

monster®
Find Better.™

Employment Index

August 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

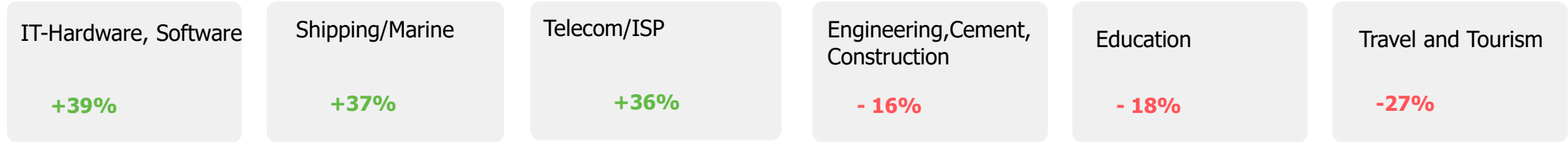
Monster Employment Index India noticed 14% growth in hiring activity in August 2021 from August 2020.

- ✓ The Monster Employment Index (MEI) increased to 284 in August 2021 from 250 in August 2020.
- ✓ Hiring activity is stabilized this month marking an incline of just 1% as July 2021 saw an index of 282.
- ✓ The Job demand records a sequential growth of 5% in last six months.

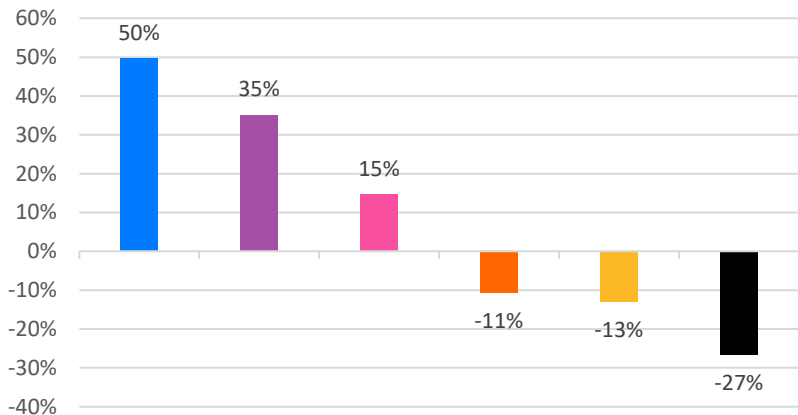


Hiring Trends – Summary*

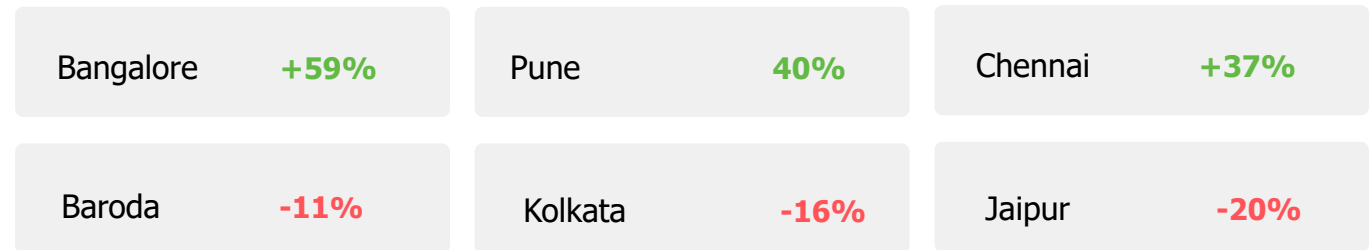
INDUSTRY



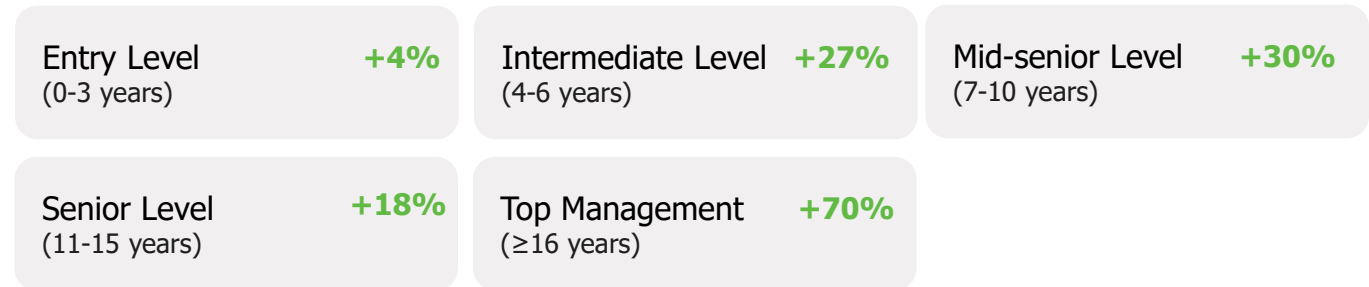
FUNCTIONAL AREA



ACROSS CITIES



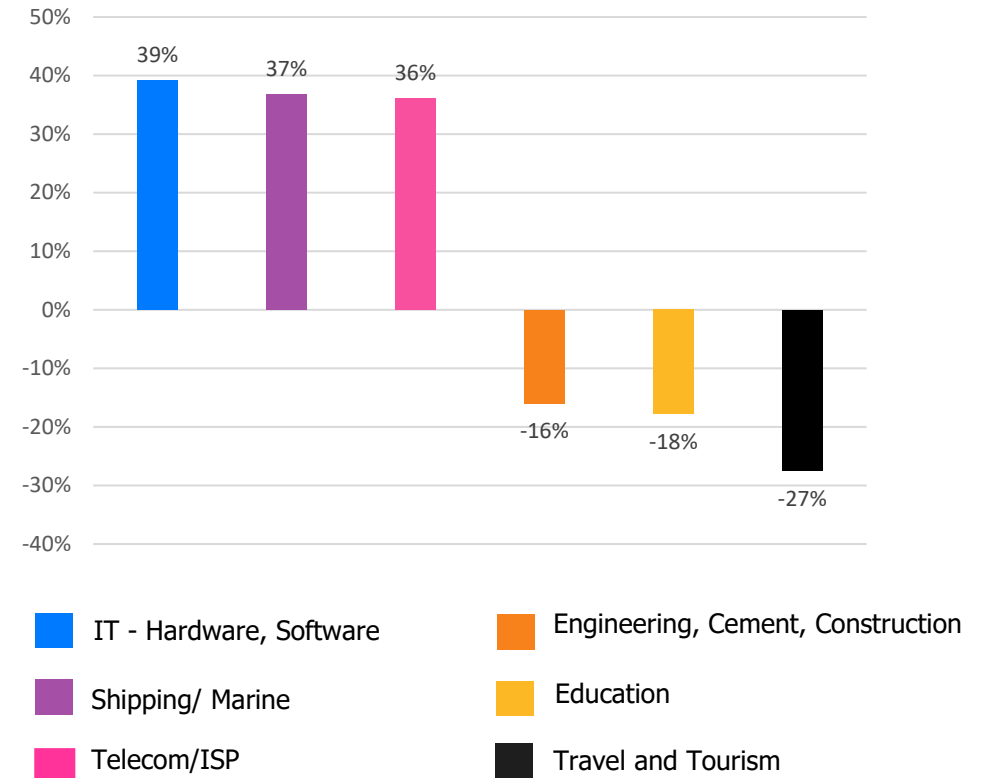
WORK EXPERIENCE



Hiring Trends – Industry*

Online hiring demand in August '21 exceeded August '20 level in 19 of the 27 Industries monitored by the Index

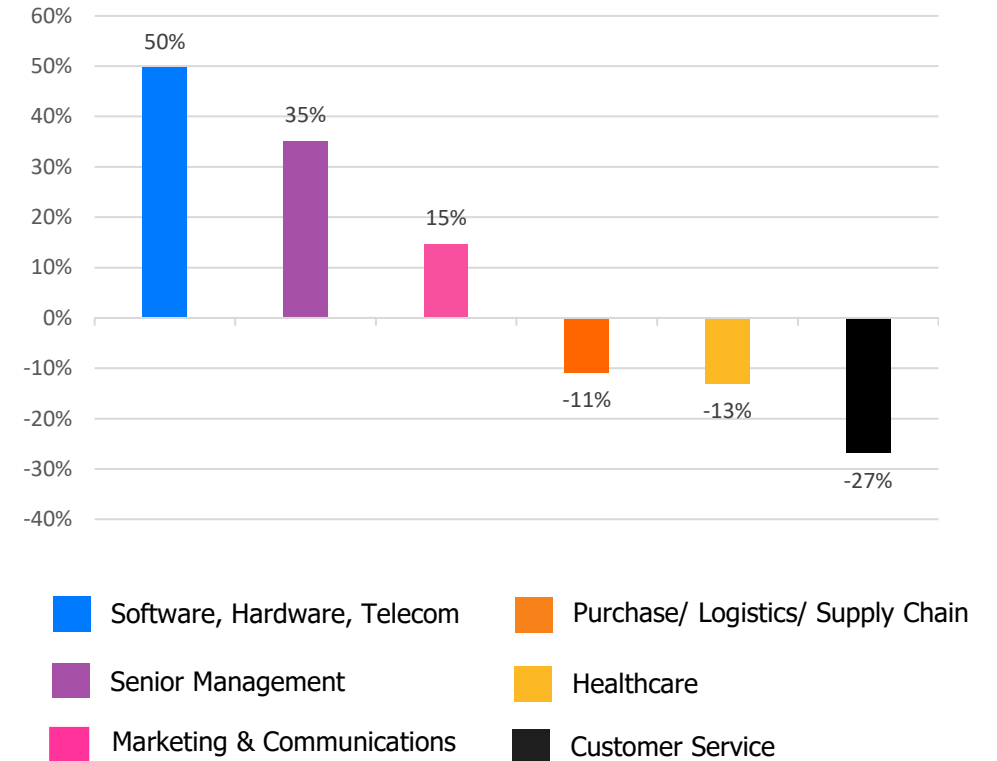
- ✓ **IT- Hardware, Software** (+39%) continues to drive hiring, being the topmost industry in the e-recruitment activity on YoY basis. Followed by the **Shipping/Marine** (+37%) and **Telecom/ISP** (+36%) industry showing a remarkable annual growth in hiring activity in August'21.
- ✓ Industries showing constant decline annually are **Travel and Tourism** (-27%) and **Education** (-18%).
- ✓ Besides these **Garments/ Textiles/ Leather, Gems & Jewellery** (+30%) being the emergent industry in hiring activity on YoY basis. The major contributors to the overall positive trend were industries like **Banking/ Financial Services, Insurance** (+33%), **Production and Manufacturing** (+20%), **Home Appliances** (+18%), **Chemicals/ Plastic/ Rubber, Paints, Fertilizer/ Pesticides** (+16%), **Retail** (+11%), **Automotive/ Ancillaries/ Tyres** (+10%), **Advertising, MR, PR** (+9%), **BPO/ITES** (+5%) and **Media & Entertainment** (+3%) whereas **Engineering, Cement, Construction, Iron/ Steel** (-16%) witnessed subsequent decline in hiring in Aug'21 on YoY.



Hiring Trends - Functional Area*

Annual online demand for professionals reflected growth in 7 out of 13 functional areas as tracked by the Index

- ✓ Online demand for professionals in **Software, Hardware, Telecom** (+50%) and **Senior Management** (+35%) also led to this uptick in the hiring trends overall.
- ✓ Professionals in **Marketing & Communications** (+15%), **Finance and Accounts** (+11%), **HR & Admin** (+9%) **Engineering/ Production** (+8%) and **Legal** (+5%) also witnessed an increase in online hiring activity.
- ✓ Functional roles in **Customer Service** (-27%), **Healthcare** (-13%), **Sales & Business Development** (-9%), **Hospitality & Travel** (-4%), continue to struggle and **Arts/Creative** (-1%) noticed a dip in the month of August'21 versus last year same time.



Hiring Trends - Across Cities*

Online hiring demand monitored by the Index showed upward trend in the metros from a year ago level.

- ✓ Demand for talent continues to grow across metropolitan cities. **Bangalore** (+59%), **Hyderabad** (+34%), **Pune** (+40%), **Chennai** (+37%), **Delhi-NCR** (+14%), **Mumbai** (+16%) picked up growth in hiring largely.
- ✓ The hiring activity across tier-2 cities such as **Jaipur** (-20%), **Kolkata** (-16%), **Baroda** (-11%), **Ahmedabad** (-6%), **Chandigarh** (-1%) witnessed a dip except **Coimbatore** (+7%), that observed a increase in hiring in August 2021 among the 13 cities monitored by MEI.
- ✓ **IT - Hardware, Software** industry marked notable growth in metropolitan cities. Among functions, **Software, Hardware, Telecom** and **Finance and Accounts** marked significant growth in hiring space for professionals in almost all cities tracked by MEI.

Y-o-Y Trend of Prime Industries and Functions in Key Cities					
	Bangalore	Chennai	Delhi-NCR	Hyderabad	Mumbai
INDUSTRIES					
Banking/ Financial Services, Insurance	19%	20%	28%	18%	19%
BPO/ITES	-37%	2%	-33%	0%	-20%
Engineering, Cement, Construction, Iron/ Steel	24%	18%	10%	18%	-6%
IT - Hardware, Software	80%	52%	32%	57%	24%
Production and Manufacturing	31%	5%	1%	11%	-3%
FUNCTIONS					
Marketing & Communications	21%	-7%	-8%	4%	-15%
Finance and Accounts	17%	17%	3%	27%	6%
HR and Admin	21%	12%	2%	20%	-5%
Sales & Business Development	-1%	-10%	-7%	0%	-23%
Software, Hardware, Telecom	94%	72%	43%	71%	39%

Hiring Trends - Experience Level*

0 - 3 Years

+4%

Demand for entry-level job seekers with experience of 0-3 years increased by 4%

4 - 6 Years

+27%

Hiring for Intermediate level roles with an experience of 4-6 years grew by 27%.

7 - 10 Years

+30%

Mid-senior level roles with 7-10 years of experience saw a incline of 30%.

11 - 15 Years

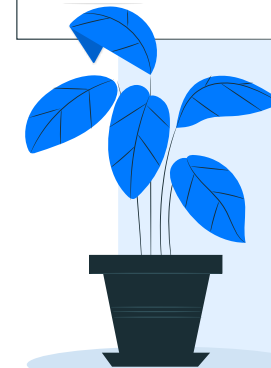
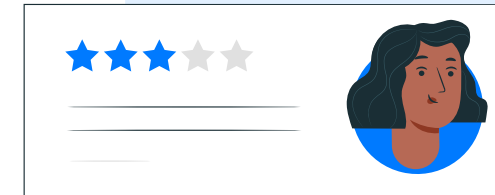
+18%

Hiring for Senior level roles with 11-15 years of experience increased by 18%

≥ 16 Years

+70%

Top Management level professionals witnessed growth of 70%



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 August 2010 with data collected since October 2009 followed by Gulf in August 2011 with data collected since October 2010; Singapore in August 2014 with data collected since February 2011; Philippines and Malaysia in August 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

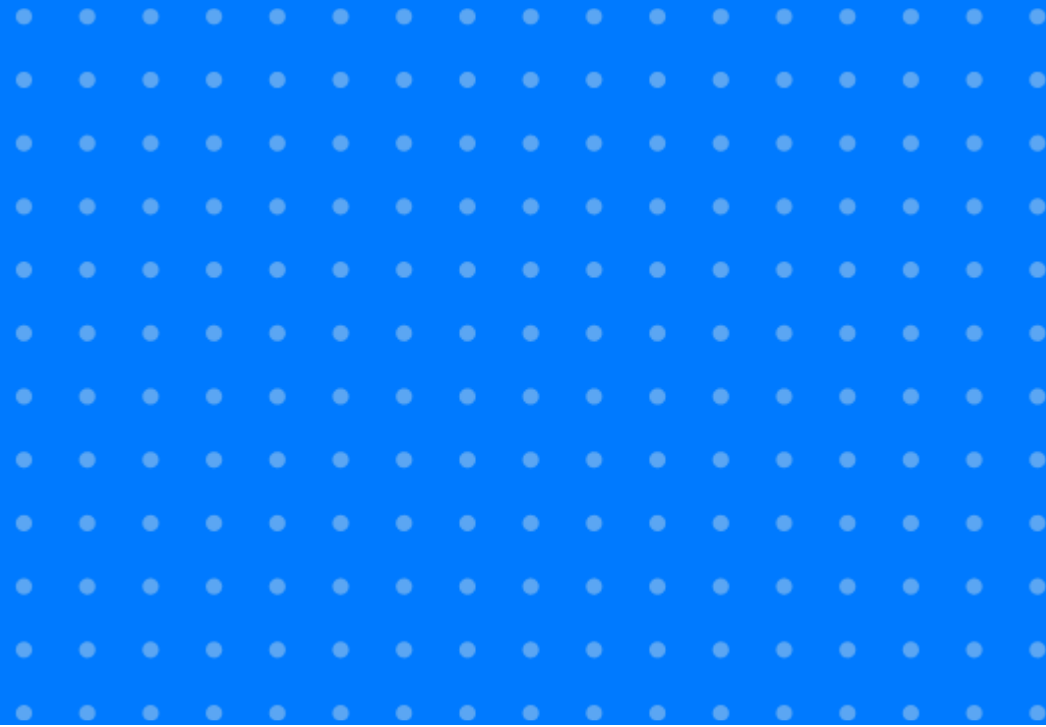
www.monster.com.ph

www.monster.com.sg

www.monster.com.hk



Annexure



Annexure: Industry Data*

Industries	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21
IT - Hardware, Software	518	552	539	585	568	604	629	644	620	678	695	718	721
BPO/ITES	146	184	161	154	150	136	146	147	138	141	146	148	153
Engineering, Cement, Construction, Iron/ Steel	194	200	193	187	187	194	189	188	160	160	168	175	163
Banking/ Financial Services , Insurance	275	287	267	317	305	322	345	323	298	319	350	370	367
Education	230	232	210	203	196	197	198	196	182	185	188	188	189
Production and Manufacturing	147	160	143	145	146	152	156	146	134	136	155	163	176
Automotive/ Ancillaries / Tyres	115	128	113	113	116	118	125	125	120	118	121	123	127
Telecom/ISP	277	289	276	287	322	313	334	322	293	321	351	367	377
Oil/ Gas/ Petroleum, Power	122	125	109	107	112	109	113	111	107	103	108	112	119

... Continued

Annexure: Industry Data*

Industries	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21
Healthcare, Bio Technology & Life Sciences, Pharmaceuticals	325	354	288	286	306	287	296	302	278	286	314	319	314
Advertising, Market Research, Public Relations (PR)	175	180	176	177	178	186	191	189	179	179	185	188	191
Travel and Tourism	182	165	155	149	141	144	149	140	125	109	112	130	132
Home Appliances	513	506	527	586	525	574	544	536	476	537	562	608	605
Media & Entertainment	441	459	455	457	466	468	480	463	464	453	476	462	456
Chemicals/ Plastic/ Rubber, Paints, Fertilizer/ Pesticides	96	129	100	93	107	112	115	117	115	108	113	114	111
FMCG, Food & Packaged Food	162	187	155	162	170	169	185	190	168	161	163	175	166
Garments/ Textiles/ Leather, Gems & Jewellery	112	120	111	114	122	116	124	124	118	109	114	118	146

... Continued

Annexure: Industry Data*

Industries	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21
Real Estate	146	160	148	154	150	152	158	154	140	135	144	157	156
Retail	370	392	436	522	418	418	394	366	314	389	413	416	412
Logistic, Courier/ Freight/ Transportation	225	260	238	234	223	223	233	277	245	241	252	264	254
Import / Export	84	90	79	75	86	68	75	72	66	59	74	75	75
Government/ PSU/ Defence	76	77	78	74	73	71	71	70	69	68	70	69	69
Shipping/Marine	106	119	118	112	112	105	111	113	115	111	123	140	145
Printing/ Packaging	140	142	127	122	135	134	146	154	151	139	141	141	149
NGO/Social Services	177	193	190	175	177	181	186	187	172	165	170	176	172
Agro based industries	84	84	84	82	88	94	94	93	91	84	85	90	85
Office Equipment/Automation	106	123	124	113	109	99	101	106	97	102	107	117	116

Annexure: Functional Area Data*

Functions	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21
Software, Hardware, Telecom	336	361	350	373	375	388	417	424	422	449	465	494	503
Customer Service	224	265	258	178	180	164	171	165	154	145	153	160	164
Engineering /Production	241	248	244	264	256	257	263	257	220	235	251	260	261
Finance & Accounts	204	213	203	200	193	196	209	205	195	191	212	226	226
Sales & Business Development	352	363	367	372	375	355	372	328	297	287	301	317	320
Senior Management	182	211	183	194	206	210	228	224	225	221	227	245	246
HR & Admin	167	171	163	165	172	166	178	175	167	160	173	183	182
Marketing & Communications	238	243	243	241	236	236	242	238	219	218	229	234	273
Health Care	394	449	363	352	364	325	343	337	322	308	338	343	343
Purchase/ Logistics/ Supply Chain	204	201	194	184	184	180	183	174	167	172	180	186	182
Hospitality & Travel	160	159	170	182	161	161	164	150	142	129	136	152	153
Legal	201	216	199	210	198	206	208	199	190	192	202	210	211
Arts/Creative	182	188	187	195	195	189	193	188	183	175	181	181	180

Annexure: City Wise Data*

Cities	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21
Mumbai	242	268	244	245	247	242	261	257	252	253	258	272	280
Bangalore	298	332	320	350	351	362	400	410	414	435	442	470	473
Delhi - NCR	202	219	200	204	209	207	219	215	212	206	212	229	230
Hyderabad	250	273	258	269	275	277	303	301	309	302	306	326	335
Chennai	200	222	209	215	221	220	238	236	240	241	250	266	273
Pune	253	284	263	271	279	285	306	309	308	310	329	351	354
Kolkata	378	430	343	269	269	267	283	275	276	296	312	329	317
Ahmedabad	350	355	357	336	341	300	352	338	342	309	320	328	329
Chandigarh	322	349	334	336	329	320	332	316	311	293	311	322	318
Kochi	258	265	250	248	240	238	254	250	252	258	260	270	258
Baroda	258	267	246	224	225	220	238	230	206	206	224	226	229
Coimbatore	269	304	262	260	271	258	268	271	267	257	272	281	288
Jaipur	312	324	280	276	287	268	281	266	254	241	252	253	251

Annexure: Experience Level Data*

Experience Level	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21
0 - 3 years	309	327	316	311	308	298	314	305	290	284	302	318	321
4 - 6 years	272	287	265	267	271	271	294	294	296	298	314	337	345
7 - 10 years	180	186	173	172	179	181	197	197	201	204	213	228	234
11 - 15 years	100	103	101	102	103	105	108	109	111	111	114	119	119
> 16 years	100	108	108	110	114	121	130	135	141	169	175	175	171

Thank you

