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EMPLOYMENT INDEX

Online hiring registered 5% YoY growth in 2018: Monster Employment Index

- *Production and Manufacturing at 54% YoY growth emerged as the most active sector for online hiring in 2018; followed by Home Appliance sector at 39%; Telecom at 26%; Media & Entertainment sector at 25%; Retail and BFSI sectors both grew at 23%*
- *Lowest online hiring demand was seen Engineering/ Construction (12%); healthcare; and IT – Hardware, Software sectors both were at (9%)*
- *Occupation wise, high growth sectors were Finance & Accounts (26%) and Healthcare (25%)*
- *E-recruitment in tier-II cities surpassed growth in metros in 2018 – Chandigarh and Jaipur leading*

New Delhi, 13 December 2018 – The online recruitment reported by the [Monster Employment Index](#) (MEI) for 2018 (January to September) registered a **YoY growth of 5 percent**; where the growth in Q1'18 was 13 percent; 5 percent in Q2'18; and (-) 4 percent in Q3'18. The **Production and Manufacturing** emerged as the most active sector in 2018 registering a 54 percent YoY increase in e-recruitment activity, followed by the **Home Appliance sector** at 39%. The other sectors that saw high YoY online hiring demand in 2018 were Telecom (26%), Retail (23%) and BFSI (23%).

The MEI report also highlights that the **Production and Manufacturing sector** saw a de-growth of 8% in 2017 however it picked up in 2018 with 44% in Q1'2018; 53% in Q2'2018 and 65% in Q3'2018.

The **Retail sector** also exhibited impressive growth in e-recruitment this year. The sector recorded a significant growth of 23% during the first three quarter of 2018 compared to a growth of only 4% during the corresponding period in 2017. The sector has been charting double-digit annual growth rates consistently since February 2018. Moreover, the e-recruitment activity of the year surpassed the corresponding period a year-ago by 48 percent in August 2018; the highest YoY recorded since February 2016.

The **BFSI sector** ranked among the top hiring sectors registering a growth of 23% in the first three quarters of 2018; however, the sector was lowest in Q3'18 at 14%; down from a growth of 38% in Q1'18.

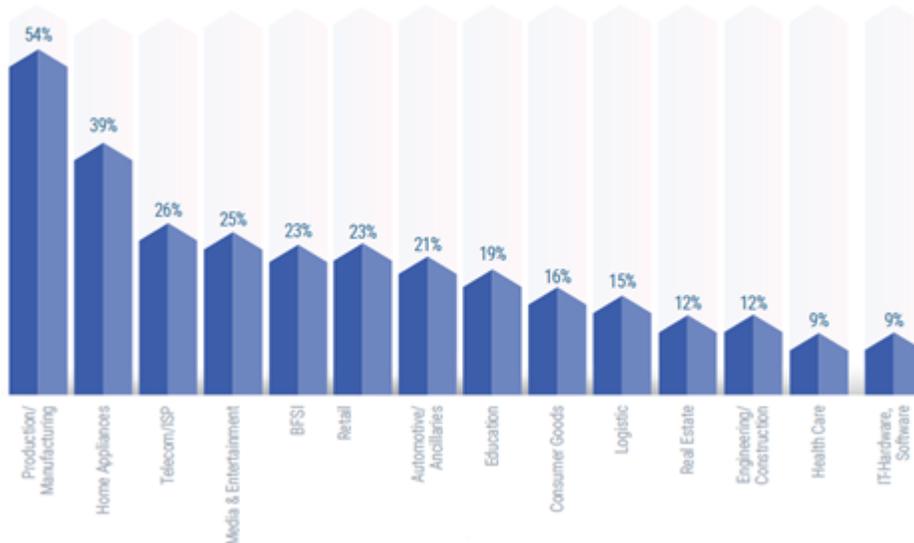


Chart 1: Top hiring sectors Jan-Sep 2018 (YoY %)

Hiring demand in **IT sector**, on the other hand, has moderated significantly over the past years. As per MEI, the sector registered a modest growth of 19% in 2017; down from a high of 55% y-o-y growth in 2015. The first half of 2018 has seen a growth of 14%. At 8% the sector witnessed most restrained growth in Q2'18.

The **Engineering/Construction** and **Real Estate sectors** at 12% YoY in 2018 have also exhibited restrained hiring activity. According to MEI data, the growth rate moderated from 22 percent YoY in 2016 to 13 percent YoY in 2017. Hiring demand in both the sectors witnessed de-growth in Q2'17. The first half of 2018 saw an increase of 17 percent in online recruitment activity in both Engineering/construction and Real Estate sectors. Online recruitment activity in both the sectors eased further in Q3'18.

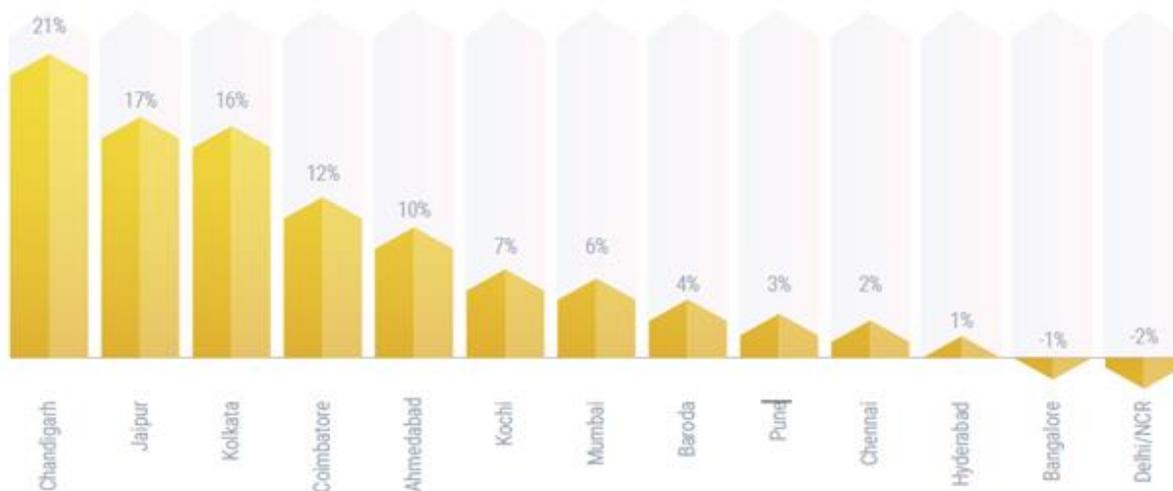


Chart 2: Top hiring cities Jan-Sep 2018 (YoY %)

Notably, the online hiring demand in 2018 has been mostly driven by in tier-II cities. **Chandigarh** led the growth chart registering a 21 percent increase, propelled by faster job growth in Media & Entertainment (57 percent) and Production and Manufacturing (18 percent) sectors, during January-September 2018

compared to the same period in 2017. **Jaipur** followed closely at 17 percent increase in online hiring respectively during 2018 on the back of significant increase in the BFSI (37 percent); and the Media & Entertainment (20 percent) sectors.

Additionally, online hiring grew in double-digits in **Coimbatore** (12% YoY) and **Ahmedabad** (10 YoY%) as well in 2018. Recruitment in Coimbatore was mainly driven by increase in demand in Automotive/Ancillary; Production/ Manufacturing and education sectors. In Ahmedabad, BFSI; and Production and Manufacturing were the top-most hiring sectors. **Kochi** has primarily seen an increase in online recruitment in the Travel and Tourism sector.

Sharing his views, **Mr. Abhijeet Mukherjee, CEO, Monster.com, APAC & Gulf** said, *"The high online hiring activity seen in the Production and Manufacturing sector is indicative of the efforts by the government to boost manufacturing throughout 2018. On the other hand, decline in the online hiring growth momentum from double digit (13%) in Q1'18 to a negative growth of 4 per cent Q3'18 could have been due to low volume of demand from sectors such as Engineering/ Construction; Healthcare; BPO/ITES and IT sectors. What clearly is a positive trend to note is the growth of e-recruitment in emerging cities such as Chandigarh, Jaipur, Coimbatore and Ahmedabad. This growth can be attributed to healthy business activities across sectors such as Automotive/Ancillary and Education sector, in addition to production and manufacturing sector."*

"Today, the concept of hiring is very different from what it was five years ago. Hiring is a function of employability, and employability in turn is a function of skilling, re-skilling and up-skilling. This combined has a direct bearing on how therefore the economy grows. As long as there is a concerted effort by individuals, organisations and institutions towards skills enhancement, one can safely remain cautiously optimistic of online hiring activity to remain healthy in 2019." **Mr. Mukherjee added.**

The key cities of Mumbai, Delhi-NCR, Hyderabad, Chennai and Bangalore have demonstrated subdued online recruitment trend so far into 2018. Mumbai (11% y-o-y growth) was the only city to chart growth in double-digit during the first half of 2018.

Occupation-wise, apart from Customer Service, all occupation groups monitored by MEI recorded improved demand during January-September 2018 versus the corresponding period of 2017. **Finance & Accounts** professionals saw the most notable increase (26% y-o-y) in demand in 2018. It picked up in Q3'17 as the job role registered 21 percent growth over the corresponding quarter in 2016 and the subsequent quarters also noted a spike with a 17% increase in Q3'18 over Q3'17. Demand for **Health Care professionals** also saw an increase of 25% in 2018. This occupation group has been witnessing double-digit annual growth rate consistently since September 2017.

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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.

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 APAC & Gulf

Monster, for more than 20 years, is a leading online career and recruitment resource and with its cutting-edge technology provides relevant profiles to employers and relevant jobs to jobseekers across industry verticals, experience levels and geographies. Monster provides the widest and most sophisticated job seeking, career management, recruitment and talent management capabilities.

Monster in APAC & Gulf started its operations with India, in 2001 and 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 10 other cities of India viz., Mumbai, Delhi, Bangalore, Chennai, Pune, Kolkata, Ahmedabad, Baroda, Chandigarh, and Cochin. Monster Mobile App in India was voted Product of the Year in 2016 under the 'Mobile App Job' category in a survey of over 18000 people by Nielsen. Monster.com in India was also voted Product of the Year in 2015 and back in 2014, mPower Search was voted Product of the Year as well. The Indian Air Force Placement Cell (IAFPC) selected Monster India for a collaboration to provide a robust platform to assist retired and shortly retiring Air Warriors seek suitable second career opportunities in the corporate world. Monster also initiated 'Rozgarduniya.com' - a job portal exclusively for jobseekers in rural India to enable employers in corporate India to connect with rural talent, thus removing the traditional barriers they face in this process.

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.

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