressively in the past months; the year-on-year growth rate in October, November and December 2016 was 26 percent, 28 percent and 40 percent respectively. There has been an 11 percent growth in e-recruitment activity between October 2016 and January 2017. The sector also recorded a seven percent growth in monthly hiring activity; the steepest among all sectors.
- **Education** ranked second in the long-term growth chart registering a 39 percent growth in online hiring activity. The year-on-year growth rate eased 13 points between December 2016 and January 2017. This is also the lowest growth recorded since December 2015. At the same time, e-recruitment in the sector eased two percent below the three-month level.
- E-recruitment activity in **Real Estate** continued to demonstrate a declining trend. The year-on-year growth rate eased further by five points from a negative three percent in December 2016 to a negative eight percent in January 2017. On a month-on-month basis the sector recorded a five percent decline and slipped below the three-month and six-month level by six percent and eight percent respectively.
- **Advertising, Market Research, Public Relations** (up 11 percent); and **Retail** (up 16 percent) recorded double-digit growth on the year following low levels since July 2016. Month-on-month there was no growth in hiring in Advertising, Market Research, Public Relations (PR) while hiring activity plunged two percent in the Retail sector.
- E-hiring in Manufacturing and commerce remained down and sluggish. **Production and Manufacturing** (down 16 percent) saw the steepest decline among all monitored industry sectors as

the annual growth momentum eased further from a negative nine percent in December 2016. **Logistic, Courier/ Freight/ Transportation** (up seven percent) exhibited a positive but diminishing growth trend; down from 10 percent in November and eight percent in December 2016. In the related **Automotive/Ancillaries/Tyres** sector, nevertheless, the year-on-year growth paced up from six percent in December 2016 to 14 percent in January 2017.

Top Growth Industries

Year-over-year Growth	Jan 16	Jan 17	% Growth Y-o-Y
Banking/ Financial Services , Insurance	177	273	54%
Education	159	221	39%
Media & Entertainment	199	260	31%
Agro based industries	132	169	28%
Government/ PSU/ Defence	95	121	27%

Lowest Growth Industries

Year-over-year Growth	Jan 16	Jan 17	% Growth Y-o-Y
Shipping/Marine	108	114	6%
Garments/ Textiles/ Leather, Gems & Jewellery	150	157	5%
Import / Export	116	116	0%
Real Estate	168	155	-8%
Production and Manufacturing	165	138	-16%

E-Commerce: Online recruitment activity in e-commerce stumbled further; the year-on-year growth rate eased from three percent in December 2016 to a negative three percent in January 2017. The sector recorded a decreasing demand trend on all other parameters as well. E-recruitment eased six percent and nine percent below the three-month and six-month level. Month-on-month, there has been a four percent decline in hiring activity.

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	Sep 16	Oct 16	Nov 16	Dec 16	Jan 17	Y-O-Y
97	101	105	104	107	109	113	111	111	115	113	117	115	112	113	110	110	106	-3%

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

- **Customer service** (up 44 percent) led all occupation groups charting the steepest growth in demand. The growth momentum, nevertheless, slowed from 55 percent in December 2016. The group also witnessed fewer opportunities on the month; down two percent.
- Online demand at the **Senior Management** (up six percent) level has contracted significantly. The group registered the lowest annual growth rate since January 2014 (-13 percent). In the past six-month between July 2016 and January 2017, there has been an 11 percent decline in demand at the senior management level. The monthly demand continues to rise nevertheless; up two percent.
- Online demand for **Health Care** professionals continued to rise; up from 23 percent in December 2016 to 28 percent in January 2017. The job role also witnessed the steepest growth on the month (up three percent) among all monitored job roles.

- Online demand for **Finance & Accounts** professionals exceeded the year-ago level by three percent following low levels since October 2016. Positive growth trends on all other parameters indicate increasing demand for the job role; month-on-month (up two percent), three-month (up five percent) and six-month (up seven percent).
- Year-on-year, demand for **HR and Admin.** and **Hospitality & Travel** continued to be low; down one percent respectively. **Arts/Creative** (down three percent) saw reduced demand as well. The growth momentum, nevertheless, recovered six points from December 2016 (down nine percent).
- **Legal** (down 14 percent) registered the most notable decline in demand on a year-on-year basis.

Top Growth Occupations

Year-over-year Growth	Jan 16	Jan 17	% Growth Y-o-Y
Customer Service	175	252	44%
Health Care	250	321	28%
Software, Hardware, Telecom	259	330	27%
Engineering /Production	171	205	20%
Sales & Business Development	267	309	16%

Lowest Growth Occupations

Year-over-year Growth	Jan 16	Jan 17	% Growth Y-o-Y
Purchase/ Logistics/ Supply Chain	167	169	1%
HR & Admin	179	178	-1%
Hospitality & Travel	207	205	-1%
Arts/Creative	188	183	-3%
Legal	256	219	-14%

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

- **Coimbatore** (up 20 percent) moved up the growth ladder to lead all monitored cities by the way of long term growth. The year-on-year growth momentum improved by six points between December 2016 (14 percent) and January 2017. Nevertheless, all other parameters suggest slowdown in the pace of hiring in the recent months; month-on-month (down two percent), three-month (down six percent) and six-month (down two percent).
- **Ahmedabad** (up 17 percent) and **Kolkata** (up 15 percent) were next in the rung. The year-on-year growth rate advanced one point between December 2016 and January 2017 in Ahmedabad while Kolkata witnessed a two point reduction. Both cities charted fewer opportunities on the month; down by two percent respectively.
- Year-on-year, e-recruitment activity in **Bangalore** continued to slide. The growth rate eased from 10 percent in December 2016 to five percent in January 2017. This is the first single-digit growth and also the lowest recorded since March 2015. Month-on-month, there has been a three percent decline in online hiring in the city. At the same time, demand slipped seven percent and three percent below the three-month and six-month level respectively.
- **Delhi-NCR** (up 14 percent); **Mumbai** (up 10 percent); and **Chennai** (up three percent) exhibited relatively stable annual growth trend between December 2016 and January 2017.
- **Kochi** (up three percent) and **Baroda** (up two percent) registered positive growth on the year this month following low levels in December 2016. Online hiring activity in **Chandigarh**, on the other hand, matched the corresponding period a year-ago.

Top Growth Cities

Year-over-year Growth	Jan 16	Jan 17	% Growth Y-o-Y
Coimbatore	202	243	20%
Ahmedabad	241	282	17%
Kolkata	208	240	15%
Delhi-NCR	213	242	14%
Pune	237	263	11%

Lowest Growth Cities

Year-over-year Growth	Jan 16	Jan 17	% Growth Y-o-Y
Bangalore	304	319	5%
Chennai	221	228	3%
Kochi	254	262	3%
Baroda	212	217	2%
Chandigarh	253	252	0%

By Industry

	2016												2017
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
IT - Hardware, Software	374	405	446	447	447	434	438	439	440	430	398	464	446
BPO/ITES	203	229	240	242	239	246	256	276	300	314	243	249	238
Engineering, Cement, Construction, Iron/Steel	138	144	161	168	179	169	171	157	160	166	149	162	163
Banking/Financial Services/Insurance	177	184	206	216	215	214	218	241	244	246	219	255	273
Education	159	180	183	188	201	203	221	207	217	225	216	216	221
Production and Manufacturing	165	156	168	168	192	166	161	148	144	127	127	150	138
Automotive/Ancillaries/Tyres	136	135	156	161	187	162	157	154	147	154	147	148	155
Telecom/ISP	164	157	169	169	157	176	180	186	189	186	181	213	187
Oil/Gas/Petroleum, Power	127	134	144	135	124	129	133	128	134	138	139	143	138
Healthcare, Bio Technology & Life Sciences, Pharmaceuticals	258	276	289	302	302	305	324	317	328	320	308	319	320
Advertising, Market Research, Public Relations	148	161	159	176	187	195	150	146	145	148	157	164	164
Travel & Tourism	246	260	272	266	252	244	248	251	245	248	246	268	265
Home Appliances	249	271	317	300	314	300	303	284	296	308	286	307	304
Media & Entertainment	199	216	240	233	236	242	243	260	252	259	242	278	260
Chemicals/Plastic/Rubber, Paints, Fertilizer/Pesticides	104	105	117	117	106	114	115	119	117	128	121	126	129
Consumer Goods/FMCG, Food & Packaged Food	166	170	181	183	172	172	183	181	188	195	185	191	191
Garments/Textiles/Leather, Gems & Jewellery	150	156	168	157	147	148	152	153	161	168	159	165	157
Real Estate	168	172	180	173	164	166	168	160	165	165	163	164	155

Retail	256	283	301	290	305	295	280	264	266	273	279	303	298
Logistic, Courier/Freight/Transportation	191	201	215	202	196	201	208	193	198	215	194	204	205
Import/Export	116	121	119	136	134	134	117	111	110	116	112	113	116
Government/PSU/Defence	95	95	109	104	86	91	103	108	111	120	123	120	121
Shipping/Marine	108	109	112	110	105	98	101	104	100	104	112	117	114
Printing/Packaging	206	204	217	202	180	181	207	196	191	201	209	220	224
NGO/Social Services	210	227	235	195	178	193	210	182	177	182	179	233	225
Agro based industries	132	132	145	146	138	132	144	138	129	133	140	162	169
Office Equipment/Automation	100	100	115	107	93	89	102	96	102	108	109	108	111

By Occupation

	2016												2017
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
Software, Hardware, Telecom	259	276	296	287	287	272	280	280	281	300	302	334	330
Customer Service	175	194	205	212	208	229	234	246	272	295	248	258	252
Engineering/Production	171	179	189	182	192	182	180	168	169	185	186	203	205
Finance & Accounts	190	188	202	193	192	180	183	186	190	186	179	192	196
Sales & Business Development	267	282	291	278	274	260	268	265	274	288	287	316	309
Senior Management	185	203	226	229	228	214	220	217	223	216	183	193	196
HR & Admin	179	194	210	198	198	192	182	178	178	179	170	181	178
Marketing & Communications	218	238	252	245	243	237	231	221	221	224	221	231	231
Health Care	250	281	298	298	295	290	318	316	331	327	302	312	321
Purchase/Logistics/Supply Chain	167	168	175	166	163	156	161	169	169	173	163	171	169
Hospitality & Travel	207	211	218	201	199	176	196	201	196	194	195	210	205
Legal	256	256	283	260	249	247	254	243	246	231	207	220	219
Arts/Creative	188	201	209	197	184	187	189	189	186	178	175	183	183

By Local Market

	2016												2017
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
Mumbai	257	270	286	284	276	261	274	285	307	318	272	288	282

Bangalore	304	323	346	339	332	315	328	331	341	344	303	328	319
Delhi-NCR	213	223	235	237	237	236	245	245	258	262	234	242	242
Hyderabad	230	239	253	250	251	243	253	252	264	264	247	255	252
Chennai	221	237	249	249	247	263	241	242	251	252	224	227	228
Pune	237	247	263	257	251	249	264	273	296	302	257	269	263
Kolkata	208	229	239	235	234	225	230	239	265	268	245	245	240
Ahmedabad	241	266	276	273	266	266	279	280	303	307	285	287	282
Chandigarh	253	258	271	275	270	266	271	284	281	281	252	259	252
Kochi	254	266	260	252	258	236	262	279	310	334	261	263	262
Baroda	212	217	219	221	221	198	206	214	215	207	199	209	217
Coimbatore	202	231	247	258	250	239	248	253	258	258	247	248	243
Jaipur	221	230	232	237	247	237	251	258	274	273	230	233	234

About the Monster Employment Index (<http://www.monsterindia.com/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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