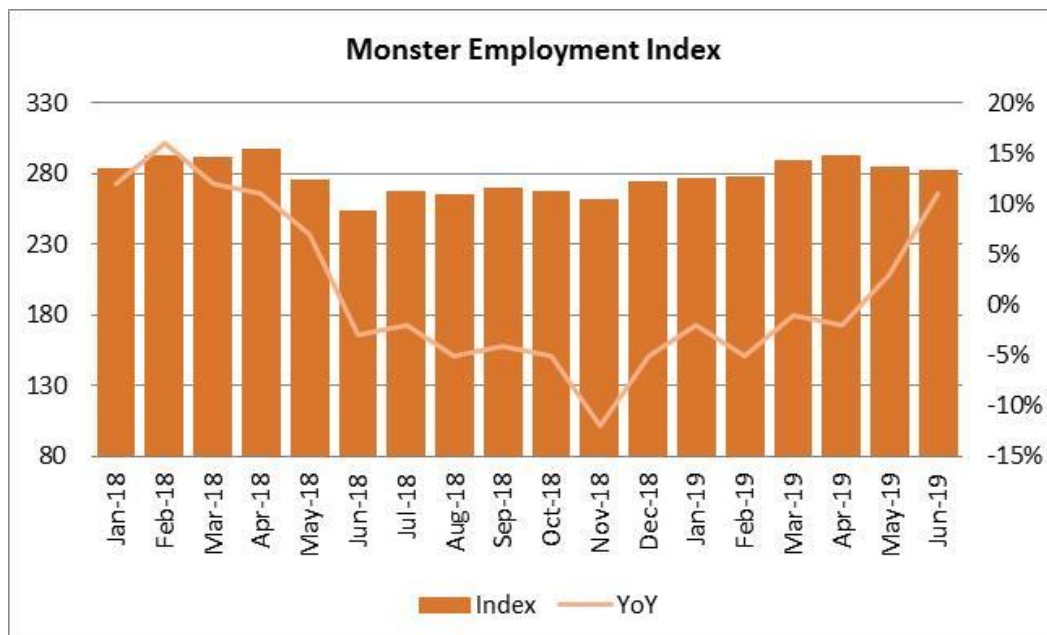## Monster Employment Index: Online hiring demand witnesses 16% growth in H1 2019 between to H1 2018

- *Tier 2 cities show higher demand as compared to metros*
- *Retail (27%) and Telecom (22%) industries led the growth in hiring in H1 2019*
- *Hiring in occupations like Travel & Hospitality, Finance & Accounts contributed to the rise*

Gurugram, August 28, 2019: The hiring trend for H1 2019 has registered 3 percent growth as compared to 8% growth in H2 2018, with sectors like Retail and Telecom showing tremendous growth. Below are the important insights from the six-month analysis of the Monster Employment Index.

Krish Seshadri, CEO, APAC & Gulf – Monster.com *said, "The online hiring demand has witnessed a 16% increase between H1 2018 and H1 2019. The demand was led by Tier 2 cities, sectors like retail, telecom and professions including hospitality & travel and finance & accounting. There are certain sectors including agro-based industries, automotive and consumer goods & FMCG that need attention in order to revive demand."*

Mr. Seshadri *also added, "Concerning automotive industry, there have been certain developments like RBI repo rate cut, which should revive the appetite for car loans and hence the demand. The government is also focusing on electric vehicles, which should help the sector in the long-term."*

Key Trends in H1, 2019:

- **Tier 2 cities have shown a higher hiring demand in H1 2019 as compared to the metros**
  Both Baroda and Ahmedabad registered higher hiring demand numbers consistently as compared to the metros. Baroda had a demand of 11 percent in H1 2019, recovering from a fall of 19 percent in the corresponding time frame in 2018. Simultaneously, Ahmedabad registered 5

percent growth, recovering from a 16 percent fall in demand in H1 2018. On the other hand, metro cities have

shown a lower hiring demand as compared to the Tier 2 cities. Cities like Delhi (3 percent), Mumbai (0 percent), Bangalore (1 percent) and Hyderabad (3 percent) showed a marginal increase in demand.

- **Telecom Sector gearing up for the 5G push**
  The telecom sector has registered a 35 percent increase in online hiring demand between H2 2018 and H1 2019, which could be attributed to the preparation for 5G by the Indian Telecom operators. The industry saw a fall in demand in H2 2018 by 13 percent, however, it recovered to 22 percent in H1 2019.

- **Automobile sector staring at a drop in online hiring demand**
  Automobile sector has registered a 13 percent fall in online hiring demand in the combined time-period of H2 2018 and H1 2019. The sales slump has deeply impacted the sector resulting into reduced production and hiring. According to industry estimates the sector has already seen a loss of 3.5 lakh jobs over the past 4 months.
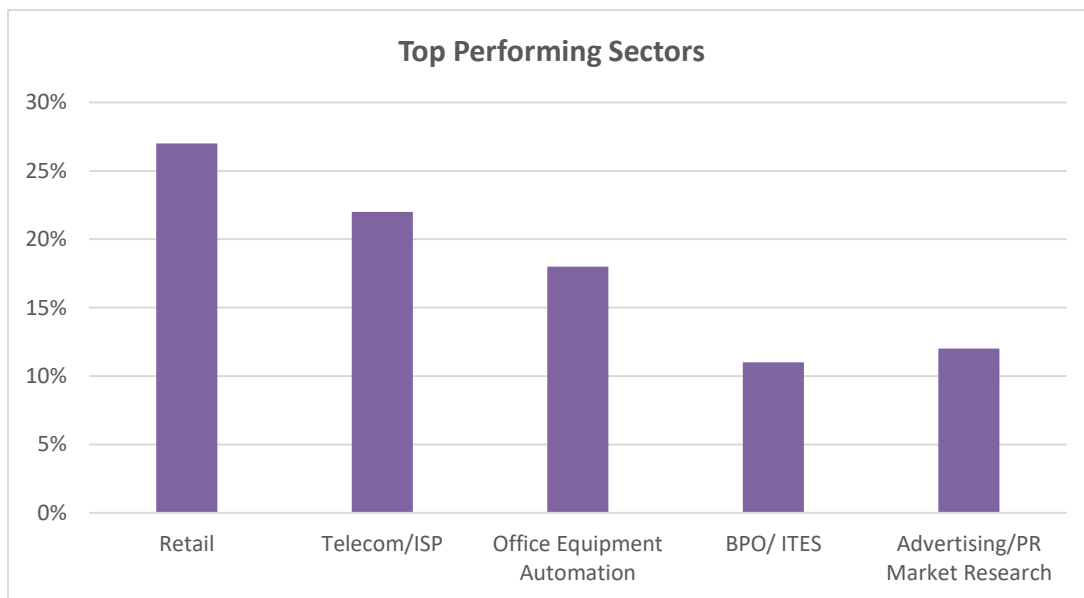
- **Steep drop in online hiring demand for Agro-based industries**
  Agro-based industry has been seeing a consistent decline in demand for online hiring. The industry has witnessed a 51 percent fall in H1 2019 and has fallen by 74 percent between H2 2018 and H1 2019. This however can be attributed to the fact that major Agro-based hiring is done offline and it is done for blue collar employees.

- **Surge in demand for Hospitality and Travel professionals**
  Hospitality and Travel professionals are in demand with a 12 percent increase in H1 2019. This also represents the growth in the travel and tourism sector as it prepares itself for the upcoming festive & holiday season.

Industry Analysis

Top Performing Sectors

Sector	Value
Retail	27%
Telecom/ISP	22%
Office Equipment Automation	18%
BPO/ ITES	11%
Advertising/PR Market Research	12%

- Retail has managed to grow further at 27% in H1 2019, while it grew at 20% in H1 2018

- Telecom/ISP has shown tremendous growth from H1 2018 where it was falling by -1%. The hiring numbers further fell by -13% in H2 2018. However, it has managed to recover in H1 2019 where it has registered a growth of 22%
- Automobile and Ancillaries industry continued to fall from -3% in H2 2018 to -10% in H1 2019
- NGO/Social Services registered a 25% growth rate in H2 2018, however it fell to -2% in H1 2019
- Agro based industries were growing at 23% in H2 2018 but in H1 2019, they registered a -51 percent growth rate in online hiring
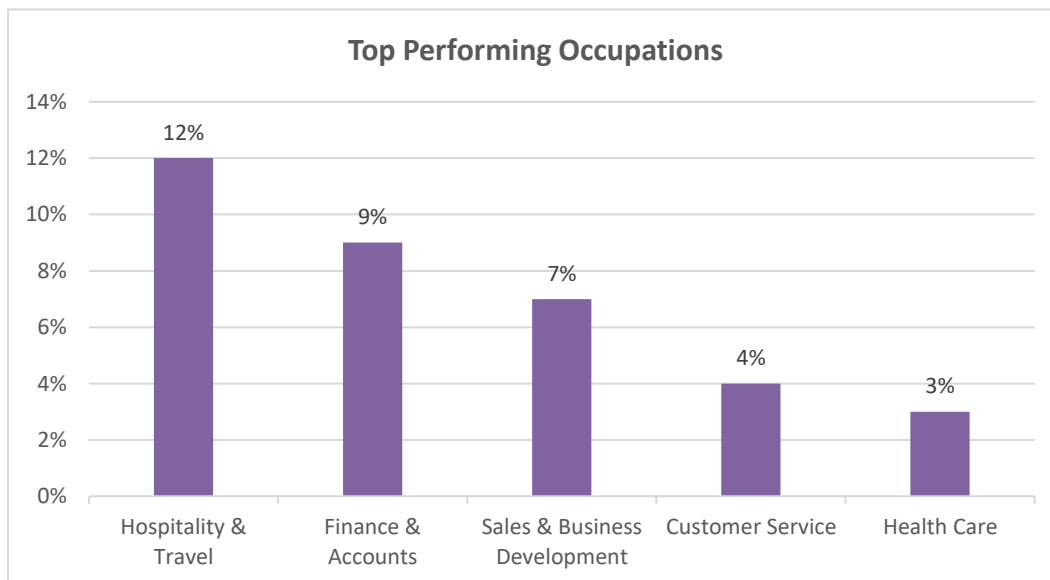
Top Growth Industries

H1 2019	% Growth 6-M
Retail	27%
Telecom/ISP	22%
Office Equipment/Automation	18%
Advertising, Market Research, Public Relations (PR)	12%
BPO/ITES	11%

Lowest Growth Industries

H1 2019	% Growth 6-M
Shipping/Marine	-2%
NGO/Social Services	-2%
Consumer Goods/ FMCG, Food & Packaged Food	-8%
Automotive/ Ancillaries / Tyres	-10%
Agro based industries	-51%

Occupational Analysis

Top Performing Occupations

Occupation	%
Hospitality & Travel	12%
Finance & Accounts	9%
Sales & Business Development	7%
Customer Service	4%
Health Care	3%

- Hiring in Hospitality and travel was falling by 2% in H2 2018 but gained back and is now growing at 12% in H1 2019
- Finance and Accounts was at -3% in H1 2018, however it is now growing at 9% in H1 2019
- Arts and creative has shown growth from -24% in H1 2018 to 0% in H1 2019

- Engineering/ Production has shown growth from -11% in H1 2018 to 12% in H2 2018. But fell to -2% in H1 2019
- Similarly, Marketing and communication was growing at -16% in H1 2018, rose to 7% in H2 2018, but fell back to -4% in H1 2019
- HR & Admin had shown continuous growth through 2018 where in H1 it registered a 3% growth rate, improved it to 6% in H2. However, in H1 2019, it registered a -5% growth rate
- Purchase/ Logistics/ Supply Chain registered a fall in hiring growth rate from 10% in H2 2018 to -8% in H1 2019
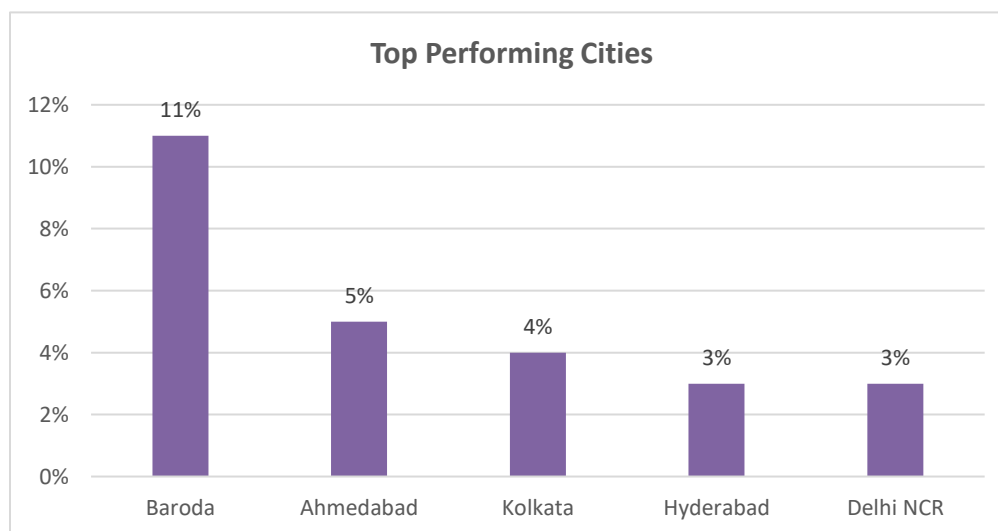
Top Growth Occupations

H1 2019	% Growth 6-M
Hospitality & Travel	12%
Finance & Accounts	9%
Sales & Business Development	7%
Customer Service	4%
Health Care	3%

Lowest Growth Occupations

H1 2019	% Growth 6-M
Arts/Creative	0%
Engineering /Production	-2%
Marketing & Communications	-4%
HR & Admin	-5%
Purchase/ Logistics/ Supply Chain	-8%

Geographic Analysis

Top Performing Cities

City	Growth
Baroda	11%
Ahmedabad	5%
Kolkata	4%
Hyderabad	3%
Delhi NCR	3%

- Baroda and Ahmedabad, the two Tier 2 cities have shown great growth recovery through H1 H2 2018 and H1 2019. Baroda went from a hiring growth rate of -19% in H1 2018 to 11% in H1 2019. Similarly, Ahmedabad was at a growth rate of -16% in H1 2018 and recovered to a 5% growth rate in H1 2019
- Hyderabad was at -11% hiring growth rate and Delhi NCR at -9% in H1 2018. Both cities have registered a 3% hiring growth rate each in H1 2019

- In H1 2018, The hiring growth rate in Mumbai and Bangalore were -10% and -12% respectively. Bangalore did grow in H2 2018 by 9%, however, both Mumbai and Bangalore grew at 0% and 1% respectively in H1 2019.
- Another city that has seen varied growth rate across the last 1.5 years is Chandigarh. The city registered a hiring growth rate of -6% in H1 2018, which grew to 11% in H2 2018. However, the hiring growth has fallen to -7% for the city in H1 2019.

Top Growth Cities

H1 2019	% Growth 6-M
Baroda	11%
Ahmedabad	5%
Kolkata	4%
Hyderabad	3%
Delhi-NCR	3%

Lowest Growth Cities

H1 2019	% Growth 6-M
Bangalore	1%
Mumbai	0%
Kochi	-1%
Chennai	-1%
Chandigarh	-7%

About the Monster Employment Index

The Monster Employment Index is a broad and comprehensive 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 & Middle East

Monster, the 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 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 | www.monstergulf.com | www.monster.com.sg | www.monster.com.my | www.monster.com.ph | www.monster.com.hk

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