

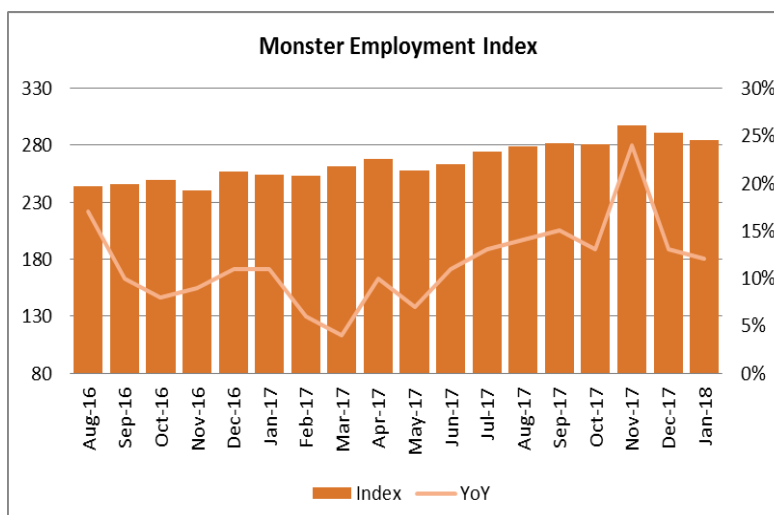
monster® EMPLOYMENT INDEX

Monster Employment Index India registered 12 percent y-o-y growth for January'18

- **Home Appliances (up 71 percent)** continue to lead the y-o-y growth, followed by **Media & Entertainment (up 46 percent)**
- **Production and Manufacturing (up 26 percent)** saw the most notable improvement in long-term growth momentum
- **Kolkata (up 47 percent)** and **Ahmedabad (up 32 percent)** lead all monitored cities

New Delhi, 06 February 2018: Online recruitment activities in the month of January 2018 registered 12 percent year-on-year growth, according to the [Monster Employment Index](#), with a 2 percent decline in month-on-month e-recruitment activity.

Among job intensive sectors, **Home Appliances** continued to lead the long-term growth chart with **71 percent** year-on-year; the sector has witnessed 15 percent increase in hiring demand in the past six months. This was followed by **Media & Entertainment (up 46 percent)** and **Banking/ Financial Services, Insurance (up 36 percent)**. Demand in Banking/ Financial Services, Insurance exceeded the three month and six-month level by 12 percent and 19 percent respectively.



Year-on-year, demand in **Production and Manufacturing (up 26 percent)** picked up in

January 2018 following a slowdown in December 2017. Online recruitment in **Retail (down 13 percent)** recorded the steepest month-on-month decline among all monitored industry sectors. The sector witnessed an 8 percent decline in the month.

City-wise data shows that among all monitored cities, **Kolkata (up 47 percent)** recorded the most notable annual growth rate, followed by **Ahmedabad (up 32 percent)** and **Baroda (up 31 percent)**. E-recruitment activity in Delhi-NCR (**0 percent**) matched the corresponding period a year-ago, while Chennai (**up 6 percent**) and Bangalore (**up 5 percent**) registered the steepest monthly decline of 5 percent.

Commenting on the trends, Sanjay Modi, Managing Director, Monster.com, APAC & Middle-East said, “The online hiring activity sustained an upward growth trajectory with Monster Employment Index registering a 12 percent year-on-year growth in January 2018. It is interesting to note that Production and Manufacturing sector is on the revival mode, a much-needed impetus in order to create more jobs and solidify the backbone of our economy. Moreover, in another welcome development, we see a surge in the online demand in Banking/ Financial Services and Insurance sector. This can be attributed to the conducive investment climate, digital growth and increased savings in the formal financial sector.”

“The job market looks positive and hopefully, hiring should also gain traction in the next few months. However, the emphasis remains on re-skilling and upskilling employees to be able to survive the dynamism in the jobs market and the impact of rising adoption of artificial intelligence”, he added.

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

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	Sep 17	Oct 17	Nov 17	Dec 17	Jan 18	Y-O-Y
244	246	249	240	257	254	253	261	268	258	263	274	279	282	281	297	291	284	12%

Industry Year-over-year Trends: Online demand surpassed the year-ago level in 18 of the 27 industry sectors monitored by the Index.

- Year-on-year, online demand in **Home Appliance** (up 71 percent) industry continued to trend up. The growth momentum paced up three points from 68 percent in December 2017. Month-on-month, demand increased by marginal one percent. In the past six months (between July 2017 and January 2018) the sector has witnessed 15 percent increase in hiring demand.
- There has been no significant change in demand level in **IT - Hardware, Software** (up 22 percent); and **BPO/ITES** (down 21 percent) sectors, year-on-year. Nevertheless, each of these sectors saw fewer opportunities on the month. There has been a decline of four percent in e-recruitment between December 2017 and January 2018 in each of the above sector.
- Online recruitment in the **Retail** (down 13 percent) sector plunged further on the year; from zero percent growth in November and a decline of six percent in December 2017. The sector witnessed an eight percent decline on the month as well which is the steepest decline recorded among all monitored industry sectors.
- **Banking/ Financial Services, Insurance** (up 36 percent) was among the top five hiring sectors despite slowdown in pace of growth, year-on-year. The rate of growth eased by two points between December 2017 and January 2018. The sector saw a five percent increase in e-recruitment on the month which is the highest among all monitored sectors. Demand exceeded the three month and six-month level by 12 percent and 19 percent respectively.
- Year-on-year, demand in **Production and Manufacturing** picked up following slowdown in December. The sector registered an annual growth of 26 percent in January 2018; up from 13 percent growth in December 2017. Month-on-month, e-recruitment activity increased by three percent. **Logistic, Courier/ Freight/ Transportation** recorded 20 percent growth down from 29

percent in December while **Automotive/ Ancillaries/Tyres** sector registered 24 percent growth down from 35 percent in December 2017.

- **Government/PSU/Defence** (down 35 percent) recorded the steepest annual decline among all monitored industry sectors.

Top Growth Industries

Year-over-year Growth	Jan 17	Jan 18	% Growth Y-o-Y
Home Appliances	304	520	71%
Telecom/ISP	187	276	48%
Media & Entertainment	260	380	46%
Banking/ Financial Services, Insurance	273	371	36%
Consumer Goods/ FMCG, Food & Packaged Food	191	255	34%

Lowest Growth Industries

Year-over-year Growth	Jan 17	Jan 18	% Growth Y-o-Y
Retail	298	260	-13%
Agro based industries	169	137	-19%
Printing/ Packaging	224	180	-20%
BPO/ITES	238	187	-21%
Government/ PSU/ Defence	121	79	-35%

E-Commerce: E-commerce sector registered eight percent year-on-year growth in January 2018. Demand on the month increased by one percent up from a decline of three percent in December 2017 and matched the three-month ago level.

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	Sep 17	Oct 17	Nov 17	Dec 17	Jan 18	Y-O-Y
115	112	113	110	110	106	109	112	116	121	122	116	116	117	115	117	114	115	8%

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

- **Finance & Account** (up 32 percent); **Sales & Business Development** (up 29 percent) continue to be the most demanded job roles even in January 2018. The long-term growth momentum improved by three percentage points for both having slowed in the previous month. Sales & Business Development professionals saw no growth on the months while demand for Finance & Account increased by four percent between December and January.
- Online demand for **Engineering /Production** increased 20 percent between January 2017 and 2018. This is the only job role to witness positive growth on all parameters; two percent (month-on-month), seven percent (three-month) and 11 percent (six-month).
- Year-on-year, demand for **Software, Hardware, Telecom** (up six percent) and **Customer Service** (up three percent) retracted further. At the same time, the job roles registered monthly decline of four percent and five percent respectively in January 2018. Demand on the year was lowest for Customer Service professionals.

Top Growth Occupations

Year-over-year Growth	Jan 17	Jan 18	% Growth Y-o-Y
Finance & Accounts	196	258	32%
Senior Management	196	257	31%
Sales & Business Development	309	399	29%
HR & Admin	178	215	21%
Engineering /Production	205	247	20%

Lowest Growth Occupations

Year-over-year Growth	Jan 17	Jan 18	% Growth Y-o-Y
Marketing & Communications	231	267	16%
Purchase/ Logistics/ Supply Chain	169	194	15%
Legal	219	250	14%
Software, Hardware, Telecom	330	350	6%
Customer Service	252	259	3%

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

- **Kolkata** (up 47 percent) continues to lead the long-term growth chart but at an eased up pace of growth vis-à-vis the previous month. **Ahmedabad** (up 32 percent), **Baroda** (up 31 percent), **Chandigarh** (up 30 percent) and **Jaipur** (up 29 percent) followed closely. **Ahmedabad** and **Chandigarh** aside, the year-on-year growth momentum eased in all monitored cities.
- The year-on-year growth momentum slowed in all major metro cities as well. **Mumbai** (up 15 percent) was the only city to witness a double-digit annual growth figure in January 2018. **Hyderabad** (up seven percent); **Bangalore** (up five percent); **Chennai** (up six percent) exhibited moderately positive growth. E-recruitment in **Delhi-NCR** (zero percent) matched the corresponding period a year-ago. Bangalore and Chennai registered the steepest monthly decline of five percent.

Top Growth Cities

Year-over-year Growth	Jan 17	Jan 18	% Growth Y-o-Y
Kolkata	240	352	47%
Ahmedabad	282	372	32%
Baroda	217	285	31%
Chandigarh	252	327	30%
Jaipur	234	303	29%

Lowest Growth Cities

Year-over-year Growth	Jan 17	Jan 18	% Growth Y-o-Y
Pune	263	290	10%
Hyderabad	252	269	7%
Chennai	228	241	6%
Bangalore	319	335	5%
Delhi-NCR	242	243	0%

By Industry

	2017												2018
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
IT - Hardware, Software	446	458	466	496	500	492	531	536	525	531	565	563	542
BPO/ITES	238	252	250	246	243	228	219	222	221	189	196	195	187
Engineering, Cement, Construction, Iron/Steel	163	181	164	167	174	172	195	182	189	186	201	198	192
Banking/Financial Services/Insurance	273	277	255	284	299	308	312	325	353	330	342	353	371
Education	221	228	222	228	226	229	248	255	256	259	273	279	274
Production and Manufacturing	138	122	130	131	121	129	139	138	141	155	166	169	174
Automotive/Ancillaries/Tyres	155	158	156	163	157	168	182	180	187	185	186	200	192
Telecom/ISP	187	201	212	236	234	234	254	249	259	251	273	276	276
Oil/Gas/Petroleum, Power	138	136	137	137	135	134	135	131	134	143	147	147	141
Healthcare, Bio Technology & Life Sciences, Pharmaceuticals	320	312	319	325	287	315	319	312	332	323	352	340	330
Advertising, Market Research, Public Relations	164	164	160	164	158	159	159	157	157	155	164	165	163
Travel & Tourism	265	266	260	268	264	280	276	272	277	277	296	279	266
Home Appliances	304	348	367	396	399	401	451	436	469	457	491	516	520
Media & Entertainment	260	255	271	287	257	261	311	346	370	366	402	377	380
Chemicals/Plastic/Rubber, Paints, Fertilizer/Pesticides	129	139	146	137	137	142	138	143	146	131	154	153	148
Consumer Goods/FMCG, Food & Packaged Food	191	201	197	211	218	228	245	243	265	261	267	260	255
Garments/Textiles/Leather, Gems & Jewellery	157	158	165	166	159	167	154	149	157	148	153	153	147
Real Estate	155	151	166	161	157	161	167	167	171	168	178	179	177
Retail	298	285	301	326	261	292	281	287	292	284	280	284	260
Logistic, Courier/Freight/Transportation	205	231	221	212	187	197	210	217	244	242	261	263	247
Import/Export	116	121	112	117	112	110	102	96	113	125	121	118	117
Government/PSU/Defence	121	123	116	116	104	99	95	90	91	87	89	83	79
Shipping/Marine	114	104	108	111	107	110	127	128	123	122	122	116	115
Printing/Packaging	224	230	221	217	195	199	207	204	202	191	203	193	180
NGO/Social Services	225	219	226	214	200	208	243	252	273	256	273	248	230
Agro based industries	169	157	158	164	154	166	180	182	177	158	143	137	137
Office Equipment/Automation	111	114	113	116	104	101	105	105	103	101	101	100	100

By Occupation

	2017												2018
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
Software, Hardware, Telecom	330	325	339	342	334	334	354	357	350	347	365	364	350
Customer Service	252	264	267	267	266	261	270	284	281	274	280	272	259
Engineering/Production	205	193	202	213	209	212	223	222	231	230	249	241	247
Finance & Accounts	196	201	200	204	192	198	212	223	240	236	250	247	258
Sales & Business Development	309	302	318	332	321	332	347	357	374	358	396	398	399
Senior Management	196	195	220	215	208	214	230	236	245	253	259	261	257
HR & Admin	178	178	188	189	182	187	188	193	199	201	215	215	215
Marketing & Communications	231	221	233	238	229	233	249	253	258	252	273	268	267
Health Care	321	339	318	308	307	323	336	338	367	363	389	389	373
Purchase/Logistics/Supply Chain	169	175	172	178	172	178	185	195	203	199	205	201	194
Hospitality & Travel	205	210	213	212	211	216	219	221	231	236	257	246	237
Legal	219	218	232	229	215	235	229	243	248	243	252	254	250
Arts/Creative	183	180	189	195	186	198	207	217	219	217	226	220	218

By Local Market

	2017												2018
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
Mumbai	282	284	303	302	295	301	307	316	319	321	335	335	323
Bangalore	319	332	351	344	325	326	337	344	336	336	351	351	335
Delhi-NCR	242	244	252	247	240	237	236	243	244	241	248	251	243
Hyderabad	252	260	274	265	252	256	267	272	270	265	283	280	269
Chennai	228	237	251	241	230	231	237	244	245	243	253	253	241
Pune	263	271	285	281	270	274	284	289	283	281	295	300	290
Kolkata	240	250	267	301	304	314	334	349	352	348	369	367	352
Ahmedabad	282	289	315	322	314	318	325	330	346	342	365	373	372
Chandigarh	252	259	265	282	274	285	282	283	295	298	317	330	327
Kochi	262	253	264	277	271	278	285	281	294	290	318	308	308
Baroda	217	222	241	281	239	270	275	267	265	271	290	284	285
Coimbatore	243	257	283	296	282	277	274	288	310	316	333	323	312
Jaipur	234	248	255	251	245	256	265	279	290	303	312	307	303

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.

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. 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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