

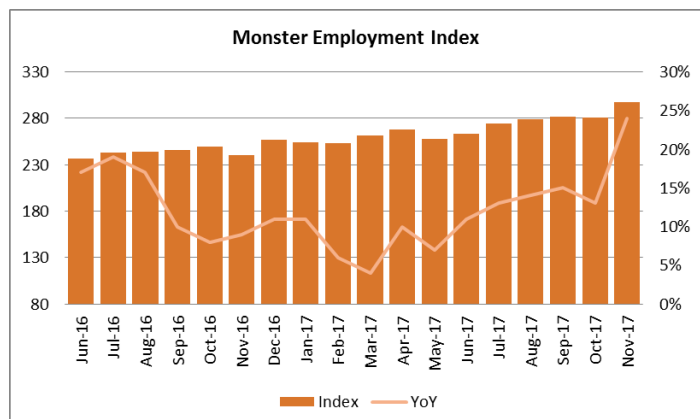
# monster® EMPLOYMENT INDEX

**Monster Employment Index India registered 24 percent y-o-y growth for November'17**

- **Home Appliances (up 72 percent)** continue to lead all monitored sectors for the fifth consecutive month, followed by **Media & Entertainment (up 66 percent)** and **BFSI (up 56 percent)**
- **Production and Manufacturing (up 31 percent)** witnessed positive year-on-year growth
- **Kolkata (up 51 percent)** and **Baroda (up 46 percent)** lead all monitored cities

**New Delhi, 07 December 2017:** Online recruitment activities in the month of November 2017 registered 24 percent year-on-year growth, according to the [Monster Employment Index](#). This is the highest growth recorded this year.

Among job intensive sectors, **Home Appliances** continued to lead the long-term growth chart with **72 percent** y-o-y among all monitored industry sectors for the fifth successive month. Online hiring in **Banking/ Financial Services, Insurance** increased to **56 percent** in November 2017 from **34 percent** in October 2017, with a **4 percent** increase in month-on-month demand. E-recruitment activity in **Production and Manufacturing** surpassed the year-ago level by **31 percent**. The sector recorded a **7 percent** increase in m-o-m growth. **IT** sector has also shown growth with a jump from **23 percent** in October 2017 to **42 percent** in November 2017.



City-wise data shows there has been improvement in online recruitment activity. **Kolkata (up 51 percent)** recorded the most notable annual growth rate among all monitored cities, followed by **Baroda (up 46 percent)**. In **Mumbai**, the year-on-year growth rate paced up from **1 percent** in October 2017 to **23 percent** in November 2017. **Bangalore (up 16 percent)**, **Chennai (up 13 percent)** and **Delhi-NCR (up 6 percent)** also witnessed positive growth on the year.

**Commenting on the trends, Sanjay Modi, Managing Director, Monster.com, APAC & Middle-East** said, "The *Monster Employment Index* shows a positive sentiment with a 24 percent increase in y-o-y growth in November 2017, the highest recorded this year. The impetus towards improving macroeconomic fundamentals and the slowdown in the economy due to demonetization and the adjustment impact of GST implementation seems to be bottoming out, placing India on an upward trajectory."

*“Interesting thing to observe is that Tier II markets were seen outpacing metros in terms of online hiring but, in November, we have witnessed a significant surge in demand in key metros such as Kolkata (51 percent), Mumbai (23 percent) and Chennai (13 percent). Another noteworthy development has been in the IT sector, where the recruitment has displayed a positive growth and showcases an optimistic scenario from a long-term perspective and recovery of the sector.” he added.*

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

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	Sep 17	Oct 17	Nov 17	Y-O-Y
237	243	244	246	249	240	257	254	253	261	268	258	263	274	279	282	281	297	24%

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

- **Home Appliance** (up 72 percent) was the top hiring sector, year-on-year, even in November 2017. The growth momentum paced up 24 points from 48 percent in October. Demand on the month increased by seven percent. The three-month (up 13 percent) and six-month (up 23 percent) growth rate also recuperated this month.
- Year-on-year, demand in **IT - Hardware, Software** improved from 23 percent in October to 42 percent in November 2017. Month-on-month demand increased by six percent. The related **BPO/ITES** (down 19 percent) sector also exhibited signs of recovery. The rate of annual decline eased for the first time in six months. The sector also saw a four percent increase in demand on the month having charted 14 percent decline in the previous month.
- There was an increased demand in **Engineering, Cement, Construction, Iron/Steel** (up 35 percent) sector as well. The sector registered eight percent increase on the month while demand surpassed the three-month level by 10 percent (up from five percent decline in October) and six-month level by 16 percent (up from 11 percent in October).
- **Chemicals/ Plastic/ Rubber, Paints, Fertilizer/ Pesticides** (up 27 percent) witnessed the steepest monthly growth of 18 percent among all monitored industry sectors. All other parameters also pointed at an uptrend in e-recruitment in the sector; eight percent on three-month and 12 percent on six-month.
- E-recruitment in manufacturing and commerce continued to grow progressively. Online demand in **Production and Manufacturing** surpassed the year-ago level by 31 percent. **Logistic, Courier/ Freight/ Transportation** sector saw 35 percent growth between November 2016 and 2017 while **Automotive/ Ancillaries/Tyres** sector exhibited 27 percent growth.
- **Government/ PSU/ Defence** (down 28 percent) recorded the steepest annual decline among all monitored industry sectors.

### Top Growth Industries

Year-over-year Growth	Nov 16	Nov 17	% Growth

### Lowest Growth Industries

Year-over-year Growth	Nov 16	Nov 17	% Growth

			Y-o-Y
Home Appliances	286	491	72%
Media & Entertainment	242	402	66%
Banking/ Financial Services, Insurance	219	342	56%
NGO/Social Services	179	273	53%
Telecom/ISP	181	273	51%

			Y-o-Y
Printing/ Packaging	209	203	-3%
Garments/ Textiles/ Leather, Gems & Jewellery	159	153	-4%
Office Equipment/Automation	109	101	-7%
BPO/ITES	243	196	-19%
Government/ PSU/ Defence	123	89	-28%

**E-Commerce:** E-commerce sector recorded a positive year-on-year growth rate for the fourth month straight; up by six percent. Online demand increased two percent on-the-month. The sector witnessed slow growth on six-month (down three percent). Nevertheless, demand rebounded on three-month (up one percent)

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	Sep 17	Oct 17	Nov 17	Y-O-Y
113	117	115	112	113	110	110	106	109	112	116	121	122	116	116	117	115	117	6%

**Occupation Year-over-year Trends:** All 13 occupation groups monitored by the Index registered increased demand, year-on-year.

- **Senior Management** professionals saw a steep rise in demand; up from 17 percent year-on-year in October to 42 percent in November 2017. It is notable that the job role has been demonstrating a declining trend since November last year and online demand for the group has picked up only recently starting July 2017. Month-on-month demand exhibited two percent growth.
- **Finance & Account; Sales & Business Development** followed closely charting 40 percent and 38 percent growth on the year respectively. Sales & Business Development professionals also saw most notable increase in month-on-month (up 11 percent) demand among all monitored job roles.
- **Legal** (up 22 percent) professionals registered a double-digit growth on the year for the first time since September 2016. Monthly demand increased by four percent.
- Year-on-year, demand for **Customer Service** professionals rebounded as the job role registered a double-digit growth of 13 percent. Demand on the month increased by two percent.

### Top Growth Occupations

Year-over-year Growth	Nov 16	Nov 17	% Growth Y-o-Y
Senior Management	183	259	42%
Finance & Accounts	179	250	40%
Sales & Business Development	287	396	38%
Engineering /Production	186	249	34%

### Lowest Growth Occupations

Year-over-year Growth	Nov 16	Nov 17	% Growth Y-o-Y
Purchase/ Logistics/ Supply Chain	163	205	26%
Marketing & Communications	221	273	24%
Legal	207	252	22%
Software, Hardware, Telecom	302	365	21%

Hospitality & Travel	195	257	32%
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Customer Service	248	280	13%
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**Geographic year-over-year Trends:** E-recruitment activity exceeded the year-ago level in all 13 cities monitored by the Index.

- **Kolkata** (up 51 percent) witnessed the steepest annual growth among all monitored cities once again as the growth momentum paced up 21 points between October and November 2017. Hiring demand expanded on all parameters. Month-on-month there was a six percent increase in demand. Three-month growth rate picked up from four percent in October to six percent in November 2017 while six-month growth rate climbed from 16 percent to 21 percent during the same period.
- **Kochi** (up 22 percent) saw significant increase in hiring demand this month; up from a decline of 13 percent in October and a decline of five percent in September 2017. Kochi also recorded the most notable month-on-month (up 10 percent) growth among all monitored cities. Online recruitment activity exceeded the three-month and six-month level by 13 percent and 17 percent respectively. Among others, **Pune** recorded 15 percent year-on-year this month; up from a decline of seven percent in October.
- Hiring demand improved in all tier-1 cities as well. In **Mumbai**, the year-on-year growth rate paced up from one percent in October to 23 percent in November 2017. **Hyderabad** registered 15 percent growth following no growth in October. **Bangalore** (up 16 percent); **Chennai** (up 13 percent); and **Delhi-NCR** (up six) percent witnessed positive growth on the year; up from a decline of two percent, four percent and eight percent respectively in October 2017.

### Top Growth Cities

Year-over-year Growth	Nov 16	Nov 17	% Growth Y-o-Y
Kolkata	245	369	51%
Baroda	199	290	46%
Jaipur	230	312	36%
Coimbatore	247	333	35%
Ahmedabad	285	365	28%

### Lowest Growth Cities

Year-over-year Growth	Nov 16	Nov 17	% Growth Y-o-Y
Bangalore	303	351	16%
Pune	257	295	15%
Hyderabad	247	283	15%
Chennai	224	253	13%
Delhi-NCR	234	248	6%

## By Industry

	2016		2017										
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
IT - Hardware, Software	398	464	446	458	466	496	500	492	531	536	525	531	565
BPO/ITES	243	249	238	252	250	246	243	228	219	222	221	189	196
Engineering, Cement, Construction, Iron/Steel	149	162	163	181	164	167	174	172	195	182	189	186	201
Banking/Financial	219	255	273	277	255	284	299	308	312	325	353	330	342

Services/Insurance													
Education	216	216	221	228	222	228	226	229	248	255	256	259	273
Production and Manufacturing	127	150	138	122	130	131	121	129	139	138	141	155	166
Automotive/Ancillaries/Tyres	147	148	155	158	156	163	157	168	182	180	187	185	186
Telecom/ISP	181	213	187	201	212	236	234	234	254	249	259	251	273
Oil/Gas/Petroleum, Power	139	143	138	136	137	137	135	134	135	131	134	143	147
Healthcare, Bio Technology & Life Sciences, Pharmaceuticals	308	319	320	312	319	325	287	315	319	312	332	323	352
Advertising, Market Research, Public Relations	157	164	164	164	160	164	158	159	159	157	157	155	164
Travel & Tourism	246	268	265	266	260	268	264	280	276	272	277	277	296
Home Appliances	286	307	304	348	367	396	399	401	451	436	469	457	491
Media & Entertainment	242	278	260	255	271	287	257	261	311	346	370	366	402
Chemicals/Plastic/Rubber, Paints, Fertilizer/Pesticides	121	126	129	139	146	137	137	142	138	143	146	131	154
Consumer Goods/FMCG, Food & Packaged Food	185	191	191	201	197	211	218	228	245	243	265	261	267
Garments/Textiles/Leather, Gems & Jewellery	159	165	157	158	165	166	159	167	154	149	157	148	153
Real Estate	163	164	155	151	166	161	157	161	167	167	171	168	178
Retail	279	303	298	285	301	326	261	292	281	287	292	284	280
Logistic, Courier/Freight/Transportation	194	204	205	231	221	212	187	197	210	217	244	242	261
Import/Export	112	113	116	121	112	117	112	110	102	96	113	125	121
Government/PSU/Defence	123	120	121	123	116	116	104	99	95	90	91	87	89
Shipping/Marine	112	117	114	104	108	111	107	110	127	128	123	122	122
Printing/Packaging	209	220	224	230	221	217	195	199	207	204	202	191	203
NGO/Social Services	179	233	225	219	226	214	200	208	243	252	273	256	273
Agro based industries	140	162	169	157	158	164	154	166	180	182	177	158	143
Office Equipment/Automation	109	108	111	114	113	116	104	101	105	105	103	101	101

### By Occupation

	2016		2017										
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
Software, Hardware, Telecom	302	334	330	325	339	342	334	334	354	357	350	347	365
Customer Service	248	258	252	264	267	267	266	261	270	284	281	274	280
Engineering/Production	186	203	205	193	202	213	209	212	223	222	231	230	249
Finance & Accounts	179	192	196	201	200	204	192	198	212	223	240	236	250
Sales & Business Development	287	316	309	302	318	332	321	332	347	357	374	358	396

Senior Management	183	193	196	195	220	215	208	214	230	236	245	253	259
HR & Admin	170	181	178	178	188	189	182	187	188	193	199	201	215
Marketing & Communications	221	231	231	221	233	238	229	233	249	253	258	252	273
Health Care	302	312	321	339	318	308	307	323	336	338	367	363	389
Purchase/Logistics/Supply Chain	163	171	169	175	172	178	172	178	185	195	203	199	205
Hospitality & Travel	195	210	205	210	213	212	211	216	219	221	231	236	257
Legal	207	220	219	218	232	229	215	235	229	243	248	243	252
Arts/Creative	175	183	183	180	189	195	186	198	207	217	219	217	226

### By Local Market

	2016		2017										
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
Mumbai	272	288	282	284	303	302	295	301	307	316	319	321	335
Bangalore	303	328	319	332	351	344	325	326	337	344	336	336	351
Delhi-NCR	234	242	242	244	252	247	240	237	236	243	244	241	248
Hyderabad	247	255	252	260	274	265	252	256	267	272	270	265	283
Chennai	224	227	228	237	251	241	230	231	237	244	245	243	253
Pune	257	269	263	271	285	281	270	274	284	289	283	281	295
Kolkata	245	245	240	250	267	301	304	314	334	349	352	348	369
Ahmedabad	285	287	282	289	315	322	314	318	325	330	346	342	365
Chandigarh	252	259	252	259	265	282	274	285	282	283	295	298	317
Kochi	261	263	262	253	264	277	271	278	285	281	294	290	318
Baroda	199	209	217	222	241	281	239	270	275	267	265	271	290
Coimbatore	247	248	243	257	283	296	282	277	274	288	310	316	333
Jaipur	230	233	234	248	255	251	245	256	265	279	290	303	312

#### 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 in 2016 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](http://www.monsterindia.com) | [www.facebook.com/monsterindia](https://www.facebook.com/monsterindia) | [https://twitter.com/monster\\_india](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](http://monster.com/about)

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