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Monster Employment Index India Rises 21% YOY

Expands by Three Points Between January and February

February 2011 Index Highlights:

- Online job opportunities in February 2011 exceed February 2010 levels by a robust 21 percent
- Retail sector paces all industry sectors in annual growth
- IT and BPO/ITES witness growth in online opportunity in February
- Demand for Healthcare professionals witnesses increase

Summary Overview

The Monster Employment Index India registered an annual growth rate of 21 percent in February. The Index rose three points (three percent) month on month in February.

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®.

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

Feb 11	Jan 11	Dec 10	Nov 10	Oct 10	Sep 10	Aug 10	Jul 10	Jun 10	May 10	Apr 10	Mar 10	Feb 10
116	113	112	109	106	108	105	109	112	110	106	102	96

“It is encouraging to see that the Index continues to show positive year-on-year growth across the majority of sectors which is a clear indicator of escalated recruitment activity”, said Sanjay Modi, Managing Director (India/Middle East/ South East Asia), Monster.com. “Computer and technology related fields continue to fuel overall growth trends, but perhaps more notable are the emerging recruitment trends in sectors like retail, which point to sustained improvement in domestic demand and in turn the Indian economy;” added Modi.

Online opportunities in BPO/ITES and IT sectors rebound; Online opportunities in Media & Entertainment industry witness growth; Telecom/ISP sector registers steepest annual decline

The month of February saw online opportunities picking up as jobs rebounded in 14 of the 27 industry sectors monitored by the index; 16 industry sectors recorded positive monthly growth while job opportunities remained constant in three.

The Retail sector exceed year-ago levels by a robust 45 percent to lead all industry sectors. The Media & Entertainment industry saw its first positive growth in online job opportunities since October'10 and was the strongest monthly gainer among all industry sectors.

The BPO/ITES sector, one of the hardest hit by recession is showing signs of rapid recovery. The sector was the second highest gainer (43 percent) among all industry sectors in terms of annual growth, surpassing the annual growth rate in January (39 percent) by four percentage points.

Similarly, month-on-month recruitment activity in the IT sector expanded seven points (six percent) in February against a one point drop noted in January. Online opportunities in the Banking, Finance and Insurance sector rose two percent month-on-month.

Annual growth in the Engineering, Cement, and Construction, Iron/Steel; and Automotive/Ancillaries /Tyres sector continued to exceed year-ago levels by a robust 33 percent and 31 percent respectively and were among the top five gainers despite the retracted growth rate between January and February 2011.

The Production and Manufacturing sector saw jobs rebound although only marginally (one percent) to reach the year-ago level in the index. In the Logistic, Courier/ Freight/ Transportation sector, the longer-term growth trend decelerated 22 percentage points from 39 percent in January to 17 percent in February.

The Telecom/ISP continues to exhibit the steepest annual decline among all industry sectors, down from -19 percent in January'11 to -23 percent'11 in February despite a nine percent monthly gain.

Demand for Healthcare professionals register steepest monthly increase; Demand for Finance & Accounts professional rebounds

Month-on-month growth edged up in nine of the 13 occupation groups in February.

Online demand for Health Care professionals registered the steepest growth (16 percent), rebounding from January's relatively weak level. Long-term trends were also improved, with annual growth of 19 percent in February; 13 percentage points higher than January's pace.

Engineering and Production; and HR and Admin., are the only groups to maintain steady online growth in demand for the fourth month in a row. Nevertheless, the longer-term growth trajectory in both cases tempered between January and February 2011 while maintaining sturdy annual growth rate.

Online demand for Hospitality and Travel professionals contracted 10 points between January and February. While the group maintained its position as the strongest annual gainer among all groups when compared to February'10 level in the index, it appears to be shedding momentum.

February saw online opportunities expand for Software, Hardware, Telecom as well as Customer Service professionals (six percent each; month-on-month) following the dip witnessed in January. Nevertheless, the annual growth in demand (20 percent) for the IT professionals which tapered further between January and February 2011, was the lowest achieved in the series.

Finance & Accounts professionals exhibited a three percent rebound in the Index between January and February. Arts/Creative personnel experienced the steepest decline (-24 percent) in annual demand growth; 28 percentage points lower than the annual growth rate achieved in January'11.

Bangalore leads in monthly growth, Mumbai registers largest annual growth

Annual growth rate moderated further between January and February 2011 in all 13 cities tracked by the Monster Employment Index even as it exceeded the year-ago level by significant amounts.

Bangalore led all cities in monthly growth, gaining 7 points between January'11 and February 2011. Among major cities, Mumbai, exceeding the year-ago level by a significant 26 percent, was the strongest growing city.

Incidentally, Kolkata, Baroda and Jaipur, the only cities to record positive monthly growth in January'11, witnessed negative growth rate in February'11. Jobs revamped in all other cities, except Ahmedabad where online opportunities dropped an additional one percent this month.

Top Industries Looking for Employees in February

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

INDUSTRY	Feb 11	Feb 10	%
Retail	139	96	45%
BPO/ITES	125	88	43%
Oil/ Gas/ Petroleum, Power	130	95	38%
Engineering, Cement, Construction, Iron/ Steel	124	94	33%
Automotive/ Ancillaries / Tyres	126	96	31%

Most Wanted Occupational Experience in February

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

OCCUPATION	Feb 11	Feb 10	%
Hospitality & Travel	131	93	41%
Purchase/ Logistics/ Supply Chain	127	92	38%
Engineering /Production	121	93	30%
Legal	117	94	25%
HR & Admin	117	94	24%

Best Cities for Jobs in February

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

CITIES	Feb 11	Feb 10	%
Kochi	121	93	30%
Coimbatore	119	94	26%
Mumbai	121	96	26%
Chennai	118	95	25%
Pune	117	95	23%

Job Trends in Major Metros

CITIES	Feb 11	Feb 10	%
Mumbai	121	96	26%
Bangalore	112	95	18%
Delhi-NCR	115	98	18%
Hyderabad	113	94	21%
Chennai	118	95	25%

By Industry

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

Printing/ Packaging	95	99	103	121	115	114	104	105	108	110	109	98	93
NGO/Social Services	86	81	84	99	105	95	89	107	95	109	107	99	90
Agro based industries	97	97	110	119	126	100	90	95	101	115	118	104	101
Office Equipment/Automation	89	94	101	102	102	86	85	86	103	112	103	103	103

By Occupation

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

By City

	2011		2010										
	Feb	Jan	Dec	Nov	Oct	Sep	Aug	Jul	Jun	May	Apr	Mar	Feb
Mumbai	115	119	121	117	115	115	110	107	109	108	105	97	96
Bangalore	106	105	109	102	102	106	101	101	111	113	111	107	95
Delhi-NCR	108	113	113	107	107	108	107	110	110	109	107	102	98
Hyderabad	114	111	113	109	110	114	109	106	110	107	107	98	94
Chennai	116	116	120	115	112	116	108	105	110	108	105	98	95
Pune	115	114	115	113	113	115	108	108	110	107	105	99	95
Kolkata	109	113	108	103	105	109	103	106	113	110	110	100	93
Ahmedabad	109	106	111	102	104	109	104	107	108	113	112	99	97
Chandigarh	105	105	110	106	103	105	102	102	106	114	116	103	99
Kochi	112	118	122	113	111	112	106	109	112	111	105	95	93
Baroda	111	120	114	108	104	111	102	101	112	114	108	98	100
Coimbatore	117	119	124	116	116	117	110	107	109	107	104	95	94
Jaipur	105	115	114	113	105	121	123	127	131	129	124	115	110

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.

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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

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