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Employment Index

March 2021

Hiring Trends in India



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Key Highlights of the Month

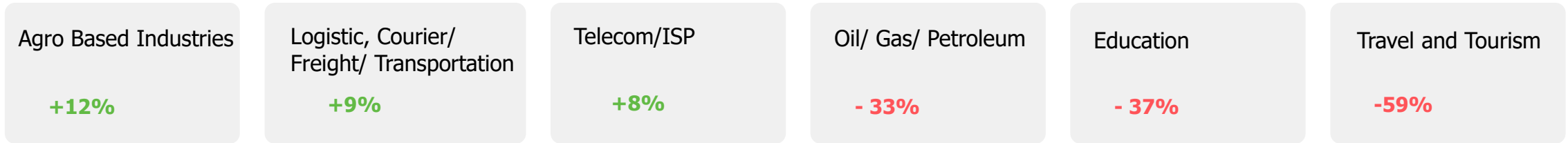
Monster Employment Index India witnesses year-on-year decline of 15% in March 2021

- ✓ The Monster Employment Index (MEI) decreased to 266 in March 2021 from 296 in March 2020.
- ✓ Hiring activity noticed a dip this month. There is decline of 2% as February 2021 saw an index of 271.
- ✓ Although there is decline in Y-o-Y level , but last quarter marked a growth of 4%.

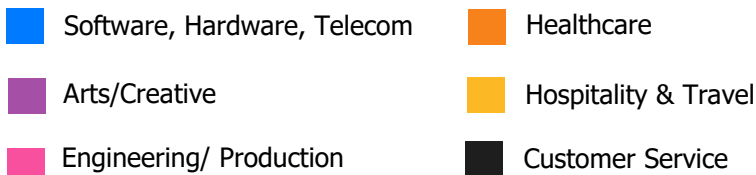
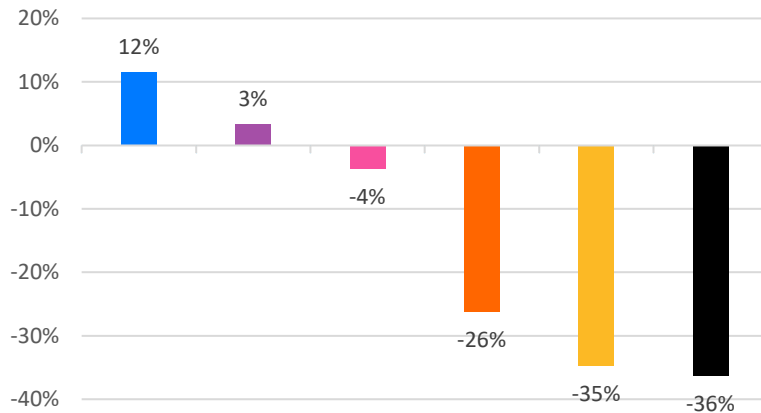


Hiring Trends – Summary*

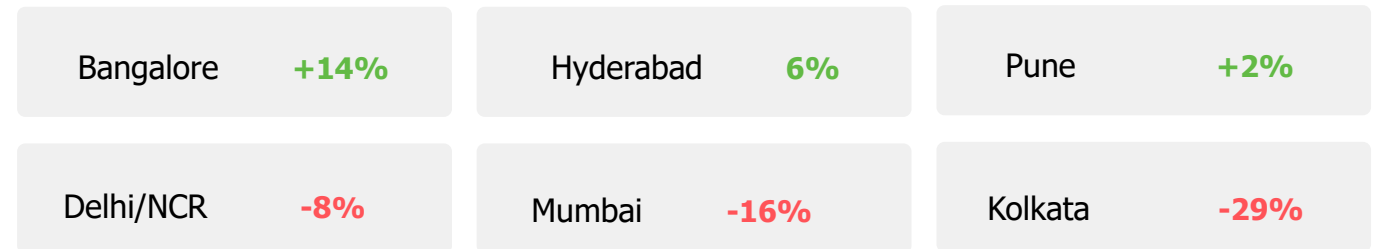
INDUSTRY



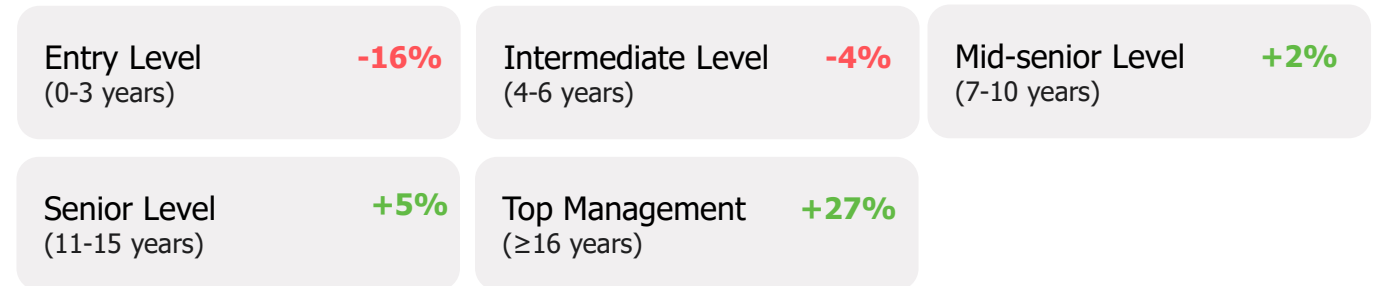
FUNCTIONAL AREA



ACROSS CITIES



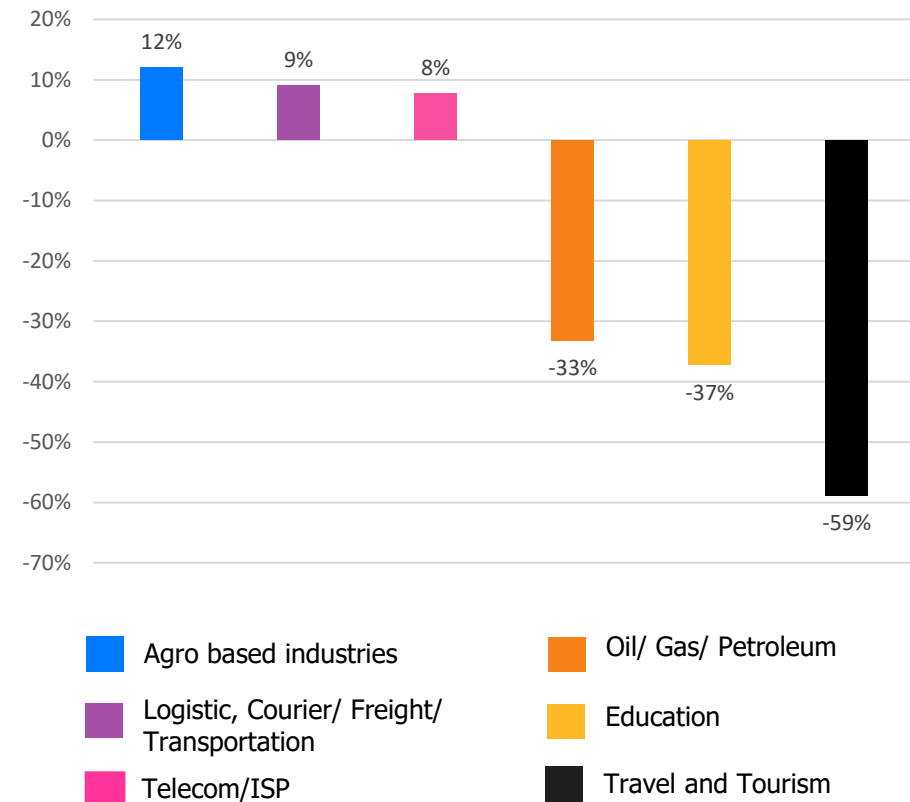
WORK EXPERIENCE



Hiring Trends – Industry*

Online hiring demand in March '21 exceeded March '20 level in 4 of the 27 Industries monitored by the Index

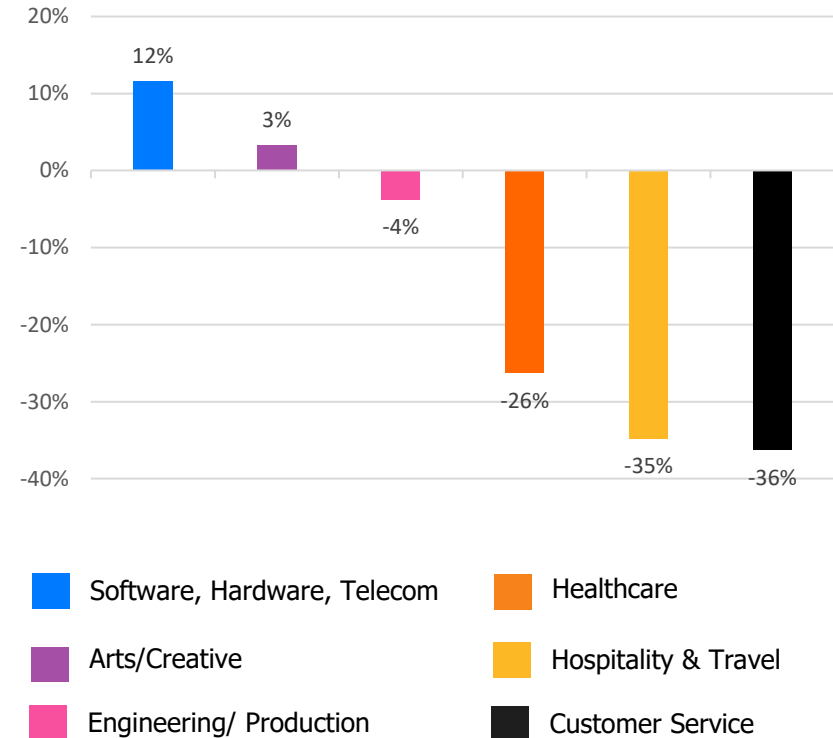
- ✓ Year-on-year, **Agro Based Industries** (+12%), **Logistics, Courier/ Freight/ Transportation** (+9%), **IT- Hardware, Software** (+5%) and **Telecom/ISP** (+8%) showed a notable annual growth in e-recruitment activity.
- ✓ Industries that continued to decline in annual growth are **Travel and Tourism** (-59%), **Education** (-37%) and **Oil/ Gas/ Petroleum** (-33%).
- ✓ Some of the major industries that receded year-on-year growth include- **Advertising, MR, PR** (-3%), **Media & Entertainment** (-4%), **Automotive/ Ancillaries/ Tyres** (-21%), **Banking/ Financial Services, Insurance** (-22%), **FMCG, Food & Packaged Food** (-23%), **BPO/ITES** (-27%), **Engineering, Cement, Construction, Iron/ Steel** (-28%) and **Production and Manufacturing** (-30%).



Hiring Trends - Functional Area*

Annual online demand for professionals reflected growth in 2 out of 13 functional areas as tracked by the Index

- ✓ Online demand for professionals in job-roles **Software, Hardware, Telecom** (+12%) and **Arts/Creative** (+3%) showcased a increase in online hiring activity between March 2020 and 2021.
- ✓ Functional roles in **Customer Service** (-36%), **Hospitality & Travel** (-35%) and **Healthcare** (-26%), witnessed the sharpest annual dip.
- ✓ Other functional areas to register drop in e-recruitment activity include- **Engineering/ Production** (-4%), **Marketing & Communications** (-6%), **Purchase/ logistics/ Supply Chain** (-10%), **HR & Admin** (-16%), **Finance and Accounts** (-23%) and **Sales & Business Development** (-24%).



Hiring Trends - Across Cities*

Online hiring demand monitored by the Index showed upward trend in 3 out of the 13 cities from a year ago level

- Recruitment activities showed uptrend in **Bangalore** (+14%), **Hyderabad** (+6%) and **Pune** (+2%) in e-recruitment activity among cities monitored by MEI between March 2020 and 2021.
- All other cities witnessed decline in hiring activity from the year-ago level- **Chennai** (-1%), **Delhi-NCR** (-8%), **Kochi** (-10%), **Chandigarh** (-11%), **Ahmedabad** (-12%), **Mumbai** (-16%), **Baroda** (-18%) and **Kolkata** (-29%).
- Although there is dip in hiring demand in almost all the cities, some of the industries showed the notable growth; **IT - Hardware, Software** in--- **Bangalore** (+28%), **Hyderabad** (+21%) and **Chennai** (+20%) saw an uptrend. Among functions, **Software, Hardware, Telecom** in --- **Bangalore** (+27%), **Hyderabad** (+21%) and **Chennai** (+17%) reflected huge demand for professionals.

Y-o-Y Trend of Prime Industries and Functions in Key Cities					
	Bangalore	Chennai	Delhi-NCR	Hyderabad	Mumbai
INDUSTRIES					
Banking/ Financial Services, Insurance	-1%	-23%	-20%	-16%	-12%
BPO/ITES	-24%	-11%	-30%	-12%	-23%
Engineering, Cement, Construction, Iron/ Steel	-13%	-19%	-6%	-10%	-25%
IT - Hardware, Software	28%	20%	10%	21%	-4%
Production and Manufacturing	9%	-10%	-5%	+3%	-21%
FUNCTIONS					
Marketing & Communications	10%	5%	-8%	10%	-33%
Finance and Accounts	-10%	-25%	-10%	-13%	-24%
HR and Admin	-7%	-8%	-15%	-1%	-26%
Sales & Business Development	-16%	-23%	-18%	-14%	-40%
Software, Hardware, Telecom	27%	17%	9%	21%	-1%

Hiring Trends - Experience Level*

0 - 3 Years

-16%

Demand for entry-level job seekers with experience of 0-3 years decreased by 16%

4 - 6 Years

-4%

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

7 - 10 Years

+2%

Mid-senior level roles with 7-10 years of experience saw a incline of 2%.

11 - 15 Years

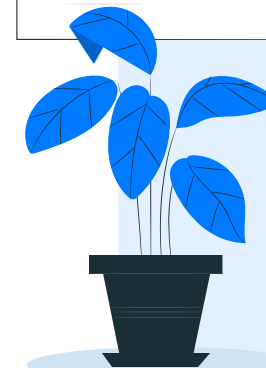
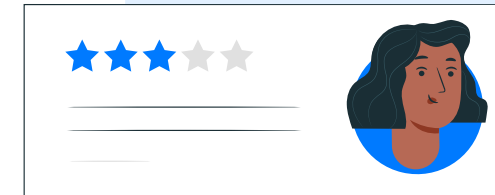
+5%

Hiring for Senior level roles with 11-15 years of experience increased by 5%

≥ 16 Years

+27%

Top Management level professionals witnessed growth of 27%



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 February 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

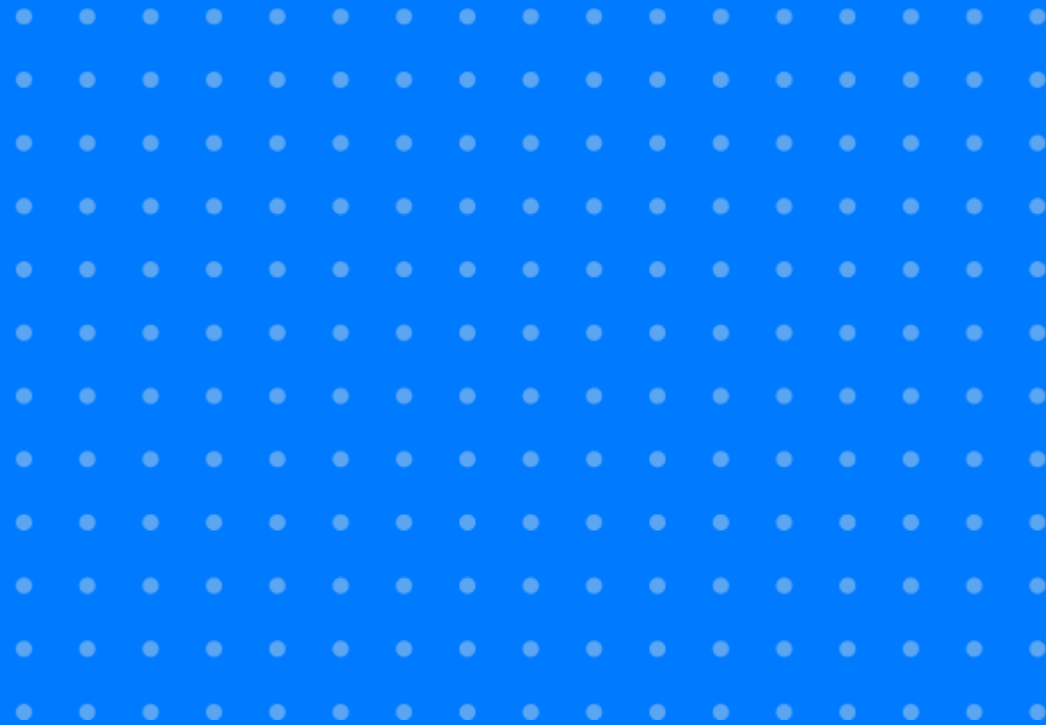
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Annexure



Annexure: Industry Data*

Industries	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21
IT - Hardware, Software	616	585	524	525	516	518	552	539	585	568	604	629	644
BPO/ITES	200	150	139	143	155	146	184	161	154	150	136	146	147
Engineering, Cement, Construction, Iron/ Steel	260	217	200	196	193	194	200	193	187	187	194	189	188
Banking/ Financial Services , Insurance	415	334	298	286	280	275	287	267	317	305	322	345	323
Education	312	277	268	259	249	230	232	210	203	196	197	198	196
Production and Manufacturing	208	155	138	143	151	147	160	143	145	146	152	156	146
Automotive/ Ancillaries / Tyres	158	124	111	112	116	115	128	113	113	116	118	125	125
Telecom/ISP	299	257	261	253	282	277	289	276	287	322	313	334	322
Oil/ Gas/ Petroleum, Power	166	143	125	132	123	122	125	109	107	112	109	113	111

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Annexure: Industry Data*

Industries	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21
Healthcare, Bio Technology & Life Sciences, Pharmaceuticals	421	349	352	376	362	325	354	288	286	306	287	296	302
Advertising, Market Research, Public Relations (PR)	195	176	173	179	181	175	180	176	177	178	186	191	189
Travel and Tourism	340	262	214	194	187	182	165	155	149	141	144	149	140
Home Appliances	620	560	518	525	514	513	506	527	586	525	574	544	536
Media & Entertainment	483	456	445	445	450	441	459	455	457	466	468	480	463
Chemicals/ Plastic/ Rubber, Paints, Fertilizer/ Pesticides	134	97	93	99	108	96	129	100	93	107	112	115	117
FMCG, Food & Packaged Food	247	200	178	177	180	162	187	155	162	170	169	185	190
Garments/ Textiles/ Leather, Gems & Jewellery	149	112	100	101	107	112	120	111	114	122	116	124	124

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Annexure: Industry Data*

Industries	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21
Real Estate	178	147	142	145	148	146	160	148	154	150	152	158	154
Retail	473	402	369	362	372	370	392	436	522	418	418	394	366
Logistic, Courier/ Freight/ Transportation	254	213	193	196	220	225	260	238	234	223	223	233	277
Import / Export	90	71	61	66	81	84	90	79	75	86	68	75	72
Government/ PSU/ Defence	101	84	82	84	78	76	77	78	74	73	71	71	70
Shipping/Marine	127	107	105	107	107	106	119	118	112	112	105	111	113
Printing/ Packaging	156	129	131	133	143	140	142	127	122	135	134	146	154
NGO/Social Services	243	226	195	190	189	177	193	190	175	177	181	186	187
Agro based industries	83	76	76	78	86	84	84	84	82	88	94	94	93
Office Equipment/Automation	139	113	108	108	114	106	123	124	113	109	99	101	106

Annexure: Functional Area Data*

Functions	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21
Software, Hardware, Telecom	380	362	340	345	347	336	361	350	373	375	388	417	424
Customer Service	259	229	221	230	233	224	265	258	178	180	164	171	165
Engineering /Production	267	257	235	241	241	241	248	244	264	256	257	263	257
Finance & Accounts	267	215	203	207	215	204	213	203	200	193	196	209	205
Sales & Business Development	429	378	368	358	360	352	363	367	372	375	355	372	328
Senior Management	264	224	193	193	200	182	211	183	194	206	210	228	224
HR & Admin	209	178	172	173	173	167	171	163	165	172	166	178	175
Marketing & Communications	252	233	234	237	235	238	243	243	241	236	236	242	238
Health Care	457	377	394	430	432	394	449	363	352	364	325	343	337
Purchase/ Logistics/ Supply Chain	194	172	171	176	181	204	201	194	184	184	180	183	174
Hospitality & Travel	230	177	163	161	166	160	159	170	182	161	161	164	150
Legal	251	217	206	203	209	201	216	199	210	198	206	208	199
Arts/Creative	182	176	180	181	183	182	188	187	195	195	189	193	188

Annexure: City Wise Data*

Cities	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21
Mumbai	305	265	112	242	245	242	268	244	245	247	242	261	257
Bangalore	361	324	146	295	300	298	332	320	350	351	362	400	410
Delhi - NCR	233	207	106	204	210	202	219	200	204	209	207	219	215
Hyderabad	283	252	131	250	257	250	273	258	269	275	277	303	301
Chennai	239	207	111	205	207	200	222	209	215	221	220	238	236
Pune	302	268	137	257	260	253	284	263	271	279	285	306	309
Kolkata	387	391	176	367	378	378	430	343	269	269	267	283	275
Ahmedabad	385	357	188	345	344	350	355	357	336	341	300	352	338
Chandigarh	354	304	181	290	279	322	349	334	336	329	320	332	316
Kochi	279	240	148	263	258	258	265	250	248	240	238	254	250
Baroda	280	264	137	291	286	258	267	246	224	225	220	238	230
Coimbatore	294	266	137	281	282	269	304	262	260	271	258	268	271
Jaipur	291	284	166	306	316	312	324	280	276	287	268	281	266

Annexure: Experience Level Data*

Experience Level	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21
0 - 3 years	363	327	320	330	322	309	327	316	311	308	298	314	305
4 - 6 years	305	285	264	271	285	272	287	265	267	271	271	294	294
7 - 10 years	193	178	169	177	185	180	186	173	172	179	181	197	197
11 - 15 years	104	101	98	99	101	100	103	101	102	103	105	108	109
> 16 years	106	104	102	102	103	100	108	108	110	114	121	130	135

Thank you

