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EMPLOYMENT INDEX

Customer service and logistics register increased online hiring amid the festive fervor: Monster Employment Index

- The September Monster Employment Index India registers 10 percent y-o-y growth
- Logistics registered 32 percent Y-o-Y growth; hiring of Customer service professionals registered 66 percent growth Y-o-Y and an 11 percent growth from the M-o-M
- Education continues to lead industries with a Y-o-Y growth of 67 percent in September
- Up by 49 percent the BPO/ITES sector recorded second highest Y-o-Y growth
- E-recruitment in Travel and Tourism has decreased (eight percent) for the first time since December 2013

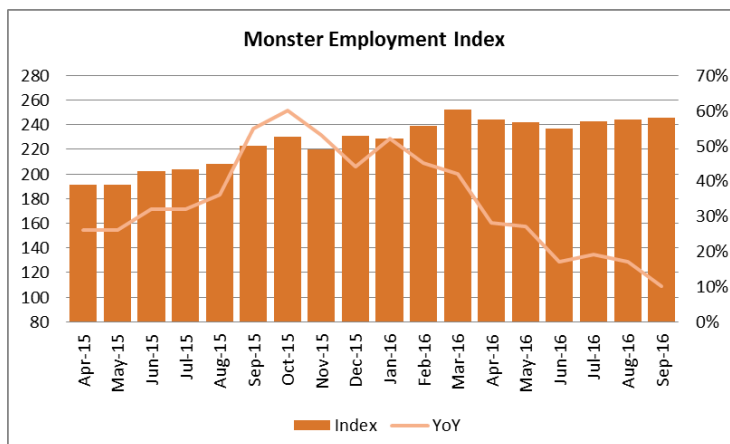
New Delhi, 18 October, 2016: Online recruitment activities in the month of September 2016 registered a y-o-y growth of 10 percent, according to the Monster Employment Index. A month prior to the festive season hustle, the **BPO sector** (up 49 percent) along with the **logistics industry** (up by 32 percent) and **Customer service** professionals (up 66 percent) witnessed a significant increase in online hiring.

The education sector (up by 67 percent) has maintained a lead in the past few months, over other monitored industries.

City-wise data shows a steep growth for tier-II cities with Jaipur (up 30 percent) followed by Ahmedabad (up 29 percent) steering ahead of metros such as Delhi (up by 26 percent) and Mumbai (up by 23 percent).

Among industries, Production and Manufacturing (down 18 percent) and IT moderated from 44 percent in August 2016 to 31 percent in September. These two key industries continue to remain in the slump despite of rigorous government campaigns such as Digital India and Make in India.

Commenting on the trends, **Sanjay Modi, Managing Director, Monster.com, APAC & Middle-East** said, "On the back of the expectations from the festive season, MEI for September shows significant hiring growth in the BPO and the logistics sectors as well as in the hiring of customer service professionals. Gearing up to support the demand expected from the festive season upsurge, the e-commerce sector has equipped itself with short-term workforce to strengthen its delivery mechanism as well as handling of customer service queries. Another noteworthy development has been in the Travel and Tourism sector where the e-recruitment has declined by eight percent (Y-o-Y) for the first time since December 2013. This drop can be attributed to lack of initiatives to promote Indian tourism in the overseas markets. This is further compounded by the other factors-- safety of travelers and the outbreak of diseases such as dengue and chikungunya."



He further added, "Tier-II markets continue to outperform the metros; Jaipur (up 30 percent) followed by Ahmedabad (up 29 percent) recorded the highest growth. The top metros such as Delhi (up by 26 percent) and Mumbai (up by 23 percent) are yet to enter the top recruiter's race."

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

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	Sep 16	Y-O-Y
191	191	202	204	208	223	230	220	231	229	239	252	244	242	237	243	244	246	10%

Industry Year-over-year Trends: 18 industries out of the 27 monitored by the Index registered a positive year-on-year growth

- **Education** (up 67 percent) continued as the leading sector despite marginal slowdown in the pace of long-term growth rate vis-s-vis August 2016 (up by 68 percent)
- **BPO/ITES sector** (up 49 percent) recorded the second highest growth on the year among all monitored industry sectors as the rate of growth improved three points between August and September 2016. Hiring activity in sector has picked up in the past months. The sector registered a 22 percent growth between June and September 2016
- Online recruitment activity in the **IT - Hardware, Software** has slowed significantly. The long term-growth momentum in **IT - Hardware, Software** moderated from 44 percent in August 2016 to 31 percent in September 2016. The sector has registered no growth in e-recruitment activity on a month-on-month basis since August 2016. Online opportunities slipped below the six-month ago (March 2016) by one percent
- E-recruitment in **Travel and Tourism** has taken a hit as well. The year-on-year growth rate (down eight percent) is negative for the first time since December 2013. All other parameters exhibit a similar downtrend; negative 10 percent on a six-month basis, no growth on a three-month basis and negative two percent month-on-month
- **Production and Manufacturing** (down 18 percent) continued to chart the steepest annual decline among all monitored industry sectors

Top Growth Industries

Year-over-year Growth	Sep 15	Sep 16	% Growth Y-o-Y
Education	130	217	67%
BPO/ITES	201	300	49%
Healthcare, Bio Technology & Life Sciences, Pharmaceuticals	247	328	33%
IT - Hardware, Software	337	440	31%
Banking/ Financial Services , Insurance	191	244	28%

Lowest Growth Industries

Year-over-year Growth	Sep 15	Sep 16	% Growth Y-o-Y
Printing/ Packaging	204	191	-6%
Advertising, Market Research, Public Relations (PR)	155	145	-6%
Travel and Tourism	265	245	-8%
NGO/Social Services	200	177	-12%
Production and Manufacturing	176	144	-18%

E-Commerce: The E-commerce sector continued to chart progressive slowdown. The year-on-year growth rate eased eight points from 19 percent in August to 11 percent in September 2016. The Index reading for the series moved closer to six-month level while there is no growth in online activity on the month.

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	Sep 16	Y-O-Y
83	85	91	93	97	101	105	104	107	109	113	111	111	115	113	117	115	112	11%

Occupation Year-over-year Trends: Online demand exceeded the year-ago level in 10 occupation groups out of the 13 monitored by the Index.

- Aligning with steep growth in the BPO/ITES sector there is increased demand for **Customer service** professionals. The group registered a 66 percent growth from the year-ago and an 11 percent growth from the month-ago; the steepest recorded among all job roles
- Online demand for **HR and Admin.** slipped below the year-ago level; down one percent. This is the first negative growth since February 2015. The group has been witnessing negative or no growth in monthly demand since April 2016. Demand for the group eased seven percent below the three-month (June 2016) this month
- Purchase/ Logistics/ Supply Chain** registered a notable 32 percent year-on-year growth this month following low levels since June 2016
- Steepest decline in demand was witnessed by **Hospitality & Travel** (down 10 percent) professionals followed by **Arts/Creative** (down seven percent)

Top Growth Occupations

Year-over-year Growth	Sep 15	Sep 16	% Growth Y-o-Y
Customer Service	164	272	66%
Senior Management	168	223	33%
Purchase/ Logistics/ Supply Chain	128	169	32%
Software, Hardware, Telecom	239	281	18%
Health Care	282	331	17%

Lowest Growth Occupations

Year-over-year Growth	Sep 15	Sep 16	% Growth Y-o-Y
Engineering /Production	161	169	5%
Finance & Accounts	182	190	4%
HR & Admin	180	178	-1%
Arts/Creative	199	186	-7%
Hospitality & Travel	218	196	-10%

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

- Jaipur** (up 30 percent) followed by **Ahmedabad** (up 29 percent) and **Kolkata** (up 28 percent) registered the steepest growth in year-on-year recruitment activity. The pace of growth eased four points in Jaipur between August and September 2016 whereas Ahmedabad and Kolkata registered a 7 point increase each in the annual growth rate

- The annual growth momentum saw maximum advancement in the **Delhi-NCR** region; up 11 points from 15 percent in August 2016 to 26 percent in September 2016. Delhi-NCR is also the only major city to have ranked among the top five in the year-on-year growth chart
- The annual growth rate in **Mumbai** (up 23 percent) paced up by four points following relatively stable growth trend since June 2016. The year-on-year-growth rate in **Bangalore** (up 22 percent), on the other hand, eased four points
- **Baroda** aside, all cities monitored by the Index registered a positive year-on-year growth trend. E-recruitment in Baroda matched the year-ago level in September 2016 following negative growth in July and August 2016

Top Growth Cities

Year-over-year Growth	Sep 15	Sep 16	% Growth Y-o-Y
Jaipur	211	274	30%
Ahmedabad	235	303	29%
Kolkata	207	265	28%
Coimbatore	204	258	26%
Delhi-NCR	205	258	26%

Lowest Growth Cities

Year-over-year Growth	Sep 15	Sep 16	% Growth Y-o-Y
Hyderabad	217	264	22%
Kochi	258	310	20%
Chandigarh	235	281	20%
Chennai	217	251	16%
Baroda	214	215	0%

By Industry

	2015				2016								
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
IT - Hardware, Software	337	356	333	367	374	405	446	447	447	434	438	439	440
BPO/ITES	201	218	211	206	203	229	240	242	239	246	256	276	300
Engineering, Cement, Construction, Iron/Steel	136	142	134	136	138	144	161	168	179	169	171	157	160
Banking/Financial Services/Insurance	191	196	171	182	177	184	206	216	215	214	218	241	244
Education	130	135	137	142	159	180	183	188	201	203	221	207	217
Production and Manufacturing	176	180	155	164	165	156	168	168	192	166	161	148	144
Automotive/Ancillaries/Tyres	142	142	137	139	136	135	156	161	187	162	157	154	147
Telecom/ISP	173	177	152	171	164	157	169	169	157	176	180	186	189
Oil/Gas/Petroleum, Power	129	126	119	138	127	134	144	135	124	129	133	128	134
Healthcare, Bio Technology & Life Sciences, Pharmaceuticals	247	259	242	265	258	276	289	302	302	305	324	317	328
Advertising, Market Research, Public Relations	155	158	152	154	148	161	159	176	187	195	150	146	145

Travel & Tourism	265	264	237	253	246	260	272	266	252	244	248	251	245
Home Appliances	248	246	232	247	249	271	317	300	314	300	303	284	296
Media & Entertainment	203	197	192	201	199	216	240	233	236	242	243	260	252
Chemicals/Plastic/Rubber, Paints, Fertilizer/Pesticides	101	98	80	94	104	105	117	117	106	114	115	119	117
Consumer Goods/FMCG, Food & Packaged Food	166	161	149	167	166	170	181	183	172	172	183	181	188
Garments/Textiles/Leather, Gems & Jewellery	159	138	147	159	150	156	168	157	147	148	152	153	161
Real Estate	174	159	149	169	168	172	180	173	164	166	168	160	165
Retail	270	274	271	278	256	283	301	290	305	295	280	264	266
Logistic, Courier/Freight/Transportation	178	182	176	189	191	201	215	202	196	201	208	193	198
Import/Export	113	116	108	125	116	121	119	136	134	134	117	111	110
Government/PSU/Defence	88	89	87	88	95	95	109	104	86	91	103	108	111
Shipping/Marine	105	105	99	106	108	109	112	110	105	98	101	104	100
Printing/Packaging	204	208	194	207	206	204	217	202	180	181	207	196	191
NGO/Social Services	200	197	187	186	210	227	235	195	178	193	210	182	177
Agro based industries	125	126	117	129	132	132	145	146	138	132	144	138	129
Office Equipment/Automation	94	96	97	101	100	100	115	107	93	89	102	96	102

By Occupation

	2015				2016								
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Software, Hardware, Telecom	239	252	241	256	259	276	296	287	287	272	280	280	281
Customer Service	164	170	171	166	175	194	205	212	208	229	234	246	272
Engineering/Production	161	158	154	174	171	179	189	182	192	182	180	168	169
Finance & Accounts	182	194	177	193	190	188	202	193	192	180	183	186	190
Sales & Business Development	254	258	250	270	267	282	291	278	274	260	268	265	274
Senior Management	168	173	158	172	185	203	226	229	228	214	220	217	223
HR & Admin	180	186	171	175	179	194	210	198	198	192	182	178	178
Marketing & Communications	200	207	206	216	218	238	252	245	243	237	231	221	221
Health Care	282	298	248	254	250	281	298	298	295	290	318	316	331
Purchase/Logistics/Supply Chain	128	164	161	165	167	168	175	166	163	156	161	169	169
Hospitality & Travel	218	220	202	214	207	211	218	201	199	176	196	201	196
Legal	217	225	216	242	256	256	283	260	249	247	254	243	246
Arts/Creative	199	202	199	201	188	201	209	197	184	187	189	189	186

By Local Market

	2015	2016
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	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Mumbai	250	257	246	261	257	270	286	284	276	261	274	285	307
Bangalore	279	292	273	298	304	323	346	339	332	315	328	331	341
Delhi-NCR	205	210	199	210	213	223	235	237	237	236	245	245	258
Hyderabad	217	229	225	237	230	239	253	250	251	243	253	252	264
Chennai	217	224	215	218	221	237	249	249	247	263	241	242	251
Pune	240	249	230	240	237	247	263	257	251	249	264	273	296
Kolkata	207	209	198	209	208	229	239	235	234	225	230	239	265
Ahmedabad	235	247	235	248	241	266	276	273	266	266	279	280	303
Chandigarh	235	234	223	256	253	258	271	275	270	266	271	284	281
Kochi	258	262	267	290	254	266	260	252	258	236	262	279	310
Baroda	214	215	208	222	212	217	219	221	221	198	206	214	215
Coimbatore	204	216	211	217	202	231	247	258	250	239	248	253	258
Jaipur	211	213	205	214	221	230	232	237	247	237	251	258	274

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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