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Employment Index

Mar 2022

Hiring Trends in India



Contents

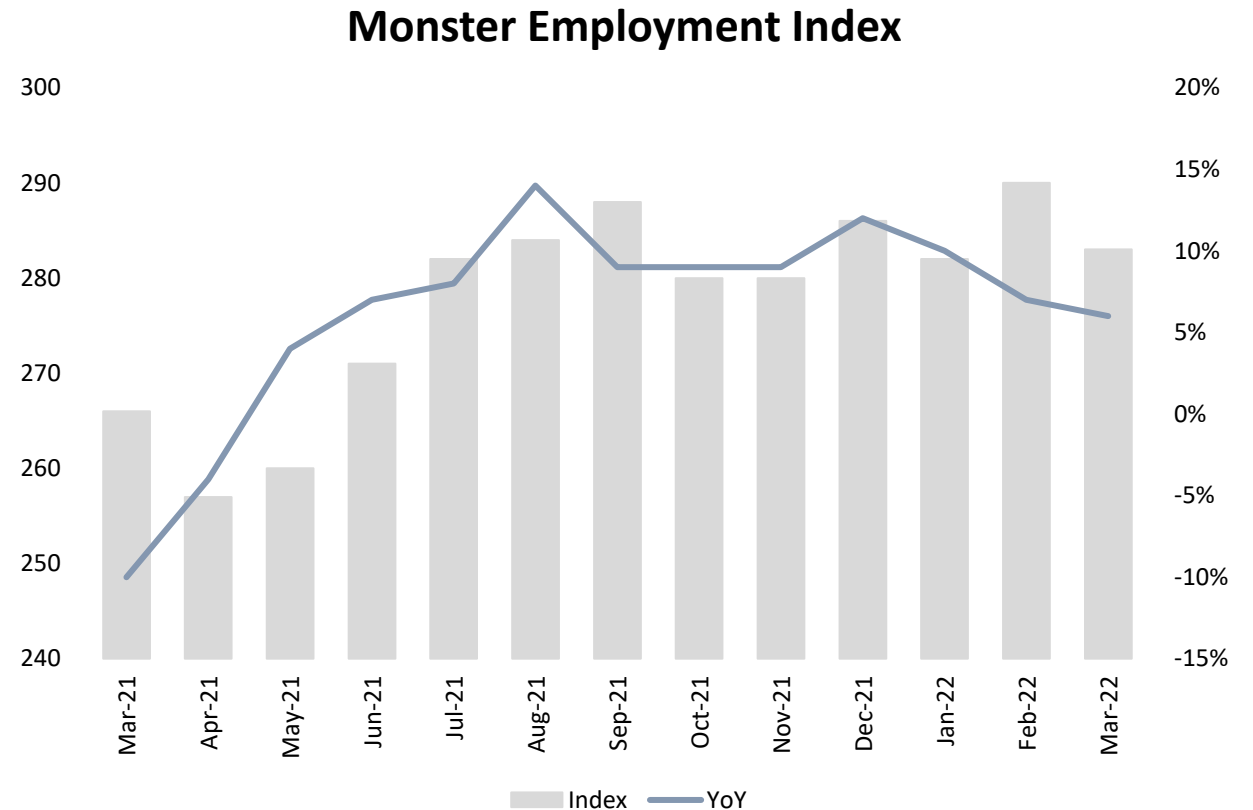


01	Key Highlights of the Month	Page 3
02	Hiring Trends - Summary	Page 4
03	Hiring Trends - Industry	Page 5
04	Hiring Trends - Functional Area	Page 6
05	Hiring Trends - Across Cities	Page 7
06	Hiring Trends - Experience Level	Page 8
07	Data & Methodology	Page 9
08	About Monster APAC & Gulf	Page 10
09	Annexure	Page 12-17

Key Highlights of the Month

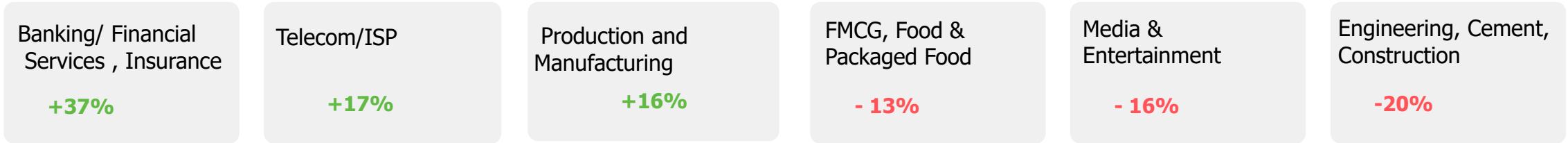
Monster Employment Index India exhibits a 6% Year-on-Year growth in March 2022.

- ✓ The Monster Employment Index (MEI) records the growth at the moderated pace. The index rises to 283 in March 2022 from 266 in March 2021.
- ✓ Month-on-month, registered decline of 2%, as February 2022 saw an index of 290.
- ✓ Despite a slower pace of monthly growth the Index remained positive from an annual perspective as recruitment activity continued across a broad range of sectors.

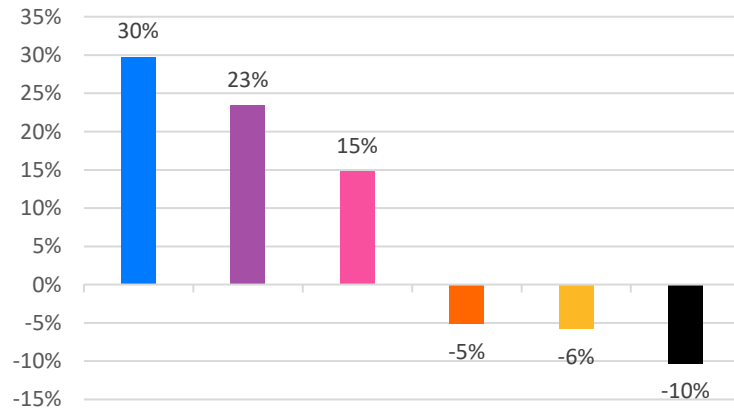


Hiring Trends – Summary*

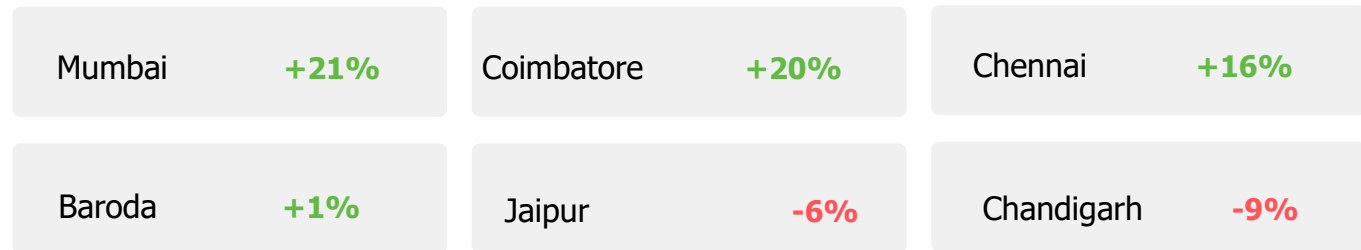
INDUSTRY



FUNCTIONAL AREA



ACROSS CITIES



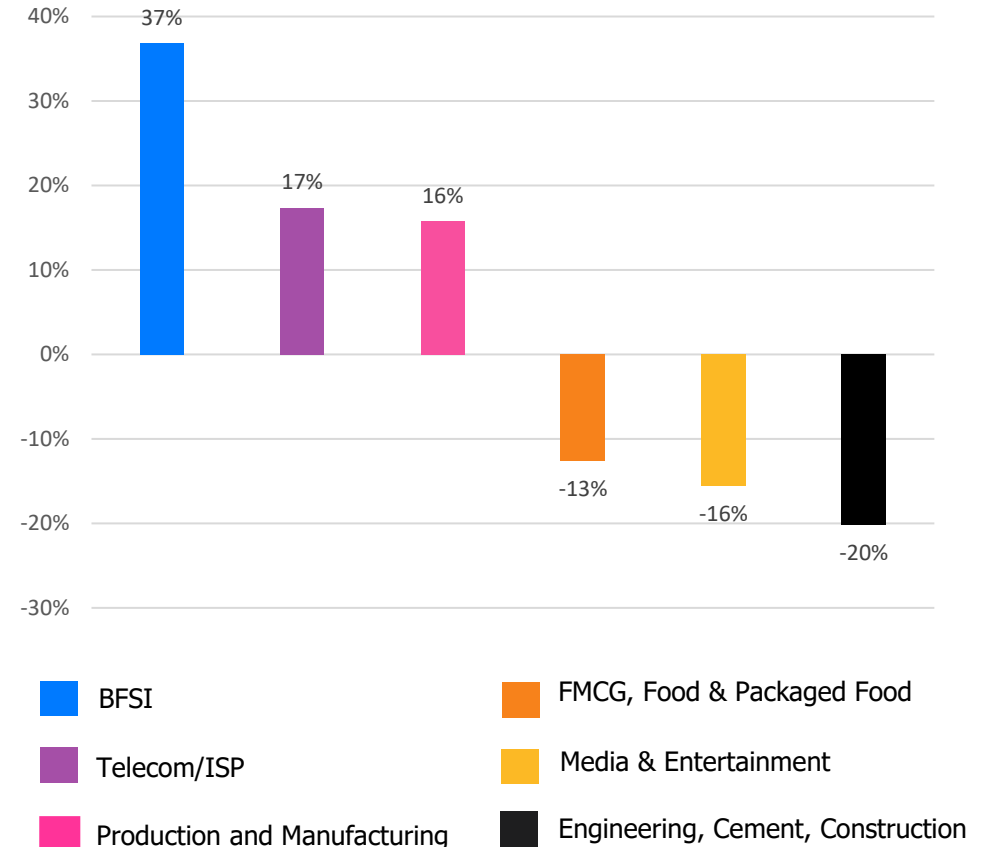
WORK EXPERIENCE



Hiring Trends – Industry*

21 of the 27 industry sectors monitored by the Index registered expansion in recruitment activity between March'21 and March'22

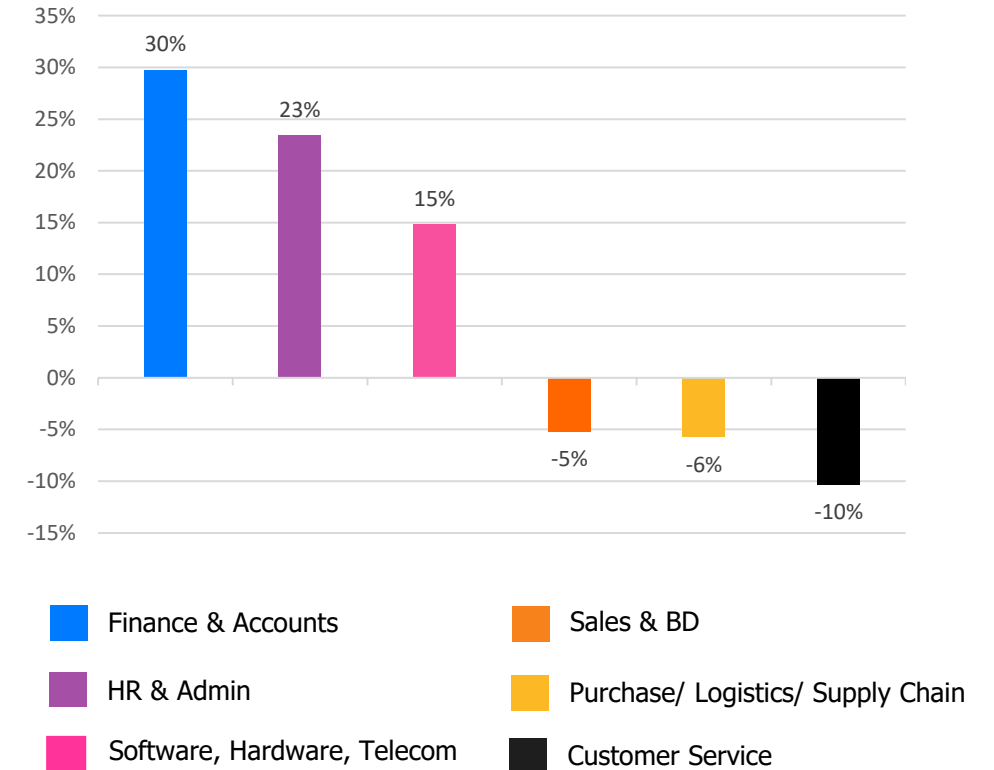
- ✓ **BFSI** (+37%) continued to lead the long-term growth. The sector has been charting progressive increase in demand annually since November'21. **Telecom/ISP** (+17%) climbed up the ladder and was among the top three most actively hiring sectors on a year-on-year basis. Year-on-year growth momentum in **Production and Manufacturing** (+16%) strengthened this month.
- ✓ **Engineering, Cement, Construction, Iron/ Steel** (-20%) industry witnessed continued year-on-year decline in the series since April'20, registering the sharpest deceleration among sectors. The pace of the growth moderated further for **Media & Entertainment** (-16%) and **FMCG, Food & Packaged Food** (-13%) industry and slide down in March'22 annually.
- ✓ The long term growth rate paced up in March'22 for following industries- **Healthcare, Bio Technology & Life Sciences, Pharmaceuticals** (+4%), **Home Appliances** (+10%), **Retail** (+11%), **Automotive/ Ancillaries/ Tyres** (+11%), **IT- Hardware, Software** (+13%), **BPO/ITES** (+15%), **Logistic, Courier/ Freight/ Transportation** (+15%). Also, **Travel and Tourism** (+7%) along with **Education** (+2%) saw the first positive annual growth of the series this month.



Hiring Trends - Functional Area*

Online opportunities expanded in 7 out of 13 functional areas monitored by the Monster Employment Index.

- ✓ **Finance and Accounts** (+30%) exhibited most substantial annual gains in the month of March'22. Demand for **HR & Admin** (+23%) picked up in July'21 and has been robust ever since whereas **Software, Hardware, Telecom** (+15%) function registered slight moderation in the pace of growth vis-à-vis past months.
- ✓ Online demand for **Sales & Business Development** (-5%), **Purchase/ Logistics/ Supply Chain** (-6%) and **Customer Service** (-10%) professionals eased below the corresponding year-ago level with the marginal decrease this month.
- ✓ Jobs rebounded for **Hospitality & Travel** (+11%) personnel after a long time and experienced significantly improved demand levels annually. Also, professionals in **Legal** (+6%) saw improvement and **Marketing & Communications** (+1%) maintained a uptrend in hiring activity. The job demand for **Arts/Creative** (-3%) and **Engineering/ Production** (-2%) sledged to register a negative annual growth month of March'22 versus March'21.



Hiring Trends - Across Cities*

E-recruitment activity exceeded the year-ago level in 11 of the 13 locations monitored by the index.

- ✓ All metros registered a double-digit growth on an annual basis. **Mumbai** (+21%) led all the monitored cities for the first time on yearly basis followed by **Coimbatore** (+20%) and **Chennai** (+16%) and **Hyderabad** (+16%). E-recruitment activity in **Bangalore** (+15%) charted positive trend but weakened from previous months. **Pune** (+12%), **Kolkata** (+13%) and **Delhi-NCR** (+13%) continued to record strong growth among metros.
- ✓ **Kochi** (+6%), **Ahmedabad** (+2%), **Baroda** (+1%) upsurged while **Jaipur** (-6%) and **Chandigarh** (-9%) saw the most restrained hiring activity and continue to weigh down the index recording negative annual growth in March'22.
- ✓ **IT - Hardware, Software** and **BFSI** industries saw a significant jump yet another month in all metros. **HR & Admin.** along with **Finance and Accounts** job roles marked a double-digit 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	55%	44%	74%	43%	54%
BPO/ITES	-12%	2%	-13%	18%	-3%
Engineering, Cement, Construction, Iron/ Steel	-2%	-3%	-8%	-9%	-2%
IT - Hardware, Software	31%	35%	39%	39%	29%
Production and Manufacturing	25%	-1%	-9%	-7%	9%
FUNCTIONS					
Marketing & Communications	18%	-5%	0%	-2%	14%
Finance and Accounts	23%	25%	25%	28%	44%
HR and Admin	33%	28%	16%	21%	33%
Sales & Business Development	14%	0%	2%	-2%	12%
Software, Hardware, Telecom	-3%	-8%	-5%	-12%	-10%

Hiring Trends - Experience Level*

0 - 3 Years

+8%

Demand for entry-level job seekers with experience of 0-3 years increased by 8%.

4 - 6 Years

+20%

Hiring for Intermediate level roles with an experience of 4-6 years grew by 20%.

7 - 10 Years

+22%

Mid-senior level roles with 7-10 years of experience also saw An upsurge of 22%.

11 - 15 Years

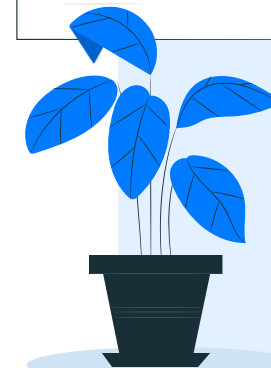
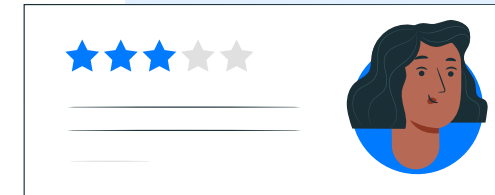
+13%

Hiring for Senior level roles with 11-15 years of experience increased by 13%.

≥ 16 Years

+34%

Leadership roles with experience of 16+ year exhibited steepest growth of 34% among all experience levels.



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 March 2010 with data collected since March 2009 followed by Gulf in March 2011 with data collected since March 2010; Singapore in March 2014 with data collected since March 2011; Philippines and Malaysia in March 2015 with data collected since March 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

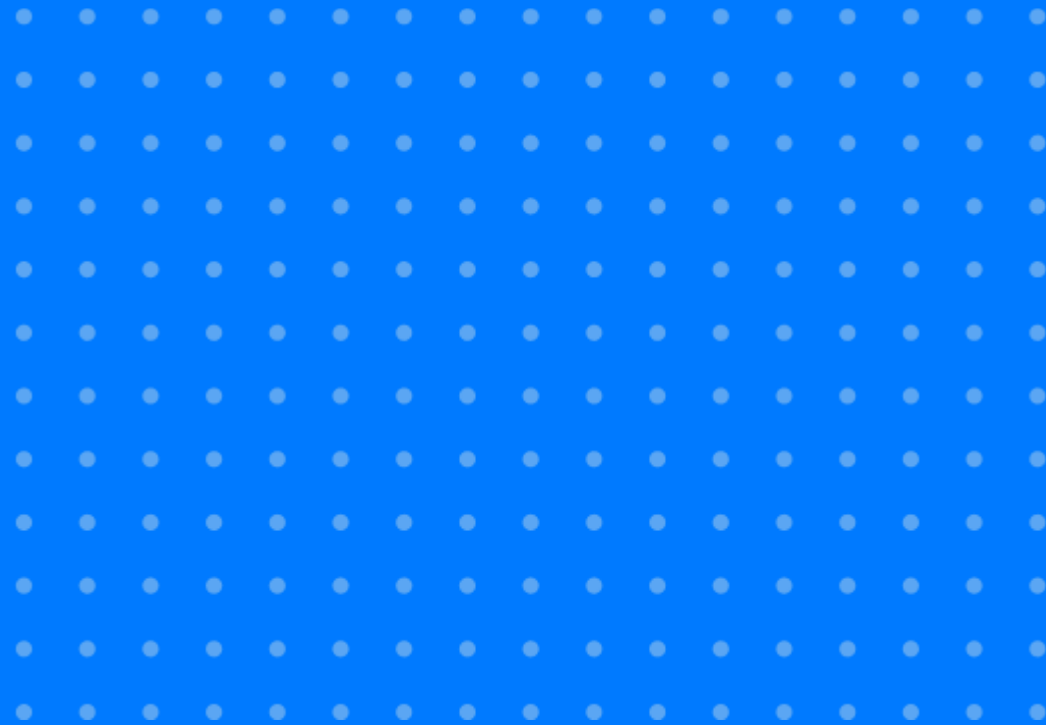
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Annexure



Annexure: Industry Data*

Industries	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22
IT - Hardware, Software	644	620	678	695	718	721	720	739	714	736	739	744	730
BPO/ITES	147	138	141	146	148	153	160	159	157	158	154	171	169
Engineering, Cement, Construction, Iron/ Steel	188	160	160	168	175	163	164	172	174	162	158	145	150
Banking/ Financial Services , Insurance	323	298	319	350	370	367	375	391	392	412	430	439	442
Education	196	182	185	188	188	189	187	190	190	189	188	196	199
Production and Manufacturing	146	134	136	155	163	176	160	158	159	161	158	172	169
Automotive/ Ancillaries / Tyres	125	120	118	121	123	127	126	127	125	130	134	145	139
Telecom/ISP	322	293	321	351	367	377	364	381	435	396	393	397	378
Oil/ Gas/ Petroleum, Power	111	107	103	108	112	119	115	115	119	121	124	124	126

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Annexure: Industry Data*

Industries	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22
Healthcare, Bio Technology & Life Sciences, Pharmaceuticals	302	278	286	314	319	314	317	308	302	315	312	323	314
Advertising, Market Research, Public Relations (PR)	189	179	179	185	188	191	189	193	196	205	206	200	194
Travel and Tourism	140	125	109	112	130	132	134	143	147	146	135	141	150
Home Appliances	536	476	537	562	608	605	608	607	614	639	605	620	588
Media & Entertainment	463	464	453	476	462	456	444	440	436	436	437	419	391
Chemicals/ Plastic/ Rubber, Paints, Fertilizer/ Pesticides	117	115	108	113	114	111	111	116	115	119	119	127	116
FMCG, Food & Packaged Food	190	168	161	163	175	166	164	165	161	173	165	171	166
Garments/ Textiles/ Leather, Gems & Jewellery	124	118	109	114	118	146	121	122	127	134	130	134	131

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Annexure: Industry Data*

Industries	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22
Real Estate	154	140	135	144	157	156	159	160	159	168	168	175	174
Retail	366	314	389	413	416	412	420	423	425	475	436	427	407
Logistic, Courier/ Freight/ Transportation	277	245	241	252	264	254	262	265	265	263	266	269	264
Import / Export	72	66	59	74	75	75	78	79	79	79	78	78	77
Government/ PSU/ Defence	70	69	68	70	69	69	68	68	68	68	70	69	69
Shipping/Marine	113	115	111	123	140	145	149	133	121	120	121	132	128
Printing/ Packaging	154	151	139	141	141	149	166	166	171	183	179	179	169
NGO/Social Services	187	172	165	170	176	172	181	183	188	192	197	192	192
Agro based industries	93	91	84	85	90	85	85	85	86	96	101	96	95
Office Equipment/Automation	106	97	102	107	117	116	122	158	191	203	204	205	205

Annexure: Functional Area Data*

Functions	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22
Software, Hardware, Telecom	424	422	449	465	494	503	488	489	481	493	491	495	487
Customer Service	165	154	145	153	160	164	160	161	159	157	149	154	148
Engineering /Production	257	220	235	251	260	261	254	253	255	257	254	255	252
Finance & Accounts	205	195	191	212	226	226	228	231	235	245	247	263	266
Sales & Business Development	328	297	287	301	317	320	308	299	300	301	301	321	311
Senior Management	224	225	221	227	245	246	259	270	250	256	236	260	253
HR & Admin	175	167	160	173	183	182	190	195	198	208	202	214	216
Marketing & Communications	238	219	218	229	234	273	237	236	239	242	239	245	240
Health Care	337	322	308	338	343	343	339	331	324	343	334	334	332
Purchase/ Logistics/ Supply Chain	174	167	172	180	186	182	195	186	183	175	171	164	164
Hospitality & Travel	150	142	129	136	152	153	150	157	160	160	146	160	166
Legal	199	190	192	202	210	211	202	193	193	197	197	201	211
Arts/Creative	188	183	175	181	181	180	190	193	187	186	178	182	182

Annexure: City Wise Data*

Cities	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22
Mumbai	257	252	253	258	272	280	278	277	273	285	282	304	310
Bangalore	410	414	435	442	470	473	457	446	431	452	451	478	473
Delhi - NCR	215	212	206	212	229	230	232	231	224	233	214	242	242
Hyderabad	301	309	302	306	326	335	328	328	323	335	325	346	349
Chennai	236	240	241	250	266	273	263	261	255	263	261	278	274
Pune	309	308	310	329	351	354	346	338	324	335	336	353	347
Kolkata	275	276	296	312	329	317	305	290	295	305	301	316	311
Ahmedabad	338	342	309	320	328	329	332	329	322	326	321	343	346
Chandigarh	316	311	293	311	322	318	316	312	302	301	284	293	288
Kochi	250	252	258	260	270	258	256	256	246	253	256	258	264
Baroda	230	206	206	224	226	229	235	236	232	229	218	228	233
Coimbatore	271	267	257	272	281	288	287	295	295	300	304	323	324
Jaipur	266	254	241	252	253	251	246	248	247	253	251	266	251

Annexure: Experience Level Data*

Experience Level	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22
0 - 3 years	305	290	284	302	318	321	322	324	329	335	324	329	330
4 - 6 years	294	296	298	314	337	345	344	342	345	352	350	359	353
7 - 10 years	197	201	204	213	228	234	234	239	245	246	247	246	241
11 - 15 years	109	111	111	114	119	119	121	123	124	125	122	124	123
> 16 years	135	141	169	175	175	171	178	184	188	186	182	184	181

Thank you

