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Employment Index

April 2021

Hiring Trends in India



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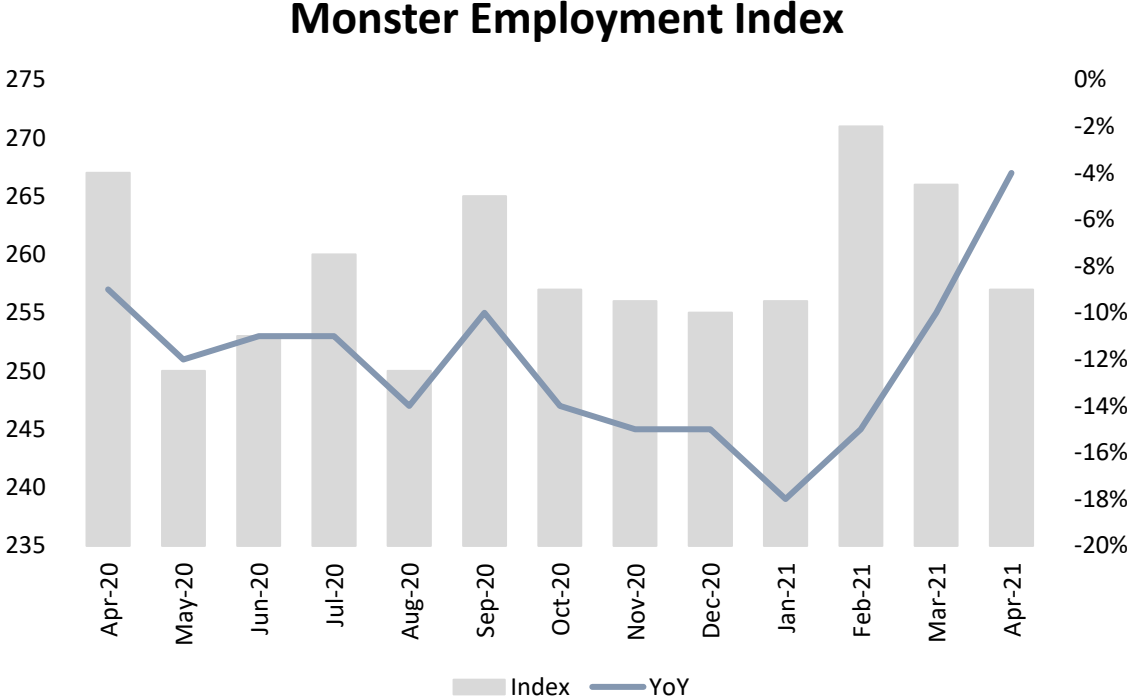


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Key Highlights of the Month

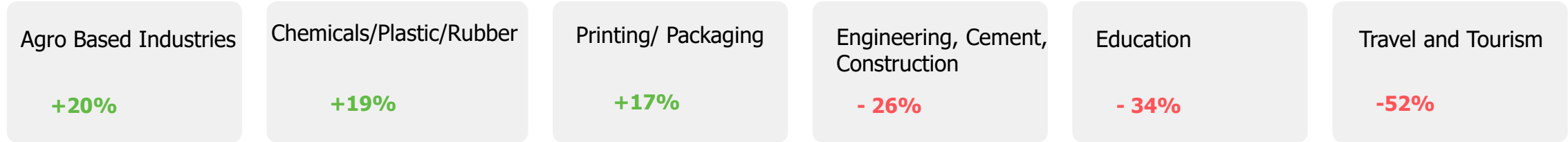
Monster Employment Index India witnesses year-on-year decline of 4% in April 2021

- ✓ The Monster Employment Index (MEI) decreased to 257 in April 2021 from 267 in April 2020.
- ✓ Hiring activity noticed a dip this month. There is decline of 3% as March 2021 saw an index of 266.
- ✓ Last Quarter reported a neutral trend averaged to 0%.

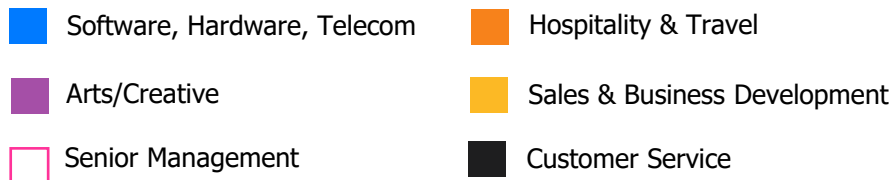
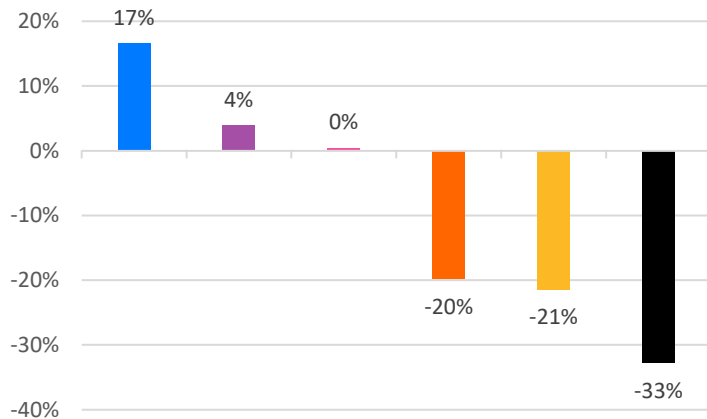


Hiring Trends – Summary*

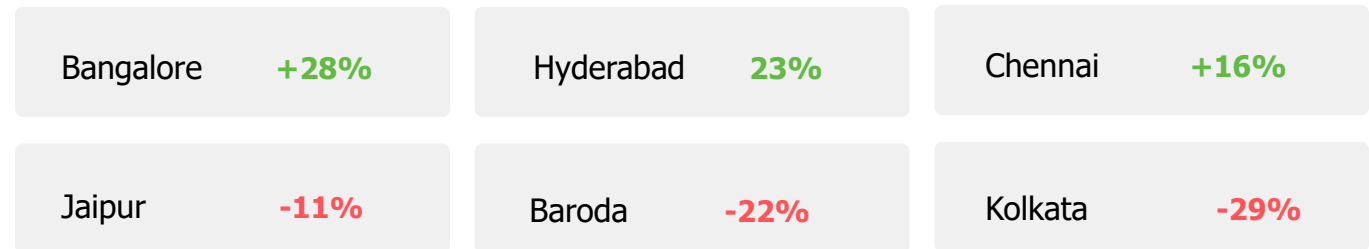
INDUSTRY



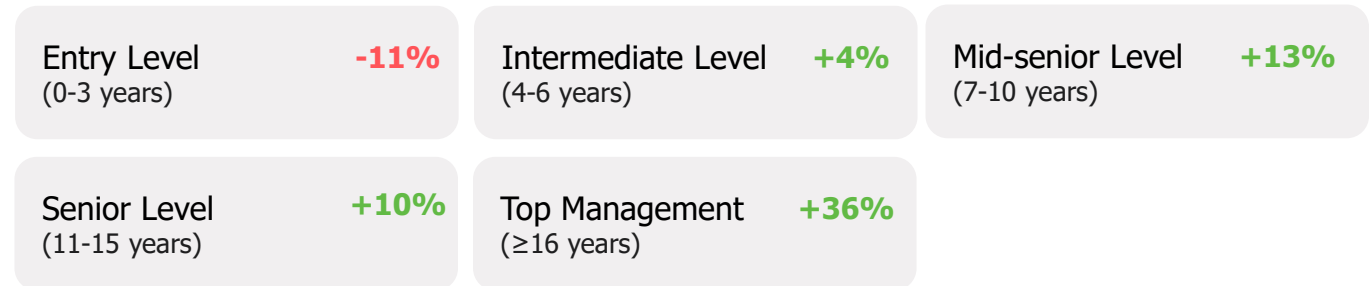
FUNCTIONAL AREA



ACROSS CITIES



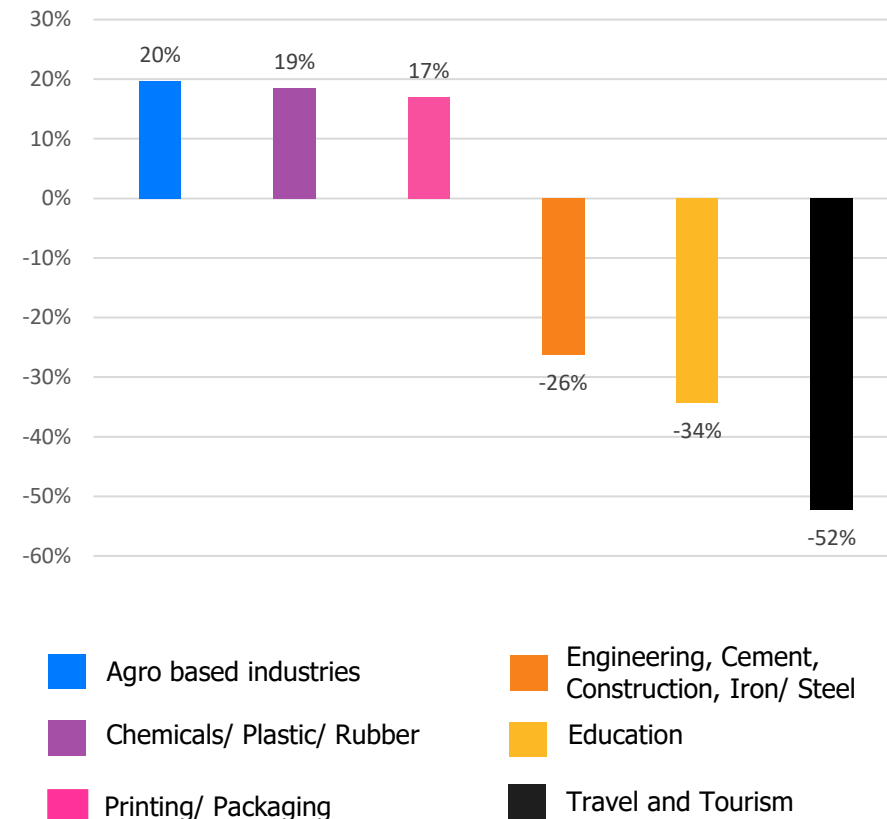
WORK EXPERIENCE



Hiring Trends – Industry*

Online hiring demand in April '21 exceeded April '20 level in 10 of the 27 Industries monitored by the Index

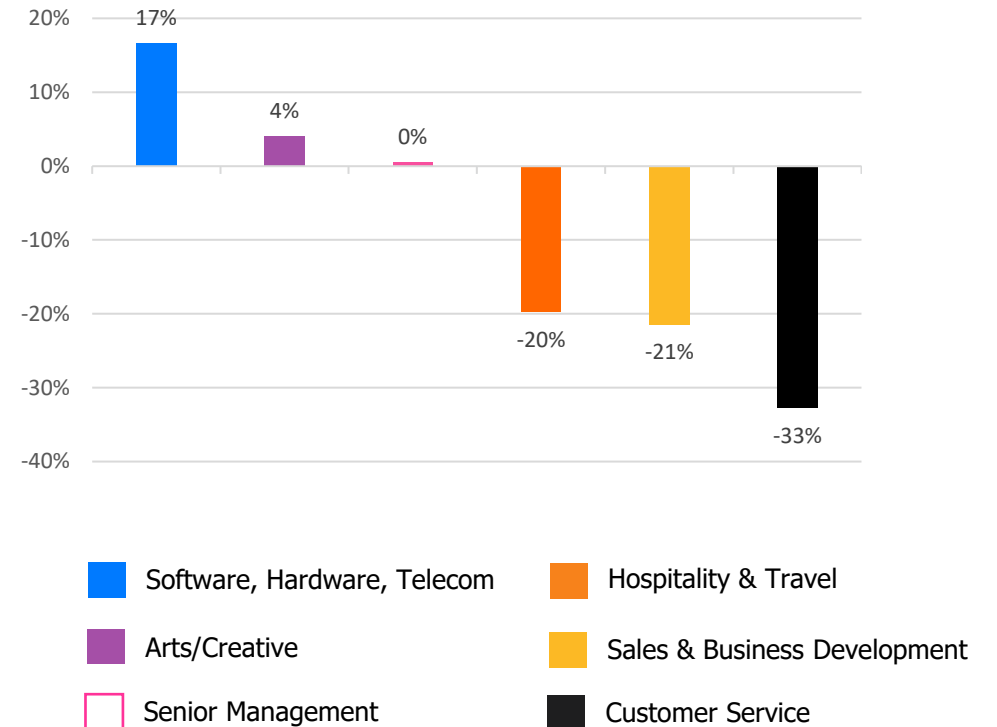
- ✓ Year-on-year, **Agro Based Industries** (+20%), **Chemicals/ Plastic/ Rubber, Paints, Fertilizer/ Pesticides** (+19%) and **Printing/ Packaging** (+17%) showed a notable annual growth in e-recruitment activity.
- ✓ Industries that continued to decline in annual growth are **Travel and Tourism** (-52%), **Education** (-34%) and **Engineering, Cement, Construction, Iron/ Steel** (-26%).
- ✓ Year-on-year observation for other major industries- **Logistic, Courier/ Freight/ Transportation** (+15%), **Telecom/ISP** (+14%), **IT- Hardware, Software** (+6%), **Garments/ Textiles/ Leather, Gems & Jewellery** (+5%), **Advertising, MR, PR** (+2%), **Media & Entertainment** (+2%), **Automotive/ Ancillaries/ Tyres** (-3%), **Banking/ Financial Services, Insurance** (-11%), **BPO/ITES** (-8%), **Production and Manufacturing** (-14%) and **FMCG, Food & Packaged Food** (-16%) .



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** (+17%) and **Arts/Creative** (+4%) showcased a increase in online hiring activity between April 2020 and 2021.
- ✓ Functional roles in **Customer Service** (-33%), **Sales & Business Development** (-21%) and **Hospitality & Travel** (-20%) witnessed the sharpest annual dip.
- ✓ Other functional areas to register drop in e-recruitment activity include- **Purchase/ logistics/ Supply Chain** (-3%), **Marketing & Communications** (-6%), **HR & Admin** (-6%), **Finance and Accounts** (-9%), **Engineering/ Production** (-14%) and **Healthcare** (-15%)



Hiring Trends - Across Cities*

Online hiring demand monitored by the Index showed upward trend in 3 out of the 13 cities from a year ago level

- Recruitment activities showed uptrend in **Bangalore** (+28%), **Hyderabad** (+23%), **Chennai** (+16%), **Pune** (+15%), **Kochi** (+5%), **Delhi-NCR** (+2%), **Chandigarh** (+2%) and **Coimbatore** (0%) in e-recruitment activity among cities monitored by MEI between April 2020 and 2021.
- All other cities witnessed decline in hiring activity from the year-ago level- **Ahmedabad** (-4%), **Mumbai** (-5%), **Jaipur** (-11%) **Baroda** (-22%) and **Kolkata** (-29%).
- Some of the industries that showed notable growth in all metros are-- **IT - Hardware, Software** and **Banking/ Financial Services, Insurance**. Among functions, **Software, Hardware, Telecom** in --- **Bangalore** (+50%), **Hyderabad** (+43%) and **Chennai** (+37%) reflected huge demand for professionals.

| Y-o-Y Trend of Prime Industries and Functions in Key Cities | | | | | |
|---|-----------|---------|-----------|-----------|--------|
| | Bangalore | Chennai | Delhi-NCR | Hyderabad | Mumbai |
| INDUSTRIES | | | | | |
| Banking/ Financial Services, Insurance | 28% | 19% | 13% | 29% | 3% |
| BPO/ITES | -20% | -1% | -27% | 3% | -19% |
| Engineering, Cement, Construction, Iron/ Steel | 13% | -3% | 8% | 8% | -14% |
| IT - Hardware, Software | 36% | 28% | 17% | 32% | 1% |
| Production and Manufacturing | 26% | 8% | -4% | 13% | -15% |
| FUNCTIONS | | | | | |
| Marketing & Communications | 22% | 8% | -5% | 19% | -26% |
| Finance and Accounts | 4% | 8% | -1% | 16% | -14% |
| HR and Admin | 11% | 19% | -5% | 13% | -14% |
| Sales & Business Development | -5% | -12% | -13% | -3% | -35% |
| Software, Hardware, Telecom | 50% | 37% | 25% | 43% | 14% |

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

+4%

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

7 - 10 Years

+13%

Mid-senior level roles with 7-10 years of experience saw a incline of 13%.

11 - 15 Years

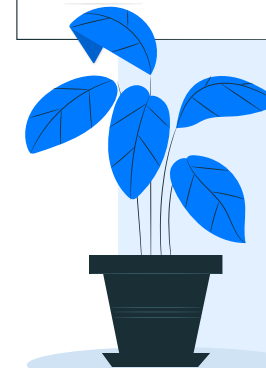
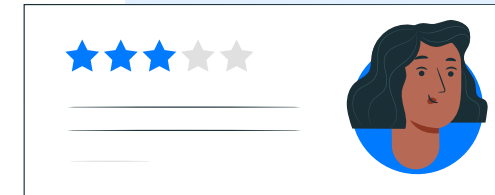
+10%

Hiring for Senior level roles with 11-15 years of experience increased by 10%

≥ 16 Years

+36%

Top Management level professionals witnessed growth of 36%



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 April 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

www.monster.com.my

www.monstergulf.com

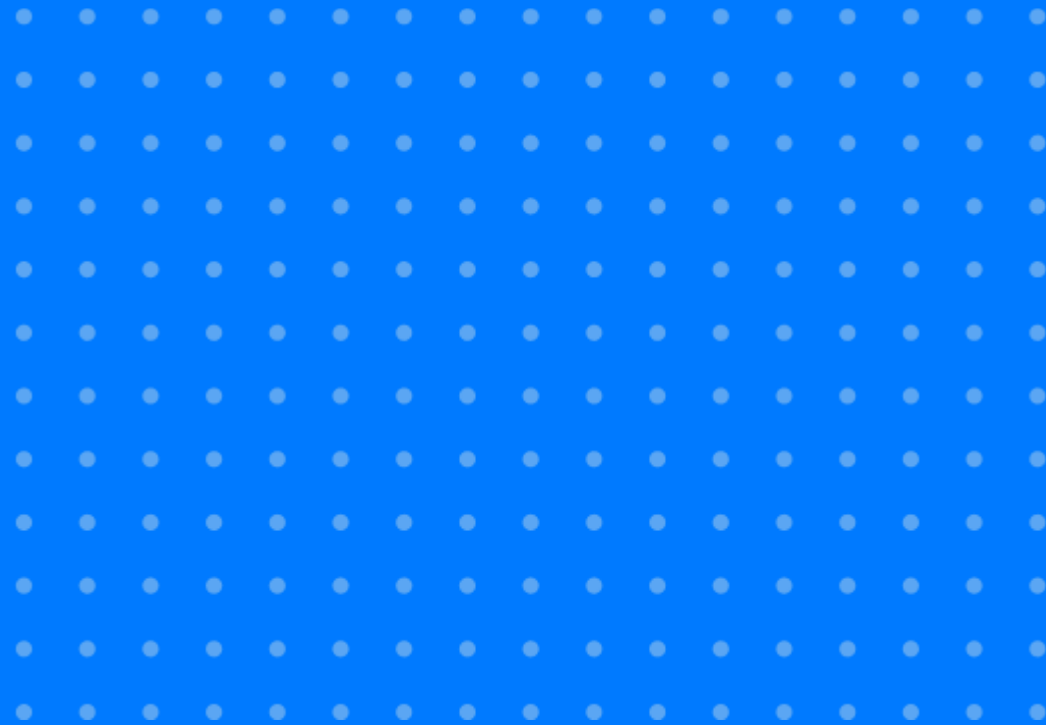
www.monster.com.ph

www.monster.com.sg

www.monster.com.hk



Annexure



Annexure: Industry Data*

| Industries | Apr-20 | May-20 | Jun-20 | Jul-20 | Aug-20 | Sep-20 | Oct-20 | Nov-20 | Dec-20 | Jan-21 | Feb-21 | Mar-21 | Apr-21 |
|--|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| IT - Hardware, Software | 585 | 524 | 525 | 516 | 518 | 552 | 539 | 585 | 568 | 604 | 629 | 644 | 620 |
| BPO/ITES | 150 | 139 | 143 | 155 | 146 | 184 | 161 | 154 | 150 | 136 | 146 | 147 | 138 |
| Engineering, Cement, Construction, Iron/ Steel | 217 | 200 | 196 | 193 | 194 | 200 | 193 | 187 | 187 | 194 | 189 | 188 | 160 |
| Banking/ Financial Services , Insurance | 334 | 298 | 286 | 280 | 275 | 287 | 267 | 317 | 305 | 322 | 345 | 323 | 298 |
| Education | 277 | 268 | 259 | 249 | 230 | 232 | 210 | 203 | 196 | 197 | 198 | 196 | 182 |
| Production and Manufacturing | 155 | 138 | 143 | 151 | 147 | 160 | 143 | 145 | 146 | 152 | 156 | 146 | 134 |
| Automotive/ Ancillaries / Tyres | 124 | 111 | 112 | 116 | 115 | 128 | 113 | 113 | 116 | 118 | 125 | 125 | 120 |
| Telecom/ISP | 257 | 261 | 253 | 282 | 277 | 289 | 276 | 287 | 322 | 313 | 334 | 322 | 293 |
| Oil/ Gas/ Petroleum, Power | 143 | 125 | 132 | 123 | 122 | 125 | 109 | 107 | 112 | 109 | 113 | 111 | 107 |

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Annexure: Industry Data*

| Industries | Apr-20 | May-20 | Jun-20 | Jul-20 | Aug-20 | Sep-20 | Oct-20 | Nov-20 | Dec-20 | Jan-21 | Feb-21 | Mar-21 | Apr-21 |
|---|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| Healthcare, Bio Technology & Life Sciences, Pharmaceuticals | 349 | 352 | 376 | 362 | 325 | 354 | 288 | 286 | 306 | 287 | 296 | 302 | 278 |
| Advertising, Market Research, Public Relations (PR) | 176 | 173 | 179 | 181 | 175 | 180 | 176 | 177 | 178 | 186 | 191 | 189 | 179 |
| Travel and Tourism | 262 | 214 | 194 | 187 | 182 | 165 | 155 | 149 | 141 | 144 | 149 | 140 | 125 |
| Home Appliances | 560 | 518 | 525 | 514 | 513 | 506 | 527 | 586 | 525 | 574 | 544 | 536 | 476 |
| Media & Entertainment | 456 | 445 | 445 | 450 | 441 | 459 | 455 | 457 | 466 | 468 | 480 | 463 | 464 |
| Chemicals/ Plastic/ Rubber, Paints, Fertilizer/ Pesticides | 97 | 93 | 99 | 108 | 96 | 129 | 100 | 93 | 107 | 112 | 115 | 117 | 115 |
| FMCG, Food & Packaged Food | 200 | 178 | 177 | 180 | 162 | 187 | 155 | 162 | 170 | 169 | 185 | 190 | 168 |
| Garments/ Textiles/ Leather, Gems & Jewellery | 112 | 100 | 101 | 107 | 112 | 120 | 111 | 114 | 122 | 116 | 124 | 124 | 118 |

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Annexure: Industry Data*

| Industries | Apr-20 | May-20 | Jun-20 | Jul-20 | Aug-20 | Sep-20 | Oct-20 | Nov-20 | Dec-20 | Jan-21 | Feb-21 | Mar-21 | Apr-21 |
|---|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| Real Estate | 147 | 142 | 145 | 148 | 146 | 160 | 148 | 154 | 150 | 152 | 158 | 154 | 140 |
| Retail | 402 | 369 | 362 | 372 | 370 | 392 | 436 | 522 | 418 | 418 | 394 | 366 | 314 |
| Logistic, Courier/ Freight/ Transportation | 213 | 193 | 196 | 220 | 225 | 260 | 238 | 234 | 223 | 223 | 233 | 277 | 245 |
| Import / Export | 71 | 61 | 66 | 81 | 84 | 90 | 79 | 75 | 86 | 68 | 75 | 72 | 66 |
| Government/ PSU/ Defence | 84 | 82 | 84 | 78 | 76 | 77 | 78 | 74 | 73 | 71 | 71 | 70 | 69 |
| Shipping/Marine | 107 | 105 | 107 | 107 | 106 | 119 | 118 | 112 | 112 | 105 | 111 | 113 | 115 |
| Printing/ Packaging | 129 | 131 | 133 | 143 | 140 | 142 | 127 | 122 | 135 | 134 | 146 | 154 | 151 |
| NGO/Social Services | 226 | 195 | 190 | 189 | 177 | 193 | 190 | 175 | 177 | 181 | 186 | 187 | 172 |
| Agro based industries | 76 | 76 | 78 | 86 | 84 | 84 | 84 | 82 | 88 | 94 | 94 | 93 | 91 |
| Office Equipment/Automation | 113 | 108 | 108 | 114 | 106 | 123 | 124 | 113 | 109 | 99 | 101 | 106 | 97 |

Annexure: Functional Area Data*

| Functions | Apr-20 | May-20 | Jun-20 | Jul-20 | Aug-20 | Sep-20 | Oct-20 | Nov-20 | Dec-20 | Jan-21 | Feb-21 | Mar-21 | Apr-21 |
|-----------------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| Software, Hardware, Telecom | 362 | 340 | 345 | 347 | 336 | 361 | 350 | 373 | 375 | 388 | 417 | 424 | 422 |
| Customer Service | 229 | 221 | 230 | 233 | 224 | 265 | 258 | 178 | 180 | 164 | 171 | 165 | 154 |
| Engineering /Production | 257 | 235 | 241 | 241 | 241 | 248 | 244 | 264 | 256 | 257 | 263 | 257 | 220 |
| Finance & Accounts | 215 | 203 | 207 | 215 | 204 | 213 | 203 | 200 | 193 | 196 | 209 | 205 | 195 |
| Sales & Business Development | 378 | 368 | 358 | 360 | 352 | 363 | 367 | 372 | 375 | 355 | 372 | 328 | 297 |
| Senior Management | 224 | 193 | 193 | 200 | 182 | 211 | 183 | 194 | 206 | 210 | 228 | 224 | 225 |
| HR & Admin | 178 | 172 | 173 | 173 | 167 | 171 | 163 | 165 | 172 | 166 | 178 | 175 | 167 |
| Marketing & Communications | 233 | 234 | 237 | 235 | 238 | 243 | 243 | 241 | 236 | 236 | 242 | 238 | 219 |
| Health Care | 377 | 394 | 430 | 432 | 394 | 449 | 363 | 352 | 364 | 325 | 343 | 337 | 322 |
| Purchase/ Logistics/ Supply Chain | 172 | 171 | 176 | 181 | 204 | 201 | 194 | 184 | 184 | 180 | 183 | 174 | 167 |
| Hospitality & Travel | 177 | 163 | 161 | 166 | 160 | 159 | 170 | 182 | 161 | 161 | 164 | 150 | 142 |
| Legal | 217 | 206 | 203 | 209 | 201 | 216 | 199 | 210 | 198 | 206 | 208 | 199 | 190 |
| Arts/Creative | 176 | 180 | 181 | 183 | 182 | 188 | 187 | 195 | 195 | 189 | 193 | 188 | 183 |

Annexure: City Wise Data*

| Cities | Apr-20 | May-20 | Jun-20 | Jul-20 | Aug-20 | Sep-20 | Oct-20 | Nov-20 | Dec-20 | Jan-21 | Feb-21 | Mar-21 | Apr-21 |
|-------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| Mumbai | 265 | 112 | 242 | 245 | 242 | 268 | 244 | 245 | 247 | 242 | 261 | 257 | 252 |
| Bangalore | 324 | 146 | 295 | 300 | 298 | 332 | 320 | 350 | 351 | 362 | 400 | 410 | 414 |
| Delhi - NCR | 207 | 106 | 204 | 210 | 202 | 219 | 200 | 204 | 209 | 207 | 219 | 215 | 212 |
| Hyderabad | 252 | 131 | 250 | 257 | 250 | 273 | 258 | 269 | 275 | 277 | 303 | 301 | 309 |
| Chennai | 207 | 111 | 205 | 207 | 200 | 222 | 209 | 215 | 221 | 220 | 238 | 236 | 240 |
| Pune | 268 | 137 | 257 | 260 | 253 | 284 | 263 | 271 | 279 | 285 | 306 | 309 | 308 |
| Kolkata | 391 | 176 | 367 | 378 | 378 | 430 | 343 | 269 | 269 | 267 | 283 | 275 | 276 |
| Ahmedabad | 357 | 188 | 345 | 344 | 350 | 355 | 357 | 336 | 341 | 300 | 352 | 338 | 342 |
| Chandigarh | 304 | 181 | 290 | 279 | 322 | 349 | 334 | 336 | 329 | 320 | 332 | 316 | 311 |
| Kochi | 240 | 148 | 263 | 258 | 258 | 265 | 250 | 248 | 240 | 238 | 254 | 250 | 252 |
| Baroda | 264 | 137 | 291 | 286 | 258 | 267 | 246 | 224 | 225 | 220 | 238 | 230 | 206 |
| Coimbatore | 266 | 137 | 281 | 282 | 269 | 304 | 262 | 260 | 271 | 258 | 268 | 271 | 267 |
| Jaipur | 284 | 166 | 306 | 316 | 312 | 324 | 280 | 276 | 287 | 268 | 281 | 266 | 254 |

Annexure: Experience Level Data*

| Experience Level | Apr-20 | May-20 | Jun-20 | Jul-20 | Aug-20 | Sep-20 | Oct-20 | Nov-20 | Dec-20 | Jan-21 | Feb-21 | Mar-21 | Apr-21 |
|------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| 0 - 3 years | 327 | 320 | 330 | 322 | 309 | 327 | 316 | 311 | 308 | 298 | 314 | 305 | 290 |
| 4 - 6 years | 285 | 264 | 271 | 285 | 272 | 287 | 265 | 267 | 271 | 271 | 294 | 294 | 296 |
| 7 - 10 years | 178 | 169 | 177 | 185 | 180 | 186 | 173 | 172 | 179 | 181 | 197 | 197 | 201 |
| 11 - 15 years | 101 | 98 | 99 | 101 | 100 | 103 | 101 | 102 | 103 | 105 | 108 | 109 | 111 |
| > 16 years | 104 | 102 | 102 | 103 | 100 | 108 | 108 | 110 | 114 | 121 | 130 | 135 | 141 |

Thank you

