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# Employment Index

Sep 2021

## Hiring Trends in India



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# Key Highlights of the Month

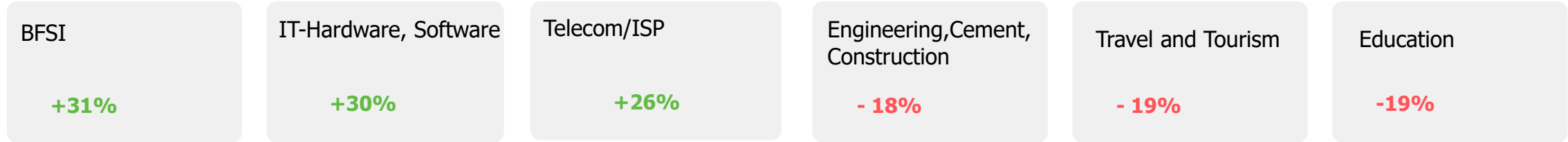
**Monster Employment Index India records 9% growth in e-recruitment activity in September 2021 from September 2020.**

- ✓ The Monster Employment Index (MEI) increased to 288 in September 2021 from 265 in September 2020.
- ✓ The job demand remains stable this month recording a growth of just 1% as August 2021 saw an index of 284.
- ✓ The hiring activity notices a progressive incline of 8% in last six months.

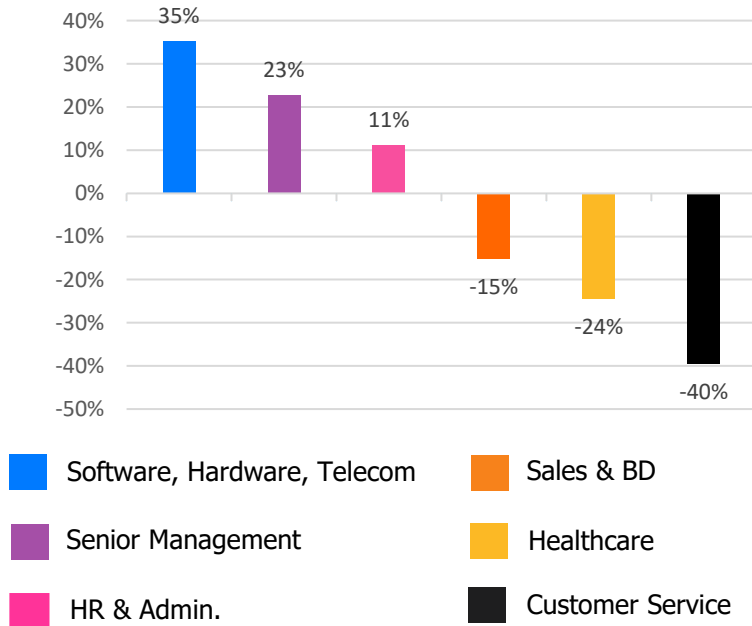


# Hiring Trends – Summary\*

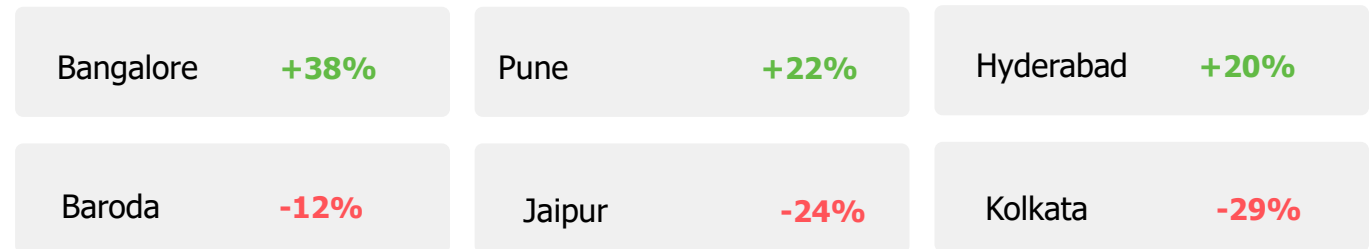
## INDUSTRY



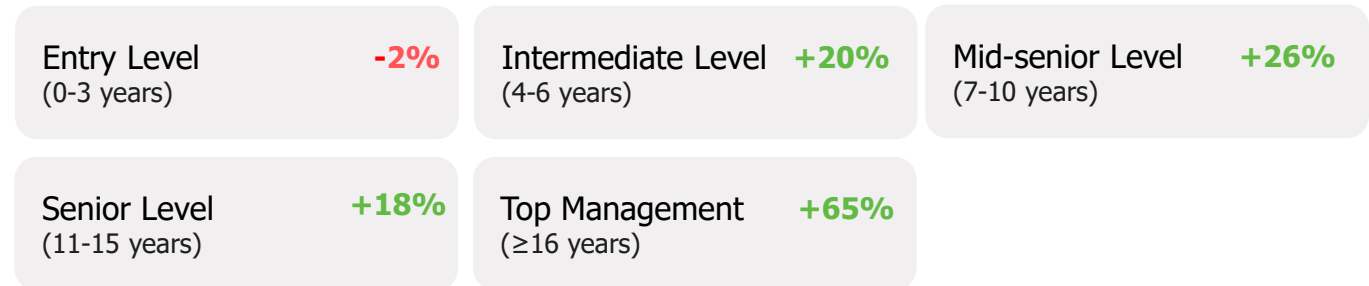
## FUNCTIONAL AREA



## ACROSS CITIES



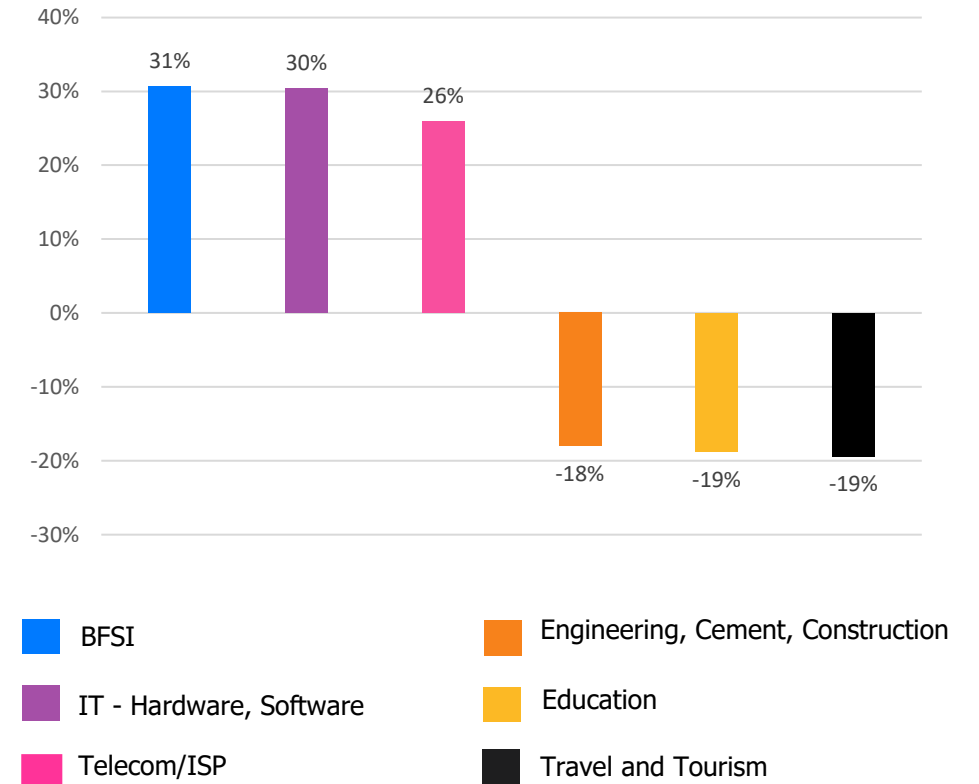
## WORK EXPERIENCE



# Hiring Trends – Industry\*

Online hiring demand in September '21 exceeded September '20 level in 12 of the 27 Industries monitored by the Index

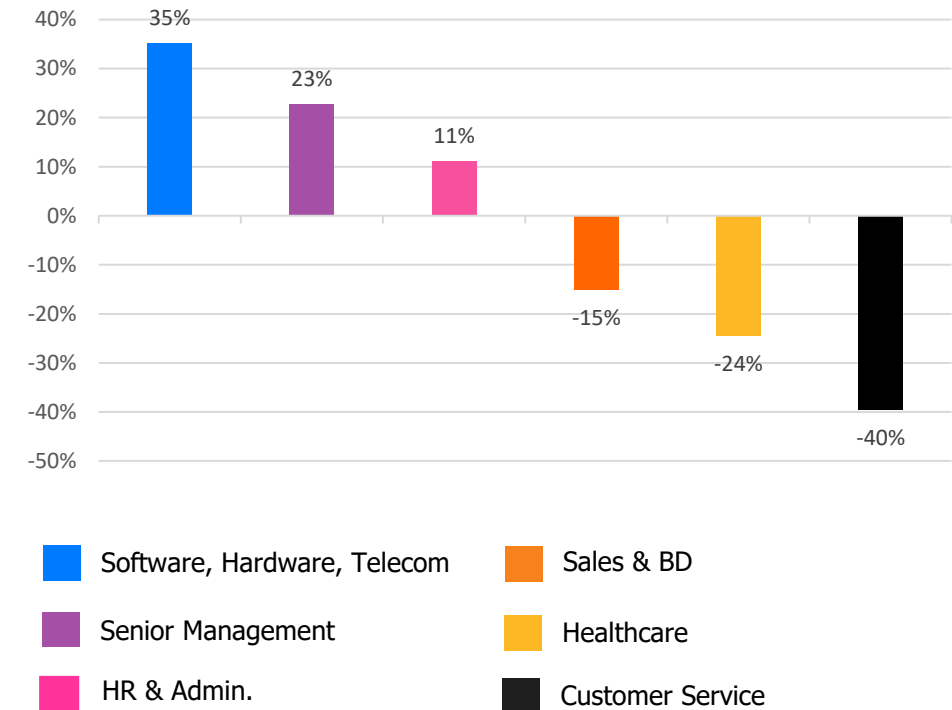
- ✓ For the past few months **IT- Hardware, Software** (+30%) industry have been leading the growth in the hiring activity but this time **Banking/ Financial Services, Insurance** (+31%) has outshined with the significant incline. **Telecom/ISP** (+26%) also noticed a consecutive increase in hiring activity in September'21 on YoY basis.
- ✓ **Travel and Tourism** (-19%), **Education** (-19%) and **Engineering, Cement, Construction, Iron/ Steel** (-18%), industries noticed continuous dip annually. The rise in recruitment has been notable across other industries like
- ✓ **Shipping/Marine** (+25%), **Home Appliances** (+20%), **Printing/ Packaging** (+17%), **Retail** (+7%), **Advertising, MR, PR** (+5%), **Agro based industries** (+1%) and **Logistic, Courier/ Freight/ Transportation** (+1%) whereas **FMCG, Food and Packaged food** (-12%), **BPO/ITES** (-13%) witnessed subsequent decline in hiring in Aug'21 on YoY.



# Hiring Trends - Functional Area\*

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

- ✓ Hiring for professionals in **Software, Hardware, Telecom** (+35%) and **Senior Management** (+23%) continued to grow on YoY basis.
- ✓ Recruitment activities in domain such as **HR & Admin** (+11%), **Finance and Accounts** (+7%), **Engineering/ Production** (+2%) and **Arts/Creative** (+1%) also witnessed an increase in online hiring activity.
- ✓ Functional areas such as **Customer Service** (-40%), **Healthcare** (-24%), **Sales & Business Development** (-15%), **Hospitality & Travel** (-6%), **Legal** (-6%) and **Marketing & Communications** (-2%), noticed a dip in the month of September'21 versus September'20.



# Hiring Trends - Across Cities\*

Online hiring demand surpassed the year-ago level in 6 of the 13 cities monitored by the Index

- ✓ Talent demand has grown positively across the Metropolitan cities yet another month on YoY basis. **Bangalore** (+38%), **Pune** (+22%), **Hyderabad** (+20%), **Chennai** (+18%), **Delhi-NCR** (+6%), **Mumbai** (+4%) noticed a sequential incline in hiring activity.
- ✓ The hiring activity across cities such as **Jaipur** (-24%), **Kolkata** (-29%), **Baroda** (-12%), **Ahmedabad** (-6%), **Chandigarh** (-9%), **Coimbatore** (-6%) and **Kochi** (-3%) witnessed a decline, among the 13 cities monitored by MEI.
- ✓ **IT - Hardware, Software** industry marked notable growth in metropolitan cities. Among functions, **Software, Hardware, Telecom, Finance and Accounts, 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
<b>INDUSTRIES</b>					
Banking/ Financial Services, Insurance	24%	17%	20%	22%	14%
BPO/ITES	-25%	-1%	-25%	0%	-10%
Engineering, Cement, Construction, Iron/ Steel	10%	6%	-1%	6%	-9%
IT - Hardware, Software	61%	41%	26%	44%	21%
Production and Manufacturing	20%	1%	-1%	7%	-12%
<b>FUNCTIONS</b>					
Marketing & Communications	20%	-9%	-10%	9%	-19%
Finance and Accounts	22%	18%	10%	32%	2%
HR and Admin	27%	20%	9%	30%	4%
Sales & Business Development	-6%	-13%	-8%	-3%	-24%
Software, Hardware, Telecom	50%	28%	15%	33%	8%

# Hiring Trends - Experience Level\*

## 0 - 3 Years

-2%

Demand for entry-level job seekers with experience of 0-3 years decreased by 2%

## 4 - 6 Years

+20%

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

## 7 - 10 Years

+26%

Mid-senior level roles with 7-10 years of experience saw a incline of 26%.

## 11 - 15 Years

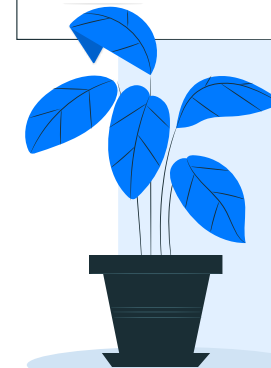
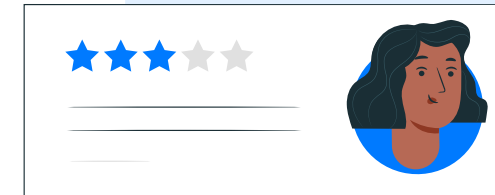
+18%

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

## ≥ 16 Years

+65%

Top Management level professionals witnessed growth of 65%





# 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 September 2010 with data collected since October 2009 followed by Gulf in September 2011 with data collected since October 2010; Singapore in September 2014 with data collected since February 2011; Philippines and Malaysia in September 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](http://www.monsterindia.com)

[www.monster.com.my](http://www.monster.com.my)

[www.monstergulf.com](http://www.monstergulf.com)

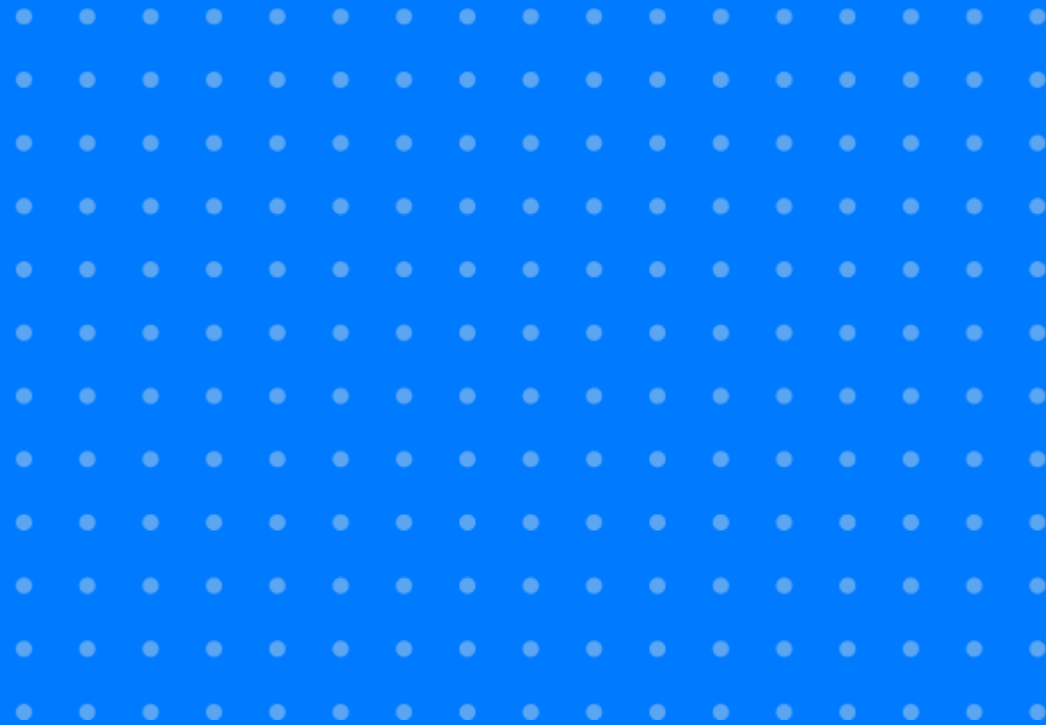
[www.monster.com.ph](http://www.monster.com.ph)

[www.monster.com.sg](http://www.monster.com.sg)

[www.monster.com.hk](http://www.monster.com.hk)



# Annexure



# Annexure: Industry Data\*

Industries	Sep-20	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21
IT - Hardware, Software	552	539	585	568	604	629	644	620	678	695	718	721	720
BPO/ITES	184	161	154	150	136	146	147	138	141	146	148	153	160
Engineering, Cement, Construction, Iron/ Steel	200	193	187	187	194	189	188	160	160	168	175	163	164
Banking/ Financial Services , Insurance	287	267	317	305	322	345	323	298	319	350	370	367	375
Education	232	210	203	196	197	198	196	182	185	188	188	189	187
Production and Manufacturing	160	143	145	146	152	156	146	134	136	155	163	176	160
Automotive/ Ancillaries / Tyres	128	113	113	116	118	125	125	120	118	121	123	127	126
Telecom/ISP	289	276	287	322	313	334	322	293	321	351	367	377	364
Oil/ Gas/ Petroleum, Power	125	109	107	112	109	113	111	107	103	108	112	119	115

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# Annexure: Industry Data\*

Industries	Sep-20	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21
Healthcare, Bio Technology & Life Sciences, Pharmaceuticals	354	288	286	306	287	296	302	278	286	314	319	314	317
Advertising, Market Research, Public Relations (PR)	180	176	177	178	186	191	189	179	179	185	188	191	189
Travel and Tourism	165	155	149	141	144	149	140	125	109	112	130	132	134
Home Appliances	506	527	586	525	574	544	536	476	537	562	608	605	608
Media & Entertainment	459	455	457	466	468	480	463	464	453	476	462	456	444
Chemicals/ Plastic/ Rubber, Paints, Fertilizer/ Pesticides	129	100	93	107	112	115	117	115	108	113	114	111	111
FMCG, Food & Packaged Food	187	155	162	170	169	185	190	168	161	163	175	166	164
Garments/ Textiles/ Leather, Gems & Jewellery	120	111	114	122	116	124	124	118	109	114	118	146	121

... Continued

# Annexure: Industry Data\*

Industries	Sep-20	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21
Real Estate	160	148	154	150	152	158	154	140	135	144	157	156	159
Retail	392	436	522	418	418	394	366	314	389	413	416	412	420
Logistic, Courier/ Freight/ Transportation	260	238	234	223	223	233	277	245	241	252	264	254	262
Import / Export	90	79	75	86	68	75	72	66	59	74	75	75	78
Government/ PSU/ Defence	77	78	74	73	71	71	70	69	68	70	69	69	68
Shipping/Marine	119	118	112	112	105	111	113	115	111	123	140	145	149
Printing/ Packaging	142	127	122	135	134	146	154	151	139	141	141	149	166
NGO/Social Services	193	190	175	177	181	186	187	172	165	170	176	172	181
Agro based industries	84	84	82	88	94	94	93	91	84	85	90	85	85
Office Equipment/Automation	123	124	113	109	99	101	106	97	102	107	117	116	122

# Annexure: Functional Area Data\*

Functions	Sep-20	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21
Software, Hardware, Telecom	361	350	373	375	388	417	424	422	449	465	494	503	488
Customer Service	265	258	178	180	164	171	165	154	145	153	160	164	160
Engineering /Production	248	244	264	256	257	263	257	220	235	251	260	261	254
Finance & Accounts	213	203	200	193	196	209	205	195	191	212	226	226	228
Sales & Business Development	363	367	372	375	355	372	328	297	287	301	317	320	308
Senior Management	211	183	194	206	210	228	224	225	221	227	245	246	259
HR & Admin	171	163	165	172	166	178	175	167	160	173	183	182	190
Marketing & Communications	243	243	241	236	236	242	238	219	218	229	234	273	237
Health Care	449	363	352	364	325	343	337	322	308	338	343	343	339
Purchase/ Logistics/ Supply Chain	201	194	184	184	180	183	174	167	172	180	186	182	195
Hospitality & Travel	159	170	182	161	161	164	150	142	129	136	152	153	150
Legal	216	199	210	198	206	208	199	190	192	202	210	211	202
Arts/Creative	188	187	195	195	189	193	188	183	175	181	181	180	190

# Annexure: City Wise Data\*

Cities	Sep-20	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21
Mumbai	268	244	245	247	242	261	257	252	253	258	272	280	278
Bangalore	332	320	350	351	362	400	410	414	435	442	470	473	457
Delhi - NCR	219	200	204	209	207	219	215	212	206	212	229	230	232
Hyderabad	273	258	269	275	277	303	301	309	302	306	326	335	328
Chennai	222	209	215	221	220	238	236	240	241	250	266	273	263
Pune	284	263	271	279	285	306	309	308	310	329	351	354	346
Kolkata	430	343	269	269	267	283	275	276	296	312	329	317	305
Ahmedabad	355	357	336	341	300	352	338	342	309	320	328	329	332
Chandigarh	349	334	336	329	320	332	316	311	293	311	322	318	316
Kochi	265	250	248	240	238	254	250	252	258	260	270	258	256
Baroda	267	246	224	225	220	238	230	206	206	224	226	229	235
Coimbatore	304	262	260	271	258	268	271	267	257	272	281	288	287
Jaipur	324	280	276	287	268	281	266	254	241	252	253	251	246



# Annexure: Experience Level Data\*

Experience Level	Sep-20	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21
0 - 3 years	327	316	311	308	298	314	305	290	284	302	318	321	322
4 - 6 years	287	265	267	271	271	294	294	296	298	314	337	345	344
7 - 10 years	186	173	172	179	181	197	197	201	204	213	228	234	234
11 - 15 years	103	101	102	103	105	108	109	111	111	114	119	119	121
> 16 years	108	108	110	114	121	130	135	141	169	175	175	171	178

**Thank you**

