

# monster<sup>®</sup>

## EMPLOYMENT INDEX

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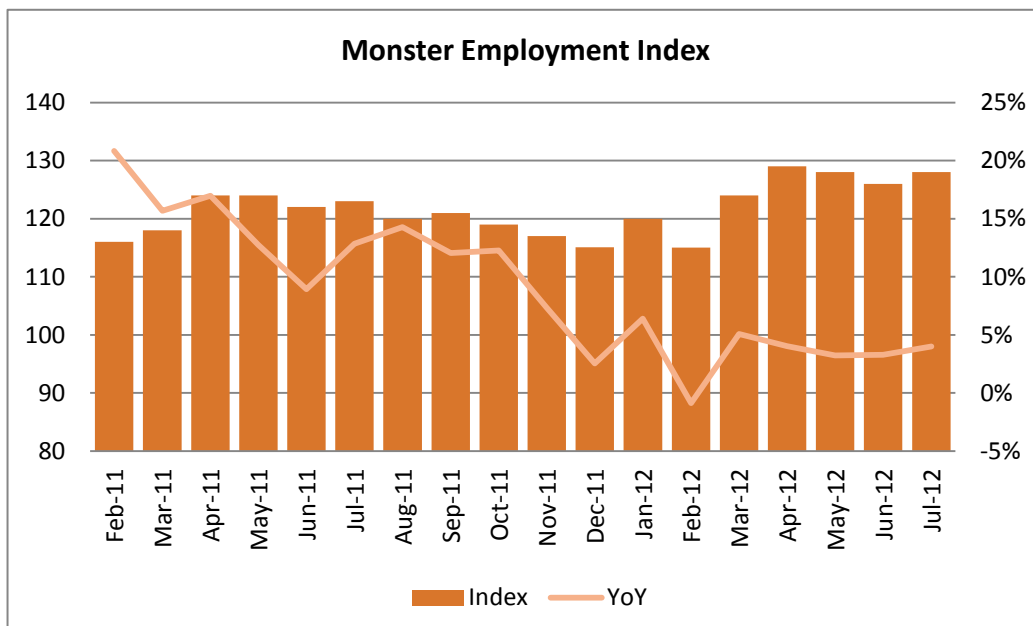
### Monster Employment Index India Rises 4% Year-over-Year

#### July 2012 Index Highlights:

- Index level rises four percent from a year ago in July
- Shipping/Marine record the highest growth, while Printing and Packaging sector also records strong annual growth; BPO/ITES records double digit negative decline
- Demand for Healthcare professionals exhibits highest annual gain, followed by Senior Management professionals
- Coimbatore registers the strongest annual growth for the fifth month in a row. Delhi-NCR is the strongest annual gainer 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.

“Monster Employment Index growth trend reflect the cautious approach of employers amid the current economic scenario. However, despite the moderate growth, there are sectors that continue to exhibit increased recruitment activity over the year,” 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:

Feb 11	Mar 11	Apr 11	May 11	Jun 11	Jul 11	Aug 11	Sep 11	Oct 11	Nov 11	Dec 11	Jan 12	Feb 12	Mar 12	Apr 12	May 12	Jun 12	Jul 12	Y-O-Y
116	118	124	124	122	123	120	121	119	117	115	120	115	124	129	128	126	128	4%

**Industry Year-over-year Trends:** 15 of the 27 industry sectors monitored by the Monster Employment Index registered expansion in recruitment activity between July'11 and July'12.

- **Shipping/Marine** (up 37 percent) exhibited the highest annual growth among sectors
- **Printing/Packaging** (32 percent) and **Travel and Tourism** (up 27 percent), sectors maintained an upward trend in online recruitment activity between July '11 and July'12
- **BPO/ITES** (down 13 percent) showed steepest annual decline

#### Top Growth Industries

Year-over-year Growth	Jul 11	Jul 12	% Growth Y-o-y
Shipping/Marine	102	140	37%
Printing/ Packaging	93	123	32%
Travel and Tourism	113	143	27%
Garments/ Textiles/ Leather, Gems & Jewellery	117	144	23%
Logistic, Courier/Freight/Transportation	121	145	20%

#### Lowest Growth Industries

Year-over-year Growth	Jul1 1	Jul 12	% Growth Y-o-y
BPO/ITES	115	100	-13%
Telecom/ISP	108	91	-16%
Oil/ Gas/ Petroleum, Power	154	130	-16%
Banking/ Financial Services , Insurance	113	94	-17%
Government/ PSU/ Defence	121	94	-22%

**Occupation Year-over-year Trends:** Online demand improved in eight of 13 occupational groups monitored by the Monster Employment Index between July'11 and July '12.

- **Healthcare** (up 13 percent) followed by **Senior Management** (up 12 percent) charted the most substantial annual gains amongst the occupational groups
- **Software, Hardware, Telecom** (down eight percent) exhibited the steepest annual decline among occupation groups

**Top Growth Occupations**

Year-over-year Growth	Jul 11	Jul 12	% Growth Y-o-y
Health Care	102	115	13%
Senior Management	130	145	12%
Hospitality & Travel	122	135	11%
Arts/Creative	128	139	9%
Marketing & Communications	95	102	7%

**Lowest Growth Occupations**

Year-over-year Growth	Jul 11	Jul 12	% Growth Y-o-y
Legal	126	126	0%
Engineering/Production	118	118	0%
HR & Admin	114	113	-1%
Customer Service	102	99	-3%
Software, Hardware, Telecom	133	123	-8%

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

- **Coimbatore** (up 35 percent) followed by **Kochi** (up 21 percent) led all cities in annual growth
- Among major metro-areas, **Delhi-NCR** (up seven percent) and **Bangalore** (up six percent) registered positive annual growth
- **Kolkata** (down nine percent) was amidst the slowest growth markets

**Top Growth Cities**

Year-over-year Growth	Jul 11	Jul 12	% Growth Y-o-y
Coimbatore	143	193	35%
Kochi	142	172	21%
Jaipur	127	148	17%
Delhi-NCR	121	130	7%
Bangalore	126	134	6%

**Lowest Growth Cities**

Year-over-year Growth	Jul 11	Jul 12	% Growth Y-o-y
Baroda	135	133	-1%
Pune	125	124	-1%
Ahmedabad	114	110	-4%
Chandigarh	125	117	-6%
Kolkata	123	112	-9%

## By Industry

	2011								2012				
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
IT - Hardware, Software	142	138	143	136	131	131	142	128	142	145	139	132	129
BPO/ITES	115	108	121	123	125	111	123	112	124	121	111	99	100
Engineering, Cement, Construction, Iron/Steel	111	111	121	120	117	118	129	117	128	126	114	113	111
Banking/Financial Services/Insurance	113	113	116	99	107	91	100	83	104	110	99	96	94
Education	100	101	100	94	94	102	109	104	109	109	111	114	112
Production and Manufacturing	94	98	99	102	100	103	93	90	96	97	94	93	89
Automotive/Ancillaries/Tyres	132	129	130	131	130	130	143	131	145	150	147	144	140
Telecom/ISP	108	108	109	104	106	88	95	91	97	100	103	94	91
Oil/Gas/Petroleum, Power	154	144	143	136	126	135	132	133	145	148	138	137	130
Healthcare, Bio Technology & Life Sciences, Pharmaceuticals	102	106	116	114	110	114	121	127	125	134	119	119	121
Advertising, Market Research, Public Relations	91	90	93	89	89	91	90	85	96	96	95	91	93
Travel & Tourism	113	122	136	141	147	146	141	142	140	134	140	140	143
Home Appliances	134	136	139	131	143	133	130	122	137	140	138	133	136
Media & Entertainment	146	131	141	133	108	104	100	97	119	121	118	119	128
Chemicals/Plastic/Rubber, Paints, Fertilizer/Pesticides	110	104	115	111	116	115	112	104	123	122	111	105	102
Consumer Goods/FMCG, Food & Packaged Food	108	109	111	103	108	117	114	113	114	115	115	114	116
Garments/Textiles/Leather, Gems & Jewellery	117	113	121	125	140	135	127	117	134	146	148	140	144
Real Estate	117	122	122	121	123	130	126	123	133	135	133	127	134
Retail	133	136	139	136	139	138	137	130	139	143	143	137	139
Logistic, Courier/Freight/Transportation	121	115	120	118	127	112	110	120	138	131	124	128	145
Import/Export	99	105	106	114	118	110	121	110	130	124	114	98	99
Government/PSU/Defence	121	125	127	115	117	102	101	95	95	92	94	88	94
Shipping/Marine	102	102	106	117	125	125	128	116	120	129	122	106	140
Printing/Packaging	93	91	101	98	98	89	94	92	108	109	111	111	123

NGO/Social Services	100	113	104	94	97	97	106	103	123	122	109	100	113
Agro based industries	112	116	128	123	132	133	125	110	119	119	120	131	126
Office Equipment/Automation	100	100	101	97	99	96	102	96	107	109	105	99	103

### By Occupation

	2011										2012			
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	
Software, Hardware, Telecom	133	129	131	123	121	121	127	120	129	130	130	125	123	
Customer Service	102	99	101	101	111	101	110	102	112	109	103	96	99	
Engineering/Production	118	114	116	116	117	113	120	113	124	120	115	114	118	
Finance & Accounts	97	107	113	107	106	102	108	92	111	110	105	103	101	
Sales & Business Development	121	120	125	120	121	117	127	118	130	134	130	127	125	
Senior Management	130	129	135	129	125	137	138	139	140	143	141	139	145	
HR & Admin	114	115	114	114	115	109	114	109	116	119	116	113	113	
Marketing & Communications	95	96	98	99	100	95	100	109	101	102	101	100	102	
Health Care	102	107	117	113	106	110	118	124	117	120	112	114	115	
Purchase/Logistics/Supply Chain	131	128	129	131	130	124	127	122	133	131	131	137	139	
Hospitality & Travel	122	134	138	145	147	132	134	132	129	127	130	129	135	
Legal	126	124	119	115	116	113	123	121	122	128	124	123	126	
Arts/Creative	128	124	120	120	118	114	112	108	112	125	128	133	139	

### By Local Market

	2011										2012			
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	
Mumbai	125	123	122	117	116	112	116	113	122	131	128	131	130	
Bangalore	126	121	116	115	119	120	124	118	128	137	132	132	134	
Delhi-NCR	121	120	121	118	119	114	119	113	121	129	127	123	130	
Hyderabad	119	117	118	114	110	110	113	110	115	124	124	122	122	
Chennai	123	123	123	117	116	112	113	108	119	128	126	125	126	
Pune	125	124	126	124	118	116	116	113	119	129	125	120	124	

Kolkata	123	124	127	119	115	109	111	101	111	123	120	112	112
Ahmedabad	114	113	118	112	104	100	103	94	104	109	109	105	110
Chandigarh	125	126	132	125	114	121	114	103	115	122	120	117	117
Kochi	142	154	134	135	130	136	144	151	151	157	164	167	172
Baroda	135	132	128	127	120	109	116	104	118	125	127	127	133
Coimbatore	143	139	133	134	135	140	144	145	151	164	168	178	193
Jaipur	127	130	126	119	119	116	116	114	119	129	136	147	148

### 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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