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## EMPLOYMENT INDEX

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### Monster Employment Index India Up 16% Year over Year in March – Marking 6<sup>th</sup> Consecutive Month of Positive Growth

#### March 2011 Index Highlights:

- Annual growth at 16 percent, while Index rises two points (two percent) month-over-month
- Oil/gas/petroleum, power sector tops the annual growth chart, while Production and manufacturing declines on an annual basis
- Job availability rebounds for Hospitality and travel personnel, Customer service continues to ease on an annual basis
- Mumbai trends strongest among major metro-areas

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®.

“The Index has continued to be strong recording double digit year-over-year growth at 16%, as economic recovery progresses at a steady pace,” said Sanjay Modi, Managing Director (India/Middle East/ South East Asia), Monster.com. “Private sector hiring, particularly in IT and Retail has been fueling growth, which is encouraging”.

MAR 10	APR 10	MAY 10	JUN 10	JUL 10	AUG 10	SEP 10	OCT 10	NOV 10	DEC 10	JAN 11	FEB 11	MAR 11	Y-O-Y GROWTH
102	106	110	112	109	105	108	106	109	112	113	116	118	16%

**Industry Year-over-year Trends:** 18 of the 27 industries monitored by the Index showed positive annual growth trends.

- **IT - Hardware, Software** was amongst the top-moving sectors in March with 35 per cent increase annually. The current Index reading of 130 is a record high for the sector, hitting upon the aggressive hiring plans of employers in the sector.
- **BPO/ITES** registered a marginal one percent monthly growth, while maintaining robust annual gain of 29 per cent.
- **Banking/Financial Services/Insurance** exhibited positive annual gain (seven percent) as the Index crossed the baseline for the first time since July 2010 suggesting improved demand conditions in the sector as economic activity expands.
- **Production and Manufacturing** registered an annual decline of four percent as the employers in the sector chart less expansionary online hiring trends in the first months of 2011 than they did during the same months of 2010

- **Advertising, Market Research, Public Relations** registered the steepest annual decline of 24 per cent in March despite a three point rise on the month.

### Top Growth Industries

Year-over-year Growth	Mar 10	Mar 11	% Growth Y-o-y
Oil/Gas/Petroleum, Power	88	135	53%
Retail	94	136	45%
IT - Hardware, Software	97	130	35%
Automotive/Ancillaries /Tyres	101	133	32%
Engineering, Cement, Construction, Iron/Steel	96	125	30%

### Lowest Growth Industries

Year-over-year Growth	Mar 10	Mar 11	% Growth Y-o-y
NGO/Social Services	99	92	-6%
Office Equipment/Automation	103	95	-7%
Shipping/Marine	122	112	-8%
Consumer Goods/FMCG, Food & Packaged Food	113	103	-9%
Advertising, Market Research, Public Relations	117	89	-24%

**Occupation Year-over-year Trends:** Online demand for workers edged upward for the year in 10 of the 13 occupational categories in March.

- **Engineering/Production** (up 29 percent) and **Purchase/Logistics/Supply Chain** (up 36 percent) recorded one of the strongest year-over-year growth in demand following robust annual growth in the Engineering, Automotive and Commerce sectors
- **Customer Service** (down 4 percent) charted the most dramatic annual downswing among occupations, slowing from 14 percent growth in February to a four percent decline in March.
- **Arts/Creative** (down 2 percent) saw online demand return closer to parity on the year after registering an annual drop of 24 percent in February

### Top Growth Occupations

Year-over-year Growth	Mar 10	Mar 11	% Growth Y-o-y
Purchase/Logistics/Supply Chain	94	127	36%
Hospitality & Travel	99	134	35%
Engineering/Production	96	123	29%
HR & Admin	99	122	23%
Software, Hardware, Telecom	102	123	21%

### Lowest Growth Occupations

Year-over-year Growth	Mar 10	Mar 11	% Growth Y-o-y
Sales & Business Development	104	116	12%
Marketing & Communications	106	106	1%
Finance & Accounts	109	107	-2%
Arts/Creative	100	98	-2%
Customer Service	115	110	-4%

**Geographic year-over-year Trends:** All 13 cities recorded positive annual growth in March

- **Coimbatore** (up 38 percent), **Mumbai** (up 31 percent), **Kochi** (up 30 percent) continued to remain among top annual growth markets in March.
- **Bangalore** and **Delhi-NCR** despite annual growth on 10 and 17 per cent respectively saw annual growth temper between February and March. The Advertising, Market Research, Public Relations sector exhibited steepest reductions in advertised online opportunities
- **Baroda** gained the most momentum with annual growth of 25 percent accelerating from 12 percent in February

#### Top Growth Cities

Year-over-year Growth	Mar 10	Mar 11	% Growth Y-o-y
Coimbatore	95	131	38%
Mumbai	97	127	31%
Kochi	95	123	30%
Chennai	98	122	25%
Baroda	98	122	25%

#### Lowest Growth Cities

Year-over-year Growth	Mar 10	Mar 11	% Growth Y-o-y
Chandigarh	103	120	17%
Jaipur	101	117	15%
Kolkata	100	115	14%
Ahmedabad	99	110	11%
Bangalore	107	118	10%

To obtain a full copy of the Monster Employment Index report for March 2011 please visit <http://about-monster.com/employment-index>.

## By Industry

	2010										2011		
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
IT - Hardware, Software	97	104	111	109	106	109	114	104	110	119	118	124	130
BPO/ITES	98	103	110	111	111	104	111	108	114	119	118	125	127
Engineering, Cement, Construction, Iron/Steel	96	102	112	113	109	108	110	111	117	122	124	124	125
Banking/Financial Services/Insurance	94	109	111	114	106	94	87	80	93	97	97	98	101
Education	105	106	106	113	117	99	92	92	91	98	105	108	108
Production and Manufacturing	104	112	112	116	109	93	92	92	94	98	97	98	101
Automotive/Ancillaries/Tyres	101	105	110	109	108	109	112	114	120	125	124	126	133
Telecom/ISP	101	98	107	100	88	84	86	83	79	83	82	89	95
Oil/Gas/Petroleum, Power	88	97	113	115	112	105	109	113	118	124	128	130	135
Healthcare, Bio Technology & Life Sciences, Pharmaceuticals	101	117	115	107	107	96	101	104	98	105	103	109	117
Advertising, Market Research, Public Relations	117	113	98	89	88	89	95	104	101	94	89	85	89
Travel & Tourism	116	117	105	98	95	90	105	122	124	134	130	124	129
Home Appliances	99	106	115	112	108	105	106	106	112	121	120	119	121
Media & Entertainment	115	114	110	99	95	89	100	120	119	119	107	117	117
Chemicals/Plastic/Rubber, Paints, Fertilizer/Pesticides	100	113	116	110	91	89	94	116	113	114	99	99	110
Consumer Goods/FMCG, Food & Packaged Food	113	112	114	103	89	90	88	104	102	104	95	96	103
Garments/Textiles/Leather, Gems & Jewellery	100	110	127	99	97	96	99	126	124	129	115	117	120
Real Estate	96	101	110	109	106	110	116	112	109	112	113	115	121
Retail	94	106	107	104	109	104	120	123	132	142	137	139	136
Logistic, Courier/Freight/Transportation	101	115	118	105	100	98	109	135	133	136	122	114	124
Import/Export	112	111	105	102	99	87	87	86	95	98	95	98	108
Government/PSU/Defence	103	102	104	93	89	86	94	123	126	120	128	111	104
Shipping/Marine	122	105	102	92	90	89	111	135	129	118	119	116	112
Printing/Packaging	98	109	110	108	105	104	114	115	121	103	99	95	99
NGO/Social Services	99	107	109	95	107	89	95	105	99	84	81	86	92
Agro based industries	104	118	115	101	95	90	100	126	119	110	97	97	104
Office Equipment/Automation	103	103	112	103	86	85	86	102	102	101	94	89	95

## By Occupation

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

## By Local Market

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

Baroda	98	108	114	112	101	102	111	104	108	114	120	112	122
Coimbatore	95	104	107	109	107	110	117	116	116	124	119	119	131

### 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 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 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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