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Employment Index

Dec 2021

Hiring Trends in India



Contents

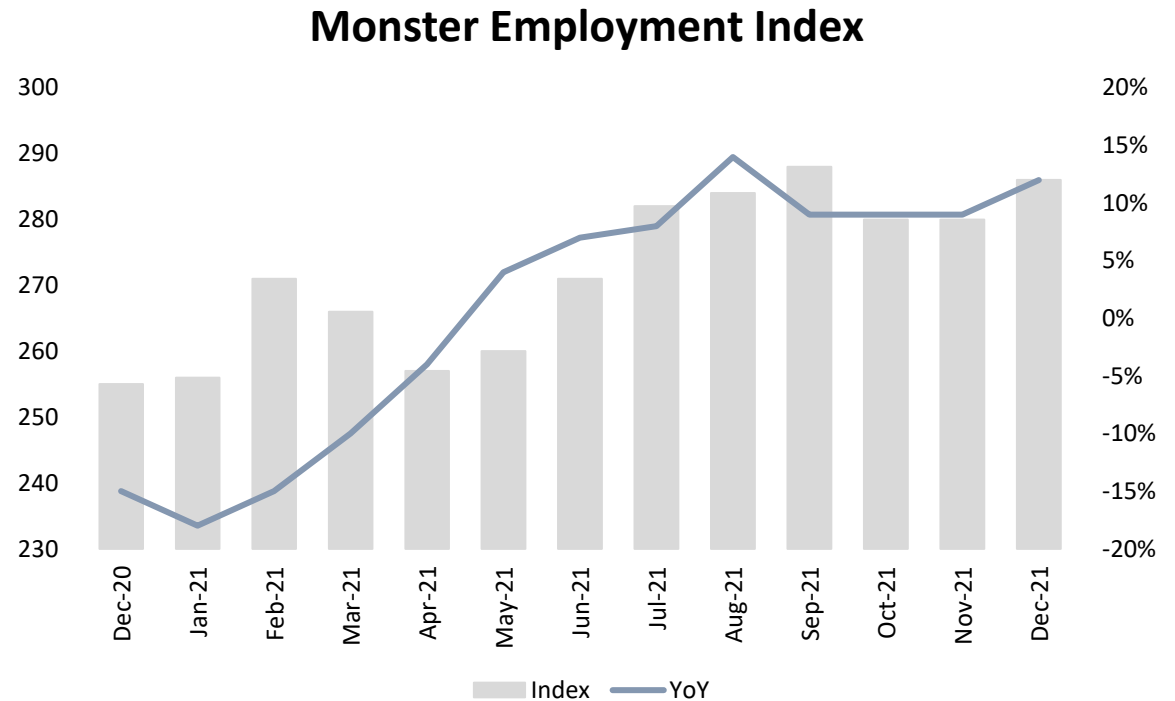


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Key Highlights of the Month

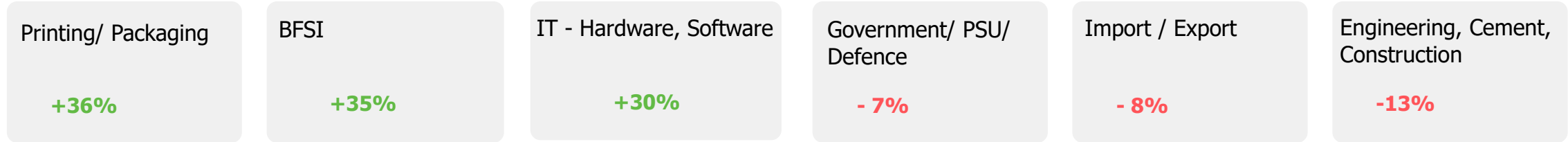
Monster Employment Index India records 12% growth in e-recruitment activity in December 2021 from December 2020.

- ✓ The Monster Employment Index (MEI) continues to sustain momentum gained as the index increased to 288 in December 2021 from 255 in December 2020.
- ✓ There's 2% rise in recruitment on month on month basis, as November 2021 saw an index of 280.
- ✓ A robust growth in hiring activity is witnessed in last six month noticing a growth rate of 6%.

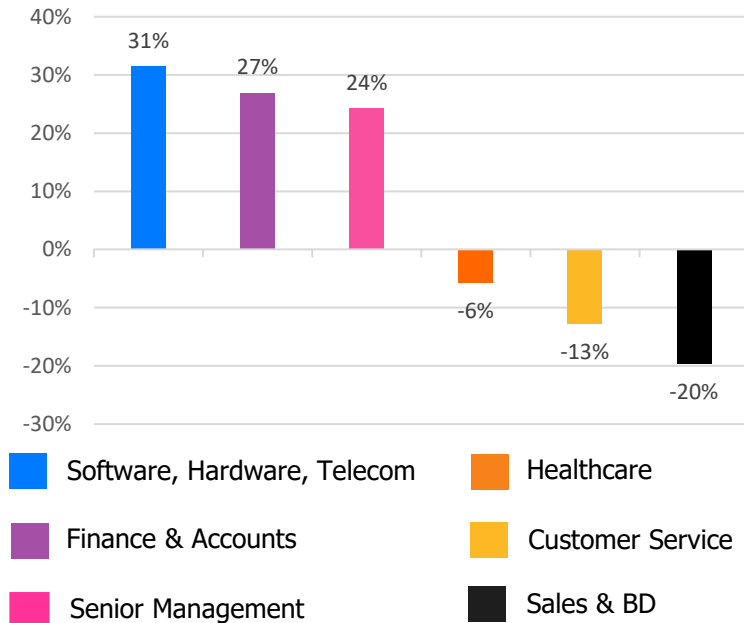


Hiring Trends – Summary*

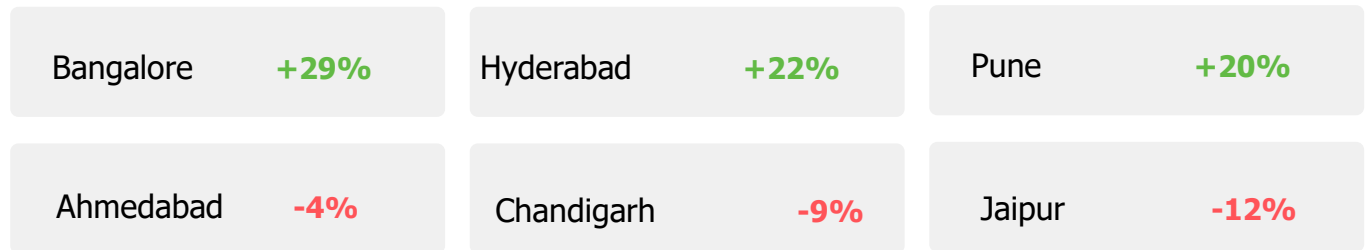
INDUSTRY



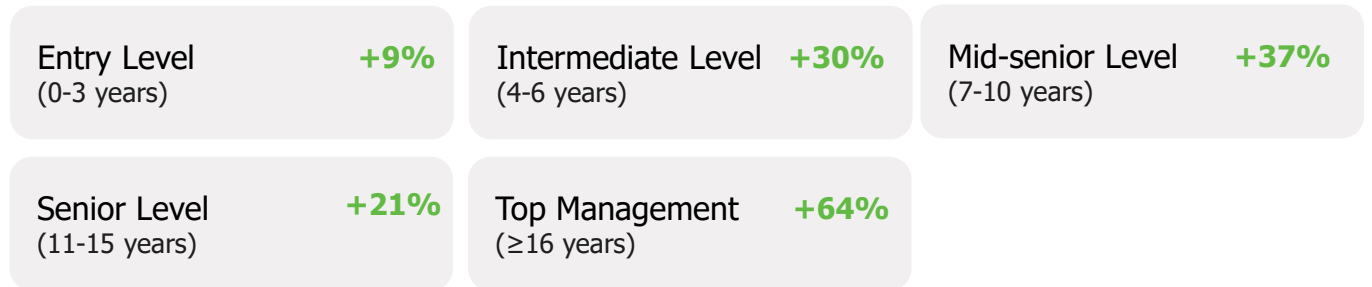
FUNCTIONAL AREA



ACROSS CITIES



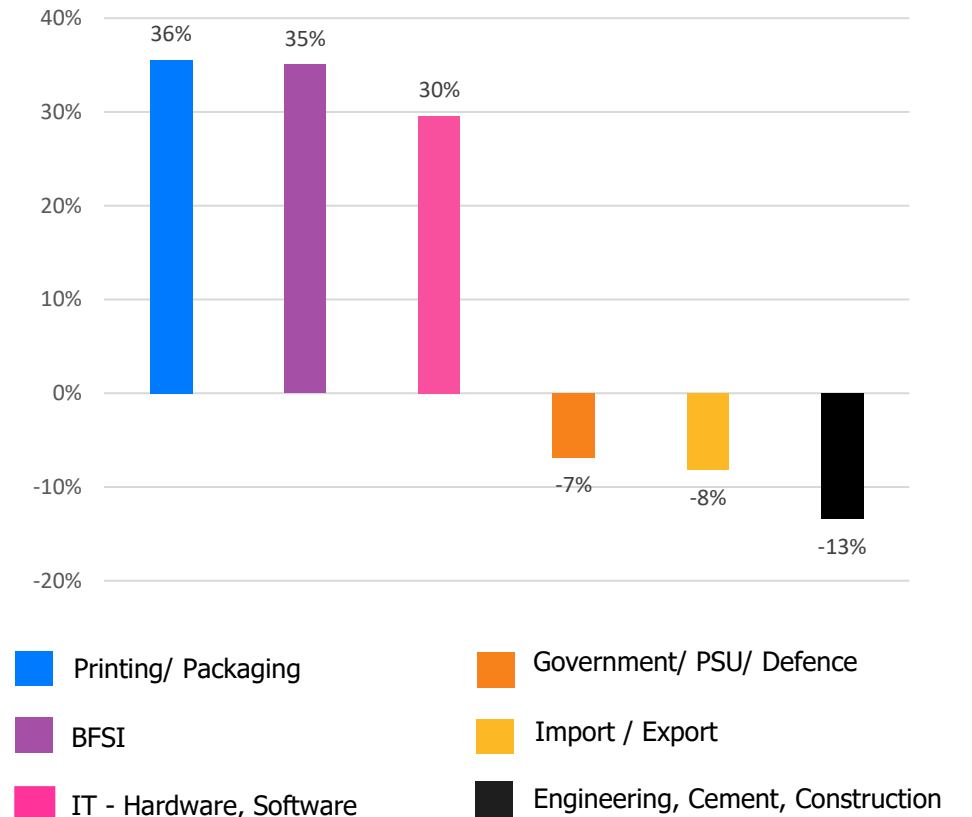
WORK EXPERIENCE



Hiring Trends – Industry*

Online job demand in December '21 exceeded December '20 level in 22 of the 27 Industries monitored by the Index

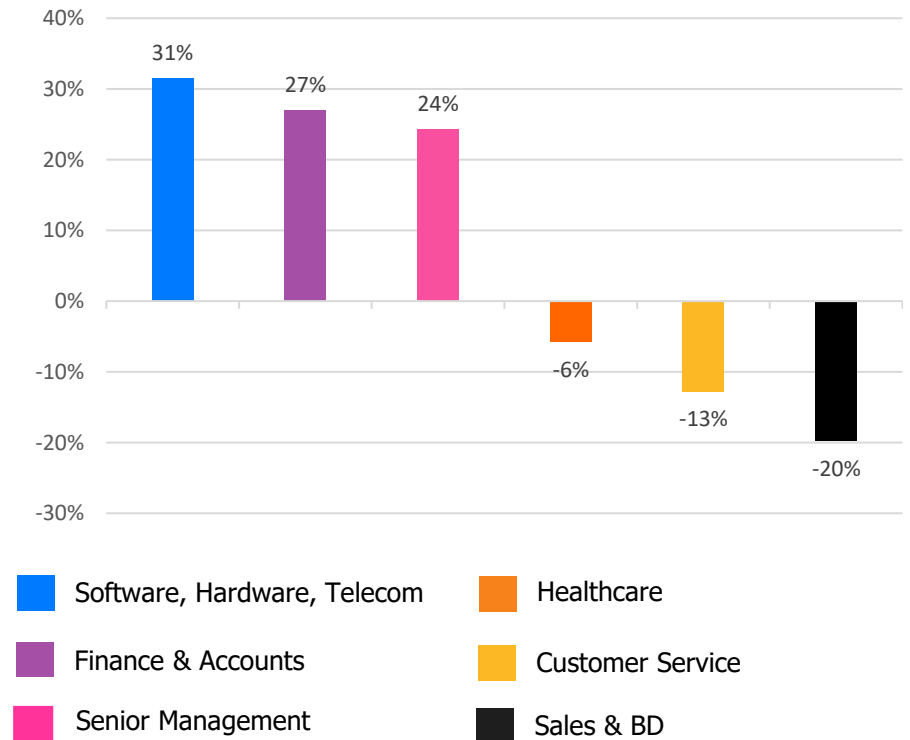
- ✓ **Printing/ Packaging** (+36%) observed a substantial rise in job demand in the month of December'21. **BFSI** (+35%) also reflected significant growth on y-o-y basis. **IT- Hardware, Software** (+30%) industry has shown a continuous growth in recruitment landscape in December'21 compared to December'20.
- ✓ On the other hand, **Engineering, Cement, Construction, Iron/ Steel** (-13%) industry saw a dip this month. Also, **Import/ Export** (-8%) and **Government/PSU/Defence** (-7%) saw a sequential decline in December'21 annually.
- ✓ The industries in December'21 which saw movement in growth in recruitment activity were- **Telecom/ISP** (+23%), **Home Appliances** (+22%), **Logistic, Courier/ Freight/ Transportation** (+18%), **Advertising, MR, PR** (+15%), **Retail** (+14%), **Automotive/ Ancillaries/ Tyres** (+12%), **Production and Manufacturing** (+10%), **Agro based Industries** (+9%), **BPO/ITES** (+5%), **Travel and Tourism** (+4%) and **Healthcare, Bio Technology & Life Sciences, Pharmaceuticals** (+3%), while **Education** (-4%) continue to decline.



Hiring Trends - Functional Area*

Online demand for professionals reflected growth in 6 out of 13 functional areas annually as monitored by the Index

- ✓ The professionals in **Software, Hardware, Telecom** (+29%) continued with the trend and dominated the hiring space in December'21. Job roles in **Finance and Accounts** (+27%) saw a notable rise whereas **Senior Management** (+24%) roles saw a consistent growth in the month of December'21.
- ✓ The functional areas like **Sales & Business Development** (-20%) and **Customer Service** (-13%) saw a consecutive dip this month as well. Also roles in **Healthcare** (-6%) witnessed de-growth in the month of December'21 versus December'20.
- ✓ Demand for job roles in **HR & Admin** (+21%), **Marketing & Communications** (+3%) saw a positive growth and **Engineering/ Production** (0%) remained flat whereas **Arts/Creative** (-5%) and **Hospitality & Travel** (-1%) saw a down trend in online hiring activity.



Hiring Trends - Across Cities*

Online hiring demand surpassed the year-ago level in 10 of the 13 cities monitored by the Index

- ✓ The metropolitan cities saw a huge demand for talent. **Bangalore** (+29%), **Pune** (+20%), **Hyderabad** (+22%), **Chennai** (+19%), **Mumbai** (+15%), **Kolkata** (+13%) and **Delhi-NCR** (+11%) Among tier-2 cities, **Coimbatore** (+11%), **Kochi** (+5%) and **Baroda** (+2%) registered an increase in job creation in December'21 from the year ago level.
- ✓ Other tier-2 cities observed a subsequent dip with **Jaipur** (-12%), **Ahmedabad** (-4%), **Chandigarh** (-9%) among the 13 cities monitored by MEI.
- ✓ **BFSI** and **IT - Hardware, Software** industry continue to clock positive growth in metros. All major functions saw a significant growth in metros except **Sales & Business Development** and **Customer service** which reflected a downward trend.

Y-o-Y Trend of Prime Industries and Functions in Key Cities					
	Bangalore	Chennai	Delhi-NCR	Hyderabad	Mumbai
INDUSTRIES					
Banking/ Financial Services, Insurance	60%	60%	72%	65%	45%
BPO/ITES	-21%	23%	-17%	-1%	-5%
Engineering, Cement, Construction, Iron/ Steel	8%	1%	7%	7%	-5%
IT - Hardware, Software	52%	46%	49%	53%	32%
Production and Manufacturing	24%	6%	2%	-2%	-2%
FUNCTIONS					
Marketing & Communications	32%	1%	4%	12%	5%
Finance and Accounts	57%	30%	36%	51%	32%
HR and Admin	68%	52%	23%	46%	33%
Sales & Business Development	3%	-14%	-8%	-7%	-9%
Software, Hardware, Telecom	18%	4%	1%	5%	-8%

Hiring Trends - Experience Level*

0 - 3 Years

+9%

Demand for entry-level job seekers with experience of 0-3 years grew by 9%.

4 - 6 Years

+30%

Hiring for Intermediate level roles with an experience of 4-6 years increased by 30%.

7 - 10 Years

+37%

Mid-senior level roles with 7-10 years of experience saw a positive growth of 37%.

11 - 15 Years

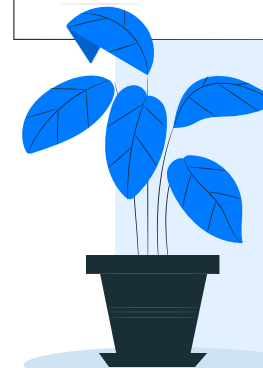
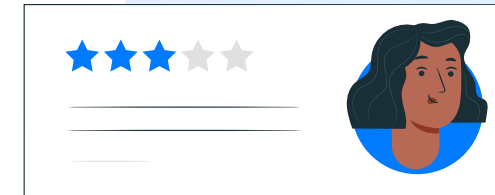
+21%

Hiring for Senior level roles with 11-15 years of experience increased by 21%

≥ 16 Years

+64%

Leadership roles with experience of 16+ years witnessed growth of 64%



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

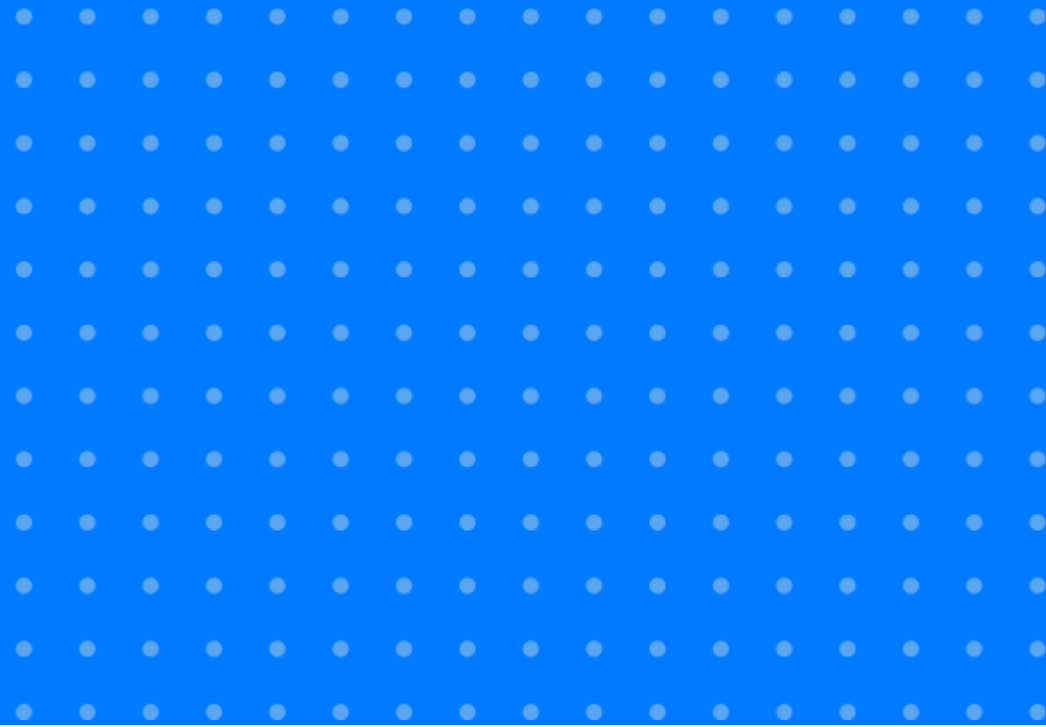
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Annexure



Annexure: Industry Data*

Industries	Dec-20	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21
IT - Hardware, Software	568	604	629	644	620	678	695	718	721	720	739	714	736
BPO/ITES	150	136	146	147	138	141	146	148	153	160	159	157	158
Engineering, Cement, Construction, Iron/ Steel	187	194	189	188	160	160	168	175	163	164	172	174	162
Banking/ Financial Services , Insurance	305	322	345	323	298	319	350	370	367	375	391	392	412
Education	196	197	198	196	182	185	188	188	189	187	190	190	189
Production and Manufacturing	146	152	156	146	134	136	155	163	176	160	158	159	161
Automotive/ Ancillaries / Tyres	116	118	125	125	120	118	121	123	127	126	127	125	130
Telecom/ISP	322	313	334	322	293	321	351	367	377	364	381	435	396
Oil/ Gas/ Petroleum, Power	112	109	113	111	107	103	108	112	119	115	115	119	121

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Annexure: Industry Data*

Industries	Dec-20	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21
Healthcare, Bio Technology & Life Sciences, Pharmaceuticals	306	287	296	302	278	286	314	319	314	317	308	302	315
Advertising, Market Research, Public Relations (PR)	178	186	191	189	179	179	185	188	191	189	193	196	205
Travel and Tourism	141	144	149	140	125	109	112	130	132	134	143	147	146
Home Appliances	525	574	544	536	476	537	562	608	605	608	607	614	639
Media & Entertainment	466	468	480	463	464	453	476	462	456	444	440	436	436
Chemicals/ Plastic/ Rubber, Paints, Fertilizer/ Pesticides	107	112	115	117	115	108	113	114	111	111	116	115	119
FMCG, Food & Packaged Food	170	169	185	190	168	161	163	175	166	164	165	161	173
Garments/ Textiles/ Leather, Gems & Jewellery	122	116	124	124	118	109	114	118	146	121	122	127	134

... Continued

Annexure: Industry Data*

Industries	Dec-20	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21
Real Estate	150	152	158	154	140	135	144	157	156	159	160	159	168
Retail	418	418	394	366	314	389	413	416	412	420	423	425	475
Logistic, Courier/ Freight/ Transportation	223	223	233	277	245	241	252	264	254	262	265	265	263
Import / Export	86	68	75	72	66	59	74	75	75	78	79	79	79
Government/ PSU/ Defence	73	71	71	70	69	68	70	69	69	68	68	68	68
Shipping/Marine	112	105	111	113	115	111	123	140	145	149	133	121	120
Printing/ Packaging	135	134	146	154	151	139	141	141	149	166	166	171	183
NGO/Social Services	177	181	186	187	172	165	170	176	172	181	183	188	192
Agro based industries	88	94	94	93	91	84	85	90	85	85	85	86	96
Office Equipment/Automation	109	99	101	106	97	102	107	117	116	122	158	191	203

Annexure: Functional Area Data*

Functions	Dec-20	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21
Software, Hardware, Telecom	375	388	417	424	422	449	465	494	503	488	489	481	493
Customer Service	180	164	171	165	154	145	153	160	164	160	161	159	157
Engineering /Production	256	257	263	257	220	235	251	260	261	254	253	255	257
Finance & Accounts	193	196	209	205	195	191	212	226	226	228	231	235	245
Sales & Business Development	375	355	372	328	297	287	301	317	320	308	299	300	301
Senior Management	206	210	228	224	225	221	227	245	246	259	270	250	256
HR & Admin	172	166	178	175	167	160	173	183	182	190	195	198	208
Marketing & Communications	236	236	242	238	219	218	229	234	273	237	236	239	242
Health Care	364	325	343	337	322	308	338	343	343	339	331	324	343
Purchase/ Logistics/ Supply Chain	184	180	183	174	167	172	180	186	182	195	186	183	175
Hospitality & Travel	161	161	164	150	142	129	136	152	153	150	157	160	160
Legal	198	206	208	199	190	192	202	210	211	202	193	193	197
Arts/Creative	195	189	193	188	183	175	181	181	180	190	193	187	186

Annexure: City Wise Data*

Cities	Dec-20	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21
Mumbai	247	242	261	257	252	253	258	272	280	278	277	273	285
Bangalore	351	362	400	410	414	435	442	470	473	457	446	431	452
Delhi - NCR	209	207	219	215	212	206	212	229	230	232	231	224	233
Hyderabad	275	277	303	301	309	302	306	326	335	328	328	323	335
Chennai	221	220	238	236	240	241	250	266	273	263	261	255	263
Pune	279	285	306	309	308	310	329	351	354	346	338	324	335
Kolkata	269	267	283	275	276	296	312	329	317	305	290	295	305
Ahmedabad	341	300	352	338	342	309	320	328	329	332	329	322	326
Chandigarh	329	320	332	316	311	293	311	322	318	316	312	302	301
Kochi	240	238	254	250	252	258	260	270	258	256	256	246	253
Baroda	225	220	238	230	206	206	224	226	229	235	236	232	229
Coimbatore	271	258	268	271	267	257	272	281	288	287	295	295	300
Jaipur	287	268	281	266	254	241	252	253	251	246	248	247	253

Annexure: Experience Level Data*

Experience Level	Dec-20	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21
0 - 3 years	308	298	314	305	290	284	302	318	321	322	324	329	335
4 - 6 years	271	271	294	294	296	298	314	337	345	344	342	345	352
7 - 10 years	179	181	197	197	201	204	213	228	234	234	239	245	246
11 - 15 years	103	105	108	109	111	111	114	119	119	121	123	124	125
> 16 years	114	121	130	135	141	169	175	175	171	178	184	188	186

Thank you

