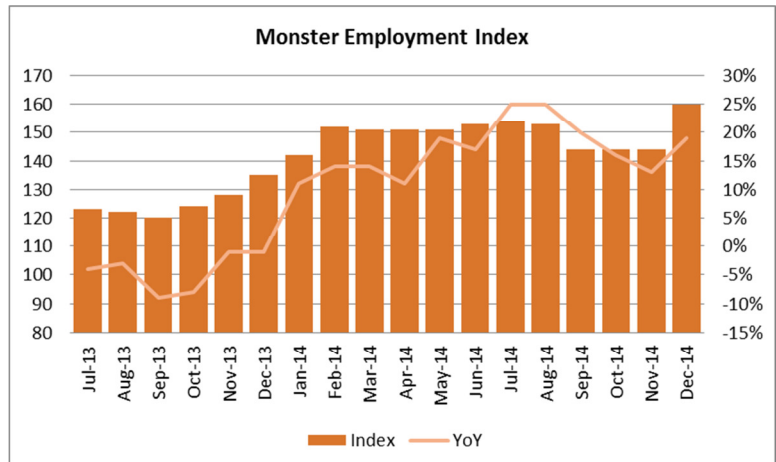


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EMPLOYMENT INDEX

Monster Employment Index Registers 19 Percent Year-on-Year Growth

- **Home Appliance and Hospitality leads all sectors year-on-year**
- **Online recruitment activity drops the most in Office Equipment/Automation sector**
- **Among occupation groups, the strongest demand is for Senior Management and Marketing & Communications professionals**
- **Baroda chart the steepest annual growth followed by Bangalore**



“Monster Employment Index has shown robust annual growth rates in the online employment sector, for the year 2014. The positive year-on-year growth signifies that the year 2015 is expected to be a better year for job seekers and recruiters. Last month, home appliances, travel & tourism, logistics, BFSI and production & manufacturing sectors exhibited a robust 35% + YOY growth. While the increased demand for Senior Management (up 41 percent) professionals continues; 12 of the 13 cities monitored registered positive YOY growth. Baroda recorded the most notable month-on-month growth among all monitored cities. With the increased impetus of the government to make India job ready, the recruitment industry is surely expected to do better in 2015.” said **Sanjay Modi, Managing Director, Monster.com (India/Middle-East/South East Asia/Hong Kong).**

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

| Jul 13 | Aug 13 | Sep 13 | Oct 13 | Nov 13 | Dec 13 | Jan 14 | Feb 14 | Mar 14 | Apr 14 | May 14 | Jun 14 | Jun 14 | Aug 14 | Sep 14 | Oct 14 | Nov 14 | Dec 14 | Y-O-Y |
|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|
| 123 | 122 | 120 | 124 | 128 | 135 | 142 | 152 | 151 | 151 | 151 | 153 | 154 | 153 | 144 | 144 | 144 | 160 | 19% |

Industry Year-over-year Trends: 16 of the 27 industry sectors monitored by the Index registered positive growth on the year.

- **Home Appliances** (up 45 percent) industry led all industry sectors by the way of long term growth even in December.
- Online recruitment in **Engineering, Cement, Construction, Iron/ Steel** industry showed marginal expansion from the year ago following low levels the previous two months; up by one percent.
- **Automotive/ Ancillaries/Tyres** (down two percent) continue to chart fewer opportunities on the year. Online recruitment in the sector exhibited an annual average drop of eight percent in 2013. The year

2014 observed an average annual drop of three percent which was lower than that in 2013. Online hiring trend in the sector has nevertheless been sluggish even in 2014

- **Production and Manufacturing** registered a 36 percent growth in online opportunities between December 2013-2014. The Index reading for the series at 103 crossed the baseline of 100 for the first time since March 2014
- **IT - Hardware, Software** (up 32 percent); **BPO/ITES** (up 26 percent); and **Banking/ Financial Services, Insurance** (up 36 percent) continue to chart robust annual growth rates
- Online recruitment activity plunged the most in **Office Equipment/Automation** sector; down 34 percent year-on-year

Top Growth Industries

| Year-over-year Growth | Dec 13 | Dec 14 | % Growth Y-o-Y |
|--|--------|--------|----------------|
| Home Appliances | 128 | 186 | 45% |
| Travel and Tourism | 148 | 214 | 45% |
| Logistic, Courier/ Freight/ Transportation | 128 | 179 | 40% |
| Banking/ Financial Services , Insurance | 105 | 143 | 36% |
| Production and Manufacturing | 76 | 103 | 36% |

Lowest Growth Industries

| Year-over-year Growth | Dec 13 | Dec 14 | % Growth Y-o-Y |
|-----------------------------|--------|--------|----------------|
| Education | 116 | 109 | -6% |
| Oil/ Gas/ Petroleum, Power | 149 | 140 | -6% |
| Government/ PSU/ Defence | 108 | 99 | -8% |
| Shipping/Marine | 139 | 109 | -22% |
| Office Equipment/Automation | 107 | 71 | -34% |

Occupation Year-over-year Trends: Online demand improved all 13 occupation groups monitored by the Index.

- There was an increased demand for **Senior Management** professionals; up 41 percent. The long term growth momentum improved 12 percentage points from 29 percent in November 2014
- **Marketing & Communications**, second in the rung exhibited a 39 percent growth in online demand year-on-year. Although the group has been exhibiting robust annual growth rates, the six month growth rate is negative since October 2014. Clearly demand for the group is growing but at a pace slower than six-months ago
- Online demand for **Engineering /Production** (up 11 percent) personnel surpassed the year-ago level after plunging in October and November 2014. **Customer Service** also recorded an 11 percent growth on the year. This is the most controlled growth rate among all occupation groups this month

Top Growth Occupations

| Year-over-year Growth | Dec 13 | Dec 14 | % Growth Y-o-Y |
|------------------------------|--------|--------|----------------|
| Senior Management | 82 | 116 | 41% |
| Marketing & Communications | 107 | 149 | 39% |
| Legal | 149 | 205 | 38% |
| Arts/Creative | 104 | 141 | 36% |
| Sales & Business Development | 131 | 176 | 34% |

Lowest Growth Occupations

| Year-over-year Growth | Dec 13 | Dec 14 | % Growth Y-o-Y |
|-----------------------------------|--------|--------|----------------|
| Purchase/ Logistics/ Supply Chain | 129 | 154 | 19% |
| HR & Admin | 124 | 145 | 17% |
| Hospitality & Travel | 144 | 163 | 13% |
| Engineering /Production | 106 | 118 | 11% |
| Customer Service | 120 | 133 | 11% |

Geographic year-over-year Trends: Online opportunities exceeded the year-ago level in 12 of the 13 cities monitored by the Index even this month.

- **Baroda** (up 32 percent) saw the steepest growth in online recruitment activity from the year ago. The city also recorded the most notable month-on-month growth among all monitored cities
- The long-term growth rate improved two percentage points in **Bangalore** (up 26 percent) between November and December 2014. Bangalore was the strongest gainer among the major metro-markets
- **Jaipur** (up eight percent) registered a positive annual growth in three months. Online recruitment activity in **Coimbatore** slipped one percent below the year-ago level. Coimbatore is the only city to exhibit negative annual growth this month

Top Growth Cities

| Year-over-year Growth | Dec 13 | Dec 14 | % Growth Y-o-Y |
|-----------------------|--------|--------|----------------|
| Baroda | 111 | 146 | 32% |
| Bangalore | 162 | 204 | 26% |
| Pune | 141 | 167 | 18% |
| Delhi-NCR | 140 | 164 | 17% |
| Ahmedabad | 135 | 158 | 17% |

Lowest Growth Cities

| Year-over-year Growth | Dec 13 | Dec 14 | % Growth Y-o-Y |
|-----------------------|--------|--------|----------------|
| Jaipur | 135 | 146 | 8% |
| Chandigarh | 152 | 164 | 8% |
| Hyderabad | 146 | 156 | 7% |
| Kolkata | 150 | 151 | 1% |
| Coimbatore | 133 | 132 | -1% |

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.

In 2014, Monster mPower Search was voted Product of the Year under the 'Online Job Portals category' in a survey of over 18000 people. 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), 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. More information about Monster Worldwide is available at <http://about-monster.com/>

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