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Employment Index

Jan 2022

Hiring Trends in India



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Key Highlights of the Month

Monster Employment Index India rises 10% in January 2022 from January 2021.

- ✓ The Monster Employment Index (MEI) reveals consistent improvement in online recruitment vis-à-vis the corresponding period a year-ago. The index charted 282 in January 2022 from 256 in January 2021.
- ✓ The Job demand saw 1% decline on month on month basis, as December 2021 saw an index of 286.
- ✓ The Index exhibits moderate growth annually. The moderation in growth is reflective of the cautious approach of the Indian employers owing to the 'Omicron' conditions.



Hiring Trends – Summary*

INDUSTRY

Office Equipment/
Automation

+106%

Printing/ Packaging

+34%

Banking/ Financial
Services , Insurance

+34%

Travel and Tourism

- 6%

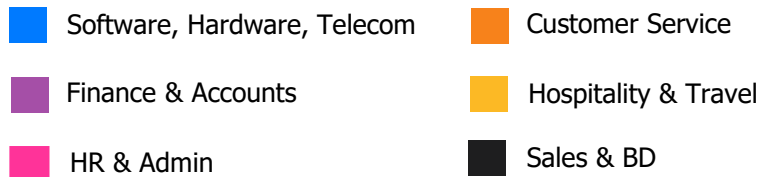
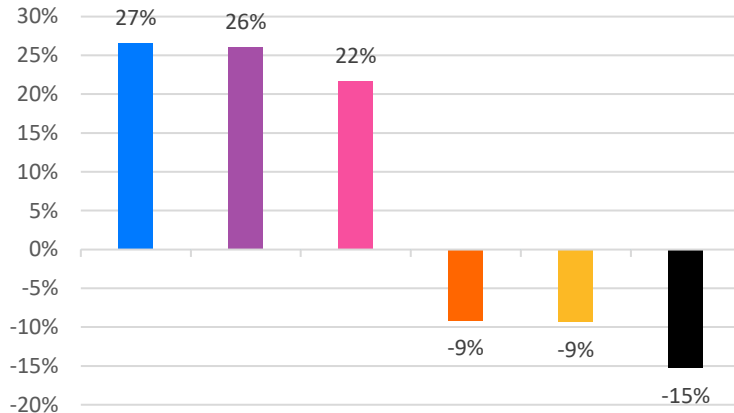
Media &
Entertainment

- 7%

Engineering, Cement,
Construction

-19%

FUNCTIONAL AREA



ACROSS CITIES

Bangalore

+25%

Chennai

+19%

Coimbatore

+18%

Baroda

-1%

Jaipur

-6%

Chandigarh

-11%

WORK EXPERIENCE

Entry Level
(0-3 years)

+9%

Intermediate Level
(4-6 years)

+29%

Mid-senior Level
(7-10 years)

+36%

Senior Level
(11-15 years)

+16%

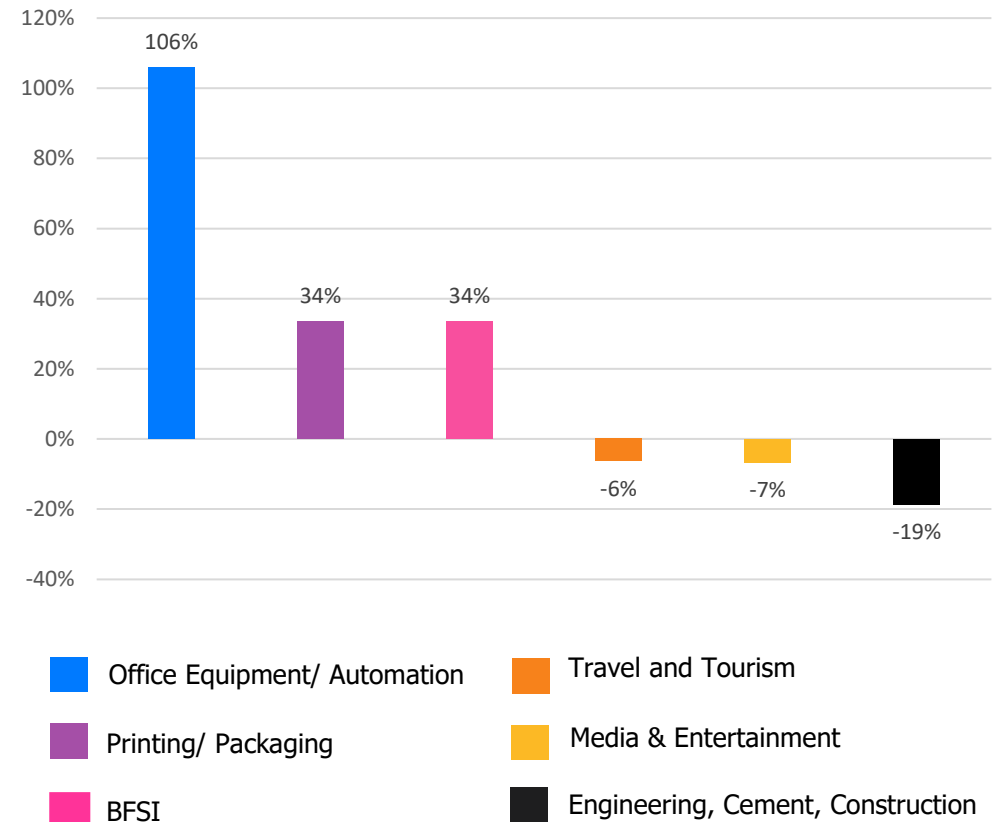
Top Management
(≥16 years)

+51%

Hiring Trends – Industry*

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

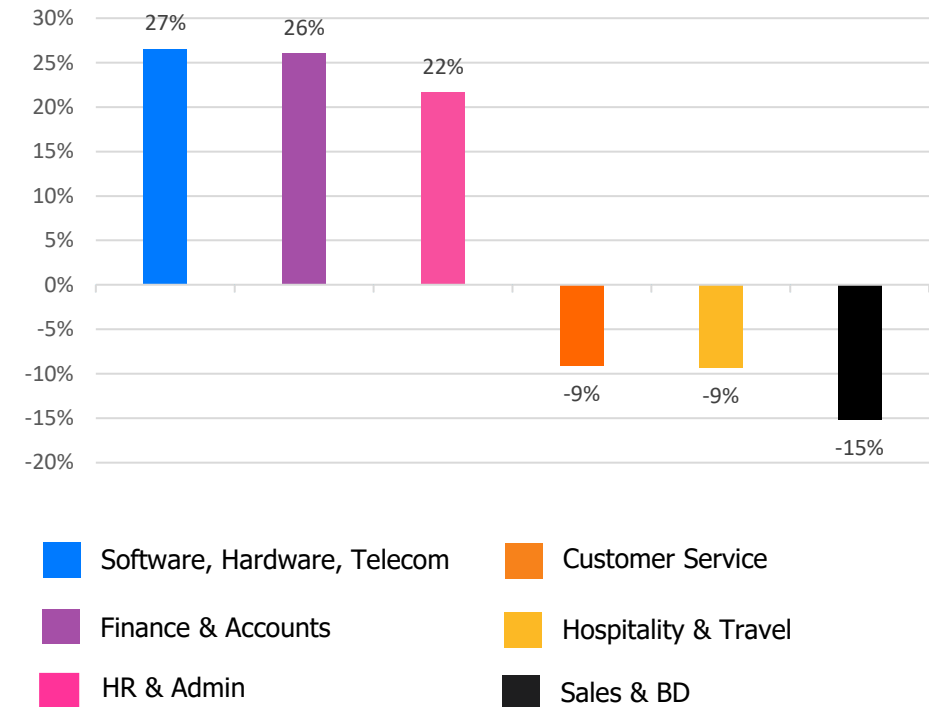
- ✓ **Office Equipment/Automation** (106%) exhibited the highest annual growth among sectors. **Printing/ Packaging** (+34%) and **BFSI** (+34%) stand next in queue to witness growth in online job demand in the month of January'22 compared to January'21.
- ✓ Once again, **Engineering, Cement, Construction, Iron/ Steel** (-19%) industry recorded a negative year-on-year growth. Also, **Media & Entertainment** (-7%) and **Travel and Tourism** (-6%) saw decline in January'22 annually.
- ✓ Among other monitored industries, **Telecom/ISP** (+26%) registered a notable progress in January'22 followed by **IT- Hardware, Software** (+22%), **Logistic, Courier/ Freight/ Transportation** (+19%), **Automotive/ Ancillaries/ Tyres** (+14%), **BPO/ITES** (+13%), **Advertising, MR, PR** (+11%), **Healthcare, Bio Technology & Life Sciences, Pharmaceuticals** (+9%), **Agro based Industries** (+7%), **Retail** (+4%) and **Production and Manufacturing** (+4%) whereas **Education** (-5%) saw sequential decline on the year ago level.



Hiring Trends - Functional Area*

Online recruitment activity edged up in 6 out of 13 functional areas monitored by the Index.

- ✓ **Software, Hardware, Telecom** (+27%) personnel saw online demand exceed the year ago level even in January'22. **Finance and Accounts** (+26%) roles followed closely, monitoring consecutive annual growth this month as well.
- ✓ The functional areas like **Sales & Business Development** (-15%) and **Customer Service** (-9%) saw a subsequent dip this month as well. Also roles in **Hospitality & Travel** (-9%) witnessed de-growth in the month of January'22 versus January'21.
- ✓ Other job roles to chart up trend annually in January'22 include **HR & Admin** (+22%), **Healthcare** (+3%) and **Marketing & Communications** (+1%) whereas **Engineering/ Production** (-1%) and **Arts/Creative** (-6%) saw a down trend in online hiring activity.



Hiring Trends - Across Cities*

Online recruitment activity was up on the year for 10 of the 13 locations monitored by the index.

- ✓ Among metro-areas, **Bangalore** (+25%), **Chennai** (+19%), **Pune** (+18%), **Hyderabad** (+17%), **Mumbai** (+17%), **Kolkata** (+13%) and **Delhi-NCR** (+3%) registered positive annual growth.
- ✓ Among tier-2 cities, **Coimbatore** (+18%), **Ahmedabad** (+7%) and **Kochi** (+8%) saw significant improvement in the long term growth momentum this month.
- ✓ **Baroda** (-1%), **Jaipur** (-6%) and **Chandigarh** (-11%) were amidst the slowest growth markets monitored by MEI.
- ✓ **BFSI** and **IT - Hardware, Software** industries surpassed again following the progressive growth in metros. All major functions saw a significant growth in metros except **Sales & Business Development** which monitored 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	46%	31%	70%	32%	41%
BPO/ITES	-20%	2%	-22%	8%	-4%
Engineering, Cement, Construction, Iron/ Steel	3%	-1%	-1%	2%	-7%
IT - Hardware, Software	53%	47%	48%	52%	33%
Production and Manufacturing	11%	-2%	-3%	-4%	-2%
FUNCTIONS					
Marketing & Communications	23%	-3%	1%	6%	11%
Finance and Accounts	21%	18%	24%	32%	31%
HR and Admin	40%	28%	13%	21%	29%
Sales & Business Development	5%	-8%	-3%	-4%	-2%
Software, Hardware, Telecom	12%	3%	-5%	-3%	-7%

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

+29%

Hiring for Intermediate level roles with an experience of 4-6 years increased by 29%.

7 - 10 Years

+36%

Mid-senior level roles with 7-10 years of experience saw a positive growth of 36%.

11 - 15 Years

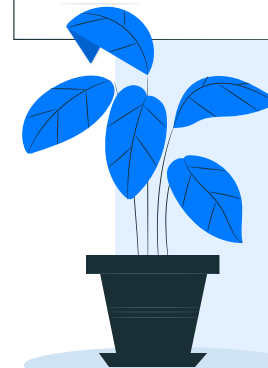
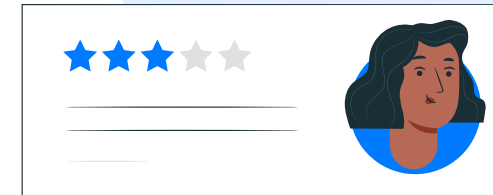
+16%

Hiring for Senior level roles with 11-15 years of experience increased by 16%

≥ 16 Years

+51%

Leadership roles with experience of 16+ years witnessed growth of 51%



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

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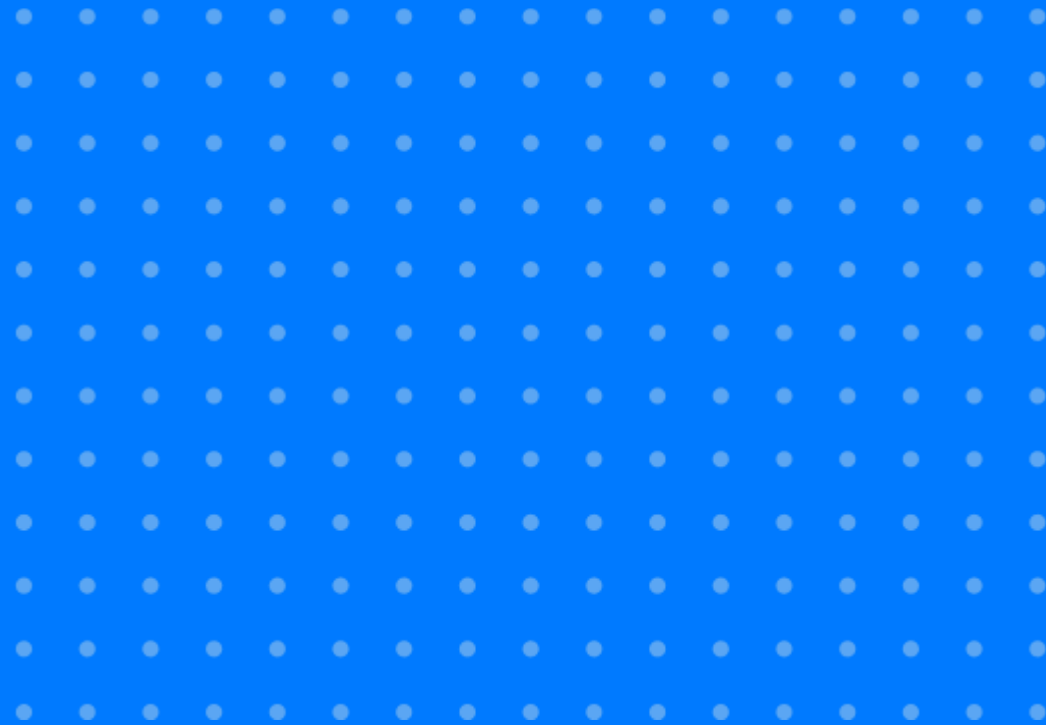
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Annexure



Annexure: Industry Data*

Industries	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22
IT - Hardware, Software	604	629	644	620	678	695	718	721	720	739	714	736	739
BPO/ITES	136	146	147	138	141	146	148	153	160	159	157	158	154
Engineering, Cement, Construction, Iron/ Steel	194	189	188	160	160	168	175	163	164	172	174	162	158
Banking/ Financial Services , Insurance	322	345	323	298	319	350	370	367	375	391	392	412	430
Education	197	198	196	182	185	188	188	189	187	190	190	189	188
Production and Manufacturing	152	156	146	134	136	155	163	176	160	158	159	161	158
Automotive/ Ancillaries / Tyres	118	125	125	120	118	121	123	127	126	127	125	130	134
Telecom/ISP	313	334	322	293	321	351	367	377	364	381	435	396	393
Oil/ Gas/ Petroleum, Power	109	113	111	107	103	108	112	119	115	115	119	121	124

... Continued

Annexure: Industry Data*

Industries	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22
Healthcare, Bio Technology & Life Sciences, Pharmaceuticals	287	296	302	278	286	314	319	314	317	308	302	315	312
Advertising, Market Research, Public Relations (PR)	186	191	189	179	179	185	188	191	189	193	196	205	206
Travel and Tourism	144	149	140	125	109	112	130	132	134	143	147	146	135
Home Appliances	574	544	536	476	537	562	608	605	608	607	614	639	605
Media & Entertainment	468	480	463	464	453	476	462	456	444	440	436	436	437
Chemicals/ Plastic/ Rubber, Paints, Fertilizer/ Pesticides	112	115	117	115	108	113	114	111	111	116	115	119	119
FMCG, Food & Packaged Food	169	185	190	168	161	163	175	166	164	165	161	173	165
Garments/ Textiles/ Leather, Gems & Jewellery	116	124	124	118	109	114	118	146	121	122	127	134	130

... Continued

Annexure: Industry Data*

Industries	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22
Real Estate	152	158	154	140	135	144	157	156	159	160	159	168	168
Retail	418	394	366	314	389	413	416	412	420	423	425	475	436
Logistic, Courier/ Freight/ Transportation	223	233	277	245	241	252	264	254	262	265	265	263	266
Import / Export	68	75	72	66	59	74	75	75	78	79	79	79	78
Government/ PSU/ Defence	71	71	70	69	68	70	69	69	68	68	68	68	70
Shipping/Marine	105	111	113	115	111	123	140	145	149	133	121	120	121
Printing/ Packaging	134	146	154	151	139	141	141	149	166	166	171	183	179
NGO/Social Services	181	186	187	172	165	170	176	172	181	183	188	192	197
Agro based industries	94	94	93	91	84	85	90	85	85	85	86	96	101
Office Equipment/Automation	99	101	106	97	102	107	117	116	122	158	191	203	204

Annexure: Functional Area Data*

Functions	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22
Software, Hardware, Telecom	388	417	424	422	449	465	494	503	488	489	481	493	491
Customer Service	164	171	165	154	145	153	160	164	160	161	159	157	149
Engineering /Production	257	263	257	220	235	251	260	261	254	253	255	257	254
Finance & Accounts	196	209	205	195	191	212	226	226	228	231	235	245	247
Sales & Business Development	355	372	328	297	287	301	317	320	308	299	300	301	301
Senior Management	210	228	224	225	221	227	245	246	259	270	250	256	236
HR & Admin	166	178	175	167	160	173	183	182	190	195	198	208	202
Marketing & Communications	236	242	238	219	218	229	234	273	237	236	239	242	239
Health Care	325	343	337	322	308	338	343	343	339	331	324	343	334
Purchase/ Logistics/ Supply Chain	180	183	174	167	172	180	186	182	195	186	183	175	171
Hospitality & Travel	161	164	150	142	129	136	152	153	150	157	160	160	146
Legal	206	208	199	190	192	202	210	211	202	193	193	197	197
Arts/Creative	189	193	188	183	175	181	181	180	190	193	187	186	178

Annexure: City Wise Data*

Cities	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22
Mumbai	242	261	257	252	253	258	272	280	278	277	273	285	282
Bangalore	362	400	410	414	435	442	470	473	457	446	431	452	451
Delhi - NCR	207	219	215	212	206	212	229	230	232	231	224	233	214
Hyderabad	277	303	301	309	302	306	326	335	328	328	323	335	325
Chennai	220	238	236	240	241	250	266	273	263	261	255	263	261
Pune	285	306	309	308	310	329	351	354	346	338	324	335	336
Kolkata	267	283	275	276	296	312	329	317	305	290	295	305	301
Ahmedabad	300	352	338	342	309	320	328	329	332	329	322	326	321
Chandigarh	320	332	316	311	293	311	322	318	316	312	302	301	284
Kochi	238	254	250	252	258	260	270	258	256	256	246	253	256
Baroda	220	238	230	206	206	224	226	229	235	236	232	229	218
Coimbatore	258	268	271	267	257	272	281	288	287	295	295	300	304
Jaipur	268	281	266	254	241	252	253	251	246	248	247	253	251

Annexure: Experience Level Data*

Experience Level	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22
0 - 3 years	298	314	305	290	284	302	318	321	322	324	329	335	324
4 - 6 years	271	294	294	296	298	314	337	345	344	342	345	352	350
7 - 10 years	181	197	197	201	204	213	228	234	234	239	245	246	247
11 - 15 years	105	108	109	111	111	114	119	119	121	123	124	125	122
> 16 years	121	130	135	141	169	175	175	171	178	184	188	186	182

Thank you

