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## EMPLOYMENT INDEX

CONTACTS:  
 Nidhi Madan Verma  
 Monster India  
 (91) 956 015 5115  
[nidhi.verma@monster.com](mailto:nidhi.verma@monster.com)

Gitanjali Sabikhi  
 Genesis Burson-Marsteller  
 (91) 9873700674  
[gitanjali.sabikhi@bm.com](mailto:gitanjali.sabikhi@bm.com)

## Monster Employment Index India Rises 27% YOY

*Expands by One Point Between December and January*

### January 2011 Index Highlights:

- Online job opportunities in January 2011 exceed January 2010 levels by a robust 27 percent
- Travel and Tourism industry topped the annual growth chart
- Education led all industry sectors on monthly growth
- Retail sector registers robust annual growth

### Summary Overview

The Monster Employment Index India annual growth rate accelerated to 27 percent in January. The index rose one point (one percent) month on month in January.

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:

Jan 11	Dec 10	Nov 10	Oct 10	Sep 10	Aug 10	Jul 10	Jun 10	May 10	Apr 10	Mar 10	Feb 10	Jan 10
113	112	109	106	108	105	109	112	110	106	102	96	89

“The Monster Employment Index India indicates that recruitment is off to a strong start in 2011, as online demand hit a new high in January. The positive momentum we are seeing in the Index series is not limited to the usual technology sectors, reflecting a more widespread growth including consumer-driven sectors like travel and retail.,” said Sanjay Modi, Managing Director (India/ Middle East/ South East Asia), Monster.com

**Online opportunities in Travel and Tourism industry exhibit robust annual growth; Retail sector witnesses steep annual growth; Government/PSU/Defence sector rebounds**

Of the 27 industry sectors monitored by the index 19 registered positive annual growth. 15 industry sectors exhibited improved annual gains between December '10 and January '11.

The Travel and Tourism industry exhibited 56 percent growth from January '10 to January '11, and was the leading sector in annual growth for the second month in a row. Retail Sector with 55 percent yearly growth was second in the list. Education led all industry sectors in month-on-month growth (seven percent). The Government/PSU/Defence sector followed closely with a six percent monthly growth.

Opportunities in Engineering, Cement, and Construction, Iron/Steel sector escalated further. The sector grew five percentage points over the previous month's annual rate. The related Automotive/Ancillaries /Tyres sector in spite of being one of the top annual gainers saw annual growth decelerate between December and January albeit only marginally (one percentage point).

Online opportunities in the IT sector receded (one percent) for the first time since October '10. The annual growth rate for the sector also slipped seven percentage points, from 37 percent in December '10 to 30 percent in January '11. A drop in hiring activity similar to that in the IT sector was also observed in the BPO/ITES sector as well. The annual growth rate for the sector nevertheless expanded one percentage point between December and January to exceed the year ago level by a robust 39 percent.

The month of January also saw recruitment activity ease in the Banking, Finance and Insurance sector. The longer-term growth rate fell short of the year-ago level by seven percent. Both Production and Manufacturing (-1 percent); and Logistic, Courier/ Freight/ Transportation sector (-11 percent) witnessed monthly declines. The year-on-year growth improved one percentage point in Production and Manufacturing while declined 13 percentage points in the Logistic, Courier/ Freight/ Transportation sector between December and January.

Telecom/ISP registered the steepest annual decline (19 percent) followed by Chemicals/ Plastic/ Rubber, Paints, Fertilizer/ Pesticides sector (7 percent).

### **Demand for Hospitality and Travel professionals register steepest annual increase; Demand for Engineering and Production professionals increase**

All 13 occupational groups monitored by the index registered robust year-on-year growth, with accelerated pace from December to January in nine groups. Month-on-month growth was positive in five occupational groups.

Hospitality and Travel saw the steepest annual gain (62 percent; seven percentage point above the rate achieved the previous month) in online demand following the robust growth in the Travel and Tourism sector. Month-on-month demand improved by an additional 6 points (four percent) to reach 141 in the index.

Sales and Business Development registered the steepest online growth in demand as jobs rebounded between December and January (18 percent).

Employers maintained a modest uptrend in their demand for Engineering and Production professionals in January. The group also exhibited one of the strongest yearly gains

among all occupation groups and was up by 6 percentage point between December '10 and January '11. HR and Admin professionals are the only group to witness steady increases in monthly demand since November '10. The group also registered a 14 percentage point gain between December and January to be the second most improved group in annual growth.

In complete contrast to the leap witnessed the previous month, demand for Health Care professionals weakened in January. The year-on-year growth rate slipped 3 percentage points below the growth rate achieved in December; from 10 percent to 7 percent. Annual growth trend for professionals at the Senior Management level remained stable at the December level (30 percent) while month-on-month there was a modest two point growth.

Online demand for Software, Hardware, Telecom; and Customer Service professionals dropped between December and January. Both occupation groups maintained high annual demand when compared to the year-ago level. While demand for Finance & Accounts professionals exceeded the year-ago levels by 17 percent (12 percentage points faster than the annual rate achieved in December), monthly demand descended one percent between December and January.

**Baroda, Kolkata and Jaipur record positive monthly growth; Coimbatore registers steepest annual growth**

All 13 cities monitored by the Index witnessed annual growth rate decelerate between December '10 and January '11. Nevertheless, the longer-term trend in all 13 cities exceeded the year-ago levels by significant levels.

Baroda, Kolkata and Jaipur were the only cities to record positive monthly growth led by Baroda. Coimbatore registered the steepest annual growth (34 percent).

Delhi-NCR was the only city to maintain recruitment steady at December levels. Bangalore and Chennai among major cities witnessed steepest monthly decline (-4 percent).

**Top Industries Looking for Employees in January**

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

INDUSTRY	Jan 11	Jan 10	%
Travel and Tourism	130	83	56%
Retail	137	88	55%
Oil/ Gas/ Petroleum, Power	128	91	41%
Engineering, Cement, Construction, Iron/ Steel	124	88	40%

Automotive/ Ancillaries / Tyres	124	89	40%
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### Most Wanted Occupational Experience in January

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

OCCUPATION	Jan 11	Jan 10	%
Hospitality & Travel	141	87	62%
Purchase/ Logistics/ Supply Chain	122	89	37%
HR & Admin	115	85	36%
Legal	119	89	34%
Engineering /Production	119	90	31%

### Best Cities for Jobs in January

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

CITIES	Jan 11	Jan 10	%
Coimbatore	119	89	34%
Chennai	116	87	33%
Kochi	118	89	33%
Mumbai	119	91	31%
Baroda	120	92	31%

### Job Trends in Major Metros

CITIES	Jan 11	Jan 10	%
Mumbai	119	91	31%
Bangalore	105	88	20%
Delhi-NCR	113	91	25%
Hyderabad	111	88	25%
Chennai	116	87	33%

By Industry

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

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

### By Occupation

	2011	2010											
	Jan	Dec	Nov	Oct	Sep	Aug	Jul	Jun	May	Apr	Mar	Feb	Jan
Software, Hardware, Telecom	112	115	110	108	112	101	107	113	110	105	102	99	90
Customer Service	102	103	99	93	92	91	94	107	112	114	115	95	93
Engineering /Production	119	117	107	106	108	108	111	114	111	102	96	93	90
Finance & Accounts	99	100	94	89	92	94	104	110	113	114	109	103	84
Sales & Business Development	109	93	101	97	100	103	106	110	110	106	104	105	94
Senior Management	118	116	107	107	110	104	103	110	110	108	106	100	91
HR & Admin	115	109	104	102	104	104	111	116	110	106	99	94	85
Marketing & Communications	104	104	101	103	101	103	105	107	110	111	106	104	93
Health Care	97	100	89	94	96	95	112	108	113	115	104	94	91
Purchase/ Logistics/ Supply Chain	122	125	118	111	113	111	108	110	104	100	94	92	89
Hospitality & Travel	141	135	125	120	110	105	111	113	107	103	99	93	87
Legal	119	120	111	115	114	109	109	112	108	101	97	94	89
Arts/Creative	94	94	91	92	95	92	102	103	104	102	100	128	91

## By City

	2011	2010											
	Jan	Dec	Nov	Oct	Sep	Aug	Jul	Jun	May	Apr	Mar	Feb	Jan
Mumbai	119	121	117	115	115	110	107	109	108	105	97	96	91
Bangalore	105	109	102	102	106	101	101	111	113	111	107	95	88
Delhi-NCR	113	113	107	107	108	107	110	110	109	107	102	98	91
Hyderabad	111	113	109	110	114	109	106	110	107	107	98	94	88
Chennai	116	120	115	112	116	108	105	110	108	105	98	95	87
Pune	114	115	113	113	115	108	108	110	107	105	99	95	89
Kolkata	113	108	103	105	109	103	106	113	110	110	100	93	86
Ahmedabad	106	111	102	104	109	104	107	108	113	112	99	97	88
Chandigarh	105	110	106	103	105	102	102	106	114	116	103	99	92
Kochi	118	122	113	111	112	106	109	112	111	105	95	93	89
Baroda	120	114	108	104	111	102	101	112	114	108	98	100	92
Coimbatore	119	124	116	116	117	110	107	109	107	104	95	94	89
Jaipur	115	114	113	105	121	123	127	131	129	124	115	110	99

### 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 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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