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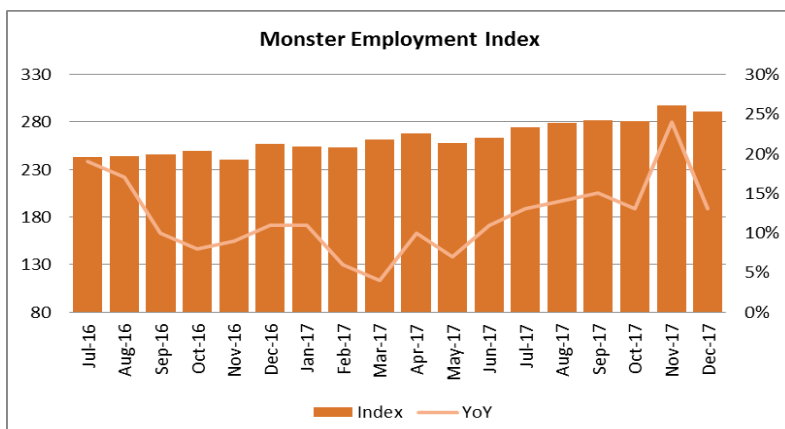
## EMPLOYMENT INDEX

### Monster Employment Index India registered 13 percent y-o-y growth for December '17

- **Home Appliances (up 68 percent)** continue to lead the y-o-y growth, followed by and **BFSI (up 38 percent)**
- **Automotive/ Ancillaries/Tyres (up 35 percent)** registered the steepest m-o-m growth in e-recruitment activity
- **Kolkata (up 50 percent)** and **Baroda (up 36 percent)** lead all monitored cities

**New Delhi, 05 January 2017:** Online recruitment activities in the month of December 2017 registered 13 percent year-on-year growth, according to the [Monster Employment Index](#), with a 2 percent decline in month-on-month e-recruitment activity.

Among job intensive sectors, **Home Appliances** continued to lead the long-term growth chart with **68 percent** y-o-y; down four points from 72 percent y-o-y growth in November, but still emerging as the top hiring sector y-o-y. This was followed by e-recruitment activity in **Banking/ Financial Services, Insurance** which registered **38 percent** y-o-y growth in December 2017. Online demand in **Automotive/ Ancillaries/Tyres (up 35 percent)** sustained a progressive y-o-y growth. The sector also registered the steepest growth in e-recruitment activity for the month among all monitored industry sectors.



Demand in Hospitality & Travel saw the most notable slowdown from **32 percent in November 2017** to **17 percent in December 2017**.

City-wise data shows, **Kolkata (up 50 percent)** recorded the most notable annual growth rate among all monitored cities, followed by **Baroda (up 36 percent)** and **Jaipur (up 32 percent)**. Amongst metros, **Delhi NCR (up 4 percent)** witnessed the slowest growth in e-recruitment activity.

**Commenting on the trends, Sanjay Modi, Managing Director, Monster.com, APAC & Middle-East** said, "*Monster Employment Index is exhibiting a relative slowdown in the pace of hiring activity in December 2017. It is interesting to note that Automotive/ Ancillaries/Tyres registered the steepest growth in recruitment activity and Home Appliances led the pack as the top hiring sector y-o-y. Kolkata*

emerged as the front-runner with a notable 50 percent increase in annual growth rate in e-recruitment activity.”

“India’s hiring outlook in 2017 was dampened due to introduction of radical reforms such as demonetization, implementation of GST and a new bankruptcy regime. Our estimate is that these reforms would help Indian economy in mid to long term with creation of more jobs. The bearish response towards recruitment activities also reiterates the growing need for up-skilling in the country. The biggest expectation out of the Union Budget 2018-19 would be a higher focus on job creation in key labour intensive industry sectors like manufacturing & infrastructure. We are quite optimistic that job scenario will improve in 2018.” he added.

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

Jul 16	Aug 16	Sep 16	Oct 16	Nov 16	Dec 16	Jan 17	Feb 17	Mar 17	Apr 17	May 17	Jun 17	Jul 17	Aug 17	Sep 17	Oct 17	Nov 17	Dec 17	Y-O-Y
243	244	246	249	240	257	254	253	261	268	258	263	274	279	282	281	297	291	13%

**Industry Year-over-year Trends:** Online demand surpassed the year-ago level in 19 of the 27 industry sectors monitored by the Index.

- **Home Appliance** (up 68 percent) continued to lead the year-on-year growth chart but at an eased-up pace of growth; down four points from 72 percent growth in November. Nevertheless, the short-term growth parameters continued to exhibit an upward growth trend; five percent (month-on-month), 10 percent (three-month) and 29 percent (six-month)
- **Banking/ Financial Services, Insurance** (up 38 percent) was next in the rung. Year-on-year, demand slowed in BFSI sector as well; down 18 points from November 2017. Month-on-month demand increased by three percent and matched the three-month ago level.
- **Automotive/ Ancillaries/Tyres** (up 35 percent) sustained a progressive growth path, year-on-year. The sector also registered the steepest growth in e-recruitment activity on the month among all monitored industry sectors; up eight percent. Among others, year-on-year growth momentum improved in **Education** sector; up from 26 percent in November to 29 percent in December.
- Online hiring activity recoiled in manufacturing and commerce following significant growth in the past month. Year-on-year, **Production and Manufacturing** registered 13 percent growth down from a growth of 31 percent in November 2017. **Logistic, Courier/ Freight/ Transportation** recorded 29 percent growth down from 35 percent in November.
- E-recruitment in **Retail** (down six percent) eased below the corresponding period a year-ago. The sector registered one percent growth on the month.
- **Government/PSU/Defence** (down 31 percent) and **BPO/ITES** (down 22 percent) recorded the steepest annual decline among all monitored industry sectors.

### Top Growth Industries

Year-over-year Growth	Dec 16	Dec 17	% Growth Y-o-Y
Home Appliances	307	516	68%
Banking/ Financial Services , Insurance	255	353	38%
Consumer Goods/ FMCG, Food & Packaged Food	191	260	36%
Media & Entertainment	278	377	36%
Automotive/ Ancillaries / Tyres	148	200	35%

### Lowest Growth Industries

Year-over-year Growth	Dec 16	Dec 17	% Growth Y-o-Y
Office Equipment/Automation	108	100	-7%
Printing/ Packaging	220	193	-12%
Agro based industries	162	137	-15%
BPO/ITES	249	195	-22%
Government/ PSU/ Defence	120	83	-31%

**E-Commerce:** Although positive, online demand in E-commerce sector eased further in December. The sector registered four percent year-on-year growth down from six percent in November. Online demand regressed on all other parameters; six-month (down seven percent); three-month (down three percent); and month-on-month (down three percent).

Jul 16	Aug 16	Sep 16	Oct 16	Nov 16	Dec 16	Jan 17	Feb 17	Mar 17	Apr 17	May 17	Jun 17	Jul 17	Aug 17	Sep 17	Oct 17	Nov 17	Dec 17	Y-O-Y
117	115	112	113	110	110	106	109	112	116	121	122	116	116	117	115	117	114	4%

**Occupation Year-over-year Trends:** Online recruitment activity surpassed the year-ago level in all 13 occupation groups monitored by the Index but at a relatively eased up pace. .

- **Finance & Account** (up 29 percent); **Sales & Business Development** (up 26 percent) were among the most demanded job roles, year-on-year. The growth momentum, nevertheless, slowed for both vis-à-vis November 2017. While Sales & Business Development exhibited positive trend on all other growth parameters Finance & Account saw one percent decline on the month. There continues to be high demand at the **Senior Management** level as well; up 35 percent.
- **Software, Hardware, Telecom** (up nine percent) registered a single-digit annual growth for the first time since January 2015. The job role saw no increase in demand on a month-on-month basis. The three-month and six-month growth trend, however, continued to be positive.
- Among job roles, **Engineering /Production** (up 19 percent) and **Hospitality & Travel** (up 17 percent) saw the most notable slowdown in year-on-year demand; down 15 points between November and December 2017. Hospitality & Travel professionals also witnessed the steepest decline in demand on a month-on-month basis; down four percent.
- Year-on-year, demand was lowest for **Customer Service** (up five percent) professionals. Demand on the month eased by three percent.

### Top Growth Occupations

Year-over-year Growth	Dec 16	Dec 17	% Growth Y-o-Y
Senior Management	193	261	35%
Finance & Accounts	192	247	29%
Sales & Business Development	316	398	26%
Health Care	312	389	25%
Arts/Creative	183	220	20%

### Lowest Growth Occupations

Year-over-year Growth	Dec 16	Dec 17	% Growth Y-o-Y
Hospitality & Travel	210	246	17%
Marketing & Communications	231	268	16%
Legal	220	254	15%
Software, Hardware, Telecom	334	364	9%
Customer Service	258	272	5%

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

- Online demand, on the year, increased the most in tier-II cities. **Kolkata** (up 50 percent) led the growth chart followed by **Baroda** (up 36 percent); **Jaipur** (up 32 percent); **Coimbatore** (up 30 percent); **Ahmedabad** (up 30 percent) and **Chandigarh** (up 27 percent). Ahmedabad and Chandigarh were also the only cities to witness an improvement in the year-on-year growth momentum between November and December. Month-on-month, Chandigarh (up four percent) saw the steepest growth followed by Ahmedabad (up two percent).
- The major metros, viz., **Mumbai** (up 16 percent); **Hyderabad** (up 10 percent); **Bangalore** (up seven percent); **Chennai** (up 11 percent); and **Delhi-NCR** (up four percent) witnessed marginal decline or no growth in monthly hiring demand. The year-on-year growth momentum moderated in each case between November and December; the growth rate was slowest in Delhi-NCR.

### Top Growth Cities

Year-over-year Growth	Dec 16	Dec 17	% Growth Y-o-Y
Kolkata	245	367	50%
Baroda	209	284	36%
Jaipur	233	307	32%
Coimbatore	248	323	30%
Ahmedabad	287	373	30%

### Lowest Growth Cities

Year-over-year Growth	Dec 16	Dec 17	% Growth Y-o-Y
Pune	269	300	12%
Chennai	227	253	11%
Hyderabad	255	280	10%
Bangalore	328	351	7%
Delhi-NCR	242	251	4%

## By Industry

	2016	2017											
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
IT - Hardware, Software	464	446	458	466	496	500	492	531	536	525	531	565	563
BPO/ITES	249	238	252	250	246	243	228	219	222	221	189	196	195
Engineering, Cement, Construction, Iron/Steel	162	163	181	164	167	174	172	195	182	189	186	201	198
Banking/Financial Services/Insurance	255	273	277	255	284	299	308	312	325	353	330	342	353
Education	216	221	228	222	228	226	229	248	255	256	259	273	279
Production and Manufacturing	150	138	122	130	131	121	129	139	138	141	155	166	169
Automotive/Ancillaries/Tyres	148	155	158	156	163	157	168	182	180	187	185	186	200
Telecom/ISP	213	187	201	212	236	234	234	254	249	259	251	273	276
Oil/Gas/Petroleum, Power	143	138	136	137	137	135	134	135	131	134	143	147	147
Healthcare, Bio Technology & Life Sciences, Pharmaceuticals	319	320	312	319	325	287	315	319	312	332	323	352	340
Advertising, Market Research, Public Relations	164	164	164	160	164	158	159	159	157	157	155	164	165
Travel & Tourism	268	265	266	260	268	264	280	276	272	277	277	296	279
Home Appliances	307	304	348	367	396	399	401	451	436	469	457	491	516
Media & Entertainment	278	260	255	271	287	257	261	311	346	370	366	402	377
Chemicals/Plastic/Rubber, Paints, Fertilizer/Pesticides	126	129	139	146	137	137	142	138	143	146	131	154	153
Consumer Goods/FMCG, Food & Packaged Food	191	191	201	197	211	218	228	245	243	265	261	267	260
Garments/Textiles/Leather, Gems & Jewellery	165	157	158	165	166	159	167	154	149	157	148	153	153
Real Estate	164	155	151	166	161	157	161	167	167	171	168	178	179
Retail	303	298	285	301	326	261	292	281	287	292	284	280	284
Logistic, Courier/Freight/Transportation	204	205	231	221	212	187	197	210	217	244	242	261	263
Import/Export	113	116	121	112	117	112	110	102	96	113	125	121	118
Government/PSU/Defence	120	121	123	116	116	104	99	95	90	91	87	89	83
Shipping/Marine	117	114	104	108	111	107	110	127	128	123	122	122	116
Printing/Packaging	220	224	230	221	217	195	199	207	204	202	191	203	193
NGO/Social Services	233	225	219	226	214	200	208	243	252	273	256	273	248
Agro based industries	162	169	157	158	164	154	166	180	182	177	158	143	137
Office Equipment/Automation	108	111	114	113	116	104	101	105	105	103	101	101	100

## By Occupation

	2016	2017											
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Software, Hardware, Telecom	334	330	325	339	342	334	334	354	357	350	347	365	364
Customer Service	258	252	264	267	267	266	261	270	284	281	274	280	272
Engineering/Production	203	205	193	202	213	209	212	223	222	231	230	249	241
Finance & Accounts	192	196	201	200	204	192	198	212	223	240	236	250	247
Sales & Business Development	316	309	302	318	332	321	332	347	357	374	358	396	398
Senior Management	193	196	195	220	215	208	214	230	236	245	253	259	261
HR & Admin	181	178	178	188	189	182	187	188	193	199	201	215	215
Marketing & Communications	231	231	221	233	238	229	233	249	253	258	252	273	268
Health Care	312	321	339	318	308	307	323	336	338	367	363	389	389
Purchase/Logistics/Supply Chain	171	169	175	172	178	172	178	185	195	203	199	205	201
Hospitality & Travel	210	205	210	213	212	211	216	219	221	231	236	257	246
Legal	220	219	218	232	229	215	235	229	243	248	243	252	254
Arts/Creative	183	183	180	189	195	186	198	207	217	219	217	226	220

## By Local Market

	2016	2017											
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Mumbai	288	282	284	303	302	295	301	307	316	319	321	335	335
Bangalore	328	319	332	351	344	325	326	337	344	336	336	351	351
Delhi-NCR	242	242	244	252	247	240	237	236	243	244	241	248	251
Hyderabad	255	252	260	274	265	252	256	267	272	270	265	283	280
Chennai	227	228	237	251	241	230	231	237	244	245	243	253	253
Pune	269	263	271	285	281	270	274	284	289	283	281	295	300
Kolkata	245	240	250	267	301	304	314	334	349	352	348	369	367
Ahmedabad	287	282	289	315	322	314	318	325	330	346	342	365	373
Chandigarh	259	252	259	265	282	274	285	282	283	295	298	317	330
Kochi	263	262	253	264	277	271	278	285	281	294	290	318	308
Baroda	209	217	222	241	281	239	270	275	267	265	271	290	284
Coimbatore	248	243	257	283	296	282	277	274	288	310	316	333	323
Jaipur	233	234	248	255	251	245	256	265	279	290	303	312	307

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 India**

[Monster India](#), India's leading online career and recruitment resource with its cutting-edge technology provides relevant profiles to employers and relevant jobs to jobseekers across industry verticals, experience levels and geographies. More than 200 million people have registered on the Monster Worldwide network. Today, with operations in more than 40 countries, Monster provides the widest and most sophisticated job seeking, career management, recruitment and talent management capabilities globally. Monster India started its operations in 2001. Headquartered in Hyderabad, the company has presence in 10 other cities of India viz., Mumbai, Delhi, Bangalore, Chennai, Pune, Kolkata, Ahmedabad, Baroda, Chandigarh, and Cochin.

Monster Mobile App was voted Product of the Year under the 'Mobile App Job' category in a survey of over 18000 people by Nielsen. Monster.com was 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. To learn more about Monster India visit: [www.monsterindia.com](http://www.monsterindia.com) | [www.facebook.com/monsterindia](http://www.facebook.com/monsterindia) | [https://twitter.com/monster\\_india](https://twitter.com/monster_india)

#### **About Monster Worldwide**

Monster Worldwide, Inc. is a global leader in connecting people to jobs, wherever they are. For more than 20 years, Monster has helped people improve their lives with better jobs, and employers find the best talent. Today, the company offers services in more than 40 countries, providing some of the broadest, most sophisticated job seeking, career management, and recruitment and talent management capabilities. Monster continues its pioneering work of transforming the recruiting industry with advanced technology using intelligent digital, social and mobile solutions, including our flagship website monster.com® and a vast array of products and services.

For more information visit: [monster.com/about](http://monster.com/about)

#### **For further queries please reach:**

<p><b>Priyanka Sharma Kaintura</b> Head – PR (India, Middle East, South -East Asia), Monster.com <a href="mailto:priyanka.sharma@monsterindia.com">priyanka.sharma@monsterindia.com</a></p>	<p><b>M Sindhu</b> Genesis Burson-Marsteller +91- 9899428304 <a href="mailto:m.sindhu@bm.com">m.sindhu@bm.com</a></p>
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