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EMPLOYMENT INDEX

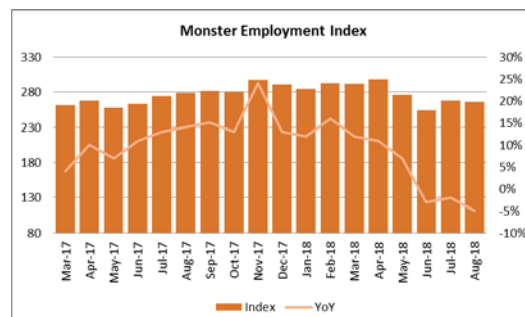
Production and Manufacturing continues to lead online hiring for the fifth consecutive month: Monster Employment Index August 2018

- Production and Manufacturing (up 64 percent) led the y-o-y growth in August 2018, followed by Retail (up 48 percent)
- Y-o-y increase in demand for Healthcare (up 21 percent) and HR & Admin (up 19 percent) professionals
- Chandigarh (up 17 percent) tops the y-o-y growth chart of online recruitment activities, followed by Jaipur (up 4 percent)

New Delhi, 10 September 2018: [Monster Employment Index](#) for August 2018 registered **5 percent y-o-y decline** in online recruitment activities, exhibiting downtrend for the third successive month. The **Production and Manufacturing** sector registered the steepest growth among monitored sectors in the [Monster Employment Index](#). The growth momentum for the Production and Manufacturing sector paced up from **60 percent** in July to **64 percent** in August 2018.

The **Retail (up 48 percent y-o-y)** sector which continued to chart sharp increase in online hiring and was the second most active sector this month. M-o-M, online demand in the sector registered an increase of eight percent over and above the 16 percent growth registered in the previous month.

Occupation wise, the y-o-y demand for **Healthcare professionals (up 21 percent)** led all monitored job roles. The **HR & Admin (up 19 percent)** and **Finance & Account (up 16 percent)** were the next most sought-after occupation groups despite reduction in the pace of growth when compared to the previous month.



Commenting on the trends, Abhijeet Mukherjee, CEO, Monster.com, APAC & Gulf said, "The Indian economy marched at an impressive rate in the first quarter of 2018-19 as also reflected in the positive GDP growth momentum on the back of strong performance of the production and manufacturing sector. The current ease in hiring activity is indicative of a cautious hiring scenario owing to merger & acquisitions and an increasing demand for skilled candidates. Furthermore, the Retail sector has shown a phenomenal growth surge which can be attributed to a spurt in online shopping owing to end of season sale and discounts."

Abhijeet also added, "It is note-worthy that demand for freshers with 0-3 years of experience is on rise especially for job roles such as HR & Admin as well as Legal, which re-emphasizes the need for proper guidance and training programs for young talent," he added.

City-wise, **Chandigarh (up 17 percent)** and **Jaipur (up 4 percent)** were the only cities to register positive growth on the year. The pace of growth, however, eased in both the city between July and August; down by **1 percentage point** and **8 percentage points** respectively. Coimbatore (**down 1 percent**) witnessed a marginal decline from the year-ago level for the first time since October 2014.

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

Mar 17	Apr 17	May 17	Jun 17	Jul 17	Aug 17	Sep 17	Oct 17	Nov 17	Dec 17	Jan 18	Feb 18	Mar 18	Apr 18	May 18	Jun 18	Jul 18	Aug 18	Y-O-Y
261	268	258	263	274	279	282	281	297	291	284	293	292	298	276	254	268	266	-5%

Industry Year-over-year Trends: Online demand exceeded the year-ago level in 14 of the 27 industry sectors monitored by the Index.

- **Production and Manufacturing** led all monitored industry sectors by the way of long-term growth even in August. The growth momentum paced up from 60 percent in July to 64 percent in August 2018. All other growth parameters also indicated increased hiring demand in the sector. Month-on-month, the sector registered two percent increase in hiring activity. Online demand surpassed the three-month and six-month ago level by 20 percent and 17 percent respectively.
- **Retail** sector continued to chart sharp increase in hiring and was the second most activity hiring sector this month. Online demand exceeded the corresponding period a year ago by robust 48 percent while demand on the month saw additional eight percent increase over and above the 16 percent growth registered in the previous month.
- **Import/Export** sector (up 17 percent) climbed up the ladder and was one of the most aggressively hiring industries this month. The sector registered the steepest month-on-month growth among all monitored sectors; up by 33 percent. In the past three-month, e-recruitment activity in export/import industry has increased by 15 percent. Nevertheless, demand continues to be lower than the six-month ago level.
- Year-on-year recruitment activity rebounded in the **Travel and Tourism** (up nine percent) following negative growth in June (down 13 percent) as well as in July (down seven percent). Demand on the month increased by significant 15 percent. Among others, **Engineering, Cement, Construction, Iron/ Steel** registered an optimistic nine percent growth following six percent decline in the previous month. Month-on-month, e-recruitment activity increased by nine percent having witnessed weak demand since April 2018.
- Online recruitment activity in **IT - Hardware, Software** (down four percent) and **BPO/ITES** (down 14 percent) continued to be low.
- **Printing/ Packaging** (down 28 percent) sector registered the steepest annual decline yet again.

Top Growth Industries

Lowest Growth Industries

Year-over-year Growth	Aug 17	Aug 18	% Growth Y-o-Y
Production and Manufacturing	138	227	64%
Retail	287	426	48%
Home Appliances	436	533	22%
Import / Export	96	112	17%
Banking/ Financial Services , Insurance	325	370	14%

Year-over-year Growth	Aug 17	Aug 18	% Growth Y-o-Y
BPO/ITES	222	190	-14%
Garments/ Textiles/ Leather, Gems & Jewellery	149	121	-19%
NGO/Social Services	252	201	-20%
Agro based industries	182	140	-23%
Printing/ Packaging	204	147	-28%

E-Commerce: Online demand in e-commerce sector eased on all parameters; down four percent month-on-month and on three-month basis, down six percent on a six-month basis and down three percent on a year-on-year basis,

Mar 17	Apr 17	May 17	Jun 17	Jul 17	Aug 17	Sep 17	Oct 17	Nov 17	Dec 17	Jan 18	Feb 18	Mar 18	Apr 18	May 18	Jun 18	Jul 18	Aug 18	Y-O-Y
112	116	121	122	116	116	117	115	117	114	115	119	119	119	117	117	117	112	-3%

Occupation Year-over-year Trends: Online recruitment activity surpassed the year-ago level in nine of the 13 occupation groups monitored by the Index.

- **Health Care** (up 21 percent) ranked up to lead all monitored job roles, year-on-year. The growth momentum, nevertheless, eased vis-à-vis past months. The group also witnessed fewer opportunities on the month; down one percent. Online demand for Health Care professionals has seen most expansion at the entry (0-3 years) and intermediate level (4-6 years) of experience; 17 percent and four percent respectively. An increase in demand of two percent is also observed at the top-management level (>15 years). Demand at the mid-senior and senior level has however reduced.
- Year-on-year, **HR & Admin** (up 19 percent) and **Finance & Account** (up 16 percent) were the next most sought after occupation group despite reduction in the pace of growth when compared to the previous month. Demand on the month moderated by two percent and one percent respectively. Once again, while demand for HR & Admin increased at all levels of experience; the maximum growth (42 percent) was seen at the entry level (0-3 years). Online demand Finance & Account professionals was mostly at entry level (up by 25 percent).
- Online demand **Legal** professionals registered 15 percent increase between August 2017 and 2018 with 60 percent increase in demand at the entry level and 15 percent at the top-management level. Month-on-month, online opportunities for job role paced up by five percent.
- Year-on-year, demand eased the most for **Arts/Creative** (down 21 percent) professionals. Among others, **Software, Hardware, Telecom** (down seven percent); **Marketing & Communications** (down nine percent) and **Customer Service** (down 13 percent) witnessed de-growth when compared to the corresponding period last year.

Top Growth Occupations

Year-over-year Growth	Aug 17	Aug 18	% Growth Y-o-Y

Lowest Growth Occupations

Year-over-year Growth	Aug 17	Aug 18	% Growth Y-o-Y

Health Care	338	410	21%
HR & Admin	193	230	19%
Finance & Accounts	223	259	16%
Legal	243	279	15%
Sales & Business Development	357	381	7%

Purchase/ Logistics/ Supply Chain	195	196	1%
Software, Hardware, Telecom	357	332	-7%
Marketing & Communications	253	230	-9%
Customer Service	284	247	-13%
Arts/Creative	217	172	-21%

Year-over year Trends by Experience level: Occupations

Top Growth Occupations/Experience	0-3 YR	4-6 YR	7-10 YR	10-15 YR	>15 YR
Health Care	17%	4%	-9%	-3%	2%
HR & Admin	42%	11%	10%	6%	16%
Finance & Accounts	25%	4%	0%	-1%	-7%
Legal	60%	0%	4%	4%	15%
Sales & Business Development	10%	-9%	-7%	-10%	-4%

Geographic Year-over-year Trends: E-recruitment activity exceeded the year-ago level in two of the 13 cities monitored by the Index.

- **Chandigarh** (up 17 percent) and **Jaipur** (up 4 percent) were the only cities to register positive growth on the year. The pace of growth, however, eased in both the city between July and August; down by one percentage point and eight percentage points respectively. **Coimbatore** (down one percent) witnessed a marginal decline from the year-ago level for the first time since October 2014.
- Year-on-year, online hiring activity stumbled further in the five key cities of **Hyderabad** (down nine percent), **Bangalore** (down nine percent), **Chennai** (down six percent), **Delhi-NCR** (down seven percent) and **Mumbai** (down four percent). Mumbai aside, each of these cities saw fewer opportunities on the month as well. E-recruitment in Mumbai remained steady at the June level.
- **Baroda** (down 15 percent) exhibited the most notable annual decline among cities even in August. Month-on-month, recruitment activity eased by four percent.

Top Growth Cities

Year-over-year Growth	Aug 17	Aug 18	% Growth Y-o-Y
Chandigarh	283	330	17%
Jaipur	279	291	4%

Lowest Growth Cities

Year-over-year Growth	Aug 17	Aug 18	% Growth Y-o-Y
Bangalore	344	314	-9%
Kolkata	349	317	-9%

Coimbatore	288	286	-1%	Hyderabad	272	247	-9%
Mumbai	316	303	-4%	Kochi	281	254	-10%
Chennai	244	230	-6%	Baroda	267	226	-15%

Month-over-month Trends for Key Industries & Occupations in Prime Cities:

- **Banking/ Financial Services, Insurance** sector exhibited increased demand in Mumbai. Month-on-month, online hiring activity saw a growth of five percent following marginal increase of one percent in July. Accordingly, demand for **Finance and Accounts** professionals also paced up by three percent.
- **BPO/ITES** sector in Mumbai registered 15 percent increase in e-recruitment on the month following decline of nine percent in July. BPO/ITES exhibited improved demand in Bangalore, Chennai and Hyderabad as well. In Delhi-NCR however, recruitment in the sector contracted by four percent.
- Hyderabad (up 5 percent) aside, online demand for **HR and Admin.** professionals weakened in all major cities on a month-on-month basis. Bangalore saw a decline of 10 percent in online demand for the job role.
- Online recruitment in **Engineering, Cement, Construction, Iron/ Steel** sector was upbeat in all key cities this month while **Production and Manufacturing** sector registered increased recruitment activity in Chennai, Mumbai and Hyderabad.

Industries/Cities

Month-over-month Growth	Bangalore	Chennai	Delhi-NCR	Hyderabad	Mumbai
Banking/ Financial Services , Insurance	1%	-1%	0%	0%	5%
BPO/ITES	6%	6%	-4%	1%	15%
Engineering, Cement, Construction, Iron/ Steel	2%	6%	7%	7%	7%
IT - Hardware, Software	0%	-1%	0%	1%	-2%
Production and Manufacturing	-1%	3%	0%	2%	3%

Occupations/Cities

Month-over-month Growth	Bangalore	Chennai	Delhi-NCR	Hyderabad	Mumbai
Marketing & Communications	-5%	-5%	-3%	-3%	0%
Finance and Accounts	-4%	-5%	-2%	-4%	3%
HR and Admin.	-10%	0%	-5%	5%	0%
Sales & Business Development	1%	-3%	-1%	0%	0%
Software, Hardware, Telecom	-1%	-2%	-3%	-2%	-2%

About the **Monster Employment Index**

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. 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. 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.

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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