

# monster®

## EMPLOYMENT INDEX

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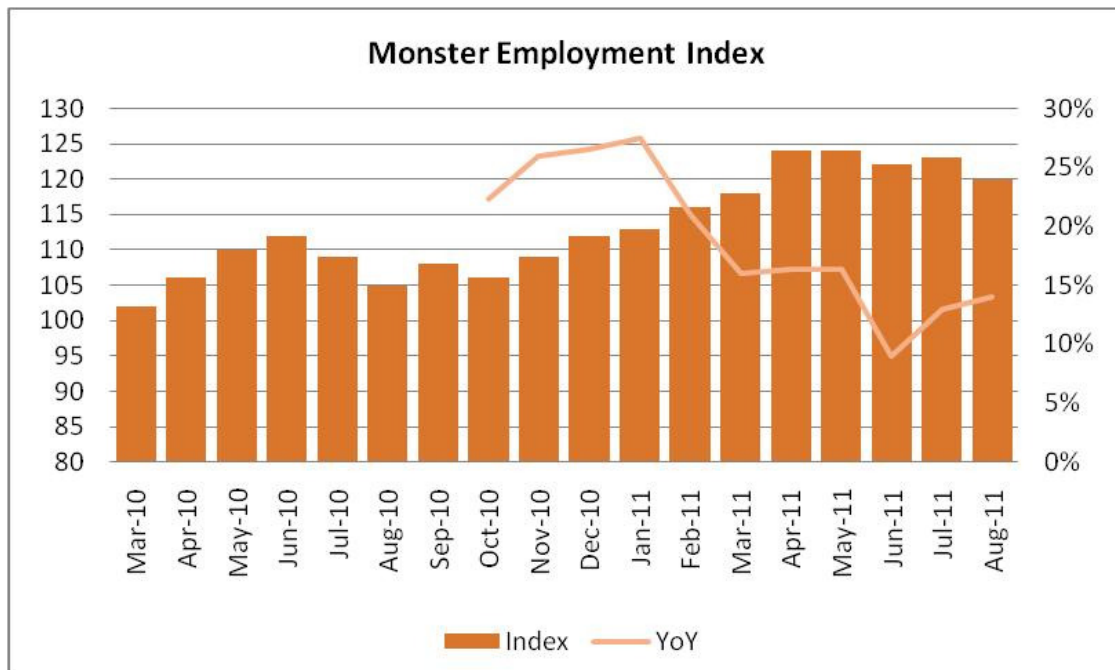
### Monster Employment Index India Rises 14% Year-over-Year

#### August 2011 Index Highlights:

- Annual growth rate at 14 percent in August
- Media & Entertainment, up 47 percent, leads all industry sectors in annual growth. Printing/Packaging was the only sector to register a decline
- All occupational groups record positive annual growth in August except marketing & communications
- Kochi leads all cities in monthly as well as year-on-year growth in online opportunities

**The Monster Employment Index India is a monthly gauge of online job demand based on a real-time review of millions of employer job opportunities culled from a large representative selection of career Web sites and online job listings across India. 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 Monster Employment Index India continues to exhibit a positive momentum in the annual growth driven by sustained hiring activity in all major industry sectors like IT-Hardware, Software; and Oil/Gas/Petroleum, Power,” said Sanjay Modi, Managing Director (India/ Middle East/ South East Asia), Monster.com. “Consumer-driven sectors like hospitality/ travel and retail have also noticeably expanded compared to a year ago.”



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

Mar 10	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	May 11	Jun 11	Jul 11	Aug 11	Y-O-Y
102	106	110	112	109	105	108	106	109	112	113	116	118	124	124	122	123	120	14%

**Industry Year-over-year Trends:** 26 of the 27 industry sectors registered positive annual growth.

- **Media & Entertainment** (up 47 percent) led all the sectors in annual growth
- **Oil/ Gas/ Petroleum, Power** (up 37 percent); **Travel and Tourism** (up 36 percent); and **Retail** (up 31 percent) exhibited strong growth in online job demand over a period of one year
- Opportunities in **IT - Hardware, Software** (up 27 percent) and **BPO/ITES** (up 4 percent) saw online opportunities ease three percent and six percent respectively between July and August
- **Printing/Packaging** (down 13 percent) was the only sector to register negative annual growth

### Top Growth Industries

Year-over-year Growth	Aug 10	Aug 11	% Growth Y-o-y
Media & Entertainment	89	131	47%
Government/ PSU/ Defence	86	125	45%
Oil/ Gas/ Petroleum, Power	105	144	37%
Travel and Tourism	90	122	36%
Retail	104	136	31%

### Lowest Growth Industries

Year-over-year Growth	Aug 10	Aug 11	% Growth Y-o-y
BPO/ITES	104	108	4%
Engineering, Cement, Construction, Iron/ Steel	108	111	3%
Education	99	101	2%
Advertising, Market Research, Public Relations (PR)	89	90	1%
Printing/ Packaging	104	91	-13%

**Occupation Year-over-year Trends:** Online demand remained positive in 12 of the 13 occupational groups monitored by the Index.

- **Arts/Creative** (up 35 percent) professionals led the annual growth for the second month in a row. Nevertheless, the growth in demand contracted four points in August over July
- Jobs rebounded for **Hospitality & Travel** (up 28 percent) personnel
- **Marketing & Communications** (down 7 percent) registered the steepest annual decline even in August despite a one point growth in demand between July and August.

### Top Growth Occupations

Year-over-year Growth	Aug 10	Aug 11	% Growth Y-o-y
Arts/Creative	92	124	35%
Software, Hardware, Telecom	101	129	28%
Hospitality & Travel	105	134	28%
Senior Management	104	129	24%
Sales & Business Development	103	120	17%

### Lowest Growth Occupations

Year-over-year Growth	Aug 10	Aug 11	% Growth Y-o-y
Health Care	95	107	13%
HR & Admin	104	115	11%
Customer Service	91	99	9%
Engineering /Production	108	114	6%
Marketing & Communications	103	96	-7%

**Geographic year-over-year Trends:** All 13 locations monitored by the Index exhibit positive year-over-year growth.

- **Kochi** (up 45 percent) was the leading city in online job growth in all parameters. The annual growth momentum improved 15 percentage points over the previous month

### Top Growth Cities

Year-over-year Growth	Aug 10	Aug 11	% Growth Y-o-y
Kochi	106	154	45%
Baroda	102	132	29%
Coimbatore	110	139	26%
Chandigarh	102	126	24%
Jaipur	107	130	21%

### Lowest Growth Cities

Year-over-year Growth	Aug 10	Aug 11	% Growth Y-o-y
Chennai	108	123	14%
Delhi-NCR	107	120	12%
Mumbai	110	123	12%
Ahmedabad	104	113	9%
Hyderabad	109	117	7%

## By Industry

	2010							2011					
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
IT - Hardware, Software	109	114	104	110	119	118	124	130	137	134	138	142	138
BPO/ITES	104	111	108	114	119	118	125	127	126	127	112	115	108
Engineering, Cement, Construction, Iron/Steel	108	110	111	117	122	124	124	125	124	129	117	111	111
Banking/Financial Services/Insurance	94	87	80	93	97	97	98	101	100	110	106	113	113
Education	99	92	92	91	98	105	108	108	102	107	101	100	101
Production and Manufacturing	93	92	92	94	98	97	98	101	102	105	97	94	98
Automotive/Ancillaries/Tyres	109	112	114	120	125	124	126	133	135	139	130	132	129
Telecom/ISP	84	86	83	79	83	82	89	95	94	96	100	108	108
Oil/Gas/Petroleum, Power	105	109	113	118	124	128	130	135	135	147	152	154	144
Healthcare, Bio Technology & Life Sciences, Pharmaceuticals	96	101	104	98	105	103	109	117	113	107	101	102	106
Advertising, Market Research, Public Relations	89	95	104	101	94	89	85	89	91	96	91	91	90
Travel & Tourism	90	105	122	124	134	130	124	129	128	129	118	113	122
Home Appliances	105	106	106	112	121	120	119	121	122	128	130	134	136
Media & Entertainment	89	100	120	119	119	107	117	117	119	128	131	146	131
Chemicals/Plastic/Rubber, Paints, Fertilizer/Pesticides	89	94	116	113	114	99	99	110	112	117	113	110	104
Consumer Goods/FMCG, Food & Packaged Food	90	88	104	102	104	95	96	103	105	108	108	108	109
Garments/Textiles/Leather, Gems & Jewellery	96	99	126	124	129	115	117	120	118	133	120	117	113
Real Estate	110	116	112	109	112	113	115	121	122	125	120	117	122
Retail	104	120	123	132	142	137	139	136	130	138	130	133	136
Logistic, Courier/Freight/Transportation	98	109	135	133	136	122	114	124	126	135	116	121	115
Import/Export	87	87	86	95	98	95	98	108	108	106	101	99	105
Government/PSU/Defence	86	94	123	126	120	128	111	104	104	115	117	121	125
Shipping/Marine	89	111	135	129	118	119	116	112	109	109	102	102	102
Printing/Packaging	104	114	115	121	103	99	95	99	105	100	95	93	91
NGO/Social Services	89	95	105	99	84	81	86	92	94	99	108	100	113

Agro based industries	90	100	126	119	110	97	97	104	108	109	107	112	116
Office Equipment/Automation	85	86	102	102	101	94	89	95	104	110	95	100	100

### By Occupation

	2010							2011						
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	
Software, Hardware, Telecom	101	112	108	110	115	112	118	123	128	131	133	133	129	
Customer Service	91	92	93	99	103	102	108	110	110	106	101	102	99	
Engineering/Production	108	108	106	107	117	119	121	123	122	120	121	118	114	
Finance & Accounts	94	92	89	94	100	99	101	107	107	110	106	97	107	
Sales & Business Development	103	100	97	101	93	109	112	116	117	127	118	121	120	
Senior Management	104	110	107	107	116	118	118	120	123	118	134	130	129	
HR & Admin	104	104	102	104	109	115	117	122	122	118	117	114	115	
Marketing & Communications	103	101	103	101	104	104	103	106	105	85	102	95	96	
Health Care	95	96	94	89	100	97	112	120	115	92	103	102	107	
Purchase/Logistics/Supply Chain	111	113	111	118	125	122	127	127	129	139	132	131	128	
Hospitality & Travel	105	110	120	125	135	141	131	134	135	113	128	122	134	
Legal	109	114	115	111	120	119	117	116	119	132	121	126	124	
Arts/Creative	92	95	92	91	94	94	97	98	98	96	95	128	124	

### By Local Market

	2010							2011						
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	
Mumbai	110	115	115	117	121	119	121	127	129	132	123	125	123	
Bangalore	101	106	102	102	109	105	112	118	121	117	122	126	121	
Delhi-NCR	107	108	107	107	113	113	115	120	122	125	118	121	120	
Hyderabad	109	114	110	109	113	111	113	115	118	122	120	119	117	
Chennai	108	116	112	115	120	116	118	122	123	123	120	123	123	
Pune	108	115	113	113	115	114	117	123	126	128	125	125	124	
Kolkata	103	109	105	103	108	113	111	115	122	123	123	123	124	

Ahmedabad	104	109	104	102	111	106	105	110	122	125	118	114	113
Chandigarh	102	105	103	106	110	105	111	120	129	127	121	125	126
Kochi	106	112	111	113	122	118	121	123	128	132	140	142	154
Baroda	102	111	104	108	114	120	112	122	136	143	132	135	132
Coimbatore	110	117	116	116	124	119	119	131	135	140	141	143	139
Jaipur	107	105	105	113	114	115	114	117	130	131	129	127	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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