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## EMPLOYMENT INDEX

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## Monster Employment Index India Rises 26% YOY

*Edges Up Three Points in November*

### November 2010 Index Highlights:

- Online job opportunities in November 2010 exceed November 2009 by a robust 26 percent
- Banking/Financial Services, Insurance registers the first monthly rise in five months
- Sales & Business Development and Customer services register notable acceleration in annual growth
- Tier II cities exhibit strong month-on-month growth

### Summary Overview

The Monster Employment Index India annual growth rate accelerated to 26 percent in November. The index also rose three points (two percent) month on month in November.

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:

Nov 10	Oct 10	Sep 10	Aug 10	Jul 10	Jun 10	May 10	Apr 10	Mar 10	Feb 10	Jan 10	Dec 09	Nov 09
109	106	108	105	109	112	110	106	102	96	89	89	87

“Economic indicators show the Indian economy continuing to grow at a steady pace. The rise in online opportunities in the industrial production and technical sectors, as reflected in the Monster Employment Index, mirrors the current buoyant economic conditions,” said Sanjay Modi, Managing Director (India/ Middle East/ South East Asia), Monster.com

**IT sector rebounds; Online recruitment in the Banking, Finance and Insurance expands while healthcare eases on monthly basis**

Annual growth rates exceeded year-ago levels in 21 of the 27 industry sectors monitored by the Monster Employment Index. Thirteen exhibited increases in online recruitment activity on a monthly basis.

With a 22 percent annual growth, the BPO/ITES sector was the most improved sector year-on-year, with a 13 percent acceleration from the annual growth rate achieved in October. The sector also registered a six percent monthly growth as employers appeared more open to hiring when compared to October. Online recruitment saw an expansion in the Banking, Finance and Insurance on a monthly basis in November, gaining 16 percent in November. The month also saw jobs rebounding in the IT sector, with online opportunities jumping six percent between October and November following the lull in October.

Logistic, Courier/Freight/Transportation recorded the highest annual growth rate with a 50 percent increase year-over-year. The sector however eased slightly on a monthly basis, while online opportunities in the Production and Manufacturing sector rose. Engineering, Cement, and Construction, Iron/Steel sector recorded growth for the third consecutive month in the index and was up five percent over October levels.

In contrast, Healthcare, Bio Technology & Life Sciences, Pharmaceuticals; and NGO/Social Services sectors exhibited notable dips in opportunities available online (6 percent each).

**Online demand for Finance & Accounts professionals rebounds. Demand for Hospitality and Travel professionals continues to be among the top growing occupational group while Healthcare and Marketing and Communication decline in November**

Eleven of the 13 occupational groups monitored by the Index registered positive annual growth while eight grew on a monthly basis.

Online demand for Finance & Accounts professionals rebounded with the annual growth trend turning positive, at 3 percent and the occupation group registering its first positive month-on-month growth (five percent) since April 2010. Following robust growth in the BPO/ITES sector, the demand for customer service professionals showed significant improvements both month-on-months as well as year-on-year. The group registered 15 percent annual growth as opposed to the 10 percent annual decline seen in October. Job availability levels rebounded for Sales & Business Development personnel. The group gained five percent over the previous month; the first positive growth rate witnessed since May '10.

Online opportunities for Software, Hardware, Telecom professionals jumped two percent between October and November after dipping in October. The group continues to exhibit robust annual growth (29 percent).

Hospitality and Travel, with a four percent monthly growth and a 27 percent annual growth, continued to be among the top growth occupation groups in November. Health Care professionals were faced with the largest decline of the month (5 percent) while the index fell short of the year-ago levels by 3 percent. While demand for Marketing & Communication professionals dipped in November, the group exhibited one of the stronger long-term growth trends with a 32 percent growth from 15 percent in October.

**Annual growth rate is positive and robust in all 13 cities; Jaipur leads on monthly growth**

All 13 cities monitored by the Index exhibited robust annual growth while seven cities gained month-on-month. Jaipur led all cities on monthly growth gaining eight points to reach 113 in the index, the highest in the series. Mumbai recorded the modest month-on-month growth but the largest year-on-year growth of 34% among all 13. Recruitment trends in Delhi-NCR, Hyderabad and Bangalore remained constant while Chennai exhibited a two percent month-on-month growth.

Online opportunities in Kolkata tapered further down by two percent in November. The year-on-year growth trend at 12 percent nevertheless continues to be robust and positive.

**Top Industries Looking for Employees in November**

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

INDUSTRY	Nov 10	Oct 10	%
Banking/Financial Services , Insurance	93	80	16%
Import /Export	95	86	11%
Retail	132	123	7%
BPO/ITES	114	108	6%
Home Appliances	112	106	6%

**Most Wanted Occupational Experience in November**

Top occupational categories registering the largest increase in online job demand in November included:

OCCUPATION	Nov 10	Oct10	%
Purchase/ Logistics/ Supply Chain	118	111	6%

Customer Service	99	93	6%
Finance & Accounts	94	89	5%
Sales & Business Development	101	97	5%
Hospitality & Travel	125	120	4%

### Best Cities for Jobs in November

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

CITIES	Nov 10	Oct10	%
Jaipur	113	105	8%
Baroda	108	104	4%
Chandigarh	106	103	3%
Kochi	113	111	3%
Chennai	115	112	2%

### Job Trends in Major Metros

CITIES	Nov 10	Oct10	%
Mumbai	117	115	1%
Bangalore	102	102	0%
Delhi-NCR	107	107	0%
Hyderabad	109	110	0%
Chennai	115	112	2%

By Industry

	2010											2009	
	Nov	Oct	Sep	Aug	Jul	Jun	May	Apr	Mar	Feb	Jan	Dec	Nov
IT - Hardware, Software	110	104	114	109	106	109	111	104	97	96	90	87	89
BPO/ITES	114	108	111	104	111	111	110	103	98	88	85	87	94
Engineering, Cement, Construction, Iron/ Steel	117	111	110	108	109	113	112	102	96	94	88	91	88
Banking/ Financial Services , Insurance	93	80	87	94	106	114	111	109	94	106	104	90	100
Education	91	92	92	99	117	113	106	106	105	100	95	94	87
Production and Manufacturing	94	92	92	93	109	116	112	112	104	98	91	94	87
Automotive/ Ancillaries / Tyres	120	114	112	109	108	109	110	105	101	96	89	89	87
Telecom/ISP	79	83	86	84	88	100	107	98	101	116	101	101	113
Oil/ Gas/ Petroleum, Power	118	113	109	105	112	115	113	97	88	95	91	94	93
Healthcare, Bio Technology & Life Sciences, Pharmaceuticals	98	104	101	96	107	107	115	117	101	94	97	89	84
Advertising, Market Research, Public Relations	101	104	95	89	88	89	98	113	117	105	92	102	109
Travel and Tourism	124	122	105	90	95	98	105	117	116	99	83	90	104
Home Appliances	112	106	106	105	108	112	115	106	99	98	86	89	87
Media & Entertainment	119	120	100	89	95	99	110	114	115	104	85	87	103
Chemicals/ Plastic/ Rubber, Paints, Fertilizer/ Pesticides	113	116	94	89	91	110	116	113	100	100	107	101	90
Consumer Goods/ FMCG, Food & Packaged Food	102	104	88	90	89	103	114	112	113	110	100	94	93
Garments/ Textiles/ Leather, Gems & Jewellery	124	126	99	96	97	99	127	110	100	99	87	94	92
Real Estate	109	112	116	110	106	109	110	101	96	96	91	92	87
Retail	132	123	120	104	109	104	107	106	94	96	88	87	94
Logistic, Courier/ Freight/ Transportation	133	135	109	98	100	105	118	115	101	97	87	90	89
Import / Export	95	86	87	87	99	102	105	111	112	96	87	97	116
Government/ PSU/ Defence	126	123	94	86	89	93	104	102	103	97	92	120	111
Shipping/Marine	129	135	111	89	90	92	102	105	122	97	87	103	98

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

By Occupation

	2010											2009	
	Nov	Oct	Sep	Aug	Jul	Jun	May	Apr	Mar	Feb	Jan	Dec	Nov
Software, Hardware, Telecom	110	108	112	101	107	113	110	105	102	99	90	90	85
Customer Service	99	93	92	91	94	107	112	114	115	95	93	99	85
Engineering /Production	107	106	108	108	111	114	111	102	96	93	90	93	86
Finance & Accounts	94	89	92	94	104	110	113	114	109	103	84	94	92
Sales & Business Development	101	97	100	103	106	110	110	106	104	105	94	94	74
Senior Management	107	107	110	104	103	110	110	108	106	100	91	89	89
HR & Admin	104	102	104	104	111	116	110	106	99	94	85	89	95
Marketing & Communications	101	103	101	103	105	107	110	111	106	104	93	94	77
Health Care	89	94	96	95	112	108	113	115	104	94	91	91	92
Purchase/ Logistics/ Supply Chain	118	111	113	111	108	110	104	100	94	92	89	87	106
Hospitality & Travel	125	120	110	105	111	113	107	103	99	93	87	87	99
Legal	111	115	114	109	109	112	108	101	97	94	89	93	88
Arts/Creative	91	92	95	92	102	103	104	102	100	128	91	93	94

## By City

	2010											2009	
	Nov	Oct	Sep	Aug	Jul	Jun	May	Apr	Mar	Feb	Jan	Dec	Nov
Mumbai	117	115	115	110	107	109	108	105	97	96	91	89	87
Bangalore	102	102	106	101	101	111	113	111	107	95	88	89	90
Delhi-NCR	107	107	108	107	110	110	109	107	102	98	91	87	85
Hyderabad	109	110	114	109	106	110	107	107	98	94	88	88	90
Chennai	115	112	116	108	105	110	108	105	98	95	87	86	91
Pune	113	113	115	108	108	110	107	105	99	95	89	88	89
Kolkata	103	105	109	103	106	113	110	110	100	93	86	87	91
Ahmedabad	102	104	109	104	107	108	113	112	99	97	88	88	89
Chandigarh	106	103	105	102	102	106	114	116	103	99	92	89	85
Kochi	113	111	112	106	109	112	111	105	95	93	89	87	92
Baroda	108	104	111	102	101	112	114	108	98	100	92	85	92
Coimbatore	116	116	117	110	107	109	107	104	95	94	89	89	90
Jaipur	113	105	121	123	127	131	129	124	115	110	99	94	92

*Note: The numbers in the regional indices for October have been changed to reflect the incorporation of additional data to the index*

### 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 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/>