

# monster<sup>®</sup>

## EMPLOYMENT INDEX

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## Monster Employment Index India Rises 27% YOY

*Edges Up Three Points in December*

### December 2010 Index Highlights:

- Online job opportunities in December 2010 exceed December 2009 by a robust 27 percent
- Retail sector registers the strongest annual growth of 62 per cent
- Demand for Health Care professionals rebounds
- Education sector rebounds
- IT, BPO/ITES and BFSI sectors register growth over November 2010 index

### Summary Overview

The Monster Employment Index India annual growth rate accelerated to 27 percent in December. The index also rose three points (three percent) month on month in December.

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](http://Monsterindia.com)<sup>®</sup>.

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

Dec 10	Nov 10	Oct 10	Sep 10	Aug 10	Jul 10	Jun 10	May 10	Apr 10	Mar 10	Feb 10	Jan 10	Dec 09
112	109	106	108	105	109	112	110	106	102	96	89	89

“Online recruitment ended the year on a high note, as indicated by the Monster Employment Index. This is especially true for technical sectors like IT and BPO/ITES, mirroring the substantial growth in sector employment reported by the Labour Bureau in its most recent quarterly survey,” said Sanjay Modi, Managing Director (India/ Middle East/ South East Asia), [Monster.com](http://Monster.com)

**Online opportunities in IT sector trend upward; ; Retail sector witnesses steep annual growth; Education sector rebounds; NGO/Social Service sector registers the steepest monthly decline**

Online recruitment activity expanded in nineteen of the 27 industry sectors monitored by the Index between November and December. Twenty two industry sectors registered positive annual growth.

Opportunities in the IT sector were up by eight percent above the November levels. The annual growth at 37 percent exceeded the November rate by 12 percent. Online opportunities in BPO/ITES sector expanded five percent. The index exceeded the year ago level by a robust 38 percent making the sector one of the top five growth sectors year-on-year.

Online hiring in the Retail sector continued to trend upward for the fourth month, adding 10 points in December, to reach the highest in the series. The sector exhibited substantial acceleration in annual growth; the group's December rate was 22 percentage points higher than its November rate.

The Banking, Finance and Insurance sector saw online job opportunities escalating by an additional five percent between November and December bestowing the sector its first positive annual gain of eight percent; Jobs in the education sector rebounded 6 points; the first positive growth since July 2010. The longer-term trend (four percent) even though positive slid two points below the November rate (six percent).

Engineering, Cement, and Construction, Iron / Steel sector; and Automotive/ Ancillaries / Tyres sector achieved robust annual growth; Automotive/ Ancillaries / Tyres sector being one of the top gainers among all industry sectors.

In Production and Manufacturing annual growth appears to be tempering when compared to the previous month. The related Logistic, Courier/ Freight/ Transportation sector saw jobs rebounding in December and exhibited the second highest longer-term growth trend; two percentage points above the November rate.

Among all industry sectors, Travel and Tourism exhibited the most significantly improved longer term growth trends.

The NGO/Social Service sector registered the steepest monthly decline (15 percent) as well as annual (29 percent) decline.

**Demand for healthcare professionals registers increase; Online demand for Senior Management rebounds; Demand for Customer Service professionals escalates further; Demand for Finance & Accounts professionals continues to accelerate; Job opportunities for Sales & Business Development professionals decline**

Online demand escalated in 12 of the 13 occupational groups monitored by the Index. The longer-term growth trends improved in 11 occupational groups.

Contrary to November, demand for Health Care professionals registered the steepest increase of the month adding 11 points (12 percent) to reach 100 in the index. The year-on-year growth improved 13 percentage points from (-3) percent in November to

10 percent in December. Professionals at the Senior Management level saw a nine percent growth in demand after muted growth in November.

Demand for Finance & Accounts professionals continued to accelerate gaining six percent over the November index. The annual gains in December (six percent) also exceeded that achieved in November (three percent) mirroring the uptrend observed in the Banking, Finance and Insurance sector recently.

The demand for Customer Service professionals escalated further to cross the baseline level of 100 for the first time since June 2010. The year-on-year growth rate nevertheless slipped 11 percentage points below the growth rate achieved in November; from 15 percent to four percent.

Software, Hardware, Telecom professionals also witnessed a four percent increase in job opportunities available online. The group continues to exhibit sturdy longer-term trends (27 percent). Demand for professionals in Hospitality and Travel rose eight percent above the November level making it one of the most in demand occupation groups. Annual growth reached 55 percent in December; the steepest annual growth achieved among all occupation groups.

Marketing & Communication professionals saw opportunities rebounding while Sales & Business Development was the only occupation group to experience negative monthly as well as yearly growth.

### **Annual growth rate is positive and robust in all 13 cities; Ahmedabad leads on monthly growth**

All 13 cities monitored by the Index gained in terms of enhanced online opportunities in December. Longer-term trend was also positive in all cities. Ahmedabad registered the largest monthly increase among all cities. The city also recorded one of the most significant annual improvements (12 percentage points); from 14 percent in November to 26 percent in December. Jaipur, one on the top risers in November, witnessed a relatively stable month-on-month as well as year-on-year growth in December.

Chandigarh is the only city where annual growth has slowed, measuring 23 percent in December after charting 25 percent growth the previous month.

Among major metros, Bangalore (seven percent) followed by Delhi-NCR (six percent) registered the strongest monthly growth in December.

### Top Industries Looking for Employees in December

Industries showing the greatest increase in online job availability in December included:

INDUSTRY	Dec 10	Nov 10	%
Home Appliances	121	112	8%
Travel and Tourism	134	124	8%
IT - Hardware, Software	119	110	8%
Retail	142	132	8%
Healthcare, Bio Technology & Life Sciences, Pharmaceuticals	105	98	7%

### Most Wanted Occupational Experience in December

Occupational categories registering the largest increase in online job demand in December included:

OCCUPATION	Dec10	Nov10	%
Health Care	100	89	12%
Engineering /Production	117	107	9%
Senior Management	116	107	9%
Hospitality & Travel	135	125	8%
Legal	120	111	7%

### Best Cities for Jobs in December

Top cities for online job opportunities monitored by the Monster Employment Index in December :

CITIES	Dec 10	Nov 10	%
Ahmedabad	111	102	9%
Kochi	122	113	7%
Bangalore	109	102	7%
Coimbatore	124	116	7%
Delhi-NCR	113	107	6%

**Job Trends in Major Metros**

CITIES	Dec 10	Nov 10	%
Mumbai	121	117	4%
Bangalore	109	102	7%
Delhi-NCR	113	107	6%
Hyderabad	113	109	3%
Chennai	120	115	5%

By Industry

	2010												2009
	Dec	Nov	Oct	Sep	Aug	Jul	Jun	May	Apr	Mar	Feb	Jan	Dec
IT - Hardware, Software	119	110	104	114	109	106	109	111	104	97	96	90	87
BPO/ITES	119	114	108	111	104	111	111	110	103	98	88	85	87
Engineering, Cement, Construction, Iron/ Steel	122	117	111	110	108	109	113	112	102	96	94	88	91
Banking/ Financial Services , Insurance	97	93	80	87	94	106	114	111	109	94	106	104	90
Education	98	91	92	92	99	117	113	106	106	105	100	95	94
Production and Manufacturing	98	94	92	92	93	109	116	112	112	104	98	91	94
Automotive/ Ancillaries / Tyres	125	120	114	112	109	108	109	110	105	101	96	89	89
Telecom/ISP	83	79	83	86	84	88	100	107	98	101	116	101	101
Oil/ Gas/ Petroleum, Power	124	118	113	109	105	112	115	113	97	88	95	91	94
Healthcare, Bio Technology & Life Sciences, Pharmaceuticals	105	98	104	101	96	107	107	115	117	101	94	97	89
Advertising, Market Research, Public Relations	94	101	104	95	89	88	89	98	113	117	105	92	102
Travel and Tourism	134	124	122	105	90	95	98	105	117	116	99	83	90
Home Appliances	121	112	106	106	105	108	112	115	106	99	98	86	89
Media & Entertainment	119	119	120	100	89	95	99	110	114	115	104	85	87
Chemicals/ Plastic/ Rubber, Paints, Fertilizer/ Pesticides	114	113	116	94	89	91	110	116	113	100	100	107	101
Consumer Goods/ FMCG, Food & Packaged Food	104	102	104	88	90	89	103	114	112	113	110	100	94
Garments/ Textiles/ Leather, Gems & Jewellery	129	124	126	99	96	97	99	127	110	100	99	87	94
Real Estate	112	109	112	116	110	106	109	110	101	96	96	91	92
Retail	142	132	123	120	104	109	104	107	106	94	96	88	87
Logistic, Courier/ Freight/ Transportation	136	133	135	109	98	100	105	118	115	101	97	87	90
Import / Export	98	95	86	87	87	99	102	105	111	112	96	87	97
Government/ PSU/ Defence	120	126	123	94	86	89	93	104	102	103	97	92	120
Shipping/Marine	118	129	135	111	89	90	92	102	105	122	97	87	103

Printing/ Packaging	103	121	115	114	104	105	108	110	109	98	93	84	97
NGO/Social Services	84	99	105	95	89	107	95	109	107	99	90	84	119
Agro based industries	110	119	126	100	90	95	101	115	118	104	101	99	102
Office Equipment/Automation	101	102	102	86	85	86	103	112	103	103	103	94	104

### By Occupation

	2010												2009
	Dec	Nov	Oct	Sep	Aug	Jul	Jun	May	Apr	Mar	Feb	Jan	Dec
Software, Hardware, Telecom	115	110	108	112	101	107	113	110	105	102	99	90	90
Customer Service	103	99	93	92	91	94	107	112	114	115	95	93	99
Engineering /Production	117	107	106	108	108	111	114	111	102	96	93	90	93
Finance & Accounts	100	94	89	92	94	104	110	113	114	109	103	84	94
Sales & Business Development	93	101	97	100	103	106	110	110	106	104	105	94	94
Senior Management	116	107	107	110	104	103	110	110	108	106	100	91	89
HR & Admin	109	104	102	104	104	111	116	110	106	99	94	85	89
Marketing & Communications	104	101	103	101	103	105	107	110	111	106	104	93	94
Health Care	100	89	94	96	95	112	108	113	115	104	94	91	91
Purchase/ Logistics/ Supply Chain	125	118	111	113	111	108	110	104	100	94	92	89	87
Hospitality & Travel	135	125	120	110	105	111	113	107	103	99	93	87	87
Legal	120	111	115	114	109	109	112	108	101	97	94	89	93
Arts/Creative	94	91	92	95	92	102	103	104	102	100	128	91	93

## By City

	2010												2009
	Dec	Nov	Oct	Sep	Aug	Jul	Jun	May	Apr	Mar	Feb	Jan	Dec
Mumbai	121	117	115	115	110	107	109	108	105	97	96	91	89
Bangalore	109	102	102	106	101	101	111	113	111	107	95	88	89
Delhi-NCR	113	107	107	108	107	110	110	109	107	102	98	91	87
Hyderabad	113	109	110	114	109	106	110	107	107	98	94	88	88
Chennai	120	115	112	116	108	105	110	108	105	98	95	87	86
Pune	115	113	113	115	108	108	110	107	105	99	95	89	88
Kolkata	108	103	105	109	103	106	113	110	110	100	93	86	87
Ahmedabad	111	102	104	109	104	107	108	113	112	99	97	88	88
Chandigarh	110	106	103	105	102	102	106	114	116	103	99	92	89
Kochi	122	113	111	112	106	109	112	111	105	95	93	89	87
Baroda	114	108	104	111	102	101	112	114	108	98	100	92	85
Coimbatore	124	116	116	117	110	107	109	107	104	95	94	89	89
Jaipur	114	113	105	121	123	127	131	129	124	115	110	99	94

### About the Monster Employment Index India

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 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



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