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## EMPLOYMENT INDEX

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## Monster Employment Index India Rises by Five Points in September

*Exhibits six-month growth rate of 10 percent*

### September 2010 Index Highlights:

- Twenty-one out of 27 industry sectors register month-on-month growth
- IT sector sees further increase in online recruitment activity
- Job opportunities in Healthcare sector rebound
- Chennai and Coimbatore see a notable expansion in job opportunities

### Summary Overview

The Monster Employment Index India rose five points (four percent) on the month in September, as online recruitment activity rebounded from eased levels of the prior summer months.

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®.

Twenty-one of the 27 industry sectors monitored by the Index exhibited positive month-on-month growth trends. The 11 sectors that exhibited positive six month growth rates in August Index continued to track positive medium term growth in September. Index results for the past twelve months are as follows:

| SEP 10 | AUG 10 | JUL 10 | JUN 10 | MAY 10 | APR 10 | MAR 10 | FEB 10 | JAN 10 | DEC 09 | NOV 09 | OCT 09 |
|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| 128    | 123    | 129    | 135    | 132    | 125    | 117    | 107    | 96     | 95     | 92     | 93     |

“In September Indian employers returned to the recruitment market in substantial numbers following the summer months’ lull in activity, as indicated by the Monster Employment Index India. The longer-term trends in the Index continue to track the country’s economic expansion, with a rise in hiring for sectors like IT, ITES, Engineering, Construction, Iron and Steel; Healthcare, Automotive suggesting continued strength in business activity,” said Sanjay Modi, Managing Director (India/Middle East/South East Asia).

**Real Estate maintains its position and leads all industry sectors in monthly and six-month growth; The IT sector continues to see a rise; Online job demand in Healthcare sector rebounds; Job opportunities in the BFSI sector contract**

The Real Estate sector maintained its position in leading all industry sectors in monthly and six-month growth with 17 percent and 83 percent respectively. The Agro based industry sector also registered notable month-on-month growth. The IT sector saw significant rise in online recruitment activity for the second consecutive month. The sector also registered a robust 52 percent six-month growth.

Recruitment activity in the BPO/ITES sector rebounded to match July levels with a six percent month-on-month growth after easing in August. Online jobs in the Healthcare, Bio Technology & Life Sciences, and Pharmaceuticals sector rebounded in September. The sector saw an eight percent growth in the index for the first time since April 2010. The month of September saw online hiring rebound in the Engineering, Cement, and Construction, Iron / Steel sector. Production and Manufacturing; and the related Logistic, Courier/ Freight/ Transportation also registered significant improvement in online job opportunities indicating gradual improvement in the manufacturing and commerce sectors following the low levels observed in the previous months.

Job opportunities in the Banking, Finance and Insurance (BFSI) sector contracted by an additional nine percent in September over the August levels. The index level for the sector also fell short of the six-month ago level by eight percent. Both month-on-month as well as medium-term dip, however, is of a lesser degree than those observed in August.

**Demand for IT professionals rebounds; Online demand for the Customer Service professionals witnesses an increase; Online job opportunities in Marketing and Communications; and Sales and Business Development dips**

Online demand edged up in 10 out of 14 occupational groups monitored by the Index in September. Mirroring trends in the IT sector, demand for IT professionals rebounded to record this month's largest gain among all occupation groups. Online demand for the Customer Service professionals, as indicated by the index, improved witnessing the first positive monthly growth (1 percent) in five months. By contrast, the index fell short of the six-month levels by 20 percent; a much higher drop when compared to four percent in August.

Finance and Accounts jobseekers faced further restrained levels of hiring in September. With an additional 2 point dip, the index reached its lowest level since January 2010. The occupational group also witnessed one of the steepest medium-term dips; the group dipped by 16 percent over the past six months. Recruitment levels remained at the same elevated August levels for Engineering and Production professionals in September; the group exhibited one of the strongest six-month gains among all occupation groups.

The month saw significant expansion in online opportunities available for Senior Management personnel. Professionals in Hospitality and Travel saw improved demand levels after consecutive dips in July and August. Online job opportunities in Marketing and Communications; and Sales and Business Development dipped further. Sales and Business Development (-3 percent) registered the steepest decline of the month.

**Online job opportunities increase in 12 of the 13 cities in September; All cities except Bangalore report positive mid-term growth**

Chennai with a 12 percent month-on-month growth led the major metropolitan markets in online job growth followed by Hyderabad (eight percent). Jobs market in Bangalore exhibited sizeable improvement, growing seven percent over the previous month. This is the first positive monthly growth in online opportunities in Bangalore since May 2010.

The month also saw job opportunities rebounding in Delhi-NCR. Among all cities, Coimbatore witnessed the strongest monthly growth even in September while recruitment levels dipped only marginally (one percent) in Jaipur indicating improved conditions when compared to the previous two months.

**Top Industries Looking for Employees in September**

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

| INDUSTRY                | SEP 10 | AUG 10 | %   |
|-------------------------|--------|--------|-----|
| Agro based industries   | 89     | 76     | 17% |
| Real Estate             | 184    | 157    | 17% |
| Shipping/Marine         | 99     | 86     | 15% |
| Retail                  | 113    | 101    | 11% |
| IT - Hardware, Software | 163    | 148    | 10% |

**Most Wanted Occupational Experience in September**

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

| OCCUPATION                  | SEP 10 | AUG 10 | %   |
|-----------------------------|--------|--------|-----|
| Software, Hardware, Telecom | 129    | 113    | 14% |

|                      |     |     |    |
|----------------------|-----|-----|----|
| Legal                | 157 | 144 | 9% |
| Hospitality & Travel | 129 | 121 | 7% |
| Senior Management    | 119 | 112 | 6% |
| Real Estate          | 113 | 110 | 3% |

### Best Cities for Jobs in September

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

| CITIES     | SEP 10 | AUG 10 | %   |
|------------|--------|--------|-----|
| Coimbatore | 200    | 174    | 15% |
| Kochi      | 174    | 152    | 15% |
| Baroda     | 131    | 116    | 12% |
| Chennai    | 153    | 137    | 12% |
| Pune       | 150    | 136    | 10% |

### Job Trends in Major Metros

| CITIES    | SEP 10 | AUG 10 | %   |
|-----------|--------|--------|-----|
| Mumbai    | 153    | 144    | 7%  |
| Bangalore | 118    | 111    | 7%  |
| Delhi-NCR | 123    | 122    | 1%  |
| Hyderabad | 157    | 145    | 8%  |
| Chennai   | 153    | 137    | 12% |

By Industry

|   | 2010 |     |     |     |     |     |     |     |     | 2009 |     |     |
|---|------|-----|-----|-----|-----|-----|-----|-----|-----|------|-----|-----|
|   | Sep  | Aug | Jul | Jun | May | Apr | Mar | Feb | Jan | Dec  | Nov | Oct |
| IT - Hardware, Software                                     | 163  | 148 | 138 | 146 | 152 | 130 | 107 | 106 | 86  | 88   | 107 | 106 |
| BPO/ITES  | 111  | 105 | 111 | 110 | 109 | 104 | 100 | 91  | 89  | 97   | 111 | 113 |
| Engineering, Cement, Construction, Iron/ Steel              | 143  | 136 | 140 | 150 | 147 | 120 | 103 | 97  | 82  | 102  | 106 | 111 |
| Banking/ Financial Services , Insurance                     | 82   | 89  | 102 | 111 | 108 | 106 | 89  | 102 | 100 | 94   | 118 | 97  |
| Education   | 94   | 105 | 136 | 129 | 117 | 117 | 116 | 106 | 98  | 99   | 92  | 88  |
| Production and Manufacturing                                | 86   | 89  | 124 | 138 | 129 | 130 | 113 | 99  | 85  | 100  | 95  | 108 |
| Automotive/ Ancillaries / Tyres                             | 142  | 134 | 132 | 136 | 137 | 124 | 113 | 100 | 84  | 95   | 102 | 106 |
| Telecom/ISP   | 84   | 84  | 85  | 90  | 93  | 89  | 91  | 97  | 91  | 98   | 115 | 110 |
| Oil/ Gas/ Petroleum, Power                                  | 112  | 108 | 117 | 120 | 117 | 98  | 87  | 95  | 91  | 105  | 112 | 109 |
| Healthcare, Bio Technology & Life Sciences, Pharmaceuticals | 102  | 94  | 111 | 112 | 125 | 130 | 101 | 89  | 94  | 97   | 101 | 118 |
| Advertising, Market Research, Public Relations              | 88   | 85  | 84  | 85  | 89  | 97  | 99  | 93  | 87  | 98   | 114 | 109 |
| Travel and Tourism  | 96   | 90  | 92  | 93  | 96  | 101 | 100 | 93  | 87  | 96   | 113 | 110 |
| Home Appliances   | 123  | 120 | 126 | 134 | 140 | 122 | 108 | 106 | 82  | 95   | 101 | 108 |
| Media & Entertainment                                       | 93   | 89  | 91  | 93  | 97  | 98  | 99  | 95  | 87  | 95   | 113 | 111 |
| Chemicals/ Plastic/ Rubber, Paints, Fertilizer/ Pesticides  | 85   | 81  | 82  | 97  | 102 | 99  | 89  | 89  | 95  | 106  | 110 | 111 |
| Consumer Goods/ FMCG, Food & Packaged Food                  | 68   | 71  | 69  | 88  | 104 | 101 | 103 | 98  | 84  | 95   | 108 | 112 |
| Garments/ Textiles/ Leather, Gems & Jewellery               | 94   | 93  | 93  | 94  | 111 | 101 | 95  | 94  | 87  | 101  | 108 | 115 |
| Real Estate   | 184  | 157 | 143 | 153 | 157 | 123 | 101 | 103 | 80  | 104  | 107 | 105 |

|  |     |     |     |     |     |     |     |    |    |     |     |     |
|--|-----|-----|-----|-----|-----|-----|-----|----|----|-----|-----|-----|
| Retail   | 113 | 101 | 105 | 101 | 103 | 102 | 94  | 96 | 90 | 96  | 114 | 111 |
| Logistic, Courier/<br>Freight/<br>Transportation | 104 | 95  | 96  | 100 | 111 | 108 | 98  | 94 | 87 | 99  | 109 | 114 |
| Import / Export                                  | 89  | 89  | 93  | 94  | 95  | 97  | 97  | 92 | 89 | 97  | 115 | 109 |
| Government/ PSU/<br>Defence                      | 89  | 85  | 86  | 88  | 95  | 94  | 94  | 91 | 88 | 109 | 108 | 109 |
| Shipping/Marine                                  | 99  | 86  | 87  | 88  | 94  | 96  | 106 | 91 | 85 | 101 | 106 | 111 |
| Printing/ Packaging                              | 112 | 103 | 104 | 107 | 109 | 108 | 98  | 93 | 85 | 106 | 111 | 108 |
| NGO/Social Services                              | 92  | 90  | 97  | 93  | 97  | 97  | 94  | 91 | 88 | 107 | 109 | 111 |
| Agro based industries                            | 89  | 76  | 83  | 91  | 110 | 114 | 95  | 91 | 89 | 111 | 101 | 112 |
| Office<br>Equipment/Automati<br>on               | 87  | 87  | 87  | 93  | 96  | 93  | 93  | 93 | 90 | 101 | 110 | 114 |

### By Occupation

|                                   | 2010 |     |     |     |     |     |     |     |     | 2009 |     |     |
|-----------------------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|------|-----|-----|
|                                   | Sep  | Aug | Jul | Jun | May | Apr | Mar | Feb | Jan | Dec  | Nov | Oct |
| Software, Hardware, Telecom       | 129  | 113 | 122 | 131 | 127 | 120 | 114 | 110 | 96  | 97   | 90  | 92  |
| Customer Service                  | 94   | 92  | 96  | 109 | 114 | 116 | 117 | 97  | 95  | 100  | 87  | 105 |
| Engineering /Production           | 147  | 147 | 154 | 161 | 153 | 131 | 113 | 106 | 98  | 106  | 86  | 92  |
| Finance & Accounts                | 96   | 98  | 109 | 116 | 120 | 121 | 115 | 108 | 87  | 99   | 96  | 95  |
| Sales & Business Development      | 105  | 108 | 111 | 114 | 114 | 110 | 108 | 109 | 100 | 99   | 82  | 101 |
| Senior Management                 | 119  | 112 | 112 | 119 | 119 | 117 | 115 | 109 | 98  | 96   | 96  | 87  |
| HR & Admin                        | 123  | 122 | 137 | 144 | 134 | 126 | 113 | 105 | 87  | 96   | 107 | 92  |
| Marketing & Communications        | 107  | 108 | 110 | 113 | 116 | 117 | 111 | 109 | 99  | 101  | 84  | 96  |
| Health Care                       | 105  | 104 | 134 | 125 | 135 | 138 | 119 | 102 | 96  | 96   | 98  | 89  |
| Purchase/ Logistics/ Supply Chain | 128  | 126 | 122 | 124 | 116 | 111 | 102 | 99  | 96  | 92   | 119 | 92  |
| Hospitality & Travel              | 129  | 121 | 130 | 133 | 124 | 118 | 112 | 102 | 93  | 93   | 111 | 88  |
| Legal                             | 157  | 144 | 145 | 152 | 141 | 124 | 115 | 106 | 93  | 105  | 92  | 89  |
| Arts/Creative                     | 96   | 94  | 101 | 102 | 103 | 101 | 99  | 120 | 93  | 95   | 96  | 97  |
| Real Estate                       | 113  | 110 | 123 | 128 | 119 | 110 | 108 | 110 | 104 | 102  | 92  | 84  |

### By City

|           | 2010 |     |     |     |     |     |     |     |     | 2009 |     |     |
|-----------|------|-----|-----|-----|-----|-----|-----|-----|-----|------|-----|-----|
|           | Sep  | Aug | Jul | Jun | May | Apr | Mar | Feb | Jan | Dec  | Nov | Oct |
| Mumbai    | 153  | 144 | 135 | 141 | 137 | 131 | 113 | 111 | 99  | 95   | 91  | 90  |
| Bangalore | 118  | 111 | 112 | 125 | 127 | 125 | 119 | 103 | 94  | 96   | 97  | 92  |
| Delhi-NCR | 123  | 122 | 126 | 126 | 124 | 121 | 115 | 109 | 98  | 94   | 91  | 92  |
| Hyderabad | 157  | 145 | 137 | 145 | 139 | 138 | 117 | 107 | 94  | 93   | 96  | 93  |
| Chennai   | 153  | 137 | 129 | 139 | 135 | 130 | 114 | 107 | 90  | 88   | 99  | 101 |
| Pune      | 150  | 136 | 136 | 140 | 134 | 130 | 116 | 108 | 96  | 94   | 95  | 90  |
| Kolkata   | 135  | 123 | 127 | 142 | 135 | 136 | 117 | 104 | 91  | 91   | 100 | 96  |

|            |     |     |     |     |     |     |     |     |     |    |     |    |
|------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|----|-----|----|
| Ahmedabad  | 133 | 125 | 129 | 131 | 142 | 139 | 114 | 111 | 94  | 94 | 95  | 91 |
| Chandigarh | 117 | 113 | 114 | 119 | 131 | 134 | 115 | 109 | 100 | 96 | 89  | 92 |
| Kochi      | 174 | 152 | 163 | 175 | 170 | 151 | 114 | 106 | 93  | 86 | 103 | 98 |
| Baroda     | 131 | 116 | 115 | 132 | 136 | 127 | 110 | 113 | 99  | 89 | 100 | 89 |
| Coimbatore | 200 | 174 | 160 | 167 | 161 | 148 | 114 | 111 | 91  | 91 | 96  | 97 |
| Jaipur     | 121 | 123 | 127 | 131 | 129 | 124 | 115 | 110 | 99  | 94 | 92  | 91 |

### 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/>