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# Employment Index

May 2021

## Hiring Trends in India



# Contents

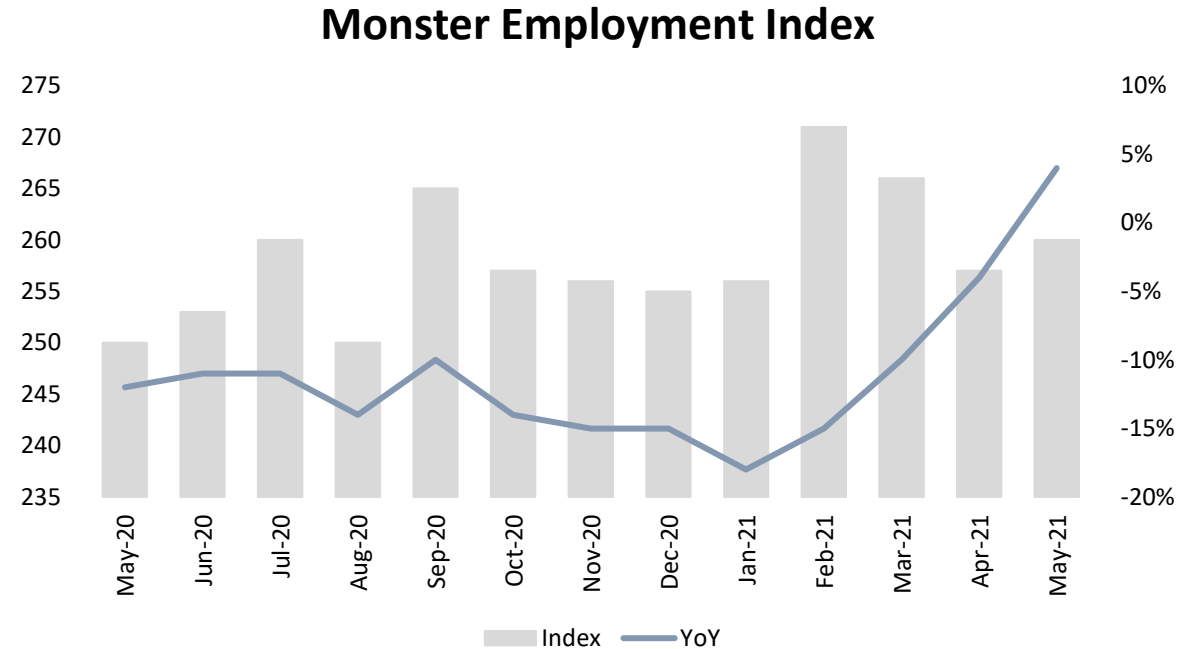


01	Key Highlights of the Month	Page 3
02	Hiring Trends - Summary	Page 4
03	Hiring Trends - Industry	Page 5
04	Hiring Trends - Functional Area	Page 6
05	Hiring Trends - Across Cities	Page 7
06	Hiring Trends - Experience Level	Page 8
07	Data & Methodology	Page 9
08	About Monster APAC & Gulf	Page 10
09	Annexure	Page 12-17

# Key Highlights of the Month

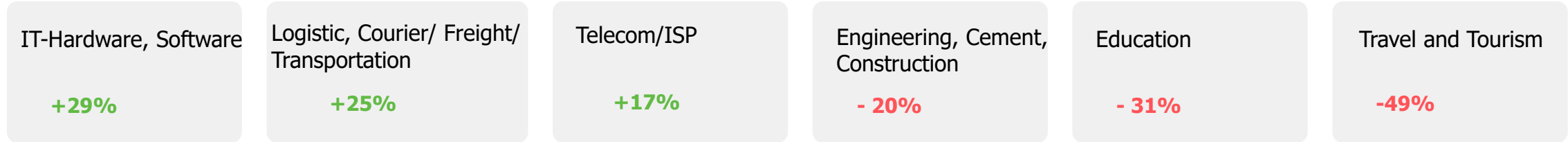
## Monster Employment Index India witnesses year-on-year upsurge of 4% in May 2021

- ✓ The Monster Employment Index (MEI) increased to 260 in May 2021 from 250 in May 2020.
- ✓ Hiring activity noticed a surge this month. There is an incline of 1% as April 2021 saw an index of 257.
- ✓ The Job demand has increased by 2% in last six months.

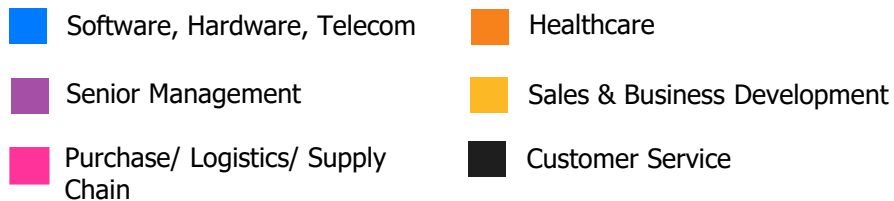
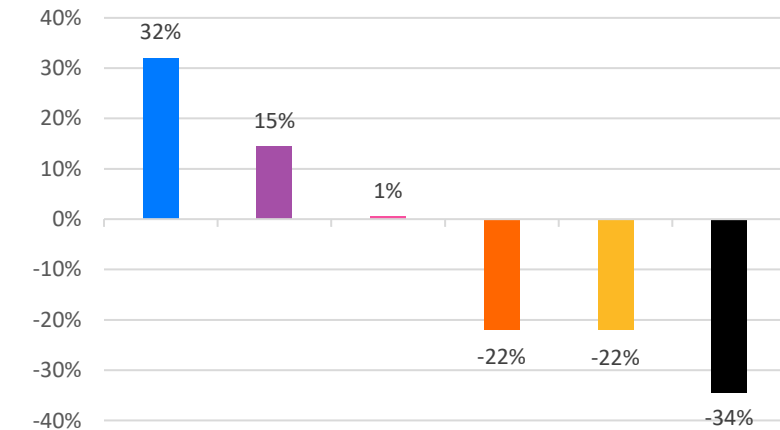


# Hiring Trends – Summary\*

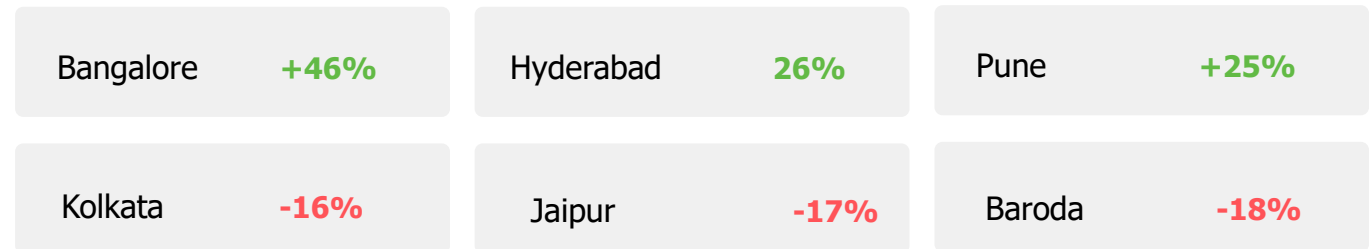
## INDUSTRY



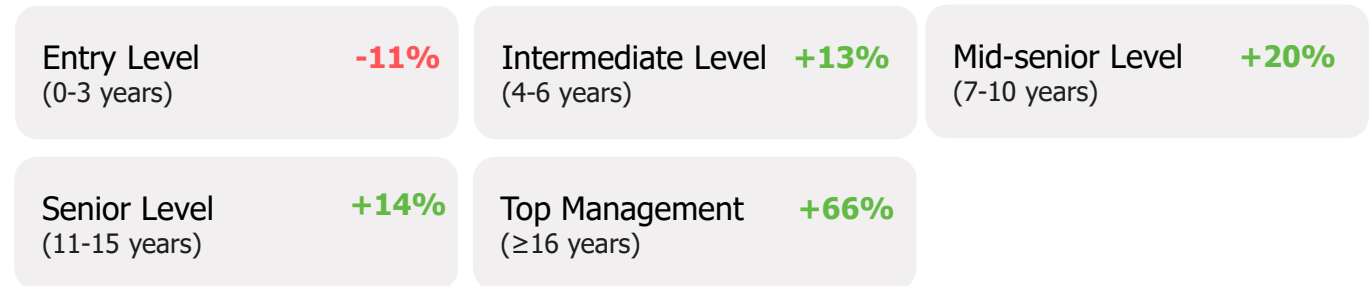
## FUNCTIONAL AREA



## ACROSS CITIES



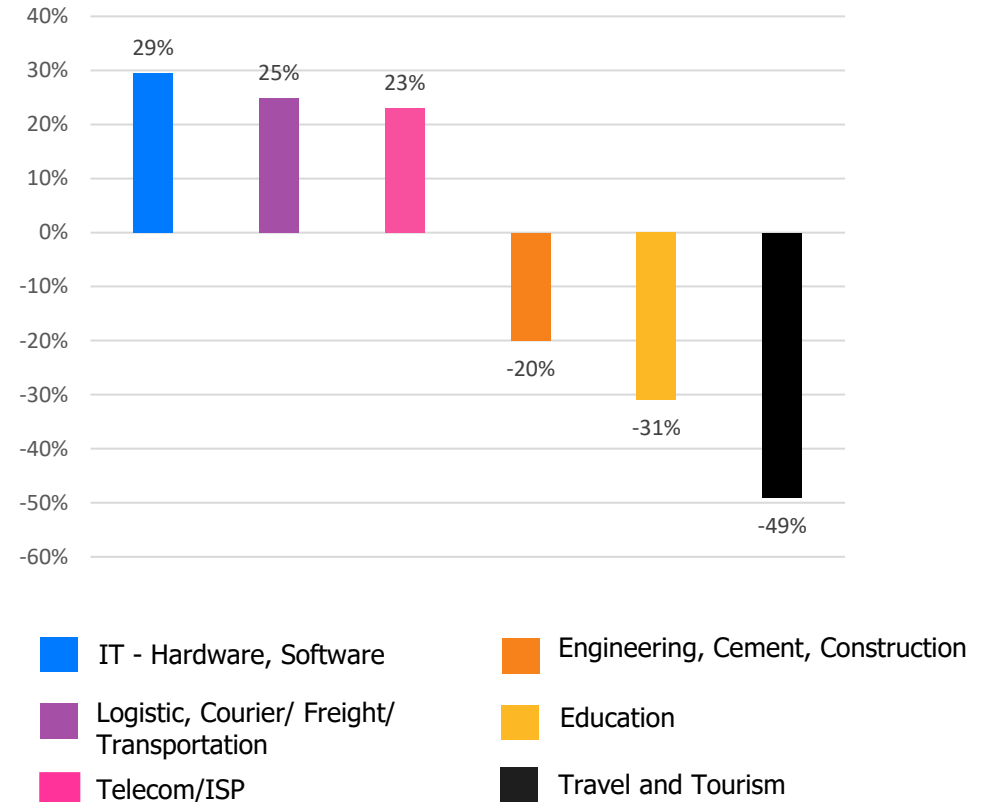
## WORK EXPERIENCE



# Hiring Trends – Industry\*

Online hiring demand in May '21 exceeded May '20 level in 15 of the 27 Industries monitored by the Index

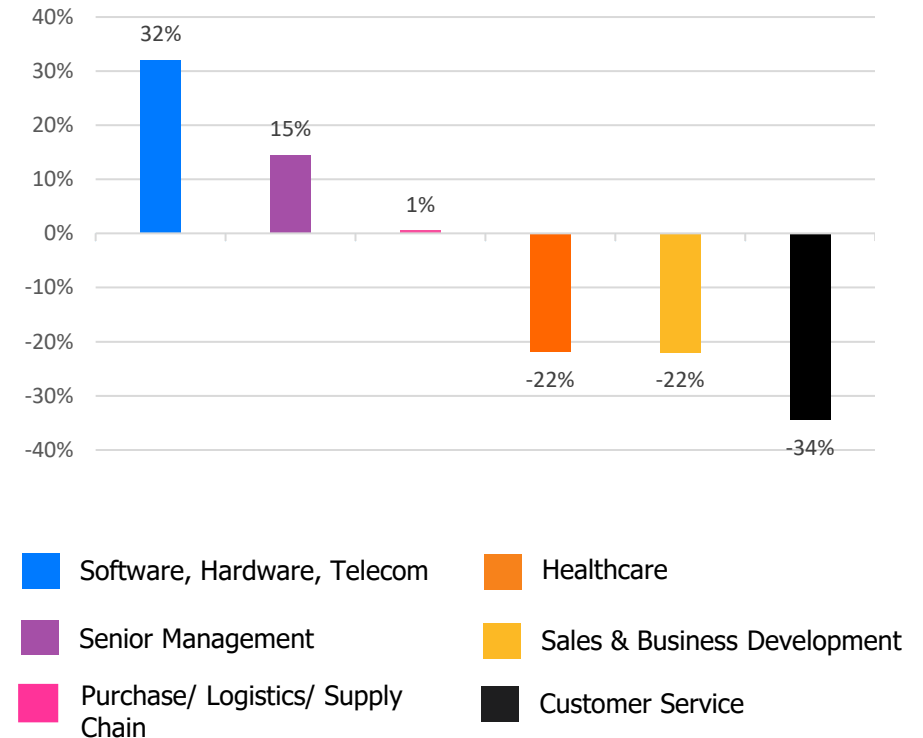
- ✓ Year-on-year, **IT- Hardware, Software (+29%), Logistic, Courier/ Freight/ Transportation (+25%)** and **Telecom/ISP (+23%)** showed a notable annual growth in e-recruitment activity.
- ✓ Industries that continued to decline in annual growth are **Travel and Tourism (-49%), Education (-31%)** and **Engineering, Cement, Construction, Iron/ Steel (-20%)**.
- ✓ Year-on-year observation for other major industries- **Chemicals/ Plastic/ Rubber, Paints, Fertilizer/ Pesticides (+16%), Banking/ Financial Services, Insurance (+7%), Automotive/ Ancillaries/ Tyres (+6%), Printing/ Packaging (+6%), Advertising, MR, PR (+3%), Media & Entertainment (+2%), BPO/ITES (+1%)** and **Production and Manufacturing (-1%)**.



# Hiring Trends - Functional Area\*

Annual online demand for professionals reflected growth in 3 out of 13 functional areas as tracked by the Index

- ✓ Online demand for professionals in job-roles such as **Software, Hardware, Telecom** (+32%), **Senior Management** (+15%) and **Purchase/ Logistics/ Supply Chain** (+1%) showcased a increase in online hiring activity whereas **Engineering/ Production** (0%) remained neutral between May 2020 and 2021.
- ✓ Functional roles in **Customer Service** (-34%), **Sales & Business Development** (-22%) and **Healthcare** (-22%) witnessed the sharpest annual dip.
- ✓ Other functional areas to register drop in e-recruitment activity include- **Arts/Creative** (-3%), **Finance and Accounts** (-6%), **Marketing & Communications** (-7%) and **HR & Admin** (-7%).



# Hiring Trends - Across Cities\*

Online hiring demand monitored by the Index showed remarkable upward trend in all the 13 cities from a year ago level

- Recruitment activities showed phenomenal uptrend in all the cities vis-à-vis **Bangalore** (+46%), **Hyderabad** (+26%), **Pune** (+25%), **Chennai** (+21%), **Delhi-NCR** (+6%), **Mumbai** (+5%), **Kochi** (+1%), **Coimbatore** (-6%), **Chandigarh** (-6%), **Ahmedabad** (-13%), **Kolkata** (-16%), **Jaipur** (-17%) and **Baroda** (-18%) among cities monitored by MEI between May 2020 and 2021.
- IT - Hardware, Software** and **Banking/ Financial Services, Insurance** industries marked highest growth in all metros this month as well. Among functions, **Software, Hardware, Telecom** in --- **Bangalore** (+79%), **Hyderabad** (+62%) and **Chennai** (+50%) reflected huge demand for professionals.

Y-o-Y Trend of Prime Industries and Functions in Key Cities					
	Bangalore	Chennai	Delhi-NCR	Hyderabad	Mumbai
<b>INDUSTRIES</b>					
Banking/ Financial Services, Insurance	33%	15%	19%	28%	11%
BPO/ITES	-29%	7%	-29%	7%	-22%
Engineering, Cement, Construction, Iron/ Steel	17%	-3%	3%	13%	-12%
IT - Hardware, Software	67%	43%	25%	49%	20%
Production and Manufacturing	24%	13%	3%	3%	-10%
<b>FUNCTIONS</b>					
Marketing & Communications	17%	-6%	-16%	15%	-28%
Finance and Accounts	13%	9%	-5%	19%	-9%
HR and Admin	11%	22%	-11%	13%	-17%
Sales & Business Development	-8%	-16%	-17%	-5%	-39%
Software, Hardware, Telecom	79%	50%	30%	62%	31%

# Hiring Trends - Experience Level\*

## 0 - 3 Years

-11%

Demand for entry-level job seekers with experience of 0-3 years decreased by 11%

## 4 - 6 Years

+13%

Hiring for Intermediate level roles with an experience of 4-6 years grew by 13%.

## 7 - 10 Years

+20%

Mid-senior level roles with 7-10 years of experience saw a incline of 20%.

## 11 - 15 Years

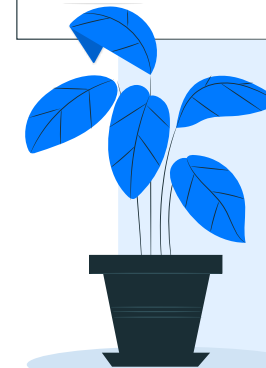
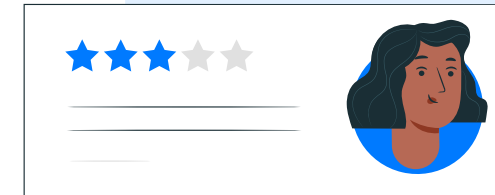
+14%

Hiring for Senior level roles with 11-15 years of experience increased by 14%

## ≥ 16 Years

+66%

Top Management level professionals witnessed growth of 66%





# Data & Methodology

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.

In order to avoid excessive monthly fluctuations, the index is calculated using a volatility-adjusting formula. We publish the data in a volume index format with the base value of 100. The index describes changes in the level of online job demand against the baseline. An increase in the index indicates growth in online job availability and suggests an increase in the demand for employees by employers.

Monster Employment Index was first launched in India in May 2010 with data collected since October 2009 followed by Gulf in May 2011 with data collected since October 2010; Singapore in May 2014 with data collected since February 2011; Philippines and Malaysia in May 2015 with data collected since February 2014.

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 result obtained from the use of such information.



# About Monster APAC & Gulf

Monster is a leading online career and recruitment resource, and with its cutting-edge technology, it provides relevant profiles to employers and relevant jobs to jobseekers across industry verticals, experience levels and geographies. Monster started its operations with India in 2001 and today 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 more than 10 other cities of India, including Mumbai, Delhi, Bangalore, Chennai, Pune, Kolkata, Ahmedabad, Baroda, Chandigarh, and Cochin. In India, the Monster Mobile App was voted Product of the Year 2016, under the 'Mobile App Job' category in a survey of over 18,000 people by Nielsen. 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](http://www.monsterindia.com)

[www.monster.com.my](http://www.monster.com.my)

[www.monstergulf.com](http://www.monstergulf.com)

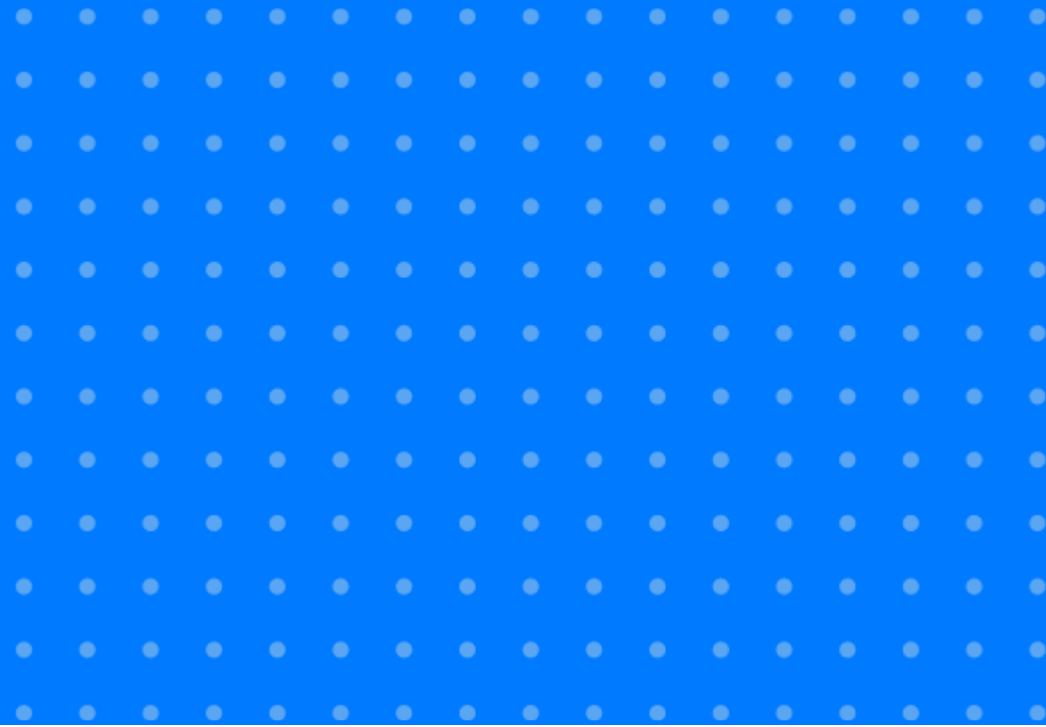
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# Annexure



# Annexure: Industry Data\*

Industries	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21	Apr-21	May-21
IT - Hardware, Software	524	525	516	518	552	539	585	568	604	629	644	620	678
BPO/ITES	139	143	155	146	184	161	154	150	136	146	147	138	141
Engineering, Cement, Construction, Iron/ Steel	200	196	193	194	200	193	187	187	194	189	188	160	160
Banking/ Financial Services , Insurance	298	286	280	275	287	267	317	305	322	345	323	298	319
Education	268	259	249	230	232	210	203	196	197	198	196	182	185
Production and Manufacturing	138	143	151	147	160	143	145	146	152	156	146	134	136
Automotive/ Ancillaries / Tyres	111	112	116	115	128	113	113	116	118	125	125	120	118
Telecom/ISP	261	253	282	277	289	276	287	322	313	334	322	293	321
Oil/ Gas/ Petroleum, Power	125	132	123	122	125	109	107	112	109	113	111	107	103

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# Annexure: Industry Data\*

Industries	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21	Apr-21	May-21
Healthcare, Bio Technology & Life Sciences, Pharmaceuticals	352	376	362	325	354	288	286	306	287	296	302	278	286
Advertising, Market Research, Public Relations (PR)	173	179	181	175	180	176	177	178	186	191	189	179	179
Travel and Tourism	214	194	187	182	165	155	149	141	144	149	140	125	109
Home Appliances	518	525	514	513	506	527	586	525	574	544	536	476	537
Media & Entertainment	445	445	450	441	459	455	457	466	468	480	463	464	453
Chemicals/ Plastic/ Rubber, Paints, Fertilizer/ Pesticides	93	99	108	96	129	100	93	107	112	115	117	115	108
FMCG, Food & Packaged Food	178	177	180	162	187	155	162	170	169	185	190	168	161
Garments/ Textiles/ Leather, Gems & Jewellery	100	101	107	112	120	111	114	122	116	124	124	118	109

... Continued

# Annexure: Industry Data\*

Industries	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21	Apr-21	May-21
Real Estate	142	145	148	146	160	148	154	150	152	158	154	140	135
Retail	369	362	372	370	392	436	522	418	418	394	366	314	389
Logistic, Courier/ Freight/ Transportation	193	196	220	225	260	238	234	223	223	233	277	245	241
Import / Export	61	66	81	84	90	79	75	86	68	75	72	66	59
Government/ PSU/ Defence	82	84	78	76	77	78	74	73	71	71	70	69	68
Shipping/Marine	105	107	107	106	119	118	112	112	105	111	113	115	111
Printing/ Packaging	131	133	143	140	142	127	122	135	134	146	154	151	139
NGO/Social Services	195	190	189	177	193	190	175	177	181	186	187	172	165
Agro based industries	76	78	86	84	84	84	82	88	94	94	93	91	84
Office Equipment/Automation	108	108	114	106	123	124	113	109	99	101	106	97	102

# Annexure: Functional Area Data\*

Functions	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21	Apr-21	May-21
Software, Hardware, Telecom	340	345	347	336	361	350	373	375	388	417	424	422	449
Customer Service	221	230	233	224	265	258	178	180	164	171	165	154	145
Engineering /Production	235	241	241	241	248	244	264	256	257	263	257	220	235
Finance & Accounts	203	207	215	204	213	203	200	193	196	209	205	195	191
Sales & Business Development	368	358	360	352	363	367	372	375	355	372	328	297	287
Senior Management	193	193	200	182	211	183	194	206	210	228	224	225	221
HR & Admin	172	173	173	167	171	163	165	172	166	178	175	167	160
Marketing & Communications	234	237	235	238	243	243	241	236	236	242	238	219	218
Health Care	394	430	432	394	449	363	352	364	325	343	337	322	308
Purchase/ Logistics/ Supply Chain	171	176	181	204	201	194	184	184	180	183	174	167	172
Hospitality & Travel	163	161	166	160	159	170	182	161	161	164	150	142	129
Legal	206	203	209	201	216	199	210	198	206	208	199	190	192
Arts/Creative	180	181	183	182	188	187	195	195	189	193	188	183	175

# Annexure: City Wise Data\*

Cities	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21	Apr-21	May-21
Mumbai	241	242	245	242	268	244	245	247	242	261	257	252	253
Bangalore	297	295	300	298	332	320	350	351	362	400	410	414	435
Delhi - NCR	195	204	210	202	219	200	204	209	207	219	215	212	206
Hyderabad	239	250	257	250	273	258	269	275	277	303	301	309	302
Chennai	200	205	207	200	222	209	215	221	220	238	236	240	241
Pune	248	257	260	253	284	263	271	279	285	306	309	308	310
Kolkata	352	367	378	378	430	343	269	269	267	283	275	276	296
Ahmedabad	356	345	344	350	355	357	336	341	300	352	338	342	309
Chandigarh	313	290	279	322	349	334	336	329	320	332	316	311	293
Kochi	255	263	258	258	265	250	248	240	238	254	250	252	258
Baroda	251	291	286	258	267	246	224	225	220	238	230	206	206
Coimbatore	273	281	282	269	304	262	260	271	258	268	271	267	257
Jaipur	289	306	316	312	324	280	276	287	268	281	266	254	241



# Annexure: Experience Level Data\*

Experience Level	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21	Apr-21	May-21
0 - 3 years	320	330	322	309	327	316	311	308	298	314	305	290	284
4 - 6 years	264	271	285	272	287	265	267	271	271	294	294	296	298
7 - 10 years	169	177	185	180	186	173	172	179	181	197	197	201	204
11 - 15 years	98	99	101	100	103	101	102	103	105	108	109	111	111
> 16 years	102	102	103	100	108	108	110	114	121	130	135	141	169

**Thank you**

