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Employment Index

July 2021

Hiring Trends in India



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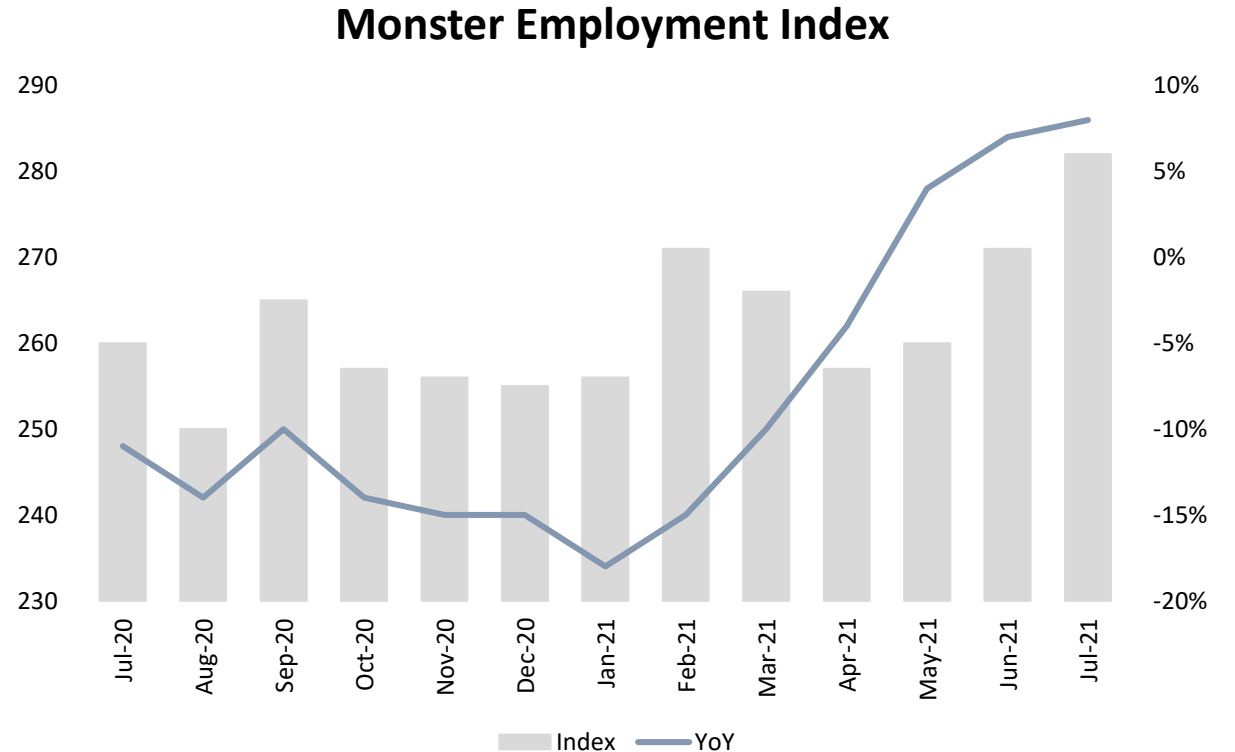


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Key Highlights of the Month

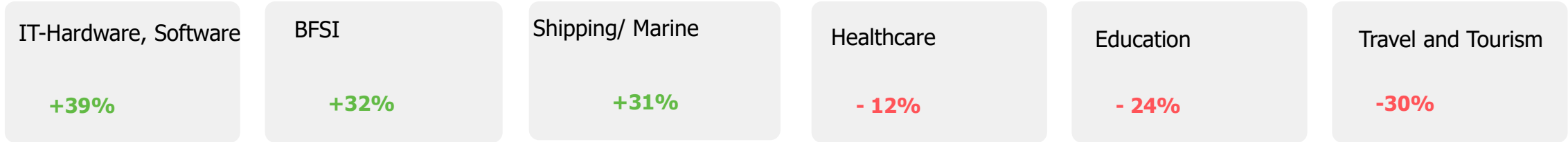
Monster Employment Index India noticed 8% growth in hiring activity in July 2021 from July 2020.

- ✓ The Monster Employment Index (MEI) increased to 282 in July 2021 from 260 in July 2020.
- ✓ Hiring activity marks an improvement this month with a consecutive incline of 4% as June 2021 saw an index of 271.
- ✓ The Job demand has pulled up by 10% in last three months.

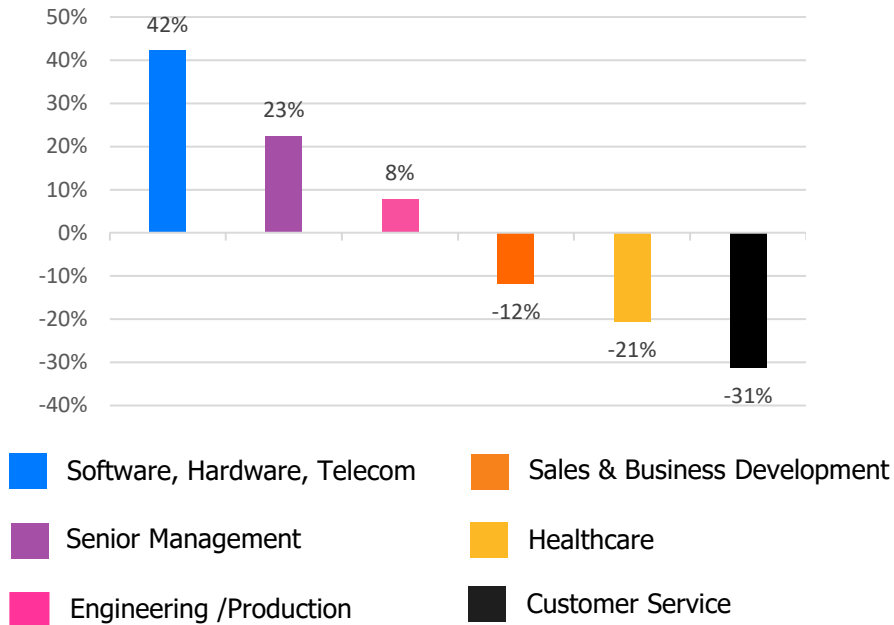


Hiring Trends – Summary*

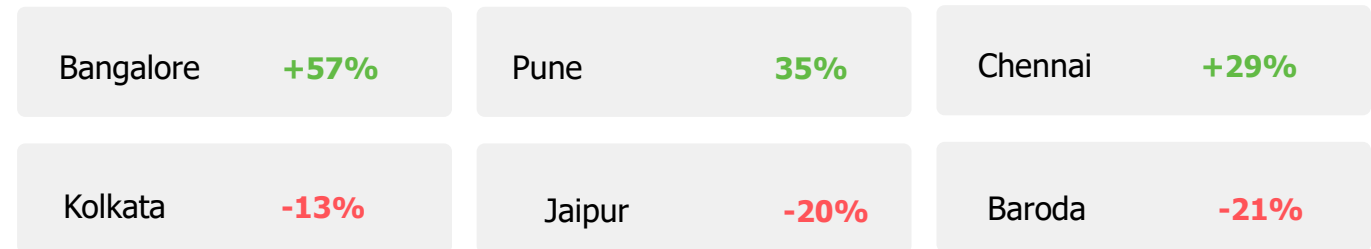
INDUSTRY



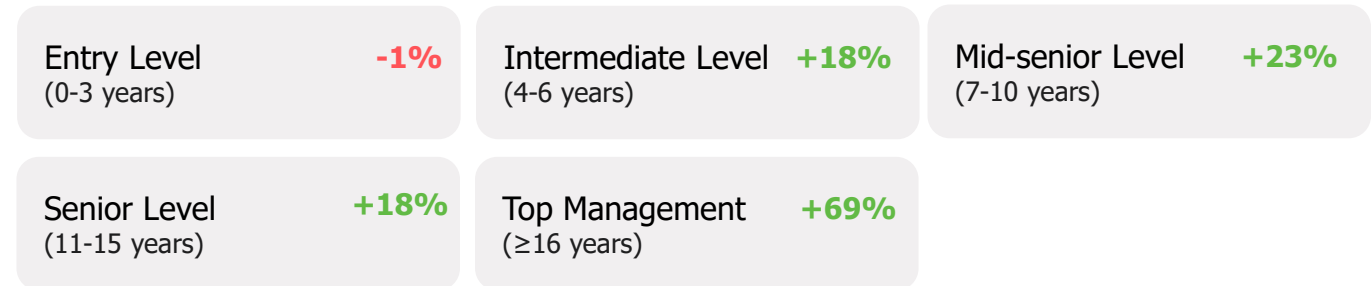
FUNCTIONAL AREA



ACROSS CITIES



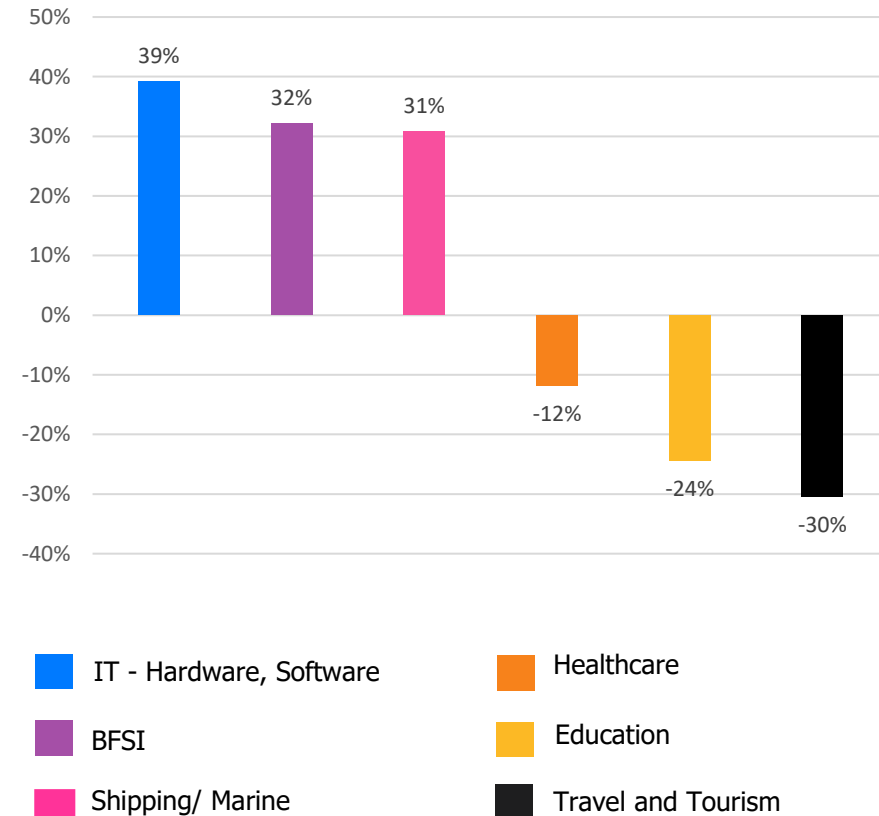
WORK EXPERIENCE



Hiring Trends – Industry*

Online hiring demand in July '21 exceeded July '20 level in 16 of the 27 Industries monitored by the Index

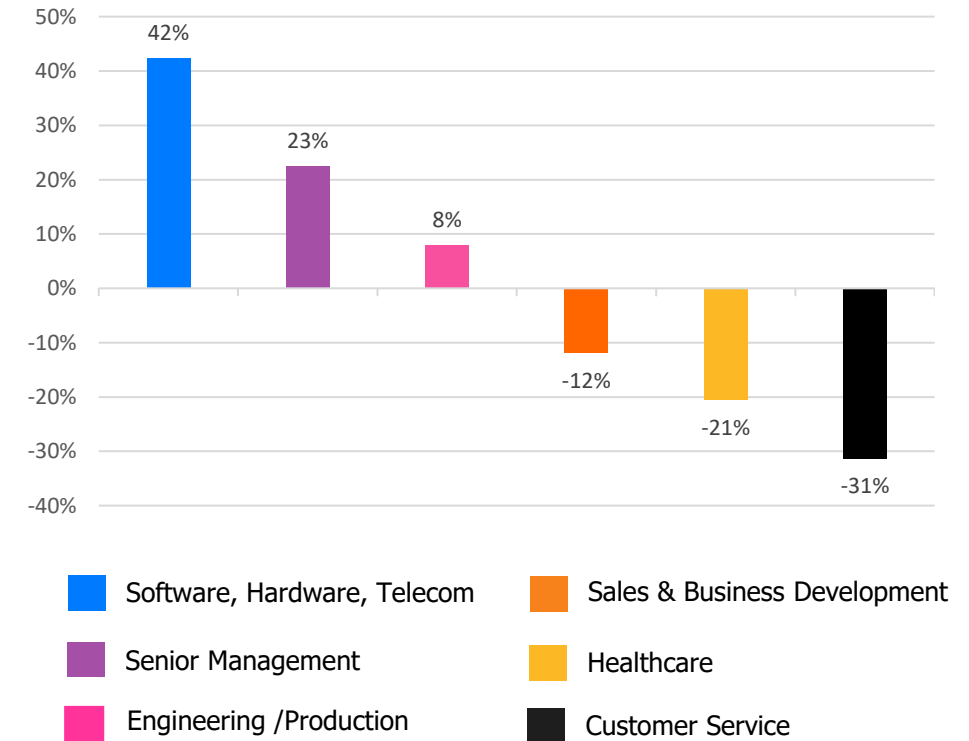
- ✓ **IT- Hardware, Software** (+39%) hits back again being the topmost industry in the hiring activity on YoY basis. Also, **Banking/ Financial Services, Insurance** (+32%), and **Shipping/Marine** (+31%) industry showed a remarkable annual growth in e-recruitment activity in July'21.
- ✓ Industries that continued to decline in annually are **Travel and Tourism** (-30%), **Education** (-24%) and **Healthcare, Bio Technology & Life Sciences, Pharmaceuticals** (-12%).
- ✓ Besides these **Home Appliances** (+18%) has emerged as the growing industry on YoY basis. Other industries to monitor upsurge in hiring activity include **Telecom/ISP** (+30%), **Logistic, Courier/ Freight/ Transportation** (+20%), **Retail** (+12%), **Garments/ Textiles/ Leather, Gems & Jewellery** (+10%), **Production and Manufacturing** (+8%), **Automotive/ Ancillaries/ Tyres** (+6%), **Advertising, MR, PR** (+4%) and **Media & Entertainment** (+3%). Some of the other industries to witness subsequent decline include **Engineering, Cement, Construction, Iron/ Steel** (-9%) and **BPO/ITES** (-5%)



Hiring Trends - Functional Area*

Annual online demand for professionals reflected growth in 8 out of 13 functional areas as tracked by the Index

- ✓ Online demand for professionals in **Software, Hardware, Telecom** (+42%) surged. Professionals in **Senior Management** (+23%), **Engineering/ Production** (8%), **HR & Admin** (6%), **Finance and Accounts** (+5%) and **Purchase/ Logistics/ Supply Chain** (+3%) witnessed a increase in online hiring activity.
- ✓ Functional roles in **Customer Service** (-31%), **Sales & Business Development** (-12%), **Healthcare** (-21%), **Hospitality & Travel** (-8%) continue to struggle and **Arts/Creative** (-1%) noticed a dip in the month of July'21 versus last year same time.
- ✓ Functional areas to remain neutral between July 2020 and 2021 include- **Legal** (0%), and **Marketing & Communications** (0%).



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 grew across metropolitan cities. The cities vis-à-vis **Bangalore** (+57%), **Hyderabad** (+27%), **Pune** (+35%), **Chennai** (+29%), **Delhi-NCR** (+9%), **Mumbai** (+11%)
- ✓ The hiring activity across tier-2 cities such as **Kochi** (+5%), **Coimbatore** (0%), **Ahmedabad** (-5%), **Kolkata** (-13%), **Jaipur** (-20%) and **Baroda** (-21%) witnessed a dip except **Chandigarh** (+15%) that observed a consecutive increase in hiring in July 2021 among the 13 cities monitored by MEI.
- ✓ **IT - Hardware, Software** industry marked notable growth in metropolitan cities. Among functions, **Software, Hardware, Telecom** and **HR/ Admin** 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	15%	-10%	-11%	0%	-21%
Finance and Accounts	11%	8%	-5%	26%	-3%
HR and Admin	22%	20%	-3%	24%	-11%
Sales & Business Development	-3%	-13%	-12%	-3%	-28%
Software, Hardware, Telecom	91%	61%	35%	68%	34%

Hiring Trends - Experience Level*

0 - 3 Years

-1%

Demand for entry-level job seekers with experience of 0-3 years decreased by 1%

4 - 6 Years

+18%

Hiring for Intermediate level roles with an experience of 4-6 years grew by 18%.

7 - 10 Years

+23%

Mid-senior level roles with 7-10 years of experience saw a incline of 23%.

11 - 15 Years

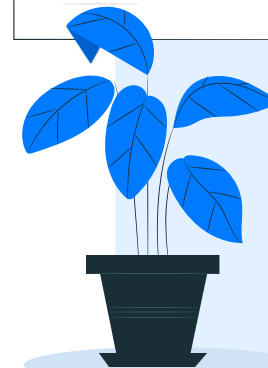
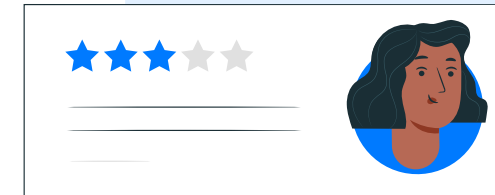
+18%

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

≥ 16 Years

+69%

Top Management level professionals witnessed growth of 69%



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

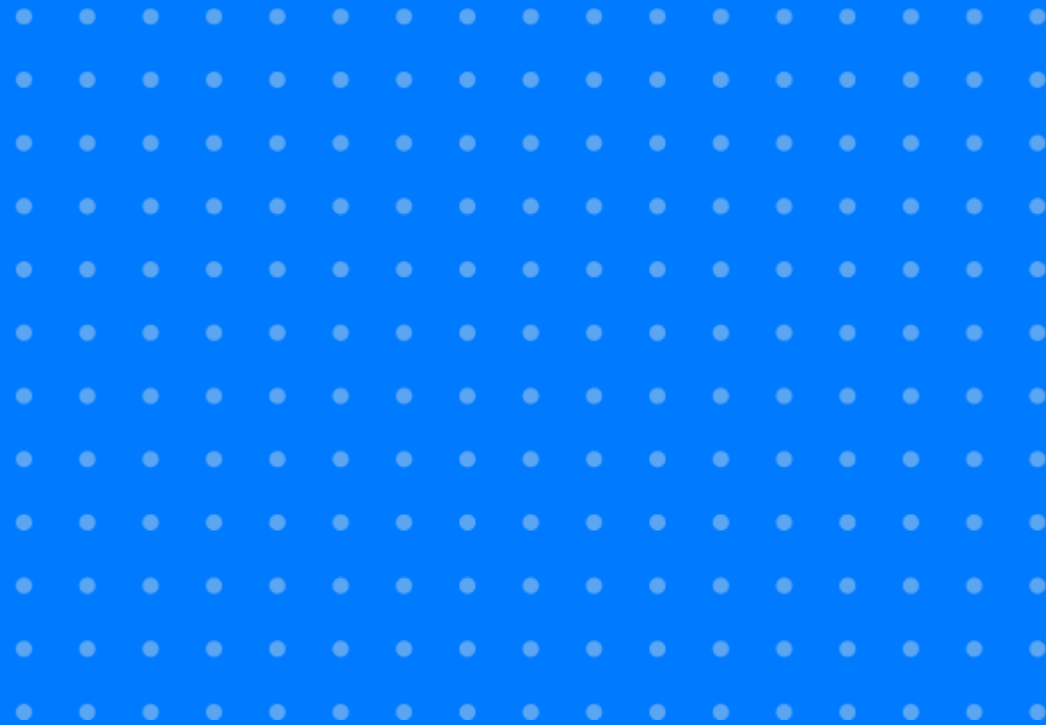
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Annexure



Annexure: Industry Data*

Industries	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21
IT - Hardware, Software	516	518	552	539	585	568	604	629	644	620	678	695	718
BPO/ITES	155	146	184	161	154	150	136	146	147	138	141	146	148
Engineering, Cement, Construction, Iron/ Steel	193	194	200	193	187	187	194	189	188	160	160	168	175
Banking/ Financial Services , Insurance	280	275	287	267	317	305	322	345	323	298	319	350	370
Education	249	230	232	210	203	196	197	198	196	182	185	188	188
Production and Manufacturing	151	147	160	143	145	146	152	156	146	134	136	155	163
Automotive/ Ancillaries / Tyres	116	115	128	113	113	116	118	125	125	120	118	121	123
Telecom/ISP	282	277	289	276	287	322	313	334	322	293	321	351	367
Oil/ Gas/ Petroleum, Power	123	122	125	109	107	112	109	113	111	107	103	108	112

... Continued

Annexure: Industry Data*

Industries	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21
Healthcare, Bio Technology & Life Sciences, Pharmaceuticals	362	325	354	288	286	306	287	296	302	278	286	314	319
Advertising, Market Research, Public Relations (PR)	181	175	180	176	177	178	186	191	189	179	179	185	188
Travel and Tourism	187	182	165	155	149	141	144	149	140	125	109	112	130
Home Appliances	514	513	506	527	586	525	574	544	536	476	537	562	608
Media & Entertainment	450	441	459	455	457	466	468	480	463	464	453	476	462
Chemicals/ Plastic/ Rubber, Paints, Fertilizer/ Pesticides	108	96	129	100	93	107	112	115	117	115	108	113	114
FMCG, Food & Packaged Food	180	162	187	155	162	170	169	185	190	168	161	163	175
Garments/ Textiles/ Leather, Gems & Jewellery	107	112	120	111	114	122	116	124	124	118	109	114	118

... Continued

Annexure: Industry Data*

Industries	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21
Real Estate	148	146	160	148	154	150	152	158	154	140	135	144	157
Retail	372	370	392	436	522	418	418	394	366	314	389	413	416
Logistic, Courier/ Freight/ Transportation	220	225	260	238	234	223	223	233	277	245	241	252	264
Import / Export	81	84	90	79	75	86	68	75	72	66	59	74	75
Government/ PSU/ Defence	78	76	77	78	74	73	71	71	70	69	68	70	69
Shipping/Marine	107	106	119	118	112	112	105	111	113	115	111	123	140
Printing/ Packaging	143	140	142	127	122	135	134	146	154	151	139	141	141
NGO/Social Services	189	177	193	190	175	177	181	186	187	172	165	170	176
Agro based industries	86	84	84	84	82	88	94	94	93	91	84	85	90
Office Equipment/Automation	114	106	123	124	113	109	99	101	106	97	102	107	117

Annexure: Functional Area Data*

Functions	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21
Software, Hardware, Telecom	347	336	361	350	373	375	388	417	424	422	449	465	494
Customer Service	233	224	265	258	178	180	164	171	165	154	145	153	160
Engineering /Production	241	241	248	244	264	256	257	263	257	220	235	251	260
Finance & Accounts	215	204	213	203	200	193	196	209	205	195	191	212	226
Sales & Business Development	360	352	363	367	372	375	355	372	328	297	287	301	317
Senior Management	200	182	211	183	194	206	210	228	224	225	221	227	245
HR & Admin	173	167	171	163	165	172	166	178	175	167	160	173	183
Marketing & Communications	235	238	243	243	241	236	236	242	238	219	218	229	234
Health Care	432	394	449	363	352	364	325	343	337	322	308	338	343
Purchase/ Logistics/ Supply Chain	181	204	201	194	184	184	180	183	174	167	172	180	186
Hospitality & Travel	166	160	159	170	182	161	161	164	150	142	129	136	152
Legal	209	201	216	199	210	198	206	208	199	190	192	202	210
Arts/Creative	183	182	188	187	195	195	189	193	188	183	175	181	181

Annexure: City Wise Data*

Cities	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21
Mumbai	245	242	268	244	245	247	242	261	257	252	253	258	272
Bangalore	300	298	332	320	350	351	362	400	410	414	435	442	470
Delhi - NCR	210	202	219	200	204	209	207	219	215	212	206	212	229
Hyderabad	257	250	273	258	269	275	277	303	301	309	302	306	326
Chennai	207	200	222	209	215	221	220	238	236	240	241	250	266
Pune	260	253	284	263	271	279	285	306	309	308	310	329	351
Kolkata	378	378	430	343	269	269	267	283	275	276	296	312	329
Ahmedabad	344	350	355	357	336	341	300	352	338	342	309	320	328
Chandigarh	279	322	349	334	336	329	320	332	316	311	293	311	322
Kochi	258	258	265	250	248	240	238	254	250	252	258	260	270
Baroda	286	258	267	246	224	225	220	238	230	206	206	224	226
Coimbatore	282	269	304	262	260	271	258	268	271	267	257	272	281
Jaipur	316	312	324	280	276	287	268	281	266	254	241	252	253

Annexure: Experience Level Data*

Experience Level	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21
0 - 3 years	322	309	327	316	311	308	298	314	305	290	284	302	318
4 - 6 years	285	272	287	265	267	271	271	294	294	296	298	314	337
7 - 10 years	185	180	186	173	172	179	181	197	197	201	204	213	228
11 - 15 years	101	100	103	101	102	103	105	108	109	111	111	114	119
> 16 years	103	100	108	108	110	114	121	130	135	141	169	175	175

Thank you

