

## Monster Employment Index for India Increases 16 percent Year-over-Year

### April 2011 Index Highlights:

- Annual growth shows 16 percent year-over-year growth
- Oil/Gas/Petroleum, Power continues to lead all industry sectors in annual growth
- Mumbai continues to be the leading metro market with the highest annual growth

The Monster Employment Index is a monthly gauge of Indian online job demand based on a comprehensive real-time review of employer job opportunities culled from a large representative selection of online job sites, including Monsterindia.com®. The Index does not reflect the trend of any one advertiser or source, but is an aggregate measure of the change in job listings across the industry.

“The Index has trended positively year-over-year since October 2010 as employers continue to demonstrate a demand for talent,” said Sanjay Modi, Managing Director (India/Middle East/ South East Asia), Monster.com. “Specifically, we are seeing elevated demand for IT and management professionals aligning with signals of mounting business confidence across the economy and a continued focus on India’s role as a global technology center.”

APR 10	MAY 10	JUN 10	JUL 10	AUG 10	SEP 10	OCT 10	NOV 10	DEC 10	JAN 11	FEB 11	MAR 11	APR 11	Y-O-Y GROWTH
106	110	112	109	105	108	106	109	112	113	116	118	124	16%

**Industry Year-over-year Trends:** More than half of the industries registered positive growth trends.

- **IT - Hardware, Software** (up 32 percent) continued to be the second best in terms of year-over-year growth
- **Logistic, Courier/ Freight/ Transportation** (up 10 percent) continues to exhibit positive annual gain while **Production and Manufacturing** (down nine percent) witnessed relatively restrained hiring intentions of employers when compared to the year-ago level
- **Advertising, Market Research, Public Relations** (20 percent down) continued to exhibit the steepest annual decline among sectors

### Top Growth Industries

Year-over-year Growth	Apr 10	Apr 11	% Growth Y-o-y
Oil/ Gas/ Petroleum, Power	97	135	40%
IT - Hardware, Software	104	137	32%
Automotive/ Ancillaries / Tyres	105	135	29%
Retail	106	130	22%
BPO/ITES	103	126	22%

### Lowest Growth Industries

Year-over-year Growth	Apr 10	Apr 11	% Growth Y-o-y
Banking/ Financial Services , Insurance	109	100	-9%
Production and Manufacturing	112	102	-9%
Agro based industries	118	108	-9%
NGO/Social Services	107	94	-13%
Advertising, Market Research, Public Relations (PR)	113	91	-20%

**Occupation Year-over-year Trends:** Online demand for workers exceeded the year-ago level in eight of the 13 occupational groups in April.

- Demand for **Software, Hardware, Telecom** (up 21 percent) personnel, **Engineering/Production** (up 19 percent) and **Purchase/Logistics/Supply Chain** (up 26 percent) continued to be amongst the leading occupation groups in yearly growth.
- **Customer Service** (down four percent) professionals saw employers hold demand at the March level
- **Finance & Accounts** (down six percent) and **Marketing & Communications** (down six percent) registered the steepest annual declines in the Index, reflecting relatively restrained recruitment conditions for the respective professionals in early-spring 2011.

### Top Growth Occupations

Year-over-year Growth	Apr 10	Apr 11	% Growth Y-o-y
Hospitality & Travel	103	135	30%
Purchase/ Logistics/ Supply Chain	100	129	28%
Software, Hardware, Telecom	105	128	21%
Engineering /Production	102	122	19%
Legal	101	119	18%

### Lowest Growth Occupations

Year-over-year Growth	Apr 10	Apr 11	% Growth Y-o-y
Health Care	115	115	0%
Arts/Creative	102	98	-3%
Customer Service	114	110	-4%
Marketing & Communications	111	105	-6%
Finance & Accounts	114	107	-6%

**Geographic year-over-year Trends:** All 13 cities continue to exhibit positive annual gain even in April

- Among major metro-markets **Coimbatore** (up 31 percent) continued to be the top annual gainer while **Bangalore** showed the slowest rate of annual growth at 9 percent

### Top Growth Cities

Year-over-year Growth	Apr 10	Apr 11	% Growth Y-o-y
Coimbatore	104	135	31%
Baroda	108	136	25%
Mumbai	105	129	24%
Kochi	105	128	22%
Jaipur	107	130	22%

### Lowest Growth Cities

Year-over-year Growth	Apr 10	Apr 11	% Growth Y-o-y
Kolkata	110	122	11%
Chandigarh	116	129	11%
Hyderabad	107	118	11%
Ahmedabad	112	122	9%
Bangalore	111	121	9%

## By Industry

	2010									2011			
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
IT - Hardware, Software	104	111	109	106	109	114	104	110	119	118	124	130	137
BPO/ITES	103	110	111	111	104	111	108	114	119	118	125	127	126
Engineering, Cement, Construction, Iron/Steel	102	112	113	109	108	110	111	117	122	124	124	125	124
Banking/Financial Services/Insurance	109	111	114	106	94	87	80	93	97	97	98	101	100
Education	106	106	113	117	99	92	92	91	98	105	108	108	102
Production and Manufacturing	112	112	116	109	93	92	92	94	98	97	98	101	102
Automotive/Ancillaries/Tyres	105	110	109	108	109	112	114	120	125	124	126	133	135
Telecom/ISP	98	107	100	88	84	86	83	79	83	82	89	95	94
Oil/Gas/Petroleum, Power	97	113	115	112	105	109	113	118	124	128	130	135	135
Healthcare, Bio Technology & Life Sciences, Pharmaceuticals	117	115	107	107	96	101	104	98	105	103	109	117	113
Advertising, Market Research, Public Relations	113	98	89	88	89	95	104	101	94	89	85	89	91
Travel & Tourism	117	105	98	95	90	105	122	124	134	130	124	129	128
Home Appliances	106	115	112	108	105	106	106	112	121	120	119	121	122
Media & Entertainment	114	110	99	95	89	100	120	119	119	107	117	117	119
Chemicals/Plastic/Rubber, Paints, Fertilizer/Pesticides	113	116	110	91	89	94	116	113	114	99	99	110	112
Consumer Goods/FMCG, Food & Packaged Food	112	114	103	89	90	88	104	102	104	95	96	103	105
Garments/Textiles/Leather, Gems & Jewellery	110	127	99	97	96	99	126	124	129	115	117	120	118
Real Estate	101	110	109	106	110	116	112	109	112	113	115	121	122
Retail	106	107	104	109	104	120	123	132	142	137	139	136	130
Logistic, Courier/Freight/Transportation	115	118	105	100	98	109	135	133	136	122	114	124	126
Import/Export	111	105	102	99	87	87	86	95	98	95	98	108	108
Government/PSU/Defence	102	104	93	89	86	94	123	126	120	128	111	104	104
Shipping/Marine	105	102	92	90	89	111	135	129	118	119	116	112	109
Printing/Packaging	109	110	108	105	104	114	115	121	103	99	95	99	105
NGO/Social Services	107	109	95	107	89	95	105	99	84	81	86	92	94
Agro based industries	118	115	101	95	90	100	126	119	110	97	97	104	108
Office Equipment/Automation	103	112	103	86	85	86	102	102	101	94	89	95	104

## By Occupation

	2010									2011			
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
Software, Hardware, Telecom	105	110	113	107	101	112	108	110	115	112	118	123	128
Customer Service	114	112	107	94	91	92	93	99	103	102	108	110	110
Engineering/Production	102	111	114	111	108	108	106	107	117	119	121	123	122
Finance & Accounts	114	113	110	104	94	92	89	94	100	99	101	107	107
Sales & Business Development	106	110	110	106	103	100	97	101	93	109	112	116	117
Senior Management	108	110	110	103	104	110	107	107	116	118	118	120	123
HR & Admin	106	110	116	111	104	104	102	104	109	115	117	122	122
Marketing & Communications	111	110	107	105	103	101	103	101	104	104	103	106	105
Health Care	115	113	108	112	95	96	94	89	100	97	112	120	115
Purchase/Logistics/Supply Chain	100	104	110	108	111	113	111	118	125	122	127	127	129
Hospitality & Travel	103	107	113	111	105	110	120	125	135	141	131	134	135
Legal	101	108	112	109	109	114	115	111	120	119	117	116	119
Arts/Creative	102	104	103	102	92	95	92	91	94	94	97	98	98

## By Local Market

	2010									2011			
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
Mumbai	105	108	109	107	110	115	115	117	121	119	121	127	129
Bangalore	111	113	111	101	101	106	102	102	109	105	112	118	121
Delhi-NCR	107	109	110	110	107	108	107	107	113	113	115	120	122
Hyderabad	107	107	110	106	109	114	110	109	113	111	113	115	118
Chennai	105	108	110	105	108	116	112	115	120	116	118	122	123
Pune	105	107	110	108	108	115	113	113	115	114	117	123	126
Kolkata	110	110	113	106	103	109	105	103	108	113	111	115	122
Ahmedabad	112	113	108	107	104	109	104	102	111	106	105	110	122
Chandigarh	116	114	106	102	102	105	103	106	110	105	111	120	129
Kochi	105	111	112	109	106	112	111	113	122	118	121	123	128
Baroda	108	114	112	101	102	111	104	108	114	120	112	122	136

Coimbatore	104	107	109	107	110	117	116	116	124	119	119	131	135
Jaipur	107	111	112	109	107	105	105	113	114	115	114	117	130

### 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 demand 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 Worldwide

Monster Worldwide, Inc. (NYSE: MWW), parent company of Monster, the premier global online employment solution for more than a decade, strives to inspire people to improve their lives. With a local presence in key markets in North America, Europe, and Asia, Monster works for everyone by connecting employers with quality job seekers at all levels and by providing personalized career advice to consumers globally. Through online media sites and services, Monster delivers vast, highly targeted audiences to advertisers. Monster Worldwide is a member of the S&P 500 index. To learn more about Monster's industry-leading products and services, visit [www.monster.com](http://www.monster.com). More information about Monster Worldwide is available at <http://about-monster.com/>

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