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Employment Index

Oct 2021

Hiring Trends in India



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Key Highlights of the Month

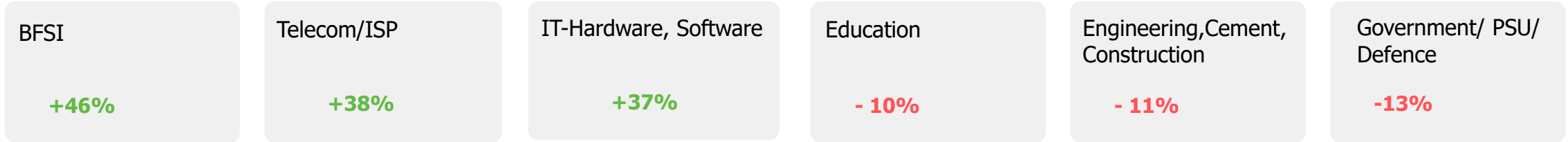
Monster Employment Index India saw a consecutive growth of 9% in hiring activity in October 2021 from October 2020.

- ✓ The Monster Employment Index (MEI) increased to 280 in October 2021 from 257 in October 2020.
- ✓ Month-on-month, a decline of 3% was registered as September 2021 saw an index of 288.
- ✓ Although there is decline on MoM basis, job demand witnesses sequential incline of 9% in last six months.

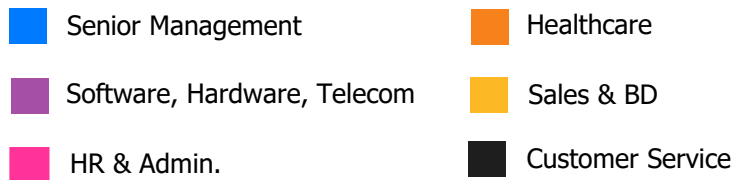
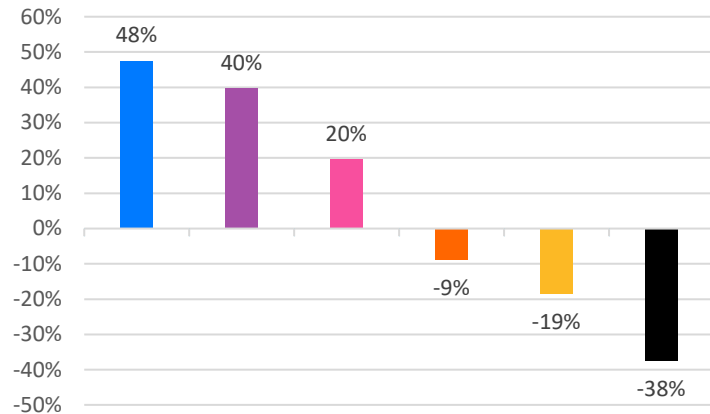


Hiring Trends – Summary*

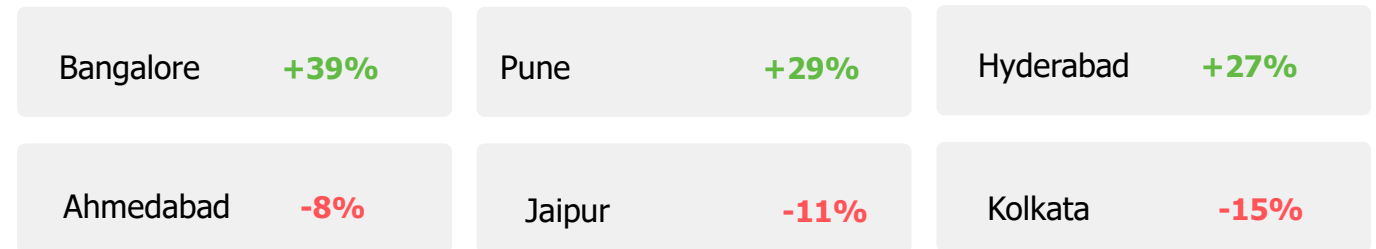
INDUSTRY



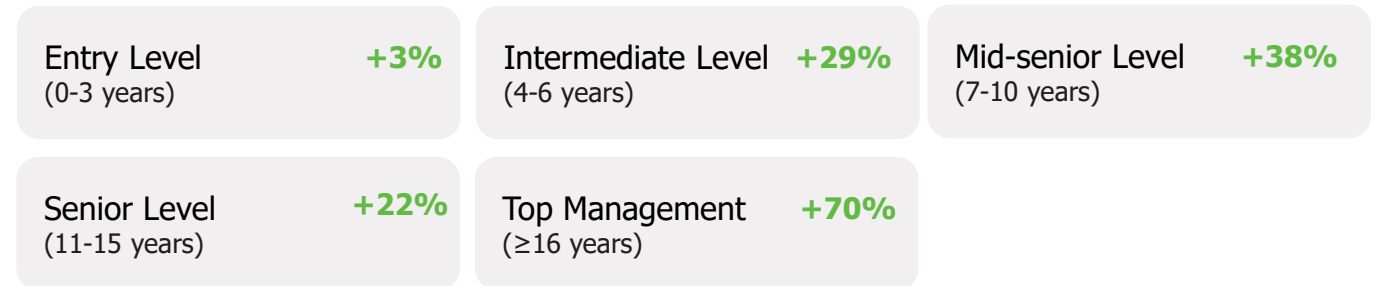
FUNCTIONAL AREA



ACROSS CITIES



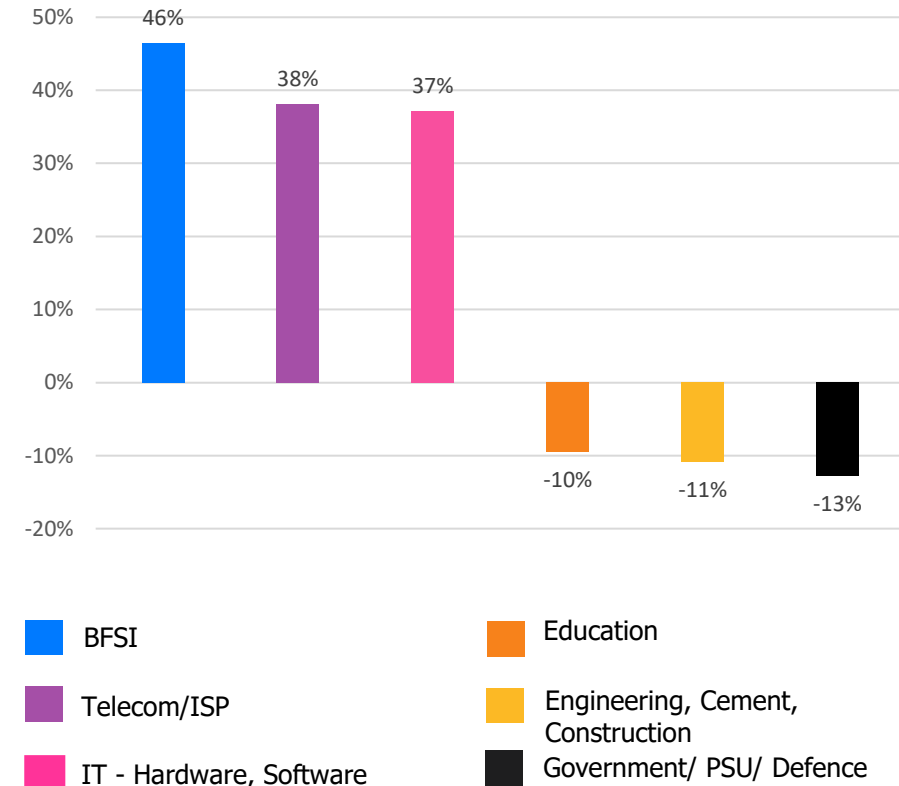
WORK EXPERIENCE



Hiring Trends – Industry*

Online hiring demand in October '21 exceeded October '20 level in 19 of the 27 Industries monitored by the Index

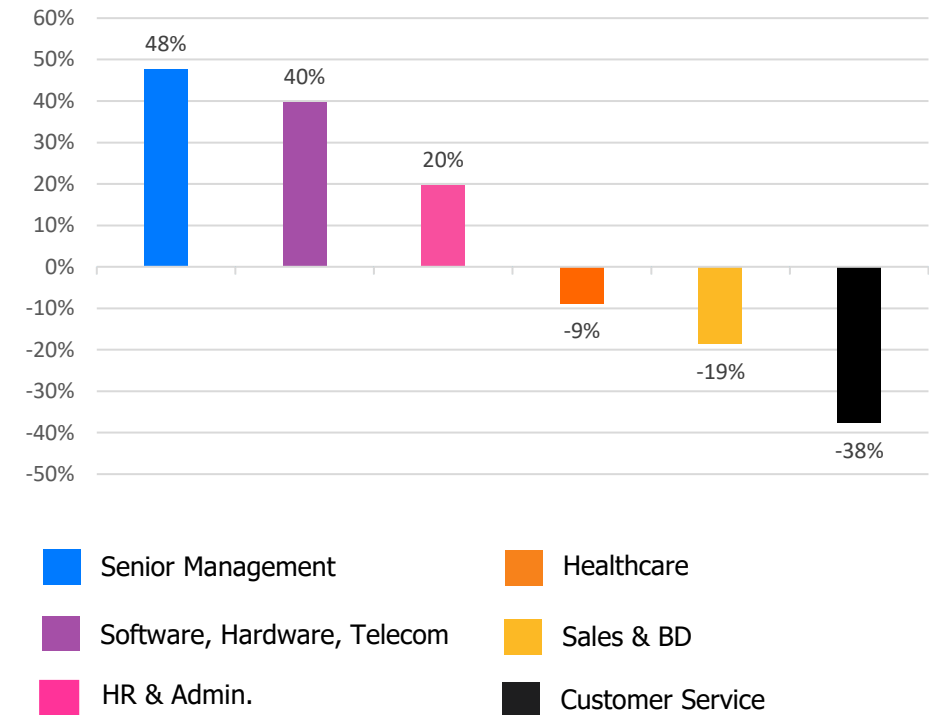
- ✓ Year-on-year, **Banking/ Financial Services, Insurance** (+46%) led e-recruitment activity for the consecutive month. Also, **Telecom/ISP** (+38%) and **IT- Hardware, Software** (+37%) saw noteworthy increase in online job demand in October'21 compared to October'20.
- ✓ **Government/PSU/Defence** (-13%) industry witnessed the steepest annual dip among others. Also, **Engineering, Cement, Construction, Iron/ Steel** (-11%), **Education** (-10%) and **Travel and Tourism** (-8%) industries still remain impacted and recorded continuous annual decline.
- ✓ **Printing/ Packaging** (+31%) and **Office Equipment/Automation** (+27%) saw a notable rise in hiring activity in October'21 on YoY basis. Other industries to register growth were **Home Appliances** (+15%), **Shipping/Marine** (+13%), **Logistic, Courier/ Freight/ Transportation** (+11%), **Advertising, MR, PR** (+10%), **Production and Manufacturing** (+10%) and **FMCG, Food and Packaged food** (+6%), whereas **Retail** (-3%) and **BPO/ITES** (-1%) witnessed decline in hiring in October'21 annually.



Hiring Trends - Functional Area*

Annual online demand for professionals reflected growth in 6 out of 13 functional areas as tracked by the Index

- ✓ The job market for professionals in **Senior Management** (+48%) **Software, Hardware, Telecom** (+40%) have consistently grown over the past year and dominated the space in October'21.
- ✓ Demand for job roles in **HR & Admin** (+20%), **Finance and Accounts** (+14%), **Engineering/ Production** (+4%) and **Arts/Creative** (+3%) also saw uptick in online hiring activity.
- ✓ Functional areas that observed decrease in demand (%) in the month of October'21 versus October'20 were **Customer Service** (-38%), **Sales & Business Development** (-19%), **Healthcare** (-9%), **Hospitality & Travel** (-8%), **Legal** (-3%) and **Marketing & Communications** (-3%).



Hiring Trends - Across Cities*

Online hiring demand surpassed the year-ago level in 8 of the 13 cities monitored by the Index

- ✓ The job markets in **Bangalore** (+39%), **Pune** (+29%), **Hyderabad** (+27%), **Chennai** (+25%), **Delhi-NCR** (+16%), **Mumbai** (+14%) monitored the consecutive growth in job demand. Also, **Coimbatore** (+13%) picked up in hiring activity and observed the major incline in October'21.
- ✓ Recruitment across cities was negative during October'21 with **Jaipur** (-11%), **Kolkata** (-15%), **Ahmedabad** (-8%), **Chandigarh** (-7%) and **Baroda** (-4%) witnessed the decline while **Kochi** (+2%) saw a positive growth among the 13 cities monitored by MEI.
- ✓ **BFSI** and **IT - Hardware, Software** industry marked significant growth in metros. Among functions, **Software, Hardware, Telecom, Finance and Accounts, HR & Admin** mirrored the growth trends prevalent among all major cities.

Y-o-Y Trend of Prime Industries and Functions in Key Cities					
	Bangalore	Chennai	Delhi-NCR	Hyderabad	Mumbai
INDUSTRIES					
Banking/ Financial Services, Insurance	57%	45%	89%	51%	35%
BPO/ITES	-33%	4%	-27%	1%	-21%
Engineering, Cement, Construction, Iron/ Steel	3%	3%	13%	6%	-13%
IT - Hardware, Software	67%	56%	51%	64%	33%
Production and Manufacturing	21%	5%	3%	-2%	-8%
FUNCTIONS					
Marketing & Communications	29%	-2%	-1%	14%	-2%
Finance and Accounts	30%	30%	23%	40%	21%
HR and Admin	40%	27%	21%	31%	14%
Sales & Business Development	-2%	-14%	-5%	-4%	-22%
Software, Hardware, Telecom	32%	15%	8%	19%	0%

Hiring Trends - Experience Level*

0 - 3 Years

+3%

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

4 - 6 Years

+29%

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

7 - 10 Years

+38%

Mid-senior level roles with 7-10 years of experience saw a incline of 38%.

11 - 15 Years

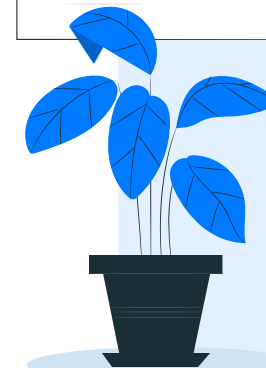
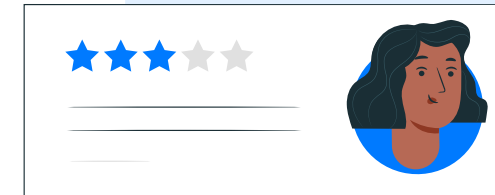
+22%

Hiring for Senior level roles with 11-15 years of experience increased by 22%

≥ 16 Years

+70%

Leadership roles with experience of 16+ years witnessed growth of 70%



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

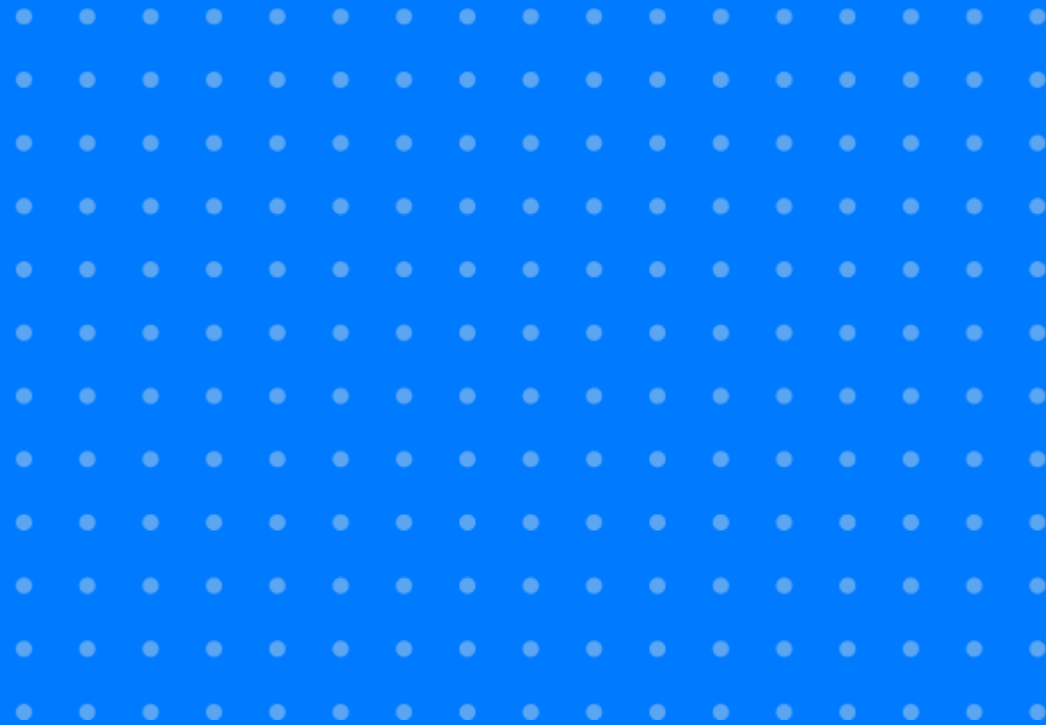
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Annexure



Annexure: Industry Data*

Industries	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21
IT - Hardware, Software	539	585	568	604	629	644	620	678	695	718	721	720	739
BPO/ITES	161	154	150	136	146	147	138	141	146	148	153	160	159
Engineering, Cement, Construction, Iron/ Steel	193	187	187	194	189	188	160	160	168	175	163	164	172
Banking/ Financial Services , Insurance	267	317	305	322	345	323	298	319	350	370	367	375	391
Education	210	203	196	197	198	196	182	185	188	188	189	187	190
Production and Manufacturing	143	145	146	152	156	146	134	136	155	163	176	160	158
Automotive/ Ancillaries / Tyres	113	113	116	118	125	125	120	118	121	123	127	126	127
Telecom/ISP	276	287	322	313	334	322	293	321	351	367	377	364	381
Oil/ Gas/ Petroleum, Power	109	107	112	109	113	111	107	103	108	112	119	115	115

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Annexure: Industry Data*

Industries	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21
Healthcare, Bio Technology & Life Sciences, Pharmaceuticals	288	286	306	287	296	302	278	286	314	319	314	317	308
Advertising, Market Research, Public Relations (PR)	176	177	178	186	191	189	179	179	185	188	191	189	193
Travel and Tourism	155	149	141	144	149	140	125	109	112	130	132	134	143
Home Appliances	527	586	525	574	544	536	476	537	562	608	605	608	607
Media & Entertainment	455	457	466	468	480	463	464	453	476	462	456	444	440
Chemicals/ Plastic/ Rubber, Paints, Fertilizer/ Pesticides	100	93	107	112	115	117	115	108	113	114	111	111	116
FMCG, Food & Packaged Food	155	162	170	169	185	190	168	161	163	175	166	164	165
Garments/ Textiles/ Leather, Gems & Jewellery	111	114	122	116	124	124	118	109	114	118	146	121	122

... Continued

Annexure: Industry Data*

Industries	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21
Real Estate	148	154	150	152	158	154	140	135	144	157	156	159	160
Retail	436	522	418	418	394	366	314	389	413	416	412	420	423
Logistic, Courier/ Freight/ Transportation	238	234	223	223	233	277	245	241	252	264	254	262	265
Import / Export	79	75	86	68	75	72	66	59	74	75	75	78	79
Government/ PSU/ Defence	78	74	73	71	71	70	69	68	70	69	69	68	68
Shipping/Marine	118	112	112	105	111	113	115	111	123	140	145	149	133
Printing/ Packaging	127	122	135	134	146	154	151	139	141	141	149	166	166
NGO/Social Services	190	175	177	181	186	187	172	165	170	176	172	181	183
Agro based industries	84	82	88	94	94	93	91	84	85	90	85	85	85
Office Equipment/Automation	124	113	109	99	101	106	97	102	107	117	116	122	158

Annexure: Functional Area Data*

Functions	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21
Software, Hardware, Telecom	350	373	375	388	417	424	422	449	465	494	503	488	489
Customer Service	258	178	180	164	171	165	154	145	153	160	164	160	161
Engineering /Production	244	264	256	257	263	257	220	235	251	260	261	254	253
Finance & Accounts	203	200	193	196	209	205	195	191	212	226	226	228	231
Sales & Business Development	367	372	375	355	372	328	297	287	301	317	320	308	299
Senior Management	183	194	206	210	228	224	225	221	227	245	246	259	270
HR & Admin	163	165	172	166	178	175	167	160	173	183	182	190	195
Marketing & Communications	243	241	236	236	242	238	219	218	229	234	273	237	236
Health Care	363	352	364	325	343	337	322	308	338	343	343	339	331
Purchase/ Logistics/ Supply Chain	194	184	184	180	183	174	167	172	180	186	182	195	186
Hospitality & Travel	170	182	161	161	164	150	142	129	136	152	153	150	157
Legal	199	210	198	206	208	199	190	192	202	210	211	202	193
Arts/Creative	187	195	195	189	193	188	183	175	181	181	180	190	193

Annexure: City Wise Data*

Cities	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21
Mumbai	244	245	247	242	261	257	252	253	258	272	280	278	277
Bangalore	320	350	351	362	400	410	414	435	442	470	473	457	446
Delhi - NCR	200	204	209	207	219	215	212	206	212	229	230	232	231
Hyderabad	258	269	275	277	303	301	309	302	306	326	335	328	328
Chennai	209	215	221	220	238	236	240	241	250	266	273	263	261
Pune	263	271	279	285	306	309	308	310	329	351	354	346	338
Kolkata	343	269	269	267	283	275	276	296	312	329	317	305	290
Ahmedabad	357	336	341	300	352	338	342	309	320	328	329	332	329
Chandigarh	334	336	329	320	332	316	311	293	311	322	318	316	312
Kochi	250	248	240	238	254	250	252	258	260	270	258	256	256
Baroda	246	224	225	220	238	230	206	206	224	226	229	235	236
Coimbatore	262	260	271	258	268	271	267	257	272	281	288	287	295
Jaipur	280	276	287	268	281	266	254	241	252	253	251	246	248

Annexure: Experience Level Data*

Experience Level	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21
0 - 3 years	316	311	308	298	314	305	290	284	302	318	321	322	324
4 - 6 years	265	267	271	271	294	294	296	298	314	337	345	344	342
7 - 10 years	173	172	179	181	197	197	201	204	213	228	234	234	239
11 - 15 years	101	102	103	105	108	109	111	111	114	119	119	121	123
> 16 years	108	110	114	121	130	135	141	169	175	175	171	178	184

Thank you

