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Employment Index

May 2020

Hiring Trends in India



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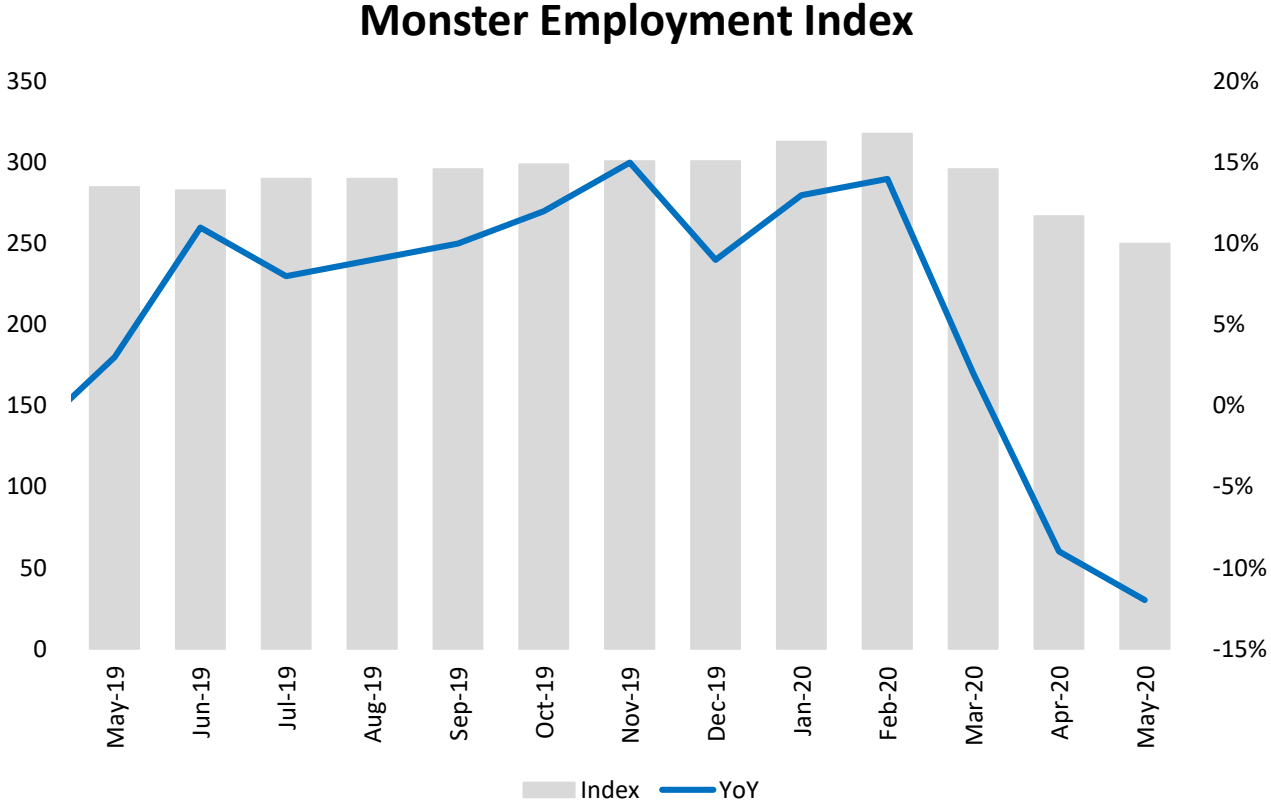
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Key Highlights of the Month

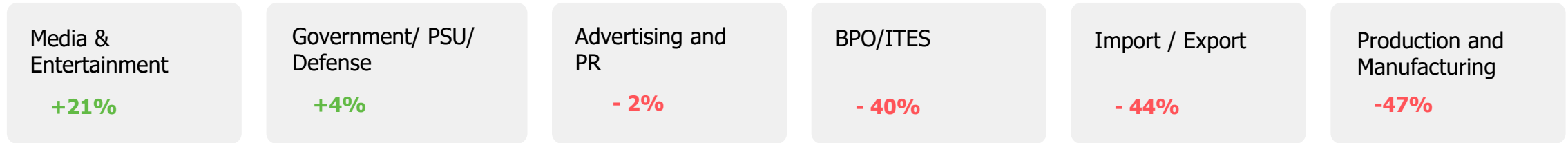
Monster Employment Index India registered annual decline of 12% in May 2020

- ✓ The Monster Employment Index (MEI) decreased to 250 in May 2020 from 285 in May 2019.
- ✓ The latest reading indicated substantial deterioration in online hiring activity, due to the ongoing national lockdown.
- ✓ Month-on-month, decline of 6% was recorded; April 2020 saw an index of 267.

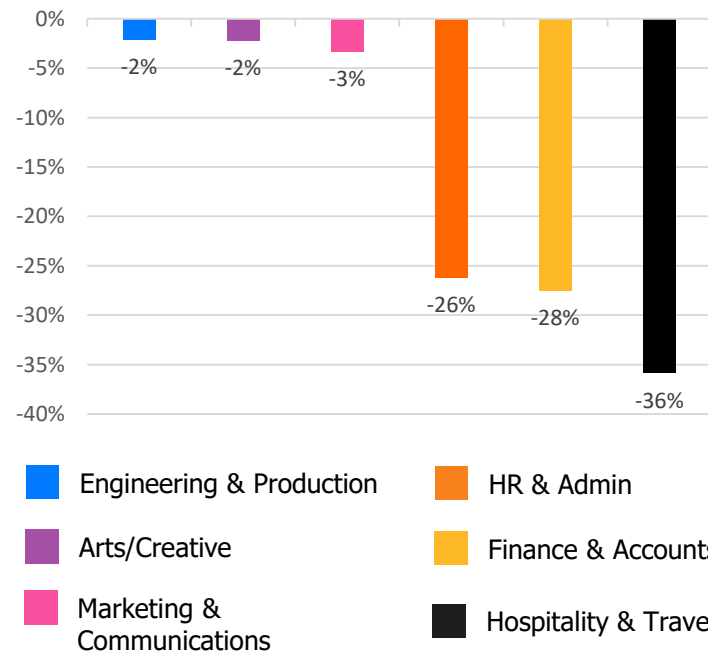


Hiring Trends – Summary*

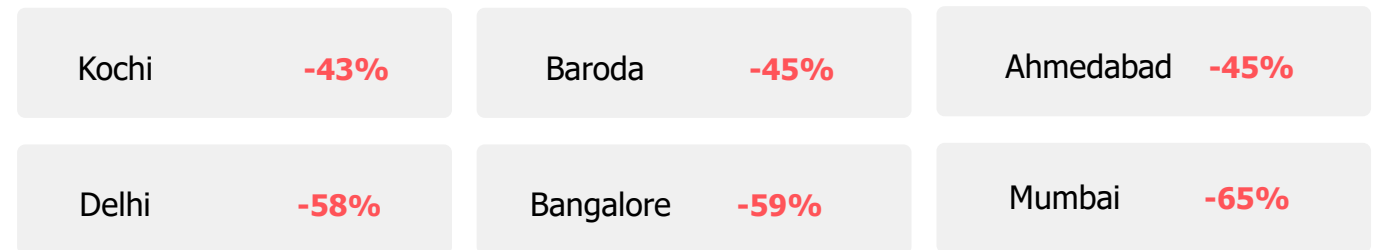
INDUSTRY



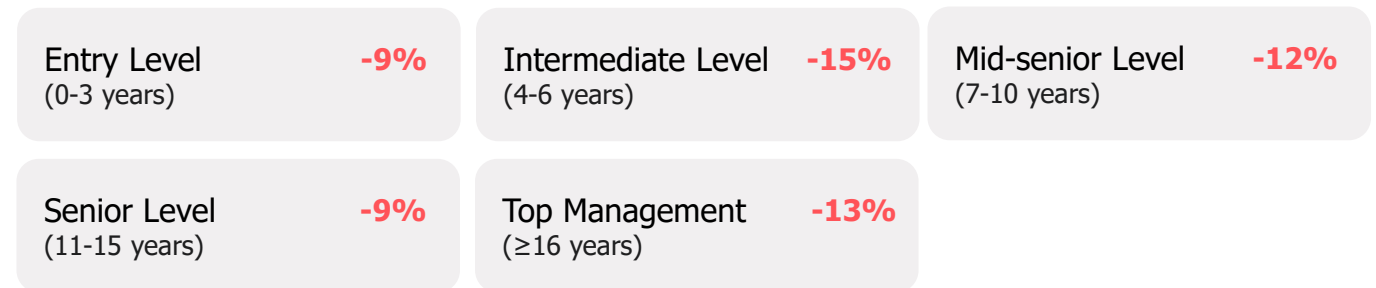
FUNCTIONAL AREA



ACROSS CITIES



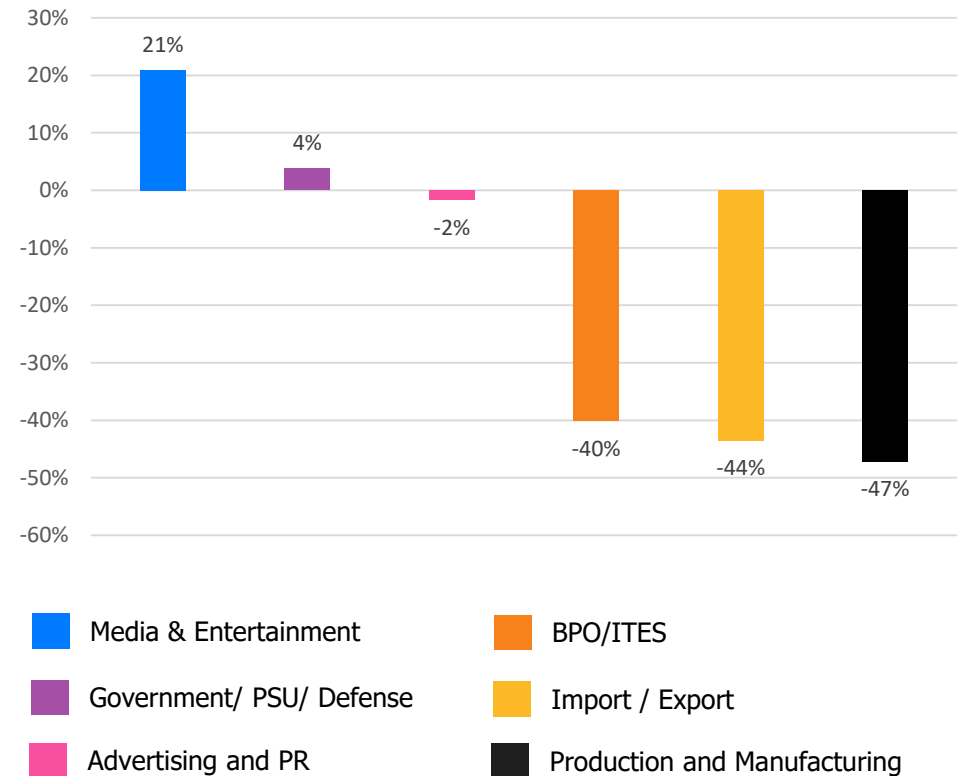
WORK EXPERIENCE



Hiring Trends – Industry*

Online hiring demand in May '20 exceeded May '19 level in 2 of the 27 Industry sectors monitored by the Index

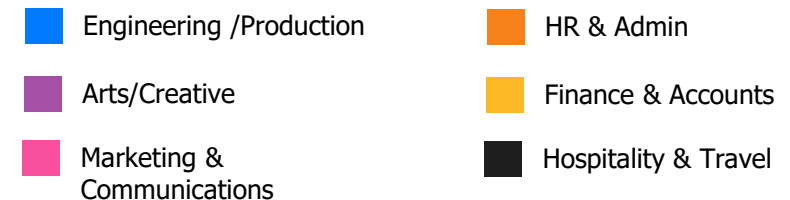
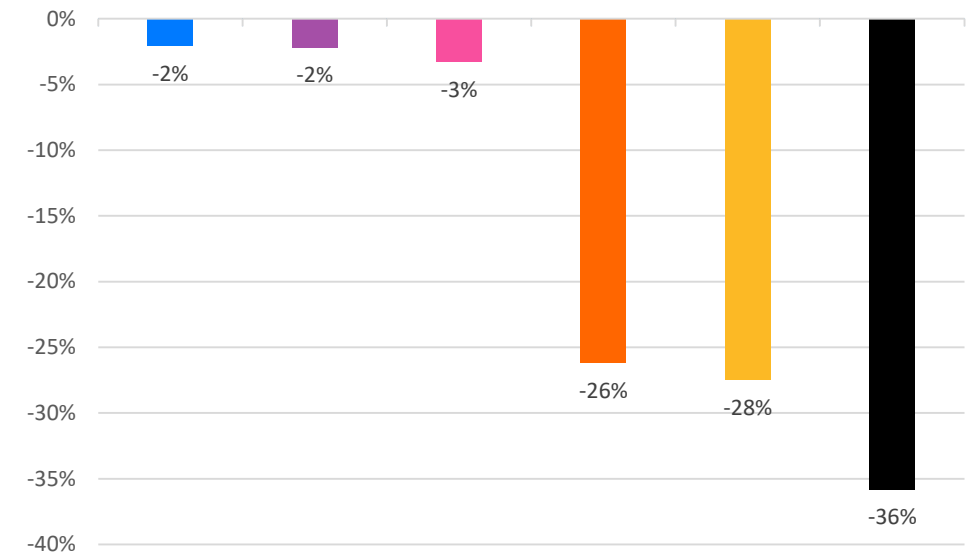
- ✓ **Media & Entertainment** continued to lead online hiring activity (+21%) among industries on annual basis. Another industry to exhibit growth was **Government/ PSU/ Defense** (+4%).
- ✓ **Production & Manufacturing** (-47%) showed the biggest decline in May 2020. Followed by **Import / Export** (-44%) and **BPO/ITES** (-40%).
- ✓ Some of the major industries like **IT - Hardware, Software** (-3%), **Retail** (-14%), **BFSI** (-20%), **FMCG** (-27%) and **Travel and Tourism** (-39%) also witnessed receded year-on-year growth in May 2020.



Hiring Trends - Functional Area*

Annual online demand for professionals plummeted in all the 14 functional areas monitored by the Index

- ✓ All job-roles indicated decreased demand between May 2019 and 2020. Of which, **Engineering/Production** (-2%) and **Arts/Creative** (-2%) professionals saw the least decline.
- ✓ **Hospitality & Travel** (-36%) recorded the most-notable annual decline followed by **Finance & Accounts** (-28%) and **HR & Admin** (-26%).
- ✓ Other functions include- **Software, Hardware, Telecom** (-6%), **Sales & Business Development** (-10%) and **Customer Service** (-18%).



Hiring Trends - Across Cities*

All 13 cities monitored by the Index witnessed decline in online hiring in May'20 on annual basis

- ✓ Both Tier I and Tier II cities witnessed decline in demand for talent in May 2020.
- ✓ **Kochi** (-43%), **Baroda** (-45%) and **Ahmedabad** (-45%) exhibited least year-on-year decline. Others include, **Chandigarh** (-47%), **Kolkata** (-50%) **Pune** (-54%).
- ✓ All key cities recorded steep fall; **Mumbai** (-65%), **Bangalore** (-59%), **Delhi-NCR** (-58%), **Chennai** (-55%) and **Hyderabad** (-53%).
- ✓ Almost all the prime industries and functions registered dip in hiring activities in key cities.

Y-o-Y Trend of Prime Industries and Functions in Key Cities					
	Bangalore	Chennai	Delhi-NCR	Hyderabad	Mumbai
INDUSTRIES					
Banking/ Financial Services, Insurance	-26%	-20%	-43%	-17%	-22%
BPO/ITES	1%	-19%	-18%	-34%	-17%
Engineering, Cement, Construction, Iron/ Steel	-18%	-18%	-22%	-10%	-25%
IT - Hardware, Software	-17%	-8%	-10%	-7%	-12%
Production and Manufacturing	-2%	-53%	-44%	-10%	-45%
FUNCTIONS					
Marketing & Communications	-18%	2%	-13%	-9%	-15%
Finance and Accounts	-4%	-11%	-12%	2%	-12%
HR and Admin	-17%	-24%	-22%	-14%	-19%
Sales & Business Development	-5%	-3%	-10%	-1%	0%
Software, Hardware, Telecom	-10%	-9%	-6%	-4%	-1%

Hiring Trends - Experience Level*

0 - 3 Years

-9%

Demand for entry-level job seekers with experience of 0-3 years decreased by 9%

4 - 6 Years

-15%

Hiring for Intermediate level roles with an experience of 4-6 years fell by 15%.

7 - 10 Years

-12%

Mid-senior level roles with 7-10 years of experience saw a decline of 12%.

11 - 15 Years

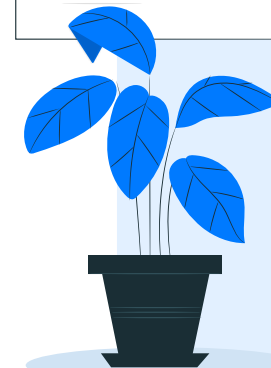
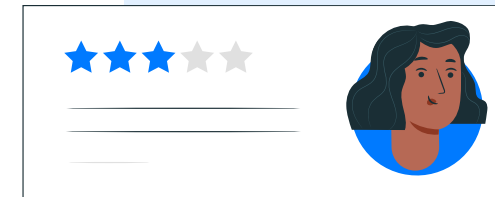
-9%

Hiring for Senior level roles with 11-15 years of experience decreased by 9%

≥ 16 Years

-13%

Top Management level professionals witnessed decline of 13%



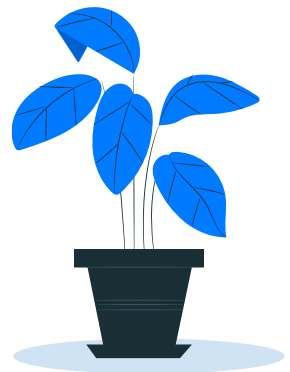
Data & Methodology

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

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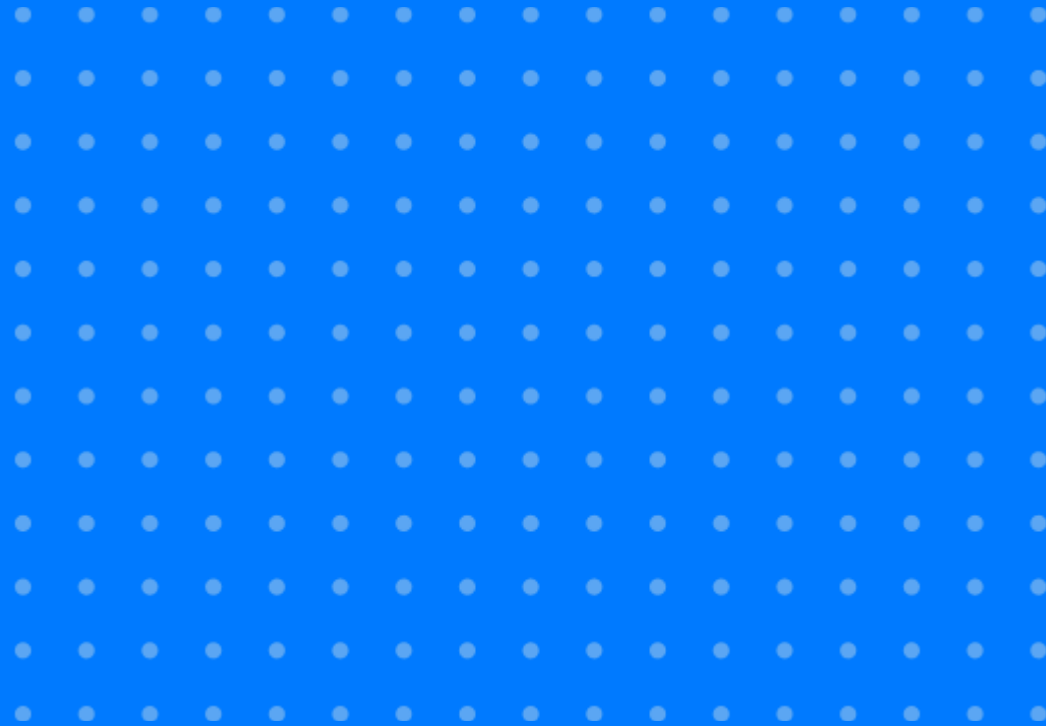
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Annexure



Annexure: Industry Data*

Industries	May-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	May-20
IT - Hardware, Software	540	528	540	548	563	575	596	589	625	642	616	585	524
BPO/ITES	232	224	216	216	218	219	217	220	225	228	200	150	139
Engineering, Cement, Construction, Iron/ Steel	221	217	224	222	232	238	250	253	266	270	260	217	200
Banking/ Financial Services , Insurance	373	384	392	391	383	379	397	416	445	468	415	334	298
Education	294	305	308	304	338	344	308	300	301	340	312	277	268
Production and Manufacturing	261	243	243	228	250	222	222	225	214	219	208	155	138
Automotive/ Ancillaries / Tyres	179	167	152	159	156	152	152	159	161	173	158	124	111
Telecom/ISP	274	288	285	264	301	309	317	302	313	304	299	257	261
Oil/ Gas/ Petroleum, Power	164	159	171	175	174	168	181	182	182	178	166	143	125

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Annexure: Industry Data*

Industries	May-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	May-20
Healthcare, Bio Technology & Life Sciences, Pharmaceuticals	374	374	378	395	397	399	409	398	422	449	421	349	352
Advertising, Market Research, Public Relations (PR)	176	175	155	167	175	177	186	189	194	202	195	176	173
Travel and Tourism	349	336	332	343	376	393	405	396	398	392	340	262	214
Home Appliances	554	556	619	697	684	681	684	698	699	710	620	560	518
Media & Entertainment	368	379	399	405	424	432	461	447	461	484	483	456	445
Chemicals/ Plastic/ Rubber, Paints, Fertilizer/ Pesticides	130	131	124	130	129	128	123	133	144	147	134	97	93
FMCG, Food & Packaged Food	244	230	221	227	229	233	252	255	254	265	247	200	178
Garments/ Textiles/ Leather, Gems & Jewellery	137	144	144	142	143	145	149	154	159	160	149	112	100

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Annexure: Industry Data*

Industries	May-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	May-20
Real Estate	176	179	180	179	174	176	177	182	185	186	178	147	142
Retail	431	446	468	506	504	487	506	513	518	502	473	402	369
Logistic, Courier/ Freight/ Transportation	258	249	241	254	246	246	241	254	262	266	254	213	193
Import / Export	108	106	104	131	119	93	95	103	103	100	90	71	61
Government/ PSU/ Defence	79	86	85	95	101	94	99	97	102	105	101	84	82
Shipping/Marine	124	124	123	125	135	133	127	128	123	132	127	107	105
Printing/ Packaging	157	150	148	144	149	149	146	145	144	156	156	129	131
NGO/Social Services	236	238	244	240	236	223	243	246	239	248	243	226	195
Agro based industries	87	81	80	81	84	83	84	83	82	85	83	76	76
Office Equipment/Automation	132	146	147	144	141	135	142	148	153	165	139	113	108

Annexure: Functional Area Data*

Functions	May-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	May-20
Software, Hardware, Telecom	362	350	359	356	358	366	374	372	392	402	380	362	340
Customer Service	269	260	265	263	256	261	267	273	277	284	259	229	221
Engineering /Production	240	236	239	241	251	250	256	261	272	279	267	257	235
Finance & Accounts	280	278	271	272	270	267	269	277	291	292	267	215	203
Sales & Business Development	408	395	395	397	415	428	442	452	456	462	429	378	368
Senior Management	268	252	261	272	266	268	268	270	279	285	264	224	193
HR & Admin	233	224	221	222	218	214	217	220	220	224	209	178	172
Marketing & Communications	242	230	229	232	240	241	251	255	262	263	252	233	234
Health Care	435	433	432	443	439	444	441	423	463	488	457	377	394
Purchase/ Logistics/ Supply Chain	197	188	195	195	199	199	199	206	203	207	194	172	171
Hospitality & Travel	254	248	252	245	263	265	268	275	281	270	230	177	163
Legal	271	262	249	247	242	242	248	255	269	261	251	217	206
Arts/Creative	184	175	179	184	184	187	185	188	191	191	182	176	180

Annexure: City Wise Data*

Cities	May-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	May-20
Mumbai	323	313	312	301	301	303	312	320	329	336	305	265	112
Bangalore	359	338	354	347	344	347	350	354	369	385	361	324	146
Delhi - NCR	250	240	242	239	237	240	240	248	251	251	233	207	106
Hyderabad	278	271	276	273	274	280	281	281	293	304	283	252	131
Chennai	249	239	251	245	245	245	247	251	251	261	239	207	111
Pune	299	294	304	299	304	295	297	309	317	329	302	268	137
Kolkata	349	342	374	388	390	387	403	412	425	417	387	391	176
Ahmedabad	342	337	369	376	377	391	385	401	413	415	385	357	188
Chandigarh	343	320	342	344	330	342	337	346	372	374	354	304	181
Kochi	258	256	262	263	268	275	275	280	290	305	279	240	148
Baroda	248	252	265	263	252	256	257	298	323	311	280	264	137
Coimbatore	301	304	315	293	304	291	303	315	311	308	294	266	137
Jaipur	315	316	321	312	308	316	317	317	329	318	291	284	166

Annexure: Experience Level Data*

Experience Level	May-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	May-20
0 - 3 years	353	346	350	370	367	379	378	380	396	400	363	327	320
4 - 6 years	311	307	311	309	307	308	314	318	326	334	305	285	264
7 - 10 years	194	191	193	194	200	196	200	200	201	206	193	178	169
11 - 15 years	108	107	106	107	106	106	106	105	106	106	104	101	98
> 16 years	118	115	108	110	111	109	109	108	109	109	106	104	102

Thank you

