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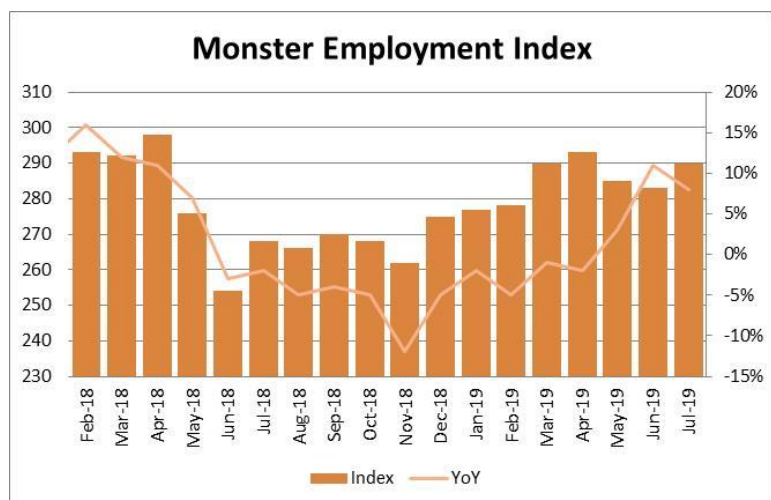
EMPLOYMENT INDEX

Monster Employment Index July 2019: 8% YoY growth in online job posting activity

- Monster Employment Index India registers eight percent growth from the year-ago level
- Online hiring records uptrend of two percent on a month-on-month basis
- Office Equipment/Automation leads all monitored industry sectors, year-on-year
- Agro based industries exhibits the steepest annual decline
- Hospitality & Travel professionals were most in-demand among job-roles between July 2018 and 2019
- Ahmedabad tops the year-on-year growth chart this month; followed by Kolkata

[Monster Employment Index](#) registered **8 percent Y-o-Y increase** in July 2019 and M-o-M grew by two percent. Among industry sectors, **Office Equipment/Automation (up 37% y-o-y)** registered the highest Y-o-Y increase as well as a three month increase of **14 percent**. This was followed by the **Travel and Tourism sector** which registered **29% y-o-y** increase in online recruitment. There has been a **4 percent** rise in e-recruitment activity in the sector over the past **six-months between February and July 2019**. Demand in **Agro-based Industries** continued to fall by **43 percent Y-o-Y**. **Automotive/Ancillaries / Tyres** continued to decline in July 2019, registering a fall in demand by **19 percent Y-o-Y**.

Occupation-wise, **Hospitality and Travel** registered a **10 percent y-o-y** rise in online demand. **Software, Hardware, Telecom** professionals registered **7 percent increase Y-o-Y**. **Customer Service professionals** experienced improved Y-o-Y growth of **7% percent**. It is notable that the growth rate for professionals at entry level for **Engineering /Production** registered a growth in demand of **58 percent**. Demand for **Legal and HR & Admin** registered the steepest annual decline by **6 percent** each among occupation groups in July 2019.



City-wise, **Ahmedabad and Kolkata** led all monitored cities with a **Y-o-Y increase** in demand by **17 percent and 15 percent** respectively. This was followed by **Baroda and Pune**, registering a **Y-o-Y demand** of **12 percent**. Online demand continued to chart positive annual growth for **Bangalore and Kochi**, registering a **11 percent and 2 percent** increase in demand respectively in July 2019. **Hyderabad** registered a steep fall of **16 percent** in the demand for employees in the **Banking/ Financial Services, Insurance**. However, the city recorded an increase in demand by **14 percent** for **Software/Hardware and Telecom professionals**.

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

Feb 18	Mar 18	Apr 18	May 18	Jun 18	Jul 18	Aug 18	Sep 18	Oct 18	Nov 18	Dec 18	Jan 19	Feb 19	Mar 19	Apr 19	May 19	Jun 19	Jul 19	Y-O-Y
293	292	298	276	254	268	266	270	268	262	275	277	278	290	293	285	283	290	8%

Industry Year-over-year Trends: Online demand exceeded the year-ago level in 20 of the 27 industry sectors monitored by the Index.

- Year-on-year, **Office Equipment/Automation** (up 37 percent) continued to lead online recruitment activity for the second consecutive month. However, growth momentum eased by 12 percentage points vis-a-vis last month. In short-term as well, the sector fared well on all parameters; up one percent (month-on-month), up 14 percent (three-month) and up 10 percent (six-month).
- Travel and Tourism** (up 29 percent) exhibited growing online demand since August 2018. In short-term (six-month), the sector leaped by four percent.
- Online hiring activity in **Oil/ Gas/ Petroleum, Power** (up 22 percent) charted the most-notable year-on-year growth since May 2016. On all other parameters, the sector recorded improved growth vis-à-vis June 2019; month-on-month (up eight percent) paced up from decline of three percent, three-month (three percent) improved from decline of six percent and six-month (up eight percent) paced up from decline of one percent .
- E-recruitment activity in **Media & Entertainment** (up 21 percent) sector saw the steepest year-on-year growth since July 2018. Pace of growth also improved; up from 16 percent in June 2019. Growth on month-on-month (up five percent), three-month (up four percent) and six-month (up 15 percent) basis as well registered hike.
- IT - Hardware, Software** (up three percent) saw uptrend in annual growth for the second consecutive month. The sector recovered growth for the first time on month-on-month (up two percent) basis since April 2019. **Telecom/ISP** (down seven percent) indicated receded annual growth in July 2019; down from five percent last month.
- Agro based industries** (down 43 percent) exhibited the steepest annual decline among sectors in July 2019.

Top Growth Industries

Year-over-year Growth	Jul 18	Jul 19	% Growth Y-o-Y
Office Equipment/Automation	107	147	37%
Travel and Tourism	257	332	29%
Import / Export	84	104	24%
Engineering, Cement, Construction, Iron/ Steel	183	224	22%

Lowest Growth Industries

Year-over-year Growth	Jul 18	Jul 19	% Growth Y-o-Y
Consumer Goods/ FMCG, Food & Packaged Food	236	221	-6%
Telecom/ISP	306	285	-7%
Chemicals/ Plastic/ Rubber, Paints, Fertilizer/ Pesticides	136	124	-9%
Automotive/ Ancillaries / Tyres	187	152	-19%

Oil/ Gas/ Petroleum, Power	140	171	22%
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Agro based industries	141	80	-43%
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E-Commerce: E-commerce (up four percent) sector registered increase in hiring activity for the tenth consecutive month on annual basis. In July 2019, the sector witnessed two percent growth on month-on-month basis and four percent growth on year-on-year basis.

Feb 18	Mar 18	Apr 18	May 18	Jun 18	Jul 18	Aug 18	Sep 18	Oct 18	Nov 18	Dec 18	Jan 19	Feb 19	Mar 19	Apr 19	May 19	Jun 19	Jul 19	Y-O-Y
119	119	119	117	117	117	112	116	121	121	123	130	132	132	135	125	120	122	4%

Occupation Year-over-year Trends: Online demand for professionals witnessed growth in nine of the 13 occupation groups monitored by the Index, year-on-year.

- **Hospitality & Travel** (up 10 percent) professionals led annual growth in online demand among job-roles. Demand on six-month basis increased by 15 percent. Professionals at senior (11-15 years) levels saw the most-notable growth in demand; followed by entry (0-3 years) and mid-senior (7-10 years) levels which saw growth of 27 percent and 21 percent respectively. At top management level, professionals reported decline of 13 percent.
- Online demand for **Software, Hardware, Telecom** (up seven percent) professionals eased by three percentage points compared to June (up 10 percent) 2019. Month-on-month demand increased by three percent. The group saw growth in hiring at all levels; entry level (0-3 years) at 10 percent, intermediate level (4-6 years) at 12 percent, mid-senior level (7-10 years) at 13 percent, senior level (11-15 years) at 12 percent and top management level (>15 years) at five percent.
- **Customer Service** (up seven percent) professionals experienced improved year-on-year growth; up from four percent in June 2019. In short-term, the job-role registered uptrend of two percent (month-on-month) and six percent (six-month). Online demand for professionals was highest at senior level (up 17 percent).
- Year-on-year, **Engineering /Production** (up six percent) continued to witness increase in online demand for the fourth consecutive month. The job-role saw most notable increase in demand for professionals at entry level (up 58 percent).
- **Legal** (down six percent) and **HR & Admin** (down six percent) registered the steepest annual decline among occupation groups in July 2019.

Top Growth Occupations

Year-over-year Growth	Jul 18	Jul 19	% Growth Y-o-Y
Hospitality & Travel	229	252	10%
Senior Management	242	261	8%
Software, Hardware, Telecom	334	359	7%

Lowest Growth Occupations

Year-over-year Growth	Jul 18	Jul 19	% Growth Y-o-Y
Arts/Creative	176	179	2%
Marketing & Communications	229	229	0%
Purchase/ Logistics/ Supply Chain	197	195	-1%

Customer Service	248	265	7%
Engineering /Production	226	239	6%

HR & Admin	234	221	-6%
Legal	266	249	-6%

Year-over year Trends by Experience level: Occupations

Top Growth Occupations/Experience	0-3 YR	4-6 YR	7-10 YR	11-15 YR	>15 YR
Hospitality & Travel	27%	12%	21%	42%	-13%
Software, Hardware, Telecom	10%	12%	13%	12%	5%
Customer Service	-1%	2%	5%	17%	7%
Engineering /Production	58%	10%	-3%	1%	10%
Sales & Business Development	11%	11%	13%	13%	4%

Geographic Year-over-year Trends: Online hiring activity surpassed the year-ago level in all the 13 cities monitored by the Index.

- Online job opportunities in **Ahmedabad** (up 17 percent) witnessed the most-notable growth among monitored cities as well as in the series. Growth momentum paced up by nine percentage points vis-à-vis June 2019.
- **Kolkata** (up 15 percent) recorded double-digit growth for the first time since June 2018; also ranked among top growth cities this month. Between June and July 2019, pace of growth improved by 10 percentage points.
- Year-on-year, **Baroda** and **Pune** both registered increased demand of 12 percent. **Bangalore** followed closely at 11 percent growth.
- **Kochi** (up two percent) recovered annual growth for the first time since June 2018.

Top Growth Cities

Year-over-year Growth	Jul 18	Jul 19	% Growth Y-o-Y
Ahmedabad	315	369	17%
Kolkata	324	374	15%
Baroda	236	265	12%

Lowest Growth Cities

Year-over-year Growth	Jul 18	Jul 19	% Growth Y-o-Y
Delhi-NCR	232	242	4%
Coimbatore	302	315	4%
Mumbai	302	312	3%

Pune	271	304	12%
Bangalore	320	354	11%

Chandigarh	334	342	2%
Kochi	258	262	2%

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

- Of the five key cities, online hiring in **Banking/ Financial Services, Insurance** was most notable in Chennai and Delhi-NCR (both at four percent) from the month-ago level. Whereas, Hyderabad (down 16 percent) saw the steepest decline.
- **Engineering, Cement, Construction, Iron/ Steel** registered uptrend in e-recruitment activity in all cities except Delhi-NCR (zero percent). Chennai (up five percent) saw the highest growth, followed by Hyderabad (up two percent), Bangalore and Mumbai (up one percent). **BPO/ITES** recorded growth only in Chennai (up one percent).
- Professionals from **Sales & Business Development** and **Software, Hardware, Telecom** experienced increased demand in all the prime cities. **Finance and Accounts** professionals witnessed most-notable growth in Bangalore (up 13 percent), on-the-month.

Industries/Cities

Month-over-month Growth	Bangalore	Chennai	Delhi-NCR	Hyderabad	Mumbai
Banking/ Financial Services, Insurance	0%	4%	4%	-16%	-2%
BPO/ITES	0%	1%	-1%	-18%	-7%
Engineering, Cement, Construction, Iron/ Steel	1%	5%	0%	2%	1%
IT - Hardware, Software	2%	4%	0%	2%	1%
Production and Manufacturing	6%	-4%	-1%	5%	-13%

Occupations/Cities

Month-over-month Growth	Bangalore	Chennai	Delhi-NCR	Hyderabad	Mumbai
Marketing & Communications	5%	2%	0%	3%	-5%
Finance and Accounts	13%	1%	0%	-2%	-3%
HR and Admin	-5%	-4%	-2%	6%	-6%
Sales & Business Development	9%	2%	3%	8%	8%
Software, Hardware, Telecom	14%	10%	9%	14%	9%

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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