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Employment Index

Feb 2022

Hiring Trends in India



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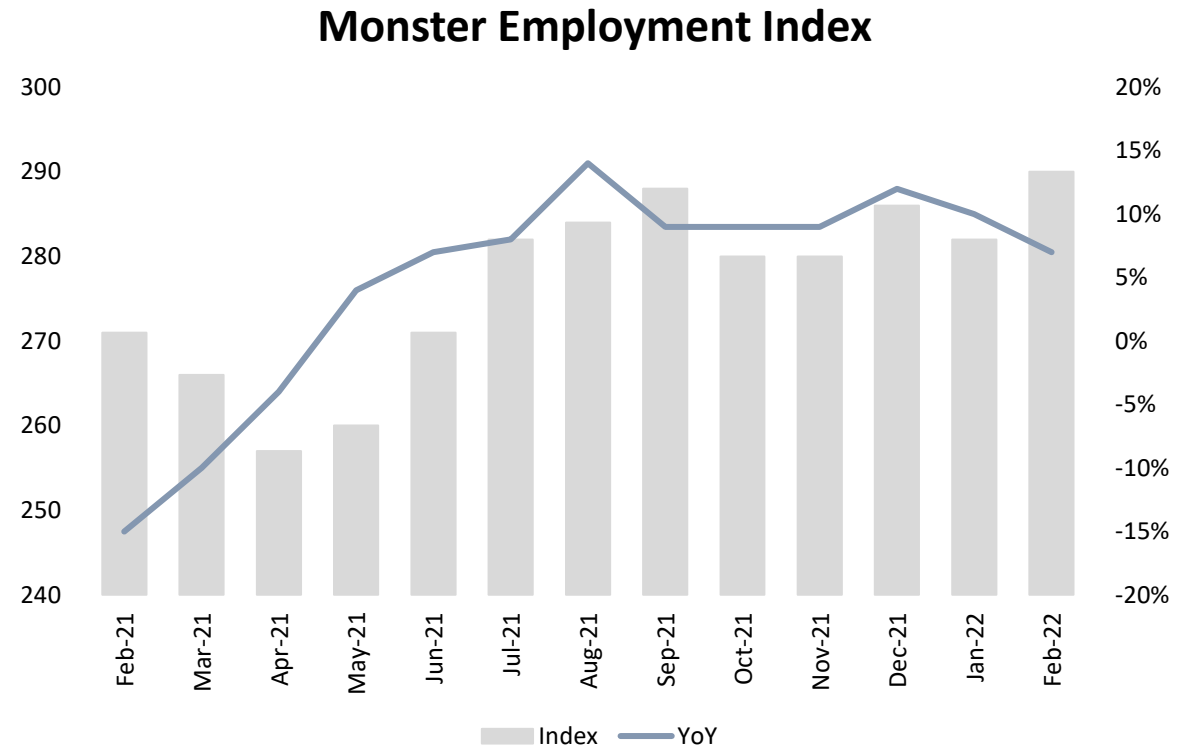


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Key Highlights of the Month

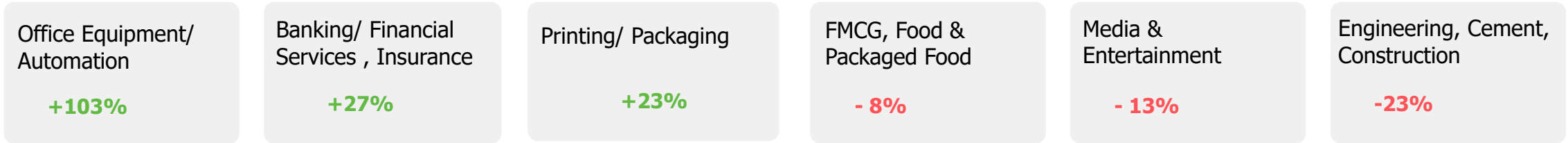
Monster Employment Index India rises 7% in February 2022 from February 2021.

- ✓ The Monster Employment Index (MEI) growth reflects the improved sentiments in the online hiring space as compared to the elusive growth in February last year. The index charted 290 in February 2022 from 271 in February 2021.
- ✓ The Job demand saw 3% increase on month on month basis, as January 2022 saw an index of 282.
- ✓ The Index exhibits positive annual growth reflecting the employers confidence towards the resiliency of the Indian economy. This year's union budget reiterates the need for young generation to be skilled and employable.

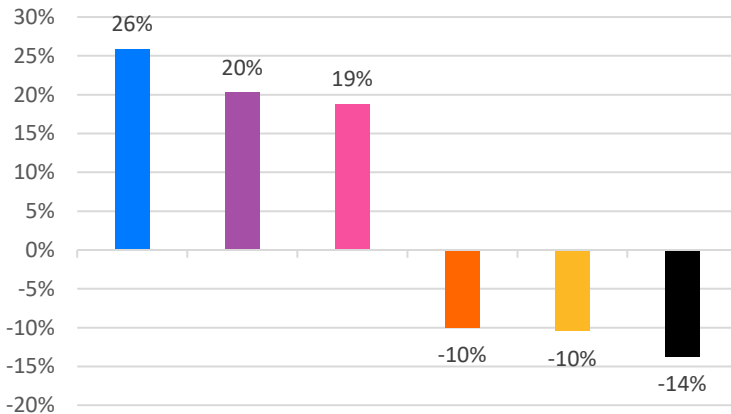


Hiring Trends – Summary*

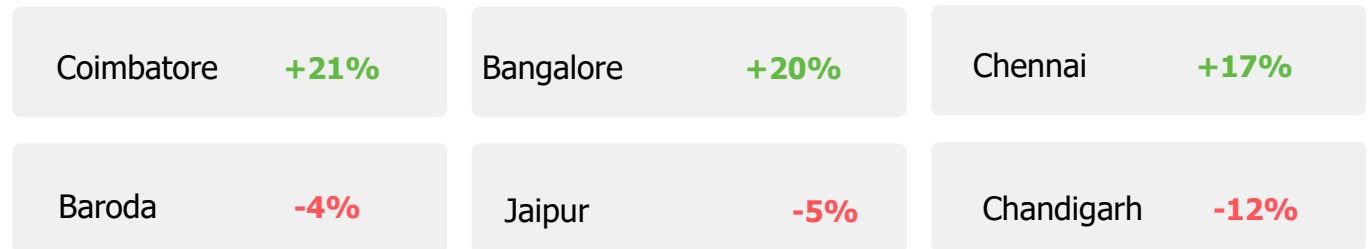
INDUSTRY



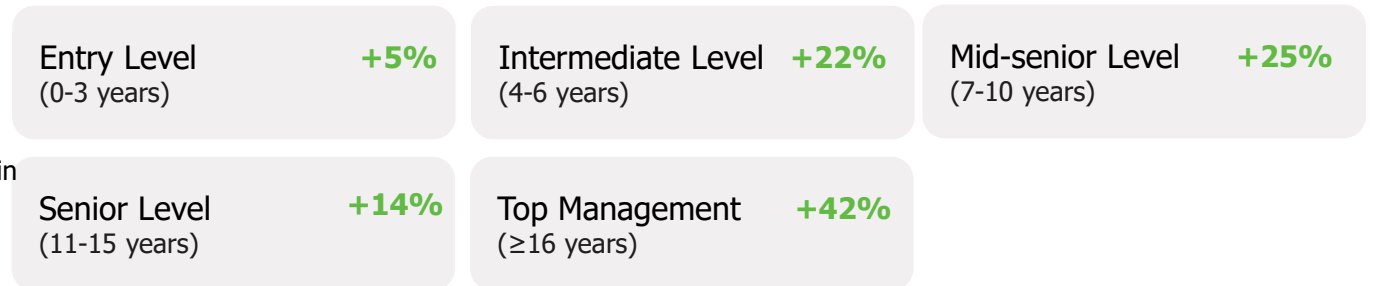
FUNCTIONAL AREA



ACROSS CITIES



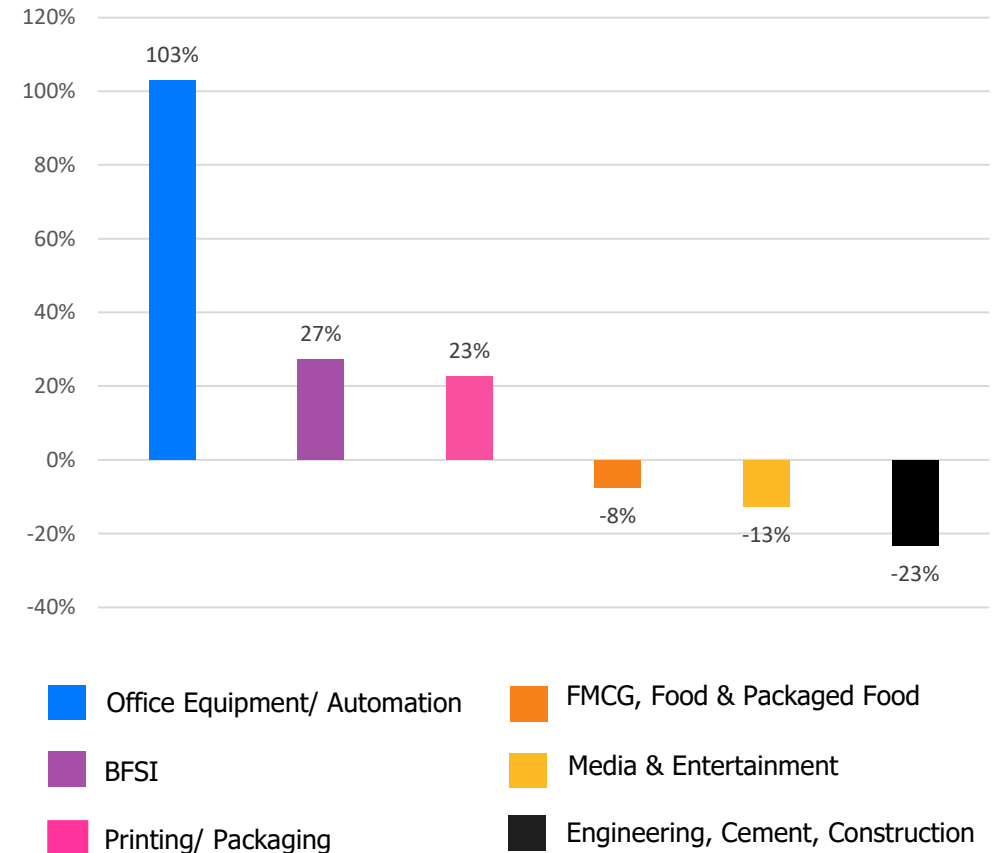
WORK EXPERIENCE



Hiring Trends – Industry*

Online recruitment activity exceeded the year-ago level in 21 of the 27 industry sectors monitored by the Index

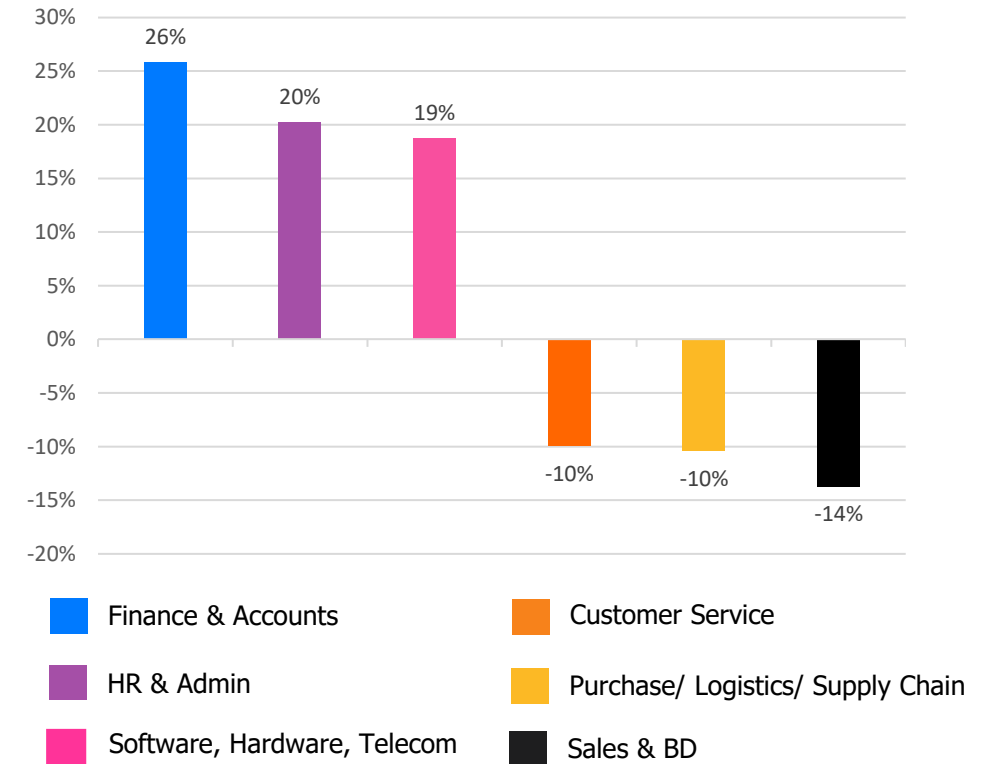
- ✓ **Office Equipment/Automation** (103%) continued to chart up the trend on the year in February'22. **BFSI** (+27%) remained one of the strongest sector by the way of long-term growth and **Printing/ Packaging** (+23%) too saw the positive growth momentum in online job demand in the month of February'22 compared to February'21.
- ✓ Once again, **Engineering, Cement, Construction, Iron/ Steel** (-23%) industry lingered at the same level showing the negative trend . Also, **Media & Entertainment** (-13%) and **FMCG, Food & Packaged Food** (-8%) saw a significant dip in February'22 annually.
- ✓ Among other monitored industries, **Telecom/ISP** (+19%) witnessed the persistent and positive growth in February'22 followed by **IT- Hardware, Software** (+18%), **BPO/ITES** (+17%), **Automotive/ Ancillaries/ Tyres** (+16%), **Logistic, Courier/ Freight/ Transportation** (+15%), **Production and Manufacturing** (+10%), **Healthcare, Bio Technology & Life Sciences, Pharmaceuticals** (+9%), **Retail** (+8%), **Advertising, MR, PR** (+5%) and **Agro based Industries** (+2%) whereas **Education** (-1%) recorded a marginal drop on the year ago level.



Hiring Trends - Functional Area*

Online demand exceeded the year-ago level in 5 out of 13 functional areas monitored by the Index.

- ✓ **Finance and Accounts** (+26%) led all Job roles in terms of long-term growth in demand. **HR & Admin** (+20%) and **Software, Hardware, Telecom** (+19%) functions continued to trend up but at a slower pace vis-à-vis past months.
- ✓ **Sales & Business Development** (-14%), **Purchase/ Logistics/ Supply Chain** (-10%) and **Customer Service** (-10%) personnel saw a consecutive drop in hiring activity this month.
- ✓ Among others, demand for **Arts/Creative** (-6%), **Engineering/ Production** (-3%), **Healthcare** (-3%), **Hospitality & Travel** (-2%) witnessed a subsequent decline whereas **Marketing & Communications** (+1%) saw a marginal growth in online hiring activity in the month of February'22 versus February'21.



Hiring Trends - Across Cities*

Online recruitment activity was up on the year for 9 of the 13 locations monitored by the index.

- Delving into the geographic trend, the index derives that **Coimbatore** (+21%) led all monitored cities year-on-year at a significant pace, followed by **Bangalore** (+20%), **Chennai** (+17%), **Mumbai** (+16%), **Pune** (+15%), **Hyderabad** (+14%), and **Kolkata** (+12%) while **Delhi-NCR** (+11%) moved up the ladder registering substantial annual growth this month.
- Kochi** (+2%) saw the least growth among all monitored cities while rest of the tier-2 cities, **Ahmedabad** (-3%), **Baroda** (-4%), **Jaipur** (-5%) and **Chandigarh** (-12%) witnessed the dip from the year ago level in February'22.
- BFSI** and **IT - Hardware, Software** industries registered double-digit growth in all metros. **Finance and Accounts** job roles also saw a significant growth in all metros.

Y-o-Y Trend of Prime Industries and Functions in Key Cities					
	Bangalore	Chennai	Delhi-NCR	Hyderabad	Mumbai
INDUSTRIES					
Banking/ Financial Services, Insurance	48%	34%	81%	29%	53%
BPO/ITES	-10%	5%	-13%	18%	1%
Engineering, Cement, Construction, Iron/ Steel	-1%	-3%	-6%	-4%	-5%
IT - Hardware, Software	37%	43%	43%	40%	32%
Production and Manufacturing	11%	-6%	2%	-9%	6%
FUNCTIONS					
Marketing & Communications	22%	-3%	1%	0%	14%
Finance and Accounts	23%	22%	23%	16%	37%
HR and Admin	39%	26%	16%	22%	32%
Sales & Business Development	8%	-8%	-2%	-7%	3%
Software, Hardware, Telecom	1%	-6%	-5%	-12%	-11%

Hiring Trends - Experience Level*

0 - 3 Years

+5%

Demand for entry-level job seekers with experience of 0-3 years grew by 5%.

4 - 6 Years

+22%

Hiring for Intermediate level roles with an experience of 4-6 years increased by 22%.

7 - 10 Years

+25%

Mid-senior level roles with 7-10 years of experience saw a positive growth of 25%.

11 - 15 Years

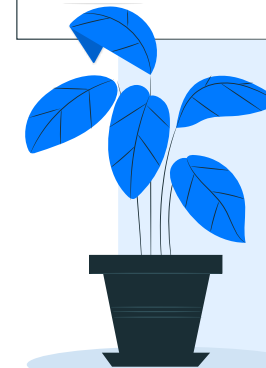
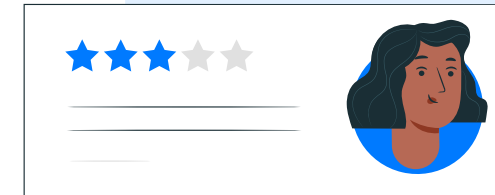
+14%

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

≥ 16 Years

+42%

Leadership roles with experience of 16+ years witnessed growth of 42%



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

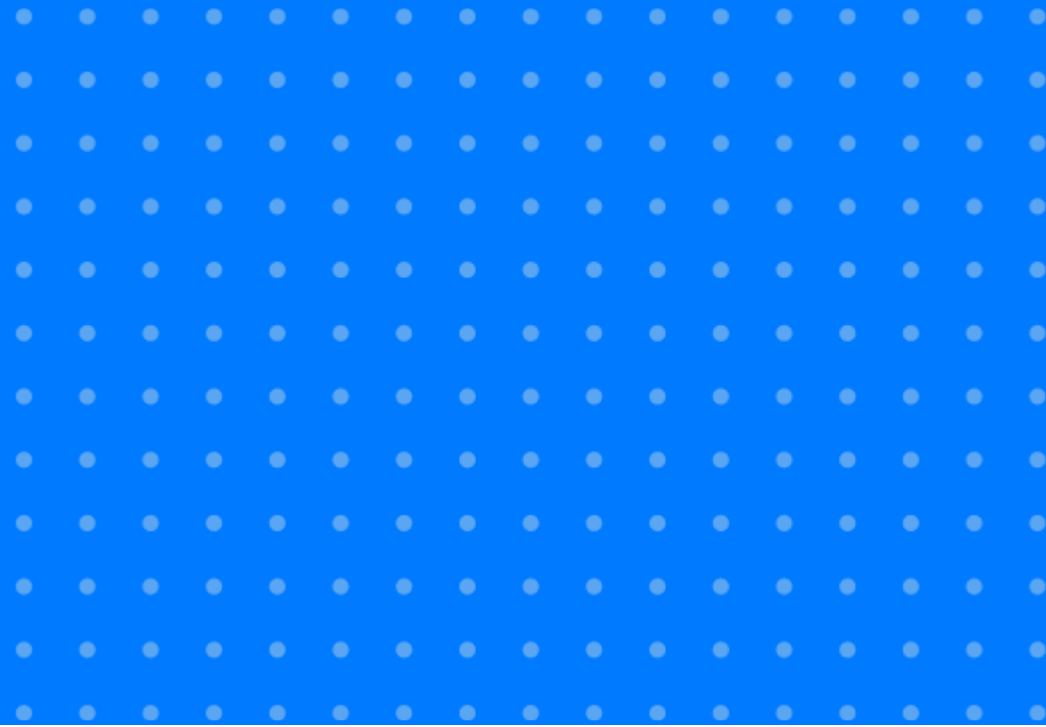
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Annexure



Annexure: Industry Data*

Industries	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22
IT - Hardware, Software	629	644	620	678	695	718	721	720	739	714	736	739	744
BPO/ITES	146	147	138	141	146	148	153	160	159	157	158	154	171
Engineering, Cement, Construction, Iron/ Steel	189	188	160	160	168	175	163	164	172	174	162	158	145
Banking/ Financial Services , Insurance	345	323	298	319	350	370	367	375	391	392	412	430	439
Education	198	196	182	185	188	188	189	187	190	190	189	188	196
Production and Manufacturing	156	146	134	136	155	163	176	160	158	159	161	158	172
Automotive/ Ancillaries / Tyres	125	125	120	118	121	123	127	126	127	125	130	134	145
Telecom/ISP	334	322	293	321	351	367	377	364	381	435	396	393	397
Oil/ Gas/ Petroleum, Power	113	111	107	103	108	112	119	115	115	119	121	124	124

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Annexure: Industry Data*

Industries	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22
Healthcare, Bio Technology & Life Sciences, Pharmaceuticals	296	302	278	286	314	319	314	317	308	302	315	312	323
Advertising, Market Research, Public Relations (PR)	191	189	179	179	185	188	191	189	193	196	205	206	200
Travel and Tourism	149	140	125	109	112	130	132	134	143	147	146	135	141
Home Appliances	544	536	476	537	562	608	605	608	607	614	639	605	620
Media & Entertainment	480	463	464	453	476	462	456	444	440	436	436	437	419
Chemicals/ Plastic/ Rubber, Paints, Fertilizer/ Pesticides	115	117	115	108	113	114	111	111	116	115	119	119	127
FMCG, Food & Packaged Food	185	190	168	161	163	175	166	164	165	161	173	165	171
Garments/ Textiles/ Leather, Gems & Jewellery	124	124	118	109	114	118	146	121	122	127	134	130	134

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Annexure: Industry Data*

Industries	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22
Real Estate	158	154	140	135	144	157	156	159	160	159	168	168	175
Retail	394	366	314	389	413	416	412	420	423	425	475	436	427
Logistic, Courier/ Freight/ Transportation	233	277	245	241	252	264	254	262	265	265	263	266	269
Import / Export	75	72	66	59	74	75	75	78	79	79	79	78	78
Government/ PSU/ Defence	71	70	69	68	70	69	69	68	68	68	68	70	69
Shipping/Marine	111	113	115	111	123	140	145	149	133	121	120	121	132
Printing/ Packaging	146	154	151	139	141	141	149	166	166	171	183	179	179
NGO/Social Services	186	187	172	165	170	176	172	181	183	188	192	197	192
Agro based industries	94	93	91	84	85	90	85	85	85	86	96	101	96
Office Equipment/Automation	101	106	97	102	107	117	116	122	158	191	203	204	205

Annexure: Functional Area Data*

Functions	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22
Software, Hardware, Telecom	417	424	422	449	465	494	503	488	489	481	493	491	495
Customer Service	171	165	154	145	153	160	164	160	161	159	157	149	154
Engineering /Production	263	257	220	235	251	260	261	254	253	255	257	254	255
Finance & Accounts	209	205	195	191	212	226	226	228	231	235	245	247	263
Sales & Business Development	372	328	297	287	301	317	320	308	299	300	301	301	321
Senior Management	228	224	225	221	227	245	246	259	270	250	256	236	260
HR & Admin	178	175	167	160	173	183	182	190	195	198	208	202	214
Marketing & Communications	242	238	219	218	229	234	273	237	236	239	242	239	245
Health Care	343	337	322	308	338	343	343	339	331	324	343	334	334
Purchase/ Logistics/ Supply Chain	183	174	167	172	180	186	182	195	186	183	175	171	164
Hospitality & Travel	164	150	142	129	136	152	153	150	157	160	160	146	160
Legal	208	199	190	192	202	210	211	202	193	193	197	197	201
Arts/Creative	193	188	183	175	181	181	180	190	193	187	186	178	182

Annexure: City Wise Data*

Cities	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22
Mumbai	261	257	252	253	258	272	280	278	277	273	285	282	304
Bangalore	400	410	414	435	442	470	473	457	446	431	452	451	478
Delhi - NCR	219	215	212	206	212	229	230	232	231	224	233	214	242
Hyderabad	303	301	309	302	306	326	335	328	328	323	335	325	346
Chennai	238	236	240	241	250	266	273	263	261	255	263	261	278
Pune	306	309	308	310	329	351	354	346	338	324	335	336	353
Kolkata	283	275	276	296	312	329	317	305	290	295	305	301	316
Ahmedabad	352	338	342	309	320	328	329	332	329	322	326	321	343
Chandigarh	332	316	311	293	311	322	318	316	312	302	301	284	293
Kochi	254	250	252	258	260	270	258	256	256	246	253	256	258
Baroda	238	230	206	206	224	226	229	235	236	232	229	218	228
Coimbatore	268	271	267	257	272	281	288	287	295	295	300	304	323
Jaipur	281	266	254	241	252	253	251	246	248	247	253	251	266

Annexure: Experience Level Data*

Experience Level	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22
0 - 3 years	314	305	290	284	302	318	321	322	324	329	335	324	329
4 - 6 years	294	294	296	298	314	337	345	344	342	345	352	350	359
7 - 10 years	197	197	201	204	213	228	234	234	239	245	246	247	246
11 - 15 years	108	109	111	111	114	119	119	121	123	124	125	122	124
> 16 years	130	135	141	169	175	175	171	178	184	188	186	182	184

Thank you

