

# monster®

## EMPLOYMENT INDEX

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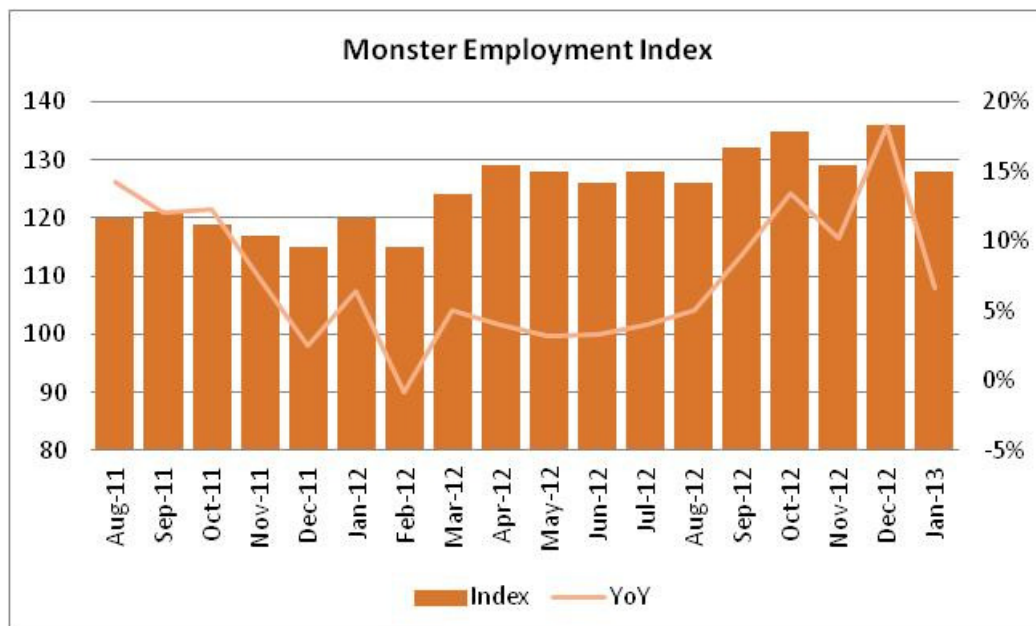
### Monster Employment Index India Rises Seven Percent Year-over-Year

#### January 2013 Index Highlights:

- Index level rises seven percent from a year ago in January
- Media & Entertainment and Logistic, Courier/ Freight/ Transportation sectors pace all industries on the year. Import/ Export record double digit decline
- Demand among occupations up most for Arts/ Creative professionals, followed by Customer Service
- Baroda registers the strongest annual growth, Kolkata and Chennai are the strongest annual gainers among major metro-markets

The Monster Employment Index India is a monthly gauge of online job posting activity 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 exhibits positive annual growth. However, the employers continue to remain cautious owing to the current global economic scenario,” said Sanjay Modi, Managing Director, Monster.com (India/ Middle- East/ South East Asia).



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

Aug 11	Sep 11	Oct 11	Nov 11	Dec 11	Jan 12	Feb 12	Mar 12	Apr 12	May 12	Jun 12	Jul 12	Aug 12	Sep 12	Oct 12	Nov 12	Dec 12	Jan 12	Y-O-Y
120	121	119	117	115	120	115	124	129	128	126	128	126	132	135	129	136	128	7%

**Industry Year-over-year Trends:** 18 of the 27 industry sectors monitored by the Monster Employment Index registered expansion in online recruitment activity between January'12 and January'13.

- **Media & Entertainment** sector (up 41 percent) followed by **Logistic, Courier/ Freight/ Transportation** sector (up 34 percent) exhibited the highest annual growth among sectors
- **NGO/Social Services** (up 25 percent), sector showed positive growth in online recruitment activity between January '12 and January'13
- **Import / Export** (down 19 percent) showed steepest annual decline

### Top Growth Industries

Year-over-year Growth	Jan 12	Jan 13	% Growth Y-o-y
Media & Entertainment	100	141	41%
Logistic, Courier/ Freight/ Transportation	110	147	34%
NGO/Social Services	106	133	25%
Printing/ Packaging	94	114	21%
Advertising, Market Research, Public Relations (PR)	90	107	19%

### Lowest Growth Industries

Year-over-year Growth	Jan 12	Jan 13	% Growth Y-o-y
Telecom/ISP	95	89	-6%
Oil/ Gas/ Petroleum, Power	132	123	-7%
Engineering, Cement, Construction, Iron/ Steel	129	120	-7%
Production and Manufacturing	93	82	-12%
Import / Export	121	98	-19%

**Occupation Year-over-year Trends:** Online demand improved in nine of 13 occupational groups monitored by the Monster Employment Index between January'12 and January'13.

- **Arts/Creative** (up 35 percent) followed by **Customer Service** (up 14 percent) charted the most substantial annual gains amongst the occupational groups
- **Senior Management** (down 23 percent) exhibited the steepest annual decline among occupation groups

### Top Growth Occupations

Year-over-year Growth	Jan 12	Jan 13	% Growth Y-o-y
Arts/Creative	112	151	35%
Customer Service	110	125	14%
Health Care	118	133	13%
Hospitality & Travel	134	147	10%
Legal	123	133	8%

### Lowest Growth Occupations

Year-over-year Growth	Jan 12	Jan 13	% Growth Y-o-y
Marketing & Communications	100	103	3%
Engineering /Production	120	115	-4%
Finance & Accounts	108	101	-6%
Software, Hardware, Telecom	127	110	-13%
Senior Management	138	106	-23%

**Geographic year-over-year Trends:** Online recruitment activity was up on the year for all the 13 locations monitored by the index.

- **Baroda** (up 37 percent) followed by **Jaipur** (up 26 percent) led all cities in annual growth
- Among major metro-areas, **Kolkata** (up 20 percent) **and Chennai** (up 19 percent) registered the highest annual growth

### Top Growth Cities

Year-over-year Growth	Jan 12	Jan 13	% Growth Y-o-y
Baroda	116	159	37%
Jaipur	116	146	26%
Ahmedabad	103	126	22%
Kolkata	111	133	20%
Chennai	113	134	19%

### Lowest Growth Cities

Year-over-year Growth	Jan 12	Jan 13	% Growth Y-o-y
Bangalore	124	141	14%
Hyderabad	113	127	12%
Pune	116	129	11%
Delhi-NCR	119	132	11%
Coimbatore	144	148	3%

## By Industry

	2012												2013
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
IT - Hardware, Software	142	128	142	145	139	132	129	131	144	143	130	139	138
BPO/ITES	123	112	124	121	111	99	100	104	117	123	119	125	128
Engineering, Cement, Construction, Iron/Steel	129	117	128	126	114	113	111	115	134	149	137	129	120
Banking/Financial Services/Insurance	100	83	104	110	99	96	94	91	96	97	93	100	102
Education	109	104	109	109	111	114	112	100	102	106	106	113	117
Production and Manufacturing	93	90	96	97	94	93	89	84	89	90	76	83	82
Automotive/Ancillaries/Tyres	143	131	145	150	147	144	140	137	142	149	141	146	146
Telecom/ISP	95	91	97	100	103	94	91	96	109	113	103	102	89
Oil/Gas/Petroleum, Power	132	133	145	148	138	137	130	129	127	136	123	124	123
Healthcare, Bio Technology & Life Sciences, Pharmaceuticals	121	127	125	134	119	119	121	116	125	133	123	135	136
Advertising, Market Research, Public Relations	90	85	96	96	95	91	93	96	101	106	101	108	107
Travel & Tourism	141	142	140	134	140	140	143	142	147	160	148	159	155
Home Appliances	130	122	137	140	138	133	136	129	130	133	123	130	129
Media & Entertainment	100	97	119	121	118	119	128	133	141	156	147	146	141
Chemicals/Plastic/Rubber, Paints, Fertilizer/Pesticides	112	104	123	122	111	105	102	103	104	117	105	108	108
Consumer Goods/FMCG, Food & Packaged Food	114	113	114	115	115	114	116	118	122	125	116	123	126
Garments/Textiles/Leather, Gems & Jewellery	127	117	134	146	148	140	144	137	160	154	142	157	149
Real Estate	126	123	133	135	133	127	134	130	137	145	139	150	148
Retail	137	130	139	143	143	137	139	141	168	169	149	160	151
Logistic, Courier/Freight/Transportation	110	120	138	131	124	128	145	134	146	146	139	143	147
Import/Export	121	110	130	124	114	98	99	89	95	101	93	104	98
Government/PSU/Defence	101	95	95	92	94	88	94	94	98	104	106	109	107
Shipping/Marine	128	116	120	129	122	106	140	161	163	171	160	164	152
Printing/Packaging	94	92	108	109	111	111	123	112	120	126	118	121	114

NGO/Social Services	106	103	123	122	109	100	113	112	121	131	132	146	133
Agro based industries	125	110	119	119	120	131	126	128	131	130	129	134	127
Office Equipment/Automation	102	96	107	109	105	99	103	97	103	111	101	102	97

### By Occupation

	2012												2013
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
Software, Hardware, Telecom	127	120	129	130	130	125	123	123	131	130	119	112	110
Customer Service	110	102	112	109	103	96	99	104	113	118	116	122	125
Engineering/Production	120	113	124	120	115	114	118	114	115	118	109	115	115
Finance & Accounts	108	92	111	110	105	103	101	98	112	103	98	102	101
Sales & Business Development	127	118	130	134	130	127	125	131	138	136	122	133	133
Senior Management	138	139	140	143	141	139	145	144	140	145	127	138	106
HR & Admin	114	109	116	119	116	113	113	109	111	112	110	118	118
Marketing & Communications	100	109	101	102	101	100	102	100	102	106	102	104	103
Health Care	118	124	117	120	112	114	115	108	115	124	114	132	133
Purchase/Logistics/Supply Chain	127	122	133	131	131	137	139	139	145	146	134	137	136
Hospitality & Travel	134	132	129	127	130	129	135	133	140	143	138	152	147
Legal	123	121	122	128	124	123	126	132	136	139	132	141	133
Arts/Creative	112	108	112	125	128	133	139	146	148	150	151	156	151

## By Local Market

	2012												2013
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
Mumbai	116	113	122	131	128	131	130	132	137	139	130	144	136
Bangalore	124	118	128	137	132	132	134	134	144	143	136	156	141
Delhi-NCR	119	113	121	129	127	123	130	120	125	126	115	135	132
Hyderabad	113	110	115	124	124	122	122	124	131	128	125	137	127
Chennai	113	108	119	128	126	125	126	129	133	131	126	140	134
Pune	116	113	119	129	125	120	124	125	132	126	121	133	129
Kolkata	111	101	111	123	120	112	112	121	128	123	117	137	133
Ahmedabad	103	94	104	109	109	105	110	109	108	108	106	120	126
Chandigarh	114	103	115	122	120	117	117	118	139	134	136	140	134
Kochi	144	151	151	157	164	167	172	173	179	191	175	152	167
Baroda	116	104	118	125	127	127	133	140	152	162	147	158	159
Coimbatore	144	145	151	164	168	178	193	194	193	199	156	151	148
Jaipur	116	114	119	129	136	147	148	148	152	159	151	154	146

### 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 posting activity 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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