

monster[®]

EMPLOYMENT INDEX

Monster Employment Index registers 5 percent y-o-y decline: Monster Employment Index February 2019

- **Office Equipment/Automation (up 32 percent) and Production and Manufacturing (up 25 percent) registered the steepest increase in y-o-y online recruitment activity**
- **Health Care (up eight percent) professionals continue see y-o-y growth**
- **Jaipur and Chandigarh with y-o-y growth of five percent and two percent respectively, lead all monitored cities; Bangalore (up two percent) is the only metro city to witness y-o-y growth**

[Monster Employment Index](#) for February 2019 registered **5 percent Y-o-Y decline** in online recruitment activities. Among industry sectors, **Office Equipment/Automation (up 32 percent)** and **Production and Manufacturing (up 25 percent)** registered the steepest Y-o-Y increase in online recruitment activities.

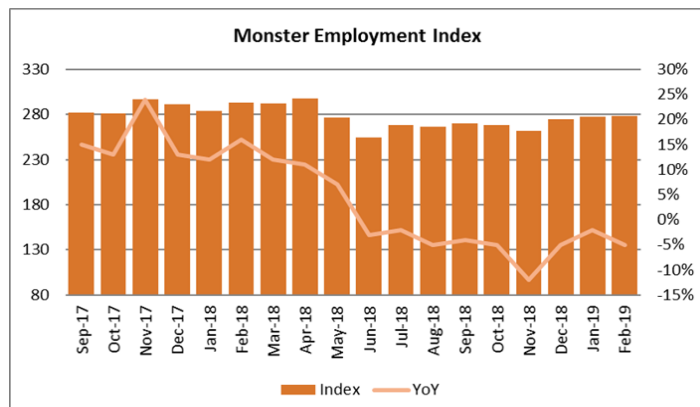
In the past six-month, the **Office Equipment/Automation** (between August 2018 and February 2019), saw 35 percent rise in online hiring demand; the m-o-m increase was one percent. The Production and Manufacturing with a y-o-y increase of 25 percent was the next most actively sector in e-recruitment.

Online recruitment in **Education** (up 12 percent); and **Healthcare, Bio Technology & Life Sciences, Pharmaceuticals** (up 10 percent) continued to see an upward trend.

Both these sectors have witnessed steady rise in online hiring in the recent months. The online demand improved 12 percent and 11 percent respectively on a six-month basis. Demand on the m-o-m basis, has also been increasing continually since December 2018.

Year-on-year, online hiring activity in the **Retail** sector (up one percent) relieved following significant growth in January 2019 (up 42 percent). Demand on the month eased by 12 percent and decreased 24 percent below the six-month ago level.

E-recruitment activity in **IT - Hardware, Software** (down five percent); and **Telecom/ISP** (down 13 percent) continued to decrease on the year. Notably, Telecom/ISP registered eight percent increase in m-o-m online hiring activity; the steepest growth recorded among all monitored industry sectors.



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

Sep 17	Oct 17	Nov 17	Dec 17	Jan 18	Feb 18	Mar 18	Apr 18	May 18	Jun 18	Jul 18	Aug 18	Sep 18	Oct 18	Nov 18	Dec 18	Jan 19	Feb 19	Y-O-Y
282	281	297	291	284	293	292	298	276	254	268	266	270	268	262	275	277	278	-5%

Industry Year-over-year Trends: Online demand exceeded the year-ago level in 13 of the 27 industry sectors monitored by the Index.

- Among industry sectors, **Office Equipment/Automation** (up 32 percent) registered the steepest increase in online recruitment activity between February 2018 and 2019. The sector has been charting strong growth in demand, year-on-year since October 2018. In the past six-month (between August 2018 and February 2019), there has been 35 percent rise in employee demand in the sector. Demand on the month increased by one percent.
- **Production and Manufacturing** (up 25 percent) was the next most actively hiring sector, year-on-year. Nevertheless, the growth momentum has waned significantly vis-à-vis past months and is the lowest recorded since December 2017. The sector also registered fewer opportunities on the month by two percent.
- Online recruitment in **Education** (up 12 percent); and **Healthcare, Bio Technology & Life Sciences, Pharmaceuticals** (up 10 percent) continued to trend up. Both these sectors have witnessed steady rise in hiring in the recent months; online demand improved 12 percent and 11 percent respectively on a six-month basis. Demand on the month, has also been increasing continually since December 2018.
- Year-on-year, hiring activity in **Retail** (up one percent) relieved following significant growth in January 2019 (up 42 percent). Demand on the month eased by 12 percent and slipped 24 percent below the six-month ago level.
- E-recruitment activity in **IT - Hardware, Software** (down five percent); and **Telecom/ISP** (down 13 percent) continued to weaken on the year. However, Telecom/ISP registered eight percent increase in monthly hiring activity; the steepest growth recorded among all monitored industry sectors.
- **Automotive/Ancillaries/Tyres** (down 14 percent); **Chemicals/ Plastic/ Rubber, Paints, Fertilizer/ Pesticides** (down 20 percent) witnessed sharp decline in online recruitment on a year-on-year basis. The steepest decrease in demand from the corresponding period in 2018 was registered in **Agro based industries** (down 32 percent).

Top Growth Industries

Year-over-year Growth	Feb 18	Feb 19	% Growth Y-o-Y
Office Equipment/Automation	102	135	32%
Production and Manufacturing	194	242	25%
Travel and Tourism	283	322	14%
Government/ PSU/ Defence	78	88	13%
Education	286	319	12%

Lowest Growth Industries

Year-over-year Growth	Feb 18	Feb 19	% Growth Y-o-Y
Import / Export	116	100	-14%
Printing/ Packaging	185	159	-14%
Automotive/ Ancillaries / Tyres	218	187	-14%
Chemicals/ Plastic/ Rubber, Paints, Fertilizer/ Pesticides	154	123	-20%
Agro based industries	133	91	-32%

E-Commerce: Online recruitment in E-commerce sector continued to rise. The sector registered 11 percent increase on the year. Demand increased by two percent on a month-on-month basis and surpassed the three-month and six-month ago level by nine percent and 18 percent respectively.

Sep 17	Oct 17	Nov 17	Dec 17	Jan 18	Feb 18	Mar 18	Apr 18	May 18	Jun 18	Jul 18	Aug 18	Sep 18	Oct 18	Nov 18	Dec 18	Jan 19	Feb 19	Y-O-Y
117	115	117	114	115	119	119	119	117	117	117	112	116	121	121	123	130	132	11%

Occupation Year-over-year Trends: Online recruitment activity surpassed the year-ago level in two of the 13 occupation groups monitored by the Index.

- Year-on-year, **Health Care** (up eight percent) professionals registered the steepest increase in demand; the rate of growth moderated from 17 percent in January 2019. The group witnessed 13 percent increase in demand in the past three-month between November 2018 and February 2019. Online demand for health care professionals grew at the senior (11-15 years) levels; up by three percent. At all other levels of experience there has been a reduction in demand when compared the corresponding period a year-ago.
- HR & Admin.** was the only other occupational category to witness growth, even though marginal; up by one percent. Online demand for the job role strengthened only at the top-management (>15 years) level; up by 14 percent. Demand for entry level (0-3 years) professionals matched the year-ago level.
- Online demand for **Purchase/ Logistics/ Supply Chain** (down two percent) professionals eased below the year-ago level while **Customer Service** (down two percent) professionals saw year-on-year growth rate recover (down from a decline of three percent in January 2019). Here again, demand for Customer Service professionals increased at the senior (11-15 years) and top management (>15 years) level; up by 23 percent and seven percent respectively.
- Year-on-year growth momentum for **Arts/Creative** (down four percent) recovered 15 points from a decline of 19 percent in January 2019. The group registered 20 percent increase in demand on the month.
- Year-on-year, demand for **Finance & Accounts** (down five percent); **Sales & Business Development** (down five percent); **Engineering/Production** (down four percent) continued to slide.

Sales & Business Development professionals, however, saw demand increase on a month-on-month basis.

- Online demand for **Marketing & Communications** (down 10 percent) professionals eased the most. The group however registered two percent rise in demand on the month.

Top Growth Occupations

Year-over-year Growth	Feb 18	Feb 19	% Growth Y-o-Y
Health Care	408	439	8%
HR & Admin	224	227	1%
Legal	253	252	0%
Software, Hardware, Telecom	355	350	-1%
Customer Service	263	258	-2%

Lowest Growth Occupations

Year-over-year Growth	Feb 18	Feb 19	% Growth Y-o-Y
Engineering /Production	246	236	-4%
Sales & Business Development	415	395	-5%
Finance & Accounts	262	249	-5%
Hospitality & Travel	242	220	-9%
Marketing & Communications	273	247	-10%

Year-over year Trends by Experience level: Occupations

Top Growth Occupations/Experience	0-3 YR	4-6 YR	7-10 YR	11-15 YR	>15 YR
Health Care	-1%	-4%	-6%	3%	-6%
HR & Admin	0%	-8%	-12%	-1%	14%
Legal	-6%	-6%	-4%	-9%	-11%
Software, Hardware, Telecom	-4%	-5%	-6%	0%	6%
Customer Service	-9%	-13%	-8%	23%	7%

Geographic Year-over-year Trends: E-recruitment activity exceeded the year-ago level in three of the 13 cities monitored by the Index.

- Year-on-year, **Jaipur** (up five percent) and **Chandigarh** (up two percent) led all monitored cities in online recruitment; growth momentum moderated when compared to January 2019. Chandigarh saw a slowdown in monthly hiring activity as well; down by two percent.
- E-recruitment, on-the-year, in **Bangalore** (up two percent) was on a rise for the second successive month. Month-on-month demand increased by two percent. Year-on-year growth momentum recovered further in **Delhi-NCR** (down two percent); down from a decline of five percent in January 2019. Demand on the month paced up by four percent.
- **Mumbai** (down five percent); **Hyderabad** (down five percent) and **Chennai** (down three percent) continued to chart fewer opportunities on the year. The short-term growth parameters, however, indicated rising recruitment demand in each of these cities.
- **Baroda** (down 23 percent) registered steepest decline on the year among all monitored cities.

Top Growth Cities

Year-over-year Growth	Feb 18	Feb 19	% Growth Y-o-Y
Jaipur	308	322	5%
Chandigarh	337	343	2%
Bangalore	341	347	2%
Pune	293	292	0%
Delhi-NCR	246	241	-2%

Lowest Growth Cities

Year-over-year Growth	Feb 18	Feb 19	% Growth Y-o-Y
Kolkata	363	344	-5%
Coimbatore	316	293	-7%
Ahmedabad	383	326	-15%
Kochi	316	262	-17%
Baroda	305	234	-23%

Month-over-month Trends for Key Industries & Occupations in Prime Cities:

- Chennai (10 percent) and Mumbai (nine percent) registered the strongest increase in online recruitment activity in **Production and Manufacturing** sector. Delhi-NCR and Hyderabad registered five percent and one percent growth respectively while recruitment in Bangalore eased by two percent.
- All key cities registered growth in **Banking/ Financial Services, Insurance** sector hiring this month. **IT - Hardware, Software** jobs grew in Hyderabad (one percent) and Mumbai (two percent) while **BPO/ITES** sector strengthened in Delhi-NCR (five percent)
- Online demand for **Marketing & Communications; Sales & Business Development; Software, Hardware, Telecom** professionals increased in all key cities. **HR and Admin.** professionals, on the other hand, saw reduced demand.

Industries/Cities

Month-over-month Growth	Bangalore	Chennai	Delhi-NCR	Hyderabad	Mumbai
Banking/ Financial Services, Insurance	1%	5%	4%	7%	2%
BPO/ITES	-1%	-3%	5%	-3%	-5%
Engineering, Cement, Construction, Iron/ Steel	0%	-1%	-2%	6%	-2%
IT - Hardware, Software	0%	0%	0%	1%	2%
Production and Manufacturing	-2%	10%	5%	1%	9%

Occupations/Cities

Month-over-month Growth	Bangalore	Chennai	Delhi-NCR	Hyderabad	Mumbai
Marketing & Communications	5%	4%	1%	2%	9%
Finance and Accounts	0%	9%	1%	7%	0%

HR and Admin.	-2%	-7%	-1%	-2%	-3%
Sales & Business Development	3%	5%	2%	5%	5%
Software, Hardware, Telecom	1%	1%	4%	1%	2%

About the **Monster Employment Index**

The Monster Employment Index is a broad and comprehensive monthly analysis of online job posting activity 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, the Monster Employment Index presents a snapshot of employer online recruitment activity nationwide. 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. Monster Employment Index was first launched in India in May 2010 with data collected since October 2009 followed by Gulf in April 2011 with data collected since October 2010; Singapore in May 2014 with data collected since January 2011; Philippines and Malaysia in May 2015 with data collected since February 2014.

About **Monster APAC & Gulf**

Monster, for more than 20 years, is a leading online career and recruitment resource and with its cutting-edge technology provides relevant profiles to employers and relevant jobs to jobseekers across industry verticals, experience levels and geographies. Monster provides the widest and most sophisticated job seeking, career management, recruitment and talent management capabilities.

Monster in APAC & Gulf started its operations with India, in 2001 and has operations across India, Singapore, Malaysia, Philippines, Hong Kong, Vietnam, Thailand, Indonesia, UAE and Kingdom of Saudi Arabia. In India it is headquartered in Hyderabad, and has presence in 10 other cities of India viz., Mumbai, Delhi, Bangalore, Chennai, Pune, Kolkata, Ahmedabad, Baroda, Chandigarh, and Cochin. Monster Mobile App in India was voted Product of the Year in 2016 under the 'Mobile App Job' category in a survey of over 18000 people by Nielsen. Monster.com in India was also voted Product of the Year in 2015 and back in 2014, mPower Search was voted Product of the Year as well. 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 to enable employers in corporate India to connect with rural talent, thus removing the traditional barriers they face in this process.

Monster continues its pioneering work of transforming the recruiting industry with advanced technology using intelligent digital, social and mobile solutions, and a vast array of products and services.

To learn more about Monster in APAC & Gulf, visit: www.monsterindia.com | www.monstergulf.com | www.monster.com.sg | www.monster.com.my | www.monster.com.ph | www.monster.com.hk

For further queries please reach:

<p>Priyanka Sharma Kaintura Head of Communication - APAC & Gulf, Monster.com priyanka.sharma@monsterindia.com</p>	<p>Shankhadipa Talukdar Genesis Burson-Marsteller +91-99999 56546 shankhadipa.talukdar@bm.com</p>
--	---