

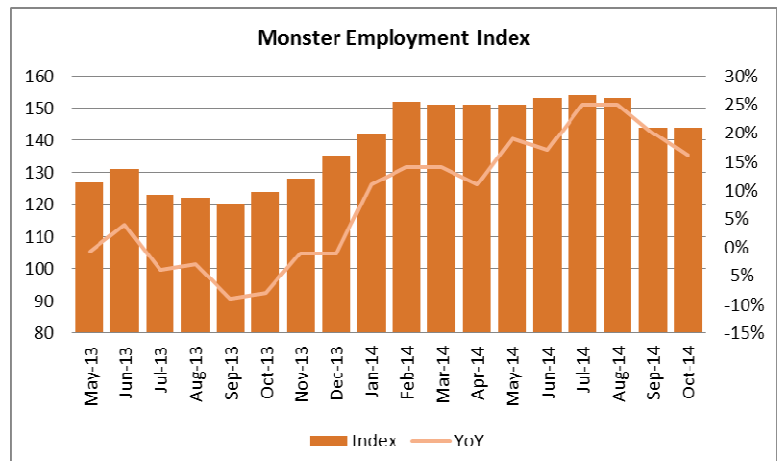
# monster®

## EMPLOYMENT INDEX

### Monster Employment Index India registers a stable 16 percent growth in online opportunities Year-on-Year

*Senior Management witness the strongest long-term growth in demand*

- **Year-on-year, Home Appliance industry led all industry sector while Office Equipment/Automation charted the most notable decline**
- **Among Occupation groups, Senior Management witness the strongest growth in demand from the year ago**
- **Bangalore remains the leading employment generating city followed by Delhi-NCR. Online recruitment activity ease the most in Coimbatore**



“With Government’s increased thrust on investment; clearance of infrastructure & defense projects combined with some strong policy decisions has definitely improved the overall business confidence. This in turn has generated hope in the jobs market. We have been witnessing a constant positive annual growth in the BPO/ITES industry and Bangalore still holds the position of the leading employment generating cities in the country with a 35 percent growth as per the MEI. The Govt’ s continued focus on job creation in India gives a sense of an improving job market scenario in coming months”, said **Sanjay Modi, Managing Director, Monster.com (India/ Middle- East/ South East Asia/ Hong Kong)**.

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

May 13	Jun 13	Jul 13	Aug 13	Sep 13	Oct 13	Nov 13	Dec 13	Jan 14	Feb 14	Mar 14	Apr 14	May 14	Jun 14	Jun 14	Aug 14	Sep 14	Oct 14	Y-O-Y
127	131	123	122	120	124	128	135	142	152	151	151	151	153	154	153	144	144	16%

**Industry Year-over-year Trends:** Online recruitment activity increased in 13 of the 27 industry sectors monitored by the Index between October 2013 and 2014.

- **Home Appliances** industry saw a 34 percent growth in online recruitment activity from the year –ago; the sharpest among all monitored occupation groups. Recruitment levels nevertheless are lower than that attained six months prior. The sector saw a positive month-on-month growth for the first time since May 2014.
- **IT - Hardware, Software** and **BPO/ITES** were next in the row charting a 33 percent and 31 percent growth respectively. IT - Hardware, Software has been charting positive annual growth incessantly since October 2013 while hiring in BPO/ITES picked up since May 2014.

- In a span of 12 months, **Banking/ Financial Services, Insurance** for the first time registered no annual growth. Online hiring in the sector slipped 20 percent below the six-month ago level as the sector registers the sixth successive month-on-month decline of the series.
- **Engineering, Cement, Construction, Iron/ Steel** (down one percent); and **Automotive/ Ancillaries / Tyres** (down three percent) slipped marginally below the year-ago level. Online hiring in **Production and Manufacturing** (up two percent) neared the year-ago level having charted steep double digit growth rates since June 2014.
- **Travel and Tourism** (up 27 percent) industry continued to chart steep annual growth and ranked among the top five industry sectors in the annual growth chart. Nevertheless, the pace of growth has moderated significantly from the earlier months and is the lowest since January 2014.
- **Office Equipment/Automation** (down 30 percent); and **Shipping/Marine** (down 24 percent) witnesses the steepest decline in online recruitment activity from the year-ago.

### Top Growth Industries

Year-over-year Growth	Oct 13	Oct 14	% Growth Y-o-Y
Home Appliances	125	168	34%
IT - Hardware, Software	145	193	33%
BPO/ITES	118	154	31%
Travel and Tourism	141	179	27%
Logistic, Courier/ Freight/ Transportation	121	146	21%

### Lowest Growth Industries

Year-over-year Growth	Oct 13	Oct 14	% Growth Y-o-Y
Agro based industries	119	113	-5%
Education	109	102	-6%
Garments/ Textiles/ Leather, Gems & Jewellery	140	127	-9%
Shipping/Marine	132	100	-24%
Office Equipment/Automation	102	71	-30%

**Occupation Year-over-year Trends:** 12 of the 13 occupation groups monitored by the Index exhibited improved online demand.

- **Senior Management** (up 50 percent) led all occupation groups in long-term demand growth. There is notable a greater demand for professionals at the senior management level this year vis-à-vis the previous year. The growth momentum has nevertheless eased recently. The group registered a negative six-month growth rate in August, September and October.
- **Software, Hardware, Telecom** (up 40 percent) followed; the long-term growth rate exhibited a seven percentage point's improvement from the previous month.
- Following steep growth since the beginning of this year, online demand from **Sales & Business Development** (up one percent); and **HR & Admin** (up two percent) drew closer to the year-ago level this month.
- **Engineering /Production** (down three percent) is the only group to witness fewer opportunities on the year. This is the first annual drop since February 2014.

### Top Growth Occupations

Year-over-year Growth	Oct 13	Oct 14	% Growth Y-o-Y
Senior Management	68	102	50%

### Lowest Growth Occupations

Year-over-year Growth	Oct 13	Oct 14	% Growth Y-o-Y
Finance & Accounts	108	118	9%

Software, Hardware, Telecom	114	160	40%
Legal	142	172	21%
Marketing & Communications	105	127	21%
Customer Service	120	140	17%

Hospitality & Travel	140	145	4%
HR & Admin	126	129	2%
Sales & Business Development	141	143	1%
Engineering /Production	110	107	-3%

**Geographic year-over-year Trends:** Online opportunities exceeded the year-ago level in 11 of the 13 cities monitored by the Index even this month.

- **Bangalore** (up 35 percent) continues to register the steepest annual growth among all monitored cities. In fact, job creation vis-à-vis the previous year has been higher in the tier 1 cities this month against the tier 2 cities.
- **Kolkata** surpassed the year-ago recruitment level by nine percent following slight plunge the previous month.
- **Coimbatore** (down five percent) and **Jaipur** (down three percent) were the only cities to exhibit fewer opportunities on the year.

### Top Growth Cities

Year-over-year Growth	Oct 13	Oct 14	% Growth Y-o-Y
Bangalore	142	192	35%
Delhi-NCR	130	154	18%
Chennai	126	149	18%
Hyderabad	128	149	16%
Pune	129	150	16%

### Lowest Growth Cities

Year-over-year Growth	Oct 13	Oct 14	% Growth Y-o-Y
Kolkata	127	138	9%
Chandigarh	144	154	7%
Kochi	156	165	6%
Jaipur	141	137	-3%
Coimbatore	150	143	-5%

### About Monster India

Monster India, India's leading online career and recruitment resource with its cutting edge technology provides relevant profiles to employers and relevant jobs to jobseekers across industry verticals, experience levels and geographies. More than 200 million people have registered on the Monster Worldwide network. Today, with operations in more than 40 countries, Monster provides the widest and most sophisticated job seeking, career management, recruitment and talent management capabilities globally. Monster India started its operations in 2001. Headquartered in Hyderabad, the company has presence in 11 other cities of India viz., Mumbai, Delhi, Bangalore, Chennai, Pune, Kolkata, Ahmadabad, Baroda, Chandigarh, Jaipur and Cochin.

In 2014, Monster mPower Search was voted Product of the Year under the 'Online Job Portals category' in a survey of over 18000 people. Monster India and DishTV partnered in convergence of the Internet and TV medium to make job services accessible to TV viewers across all cities, bridging the unmet need of the audience for whom access to the internet is limited. This first ever job search initiative is called 'Monsterjobs Active'.

The Indian Air Force Placement Cell (IAFPC) selected Monster India for a collaboration to provide a robust platform to assist retired and shortly retiring Air Warriors seek suitable second career opportunities in the corporate world. Monster also initiated 'Rozgarduniya.com' - a job portal exclusively for jobseekers

in rural India, in an alliance with ITC e-Choupal to enable employers in corporate India to connect with rural talent, thus removing the traditional barriers they face in this process.

To learn more about Monster India visit: [www.monsterindia.com](http://www.monsterindia.com) | [www.facebook.com/monsterindia](https://www.facebook.com/monsterindia) | [https://twitter.com/monster\\_india](https://twitter.com/monster_india)

### **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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