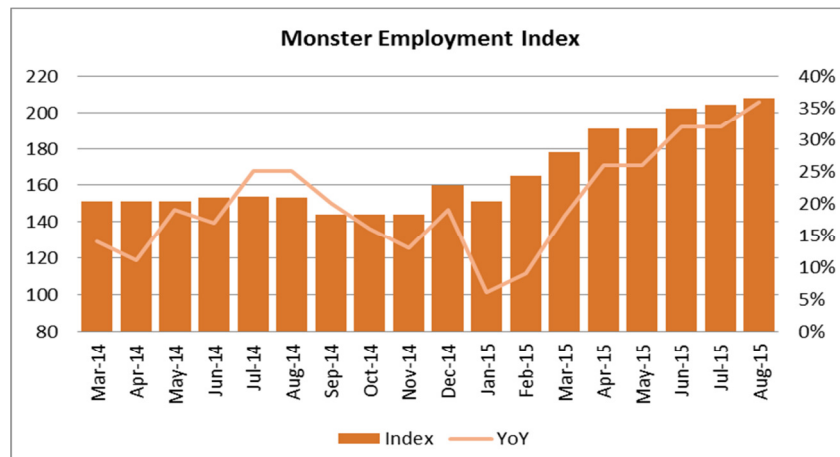


# monster®

## EMPLOYMENT INDEX

**Monster Employment Index depicts an all-time high of 36 Percent this year**

- **Production and Manufacturing fastest growing sector; up by 86 percent**
- **Improved growth for sales and business development (55 percent), along with Marketing and Communications (21 percent)**
- **Among metros highest growth registered in Mumbai (46 percent), followed by Hyderabad (42 percent) and Bangalore (36 percent)**
- **Baroda rocketed growth at 82 percent from a meager 55 percent in July 2015**



“The ongoing momentum is reflecting as an upswing in the current Monster Employment Index. The MEI shows a significant 36 percent rise in the overall hiring; highest in 2015 so far. Sectorally, the hiring activity was led by Production & Manufacturing and BFSI. There still seems to be optimism within the job market and it has grown despite the uncertainties compared to other economies. The government must take a mid to long term view and swing into action. It is time to look into much required reforms and also capital infusion into infrastructure lest it may result in a slowdown” said **Sanjay Modi, Managing Director, Monster.com (India/ Middle- East/Hong Kong/South East Asia**

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

Mar 14	Apr 14	May 14	Jun 14	Jun 14	Aug 14	Sep 14	Oct 14	Nov 14	Dec 14	Jan 15	Feb 15	Mar 15	Apr 15	May 15	Jun 15	Jul 15	Aug 15	Y-O-Y
151	151	151	153	154	153	144	144	144	160	151	165	178	191	191	202	204	208	36%

**Industry Year-over-year Trends:** E-recruitment activity surpassed the corresponding period a year ago in 23 industry sector of the 27 monitored by the Index.

- The pace of hiring, year-on-year, in **Production and Manufacturing** (up 86 percent) improved further. The sector is the fastest growing on an annual basis among all monitored sectors. The short-term growth (3-month) is also expanding fast pointing at a higher employee demand in the sector in the recent months
- The long-term growth momentum in **Banking/ Financial Services, Insurance** (up 69 percent), on the other hand, eased four percentage points following progressive growth since February 2015. The sector also registered the second successive month-on-month decline of one percent
- Year-on-year hiring activity in **Automotive/ Ancillaries / Tyres** (up one percent) and **Engineering, Cement, Construction, Iron/ Steel** (up one percent) sector even though positive is moving at a slow pace
- There is an increased demand in the **Telecom/ISP** (up 64 percent) sector. The sector registered a 12 percent growth in opportunities month-on-month; the steepest among all industry sectors. The year-on-year rate of growth is the highest registered so far. Online hiring in **IT-Hardware, Software** (up 58 percent) continues to edge up on the year
- The **Oil/ Gas/ Petroleum, Power** (down four percent) sector is slowly recovering. The gap in hiring activity (year-on-year) has reduced further from July 2015 while the three-month and six-month rate of growth has improved
- The year-on-year rate of growth is positive in **Chemicals/ Plastic/ Rubber, Paints, Fertilizer/ Pesticides** (up two percent); and **Printing/ Packaging** (up three percent) sector for the first time since September 2014
- **Shipping/Marine** (down 16 percent) recorded the steepest annual decline among industry sectors this month

#### Top Growth Industries

Year-over-year Growth	Aug 14	Aug 15	% Growth Y-o-Y
Production and Manufacturing	93	173	86%
Banking/ Financial Services , Insurance	110	186	69%
Telecom/ISP	100	164	64%
IT - Hardware, Software	192	304	58%
Retail	175	275	57%

#### Lowest Growth Industries

Year-over-year Growth	Aug 14	Aug 15	% Growth Y-o-Y
Automotive/ Ancillaries / Tyres	137	138	1%
Oil/ Gas/ Petroleum, Power	133	128	-4%
Import / Export	121	114	-6%
Government/ PSU/ Defence	101	88	-13%
Shipping/Marine	126	106	-16%

**Occupation Year-over-year Trends:** Of the 13 occupation groups monitored by the Index 12 recorded a growth in online demand.

- There is a growing demand for professionals at the **Senior Management** level. The group has registered the steepest long-term growth rate among all job roles even this month; up by 76 percent. **Arts/Creative** followed with 64 percent growth from the year-ago

- Online demand for **Sales & Business Development** (up 55 percent); **Marketing & Communications** (up 21 percent); **Health Care** (up 40 percent); **Hospitality & Travel** (up 29 percent) improved further on the year. **Engineering /Production** (up 29 percent) recorded a 27 percentage point improvement in the rate of annual growth between July and August 2015
- **Purchase/ Logistics/ Supply Chain** registered a negative growth this month and slipped four percent below the year-ago level

### Top Growth Occupations

Year-over-year Growth	Aug 14	Aug 15	% Growth Y-o-Y
Senior Management	97	171	76%
Arts/Creative	118	193	64%
Sales & Business Development	155	240	55%
Health Care	164	229	40%
Finance & Accounts	128	174	36%

### Lowest Growth Occupations

Year-over-year Growth	Aug 14	Aug 15	% Growth Y-o-Y
Legal	178	222	25%
Marketing & Communications	157	190	21%
HR & Admin	141	170	21%
Customer Service	153	168	10%
Purchase/ Logistics/ Supply Chain	172	165	-4%

**Geographic year-over-year Trends:** All 13 cities monitored by the Index charted positive online hiring trend on an annual basis.

- **Baroda** registered the most notable improvement in the long-term growth rate from 55 percent in July 2015 to 82 percent in August 2015; also the steepest among all monitored countries. There has been a seven percent growth in opportunities from the previous month
- **Pune** (up 49 percent) has witnessed significant growth in recruitment activity in the past months. Available online opportunities increased by 43 percent between January and August 2015
- **Mumbai** (up 46 percent); and **Hyderabad** (up 42 percent) have registered the sharpest year-on-year growth among major cities. Online recruitment in **Bangalore** (up 36 percent) indicates strong growth from the year-ago. The rate of growth has however moderated slightly while there has been no growth on the month
- **Jaipur** witnessed the most restrained year-on-year growth among all monitored cities at 20 percent

### Top Growth Cities

Year-over-year Growth	Aug 14	Aug 15	% Growth Y-o-Y
Baroda	123	224	82%
Pune	156	232	49%
Mumbai	164	239	46%

### Lowest Growth Cities

Year-over-year Growth	Aug 14	Aug 15	% Growth Y-o-Y
Chennai	155	210	35%
Kolkata	155	198	28%
Delhi-NCR	167	213	28%

Hyderabad	149	211	42%
Coimbatore	139	196	41%

Chandigarh	173	209	21%
Jaipur	161	193	20%

### 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 11 other cities of India viz., Mumbai, Delhi, Bangalore, Chennai, Pune, Kolkata, Ahmadabad, Baroda, Chandigarh, Jaipur and Cochin.

Monster.com was voted Product of the Year under the 'Online Job Portals category' in a survey of over 18000 people by Nielsen. Back in 2014, Monster mPower Search was voted Product of the Year under the 'Online Job Portals category' in the same survey. 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](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. (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, 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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