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Employment Index

August 2022

Hiring Trends in India



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Key Highlights of the Month

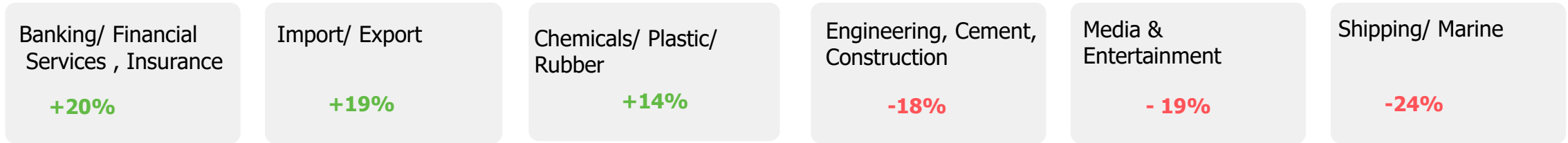
Monster Employment Index India witnessed 3% decline in hiring activity in August 2022 from August 2021.

- ✓ The Monster Employment Index (MEI) decreased to 275 in August 2022 from 284 in August 2021.
- ✓ The Job demand saw 2% decline on month-on-month basis, as July 2022 saw an index of 281.
- ✓ The online hiring sentiments took a nose-dive exhibiting a sluggish growth rate this month, but the jobs are expected to rebound amidst next quarter.

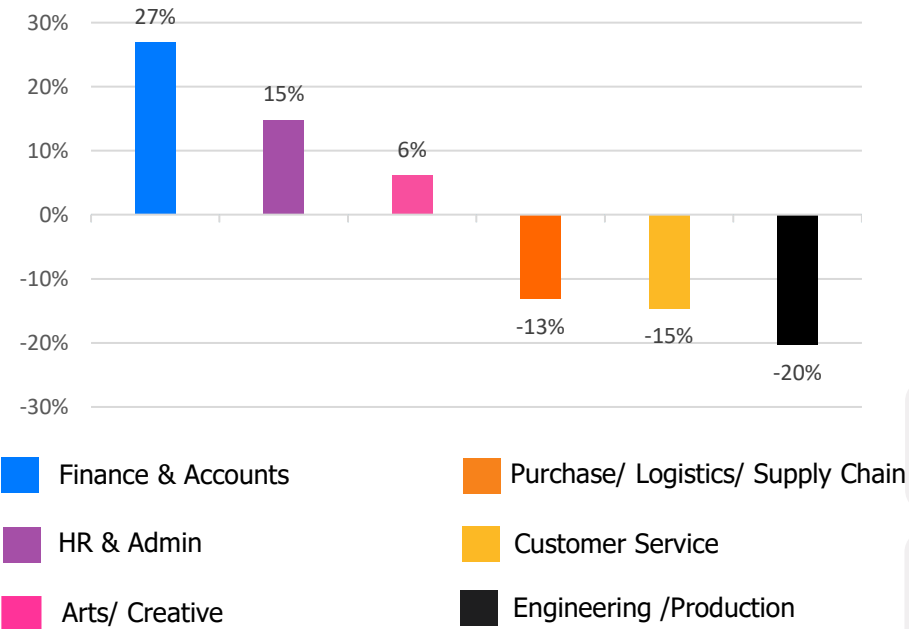


Hiring Trends – Summary*

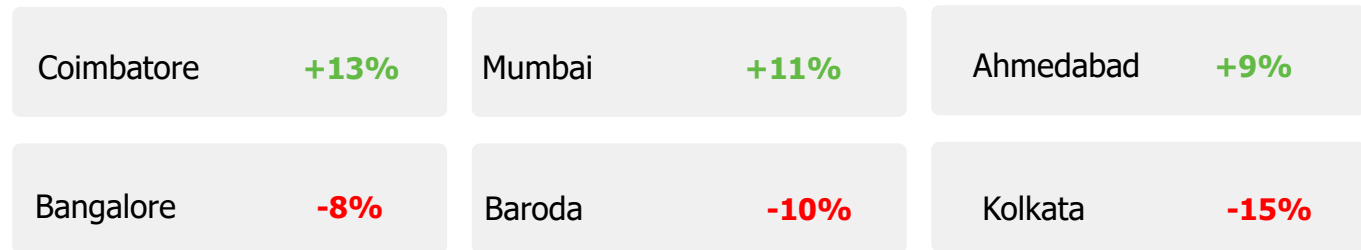
INDUSTRY



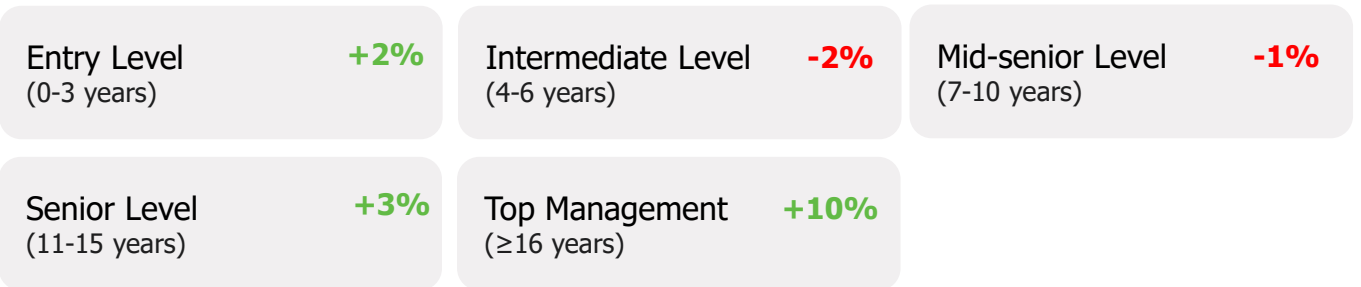
FUNCTIONAL AREA



ACROSS CITIES



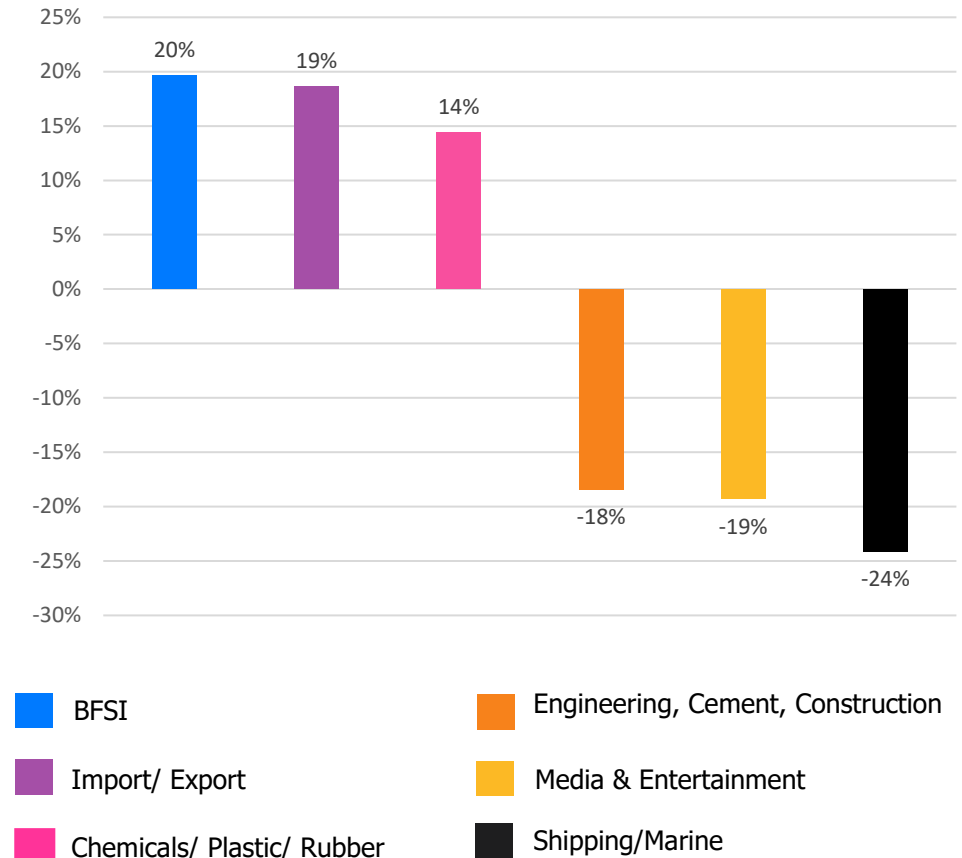
WORK EXPERIENCE



Hiring Trends – Industry*

14 of the 27 industry sectors monitored by the Monster Employment Index registered expansion in online recruitment activity between August'21 and August'22.

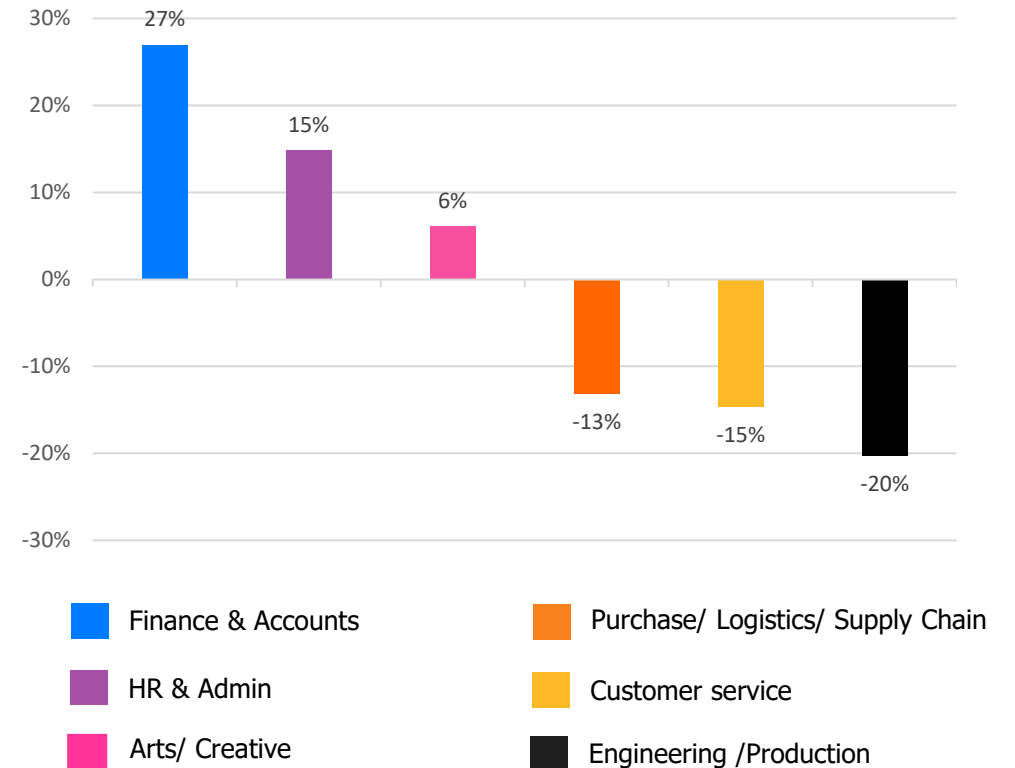
- ✓ **BFSI** (+20%) continues to outpace all industries, while **Import/ Export** (+19%) sector also records strong annual growth with the increase in the India's merchandise export. Also, **Chemicals/ Plastic/ Rubber, Paints, Fertilizer/ Pesticides** (+14%) charted double-digit growth.
- ✓ **Shipping/ Marine** (-24%) showed the steepest annual decline. Furthermore, **Media & Entertainment** (-19%) and **Engineering, Cement, Construction, Iron/ Steel** (-18%) industry continues to remain in negative year-on-year growth trend in August'22.
- ✓ Sectors to maintain an upward trend annually in Aug'22 include **Telecom/ISP** (+9%), **Real Estate** (+9%), **Automotive/ Ancillaries/ Tyres** (+6%), **Advertising, MR, PR** (+6%), **Agro-based Industries** (+6%), **Retail** (+5%), **Logistic, Courier/ Freight/ Transportation** (+4%), **Travel and Tourism** (+3%) however **Oil/ Gas/ Petroleum** (0%) remained flat. Also, **Healthcare, Bio Technology & Life Sciences, Pharmaceuticals** (-11%), **Education** (-10%), **IT- Hardware, Software** (-8%), **FMCG, Food & Packaged Food** (-5%), **BPO/ITES** (-4%) and **Production and Manufacturing** (-3%) sectors saw subsequent decline.



Hiring Trends - Functional Area*

Online recruitment activity edged up in 4 out of 13 functional areas monitored by the Index.

- ✓ **Finance and Accounts** (+27%) charted the most substantial annual gains amongst the occupational groups followed by **HR & Admin** (+15%) roles. Whereas **Arts/ Creative** (+6%) moved up the ladder in e-recruitment activity along with **Hospitality & Travel** (+3%) roles witnessing the subsequent hiring demand annually in Aug'22.
- ✓ **Engineering/ Production** (-20%) continued to exhibit the steepest annual decline among all monitored functions whereas **Customer Service** (-15%) saw a huge dip in August'22 from the year ago level. Also, **Purchase/ Logistics/ Supply Chain** (-13%) witnessed the consecutive drop in job demand. and
- ✓ Among others, **Healthcare** (-12%), **Sales & Business Development** (-10%), **Marketing & Communications** (-8%), **Software, Hardware, Telecom** (-7%) professionals saw consequent annual decline.



Hiring Trends - Across Cities*

Online recruitment activity was up on the year for 6 of the 13 locations monitored by the index.

- ✓ **Coimbatore** (+13%) led all cities in annual growth whereas **Mumbai** (+11%) is the strongest annual gainer among major metro-markets in August'22. **Ahmedabad** (+13%) reflected a relatively encouraging trend driven by major sectors like Retail, BFSI and Advertising, MR, PR.
- ✓ **Hyderabad** (+3%) witnessed positive annual growth whereas **Delhi-NCR** (0%) and **Pune** (0%) matched the corresponding period a year-ago. All other cities such as **Chennai** (-4%), **Kochi** (-2%), **Jaipur** (-2%), **Bangalore** (-8%), **Chandigarh** (-8%), **Baroda** (-10%) and **Kolkata** (-11%) registered the annual decline in August'22.
- ✓ **BFSI** and **IT- Hardware, Software** industry saw a subsequent growth in hiring activity in all metros. Also, **Finance and Accounts** and **HR & Admin** saw strong annual growth in major cities.

Y-o-Y Trend of Prime Industries and Functions in Key Cities						
	Bangalore	Chennai	Delhi-NCR	Hyderabad	Mumbai	Pune
INDUSTRIES						
Banking/ Financial Services, Insurance	37%	39%	59%	28%	50%	49%
BPO/ITES	-2%	-4%	2%	12%	-12%	-7%
Engineering, Cement, Construction, Iron/ Steel	-10%	1%	-7%	-6%	-2%	2%
IT - Hardware, Software	-9%	1%	7%	1%	3%	-1%
Production and Manufacturing	33%	17%	-1%	-6%	7%	2%
FUNCTIONS						
Marketing & Communications	-7%	-8%	-5%	-12%	2%	-9%
Finance and Accounts	14%	23%	15%	23%	24%	23%
HR and Admin	13%	43%	30%	21%	43%	15%
Sales & Business Development	-4%	1%	-10%	-3%	-1%	-6%
Software, Hardware, Telecom	-35%	-25%	-29%	-31%	-24%	-32%

Hiring Trends - Experience Level*

0 - 3 Years

+2%

Demand for entry-level job seekers with experience of 0-3 year saw an upsurge by 2%.

4 - 6 Years

-2%

Hiring for Intermediate level roles with an experience of 4-6 years decreased by 2%.

7 - 10 Years

-1%

Mid-senior level roles with 7-10 years of experience also witnessed decrease of 1%.

11 - 15 Years

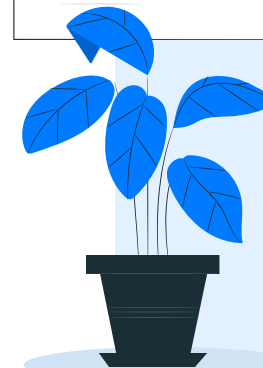
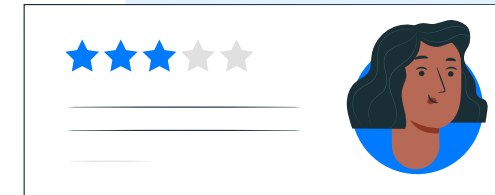
+3%

Hiring for Senior level roles with 11-15 years of experience marked 3% growth.

≥ 16 Years

+10%

Leadership roles with experience of 16+ year exhibited steepest growth of 10% among all experience levels.



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 January 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

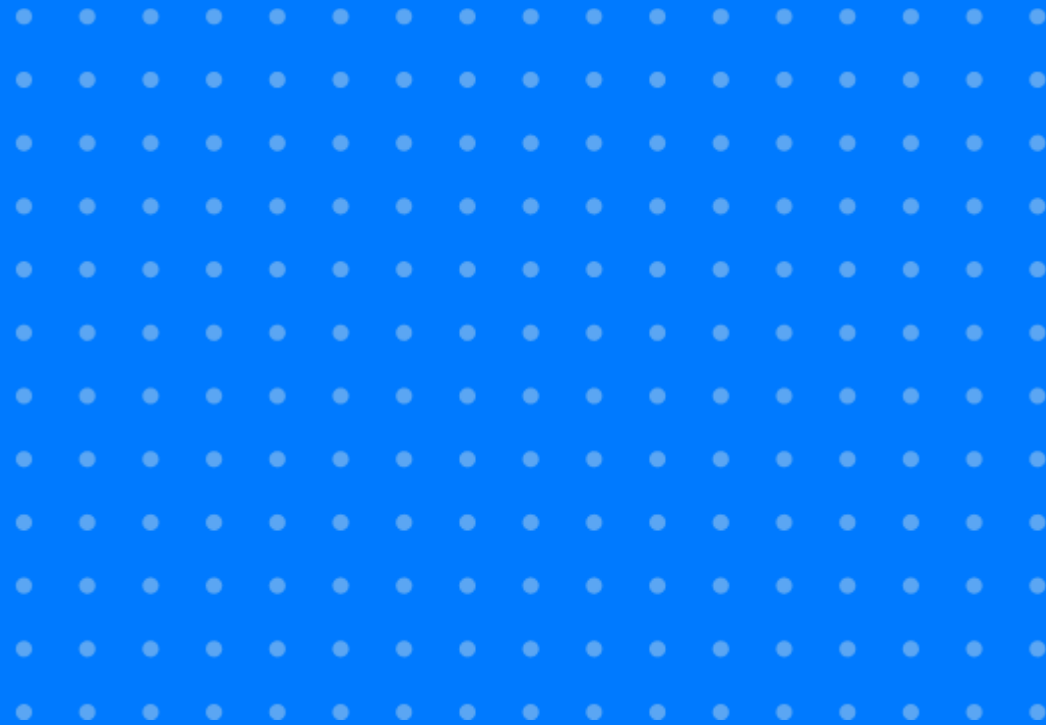
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Annexure



Annexure: Industry Data*

Industries	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22
IT - Hardware, Software	721	720	739	714	736	739	744	730	737	682	684	674	662
BPO/ITES	153	160	159	157	158	154	171	169	167	168	164	163	147
Engineering, Cement, Construction, Iron/ Steel	163	164	172	174	162	158	145	150	158	146	135	133	133
Banking/ Financial Services , Insurance	367	375	391	392	412	430	439	442	459	441	447	464	439
Education	189	187	190	190	189	188	196	199	194	188	181	175	171
Production and Manufacturing	176	160	158	159	161	158	172	169	181	175	180	186	171
Automotive/ Ancillaries / Tyres	127	126	127	125	130	134	145	139	144	137	133	134	134
Telecom/ISP	377	364	381	435	396	393	397	378	390	437	394	421	410
Oil/ Gas/ Petroleum, Power	119	115	115	119	121	124	124	126	116	115	110	114	119

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Annexure: Industry Data*

Industries	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22
Healthcare, Bio Technology & Life Sciences, Pharmaceuticals	314	317	308	302	315	312	323	314	317	296	300	294	280
Advertising, Market Research, Public Relations (PR)	191	189	193	196	205	206	200	194	203	194	196	198	203
Travel and Tourism	132	134	143	147	146	135	141	150	144	140	140	140	136
Home Appliances	605	608	607	614	639	605	620	588	630	586	537	531	504
Media & Entertainment	456	444	440	436	436	437	419	391	383	368	351	345	368
Chemicals/ Plastic/ Rubber, Paints, Fertilizer/ Pesticides	111	111	116	115	119	119	127	116	133	134	140	150	127
FMCG, Food & Packaged Food	166	164	165	161	173	165	171	166	172	159	163	165	157
Garments/ Textiles/ Leather, Gems & Jewellery	146	121	122	127	134	130	134	131	135	133	129	130	131

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Annexure: Industry Data*

Industries	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22
Real Estate	156	159	160	159	168	168	175	174	177	169	168	172	170
Retail	412	420	423	425	475	436	427	407	461	430	419	456	433
Logistic, Courier/ Freight/ Transportation	254	262	265	265	263	266	269	264	273	257	257	265	264
Import / Export	75	78	79	79	79	78	78	77	85	87	84	78	89
Government/ PSU/ Defence	69	68	68	68	68	70	69	69	70	67	67	67	67
Shipping/Marine	145	149	133	121	120	121	132	128	132	107	111	111	110
Printing/ Packaging	149	166	166	171	183	179	179	169	174	185	163	138	132
NGO/Social Services	172	181	183	188	192	197	192	192	189	189	189	189	196
Agro based industries	85	85	85	86	96	101	96	95	104	93	88	89	90
Office Equipment/Automation	116	122	158	191	203	204	205	205	212	205	212	208	203

Annexure: Functional Area Data*

Functions	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22
Software, Hardware, Telecom	503	488	489	481	493	491	495	487	527	506	494	480	468
Customer Service	164	160	161	159	157	149	154	148	166	168	157	153	140
Engineering /Production	261	254	253	255	257	254	255	252	255	245	220	218	208
Finance & Accounts	226	228	231	235	245	247	263	266	291	283	285	295	287
Sales & Business Development	320	308	299	300	301	301	321	311	308	295	282	296	288
Senior Management	246	259	270	250	256	236	260	253	260	243	251	257	238
HR & Admin	182	190	195	198	208	202	214	216	227	213	206	204	209
Marketing & Communications	273	237	236	239	242	239	245	240	248	242	233	228	219
Health Care	343	339	331	324	343	334	334	332	342	318	311	303	303
Purchase/ Logistics/ Supply Chain	182	195	186	183	175	171	164	164	174	169	162	160	158
Hospitality & Travel	153	150	157	160	160	146	160	166	165	164	160	161	157
Legal	211	202	193	193	197	197	201	211	209	193	195	196	185
Arts/Creative	180	190	193	187	186	178	182	182	185	183	176	181	191

Annexure: City Wise Data*

Cities	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22
Mumbai	280	278	277	273	285	282	304	310	324	319	318	326	311
Bangalore	473	457	446	431	452	451	478	473	495	475	460	460	433
Delhi - NCR	230	232	231	224	233	214	242	242	249	239	239	242	231
Hyderabad	335	328	328	323	335	325	346	349	370	350	351	352	344
Chennai	273	263	261	255	263	261	278	274	290	278	270	276	261
Pune	354	346	338	324	335	336	353	347	364	351	360	364	353
Kolkata	317	305	290	295	305	301	316	311	299	314	307	294	269
Ahmedabad	329	332	329	322	326	321	343	346	361	355	355	369	360
Chandigarh	318	316	312	302	301	284	293	288	310	302	297	296	291
Kochi	258	256	256	246	253	256	258	264	273	264	272	273	253
Baroda	229	235	236	232	229	218	228	233	237	231	224	222	206
Coimbatore	288	287	295	295	300	304	323	324	335	326	324	323	326
Jaipur	251	246	248	247	253	251	266	251	261	248	245	250	245

Annexure: Experience Level Data*

Experience Level	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22
0 - 3 years	315	315	317	322	327	331	319	322	336	333	324	329	320
4 - 6 years	345	343	340	344	350	351	354	348	356	356	350	355	339
7 - 10 years	239	241	246	248	250	243	251	244	252	250	246	247	238
11 - 15 years	120	123	126	127	127	124	126	125	125	126	126	126	124
> 16 years	190	199	207	212	209	204	205	202	203	209	209	213	210

Thank you

