

# monster® EMPLOYMENT INDEX

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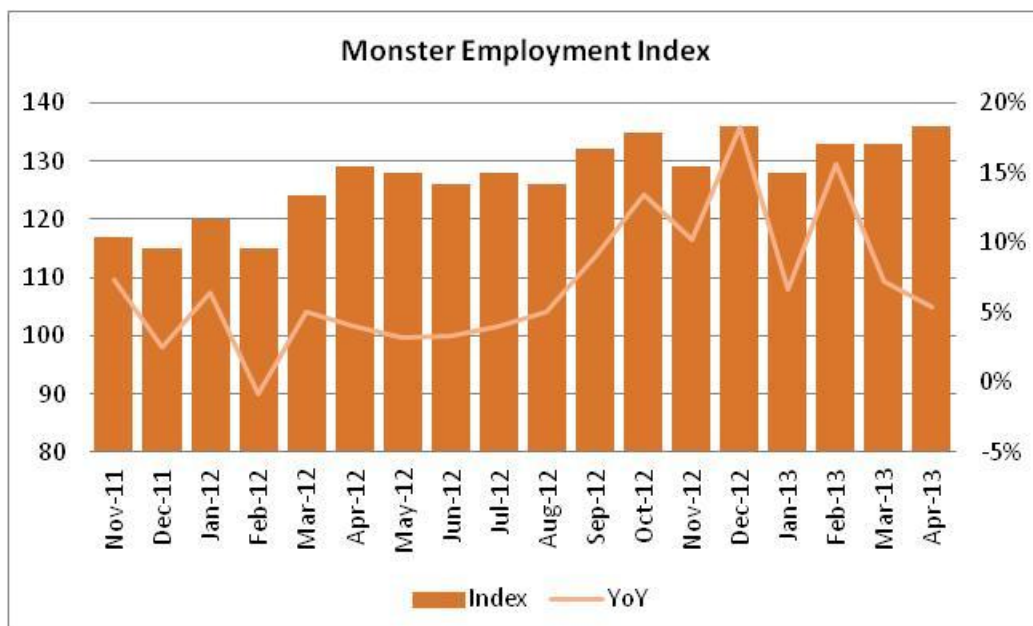
## Monster Employment Index India Rises Five Percent Year-over-Year

### April 2013 Index Highlights:

- Index level rises five percent from a year ago in April
- Agro Based industries followed by Printing and Packaging sector pace all industries on the year. Production and Manufacturing; Oil/ Gas/ Petroleum, Power record double digit decline
- Demand among occupations up most for Customer Service followed by Arts/ Creative professionals
- Jaipur registers the strongest annual growth, Kolkata is the strongest annual gainer among major metro-markets

The Monster Employment Index India is a monthly gauge of online job posting activity based on a real-time review of millions of employer job opportunities culled from a large representative selection of career Web sites and online job listings across India. The Index does not reflect the trend of any one advertiser or source, but is an aggregate measure of the change in job listings across the industry.

“The Monster Employment Index India exhibits positive annual growth. Job opportunities have grown across all locations. Major industry sectors like BPO/ITES, Engineering & Construction, Education, Healthcare, Real Estate depict positive growth momentum ,” said Sanjay Modi, Managing Director, Monster.com (India/ Middle- East/ South East Asia).



Monster Employment Index India results for the past 18 months are as follows:

Nov 11	Dec 11	Jan 12	Feb 12	Mar 12	Apr 12	May 12	Jun 12	Jul 12	Aug 12	Sep 12	Oct 12	Nov 12	Dec 12	Jan 13	Feb 13	Mar 13	Apr 13	Y-O-Y
117	115	120	115	124	129	128	126	128	126	132	135	129	136	128	133	133	136	5%

**Industry Year-over-year Trends:** 22 of the 27 industry sectors monitored by the Monster Employment Index registered expansion in online recruitment activity between April'12 and April'13.

- **Agro based industries** sector (up 45 percent) followed by **Printing/ Packaging** sector (up 41 percent) exhibited the highest annual growth among sectors
- **Advertising, Market Research, Public Relations (PR)** sector (up 38 percent), showed positive growth in online recruitment activity between April'12 and April'13
- **Production and Manufacturing and Oil/Gas/Petroleum, Power** (down 11 percent) showed steepest annual decline

#### Top Growth Industries

Year-over-year Growth	Apr 12	Apr 13	% Growth Y-o-y
Agro based industries	119	173	45%
Printing/ Packaging	109	154	41%
Advertising, Market Research, Public Relations (PR)	96	132	38%
Government/ PSU/ Defence	92	125	36%
Shipping/Marine	129	172	33%

#### Lowest Growth Industries

Year-over-year Growth	Apr 12	Apr 13	% Growth Y-o-y
Automotive/ Ancillaries / Tyres	150	149	-1%
Banking/ Financial Services , Insurance	110	108	-2%
IT - Hardware, Software	145	140	-3%
Oil/ Gas/ Petroleum, Power	148	132	-11%
Production and Manufacturing	97	86	-11%

**Occupation Year-over-year Trends:** Online demand improved in nine of 13 occupational groups monitored by the Monster Employment Index between April'12 and April'13.

- **Customer Service** (up 37 percent) followed by **Arts/Creative** (up 19 percent) charted the most substantial annual gains amongst the occupational groups
- **Senior Management** (down 46 percent) exhibited the steepest annual decline among occupation groups

#### Top Growth Occupations

Year-over-year Growth	Apr 12	Apr 13	% Growth Y-o-y
Customer Service	109	149	37%
Arts/Creative	125	149	19%
Health Care	120	142	18%

#### Lowest Growth Occupations

Year-over-year Growth	Apr 12	Apr 13	% Growth Y-o-y
Purchase/ Logistics/ Supply Chain	131	135	3%
Finance & Accounts	110	105	-5%
Engineering /Production	120	113	-6%

Legal	128	144	13%
Sales & Business Development	134	146	9%

Software, Hardware, Telecom	130	118	-9%
Senior Management	143	77	-46%

**Geographic year-over-year Trends:** Online recruitment activity was up on the year for all the 13 locations monitored by the index.

- **Jaipur** (up 34 percent) followed by **Chandigarh** (up 25 percent) led all cities in annual growth
- Among major metro-areas, **Kolkata** (up 14 percent) registered the highest annual growth

### Top Growth Cities

Year-over-year Growth	Apr 12	Apr 13	% Growth Y-o-y
Jaipur	129	173	34%
Chandigarh	122	152	25%
Baroda	125	154	23%
Ahmedabad	109	129	18%
Kolkata	123	140	14%

### Lowest Growth Cities

Year-over-year Growth	Apr 12	Apr 13	% Growth Y-o-y
Delhi-NCR	129	144	12%
Hyderabad	124	138	11%
Coimbatore	164	179	9%
Kochi	157	169	8%
Pune	129	136	5%

## By Industry

	2012										2013		
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
IT - Hardware, Software	145	139	132	129	131	144	143	130	139	138	138	141	140
BPO/ITES	121	111	99	100	104	117	123	119	125	128	133	147	149
Engineering, Cement, Construction, Iron/Steel	126	114	113	111	115	134	149	137	129	120	111	116	127
Banking/Financial Services/Insurance	110	99	96	94	91	96	97	93	100	102	105	109	108
Education	109	111	114	112	100	102	106	106	113	117	114	116	120
Production and Manufacturing	97	94	93	89	84	89	90	76	83	82	81	87	86
Automotive/Ancillaries/Tyres	150	147	144	140	137	142	149	141	146	146	123	151	149
Telecom/ISP	100	103	94	91	96	109	113	103	102	89	90	102	112
Oil/Gas/Petroleum, Power	148	138	137	130	129	127	136	123	124	123	126	130	132
Healthcare, Bio Technology & Life Sciences, Pharmaceuticals	134	119	119	121	116	125	133	123	135	136	141	153	155
Advertising, Market Research, Public Relations	96	95	91	93	96	101	106	101	108	107	114	123	132
Travel & Tourism	134	140	140	143	142	147	160	148	159	155	149	156	161
Home Appliances	140	138	133	136	129	130	133	123	130	129	138	146	149
Media & Entertainment	121	118	119	128	133	141	156	147	146	141	137	155	161
Chemicals/Plastic/Rubber, Paints, Fertilizer/Pesticides	122	111	105	102	103	104	117	105	108	108	114	134	145
Consumer Goods/FMCG, Food & Packaged Food	115	115	114	116	118	122	125	116	123	126	127	141	145
Garments/Textiles/Leather, Gems & Jewellery	146	148	140	144	137	160	154	142	157	149	162	173	187
Real Estate	135	133	127	134	130	137	145	139	150	148	158	166	175
Retail	143	143	137	139	141	168	169	149	160	151	164	172	169
Logistic, Courier/Freight/Transportation	131	124	128	145	134	146	146	139	143	147	147	155	158
Import/Export	124	114	98	99	89	95	101	93	104	98	103	117	126
Government/PSU/Defence	92	94	88	94	94	98	104	106	109	107	111	117	125
Shipping/Marine	129	122	106	140	161	163	171	160	164	152	184	190	172
Printing/Packaging	109	111	111	123	112	120	126	118	121	114	128	142	154

NGO/Social Services	122	109	100	113	112	121	131	132	146	133	141	149	161
Agro based industries	119	120	131	126	128	131	130	129	134	127	146	158	173
Office Equipment/Automation	109	105	99	103	97	103	111	101	102	97	110	127	129

### By Occupation

	2012										2013		
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
Software, Hardware, Telecom	130	130	125	123	123	131	130	119	112	110	113	119	118
Customer Service	109	103	96	99	104	113	118	116	122	125	135	147	149
Engineering/Production	120	115	114	118	114	115	118	109	115	115	116	116	113
Finance & Accounts	110	105	103	101	98	112	103	98	102	101	102	103	105
Sales & Business Development	134	130	127	125	131	138	136	122	133	133	138	142	146
Senior Management	143	141	139	145	144	140	145	127	138	106	68	72	77
HR & Admin	119	116	113	113	109	111	112	110	118	118	121	122	123
Marketing & Communications	102	101	100	102	100	102	106	102	104	103	104	104	109
Health Care	120	112	114	115	108	115	124	114	132	133	138	147	142
Purchase/Logistics/Supply Chain	131	131	137	139	139	145	146	134	137	136	136	131	135
Hospitality & Travel	127	130	129	135	133	140	143	138	152	147	141	139	138
Legal	128	124	123	126	132	136	139	132	141	133	143	145	144
Arts/Creative	125	128	133	139	146	148	150	151	156	151	154	142	149

## By Local Market

	2012										2013		
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
Mumbai	131	128	131	130	132	137	139	130	144	136	146	147	147
Bangalore	137	132	132	134	134	144	143	136	156	141	149	157	155
Delhi-NCR	129	127	123	130	120	125	126	115	135	132	137	137	144
Hyderabad	124	124	122	122	124	131	128	125	137	127	138	136	138
Chennai	128	126	125	126	129	133	131	126	140	134	142	142	143
Pune	129	125	120	124	125	132	126	121	133	129	135	135	136
Kolkata	123	120	112	112	121	128	123	117	137	133	137	135	140
Ahmedabad	109	109	105	110	109	108	108	106	120	126	129	132	129
Chandigarh	122	120	117	117	118	139	134	136	140	134	143	159	152
Kochi	157	164	167	172	173	179	191	175	152	167	141	159	169
Baroda	125	127	127	133	140	152	162	147	158	159	136	145	154
Coimbatore	164	168	178	193	194	193	199	156	151	148	144	152	179
Jaipur	129	136	147	148	148	152	159	151	154	146	156	169	173

### About the Monster Employment Index

Launched in May 2010 with data collected since October 2009, the Monster Employment Index is a broad and comprehensive monthly analysis of online job posting activity in India 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, including Monster India, the Monster Employment Index presents a snapshot of employer online recruitment activity nationwide. The Monster Employment Index's underlying data is validated for accuracy by Research America, Inc. – an independent, third-party auditing firm – to ensure that measured national online job recruitment activity is within a margin of error of +/- 1.05%. 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 results obtained from the use of such information.

### About Monster Worldwide

Monster Worldwide, Inc. (NYSE: MWW), parent company of Monster, the premier global online employment solution for more than a decade, strives to inspire people to improve their lives. With a local presence in key markets in North America, Europe, and Asia, Monster works for everyone by connecting employers with quality job seekers at all levels and by providing personalized career advice to consumers globally. Through online media sites and services, Monster delivers vast, highly targeted audiences to advertisers. Monster Worldwide is a member of the S&P 500 index. To learn more about Monster's industry-leading products and services, visit [www.monster.com](http://www.monster.com). More information about Monster Worldwide is available at <http://about-monster.com/>

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