

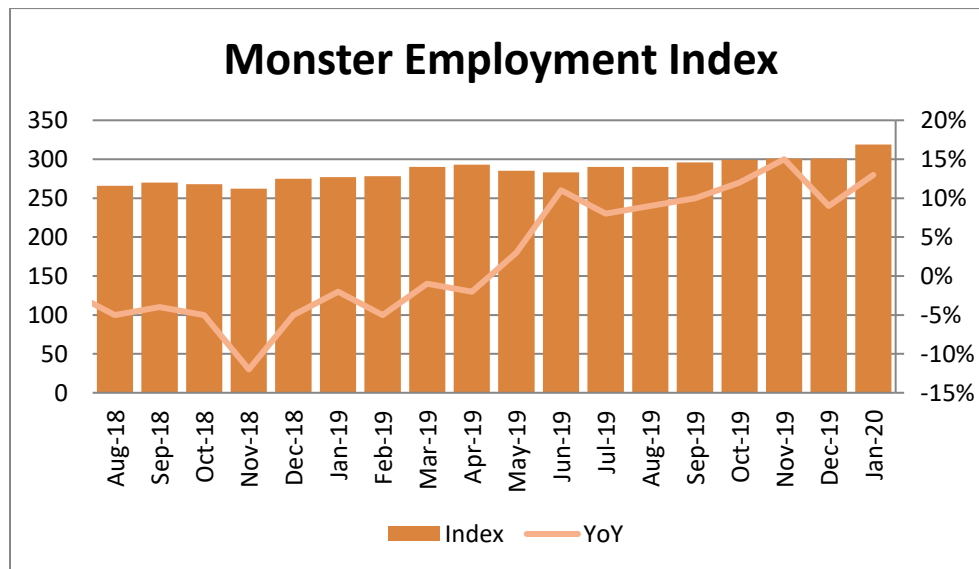
# monster® EMPLOYMENT INDEX

## Monster Employment Index India

### January 2020 Index Highlights:

- Monster Employment Index India witnesses annual growth of 13 percent in January 2020.
- Month-on-month registers uptrend of four percent.
- Retail leads among the monitored industry sectors, year-on-year.
- Agro based industries indicates the steepest decline from the year-ago level.
- Among job-roles, Hospitality & Travel professionals witness the most-notable annual growth in online demand.
- Baroda charts the steepest growth among monitored cities and Jaipur registers the least growth.

The Monster Employment Index India is a monthly gauge of online job posting activity based on a real-time review of millions of employer job opportunities culled from a large representative selection of career Web sites and online job listings across India. The Index does not reflect the trend of any one advertiser or source but is an aggregate measure of the change in job listings across the industry.



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

Aug 18	Sep 18	Oct 18	Nov 18	Dec 18	Jan 19	Feb 19	Mar 19	Apr 19	May 19	Jun 19	Jul 19	Aug 19	Sep 19	Oct 19	Nov 19	Dec 19	Jan 20	Y-O-Y
266	270	268	262	275	277	278	290	293	285	283	290	290	296	299	301	301	313	13%

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

- Online recruitment activity in **Retail** (up 40 percent) led annual growth among industry sectors in January 2020. The sector continued to record double-digit growth since March 2019. Even in short-term, positive growth was witnessed; up one percent (month-on-month), up six percent (three-month) and up 11 percent (six-month).
- **Media & Entertainment** (up 33 percent) exhibited paced up growth momentum; up by five percentage points vis-à-vis 28 percent in December 2019, on-the-year. On a month-on-month (up three percent) basis, the sector recovered growth following a decline of three percent last month.
- E-recruitment activity in **Engineering, Cement, Construction, Iron/ Steel** (up 27 percent) saw the most-notable growth since April 2018 on annual basis. Growth momentum improved by nine percentage points compared to last month. In short-term (six-month), the sector indicated hike of 19 percent.
- Year-on-year, **Travel and Tourism** (up 25 percent) continued to register uptrend in online hiring activity since August 2018. The sector saw increased demand on other parameters as well; up one percent (month-on-month & three-month) and up 20 percent (six-month).
- **Chemicals/ Plastic/ Rubber, Paints, Fertilizer/ Pesticides** (up 16 percent) witnessed positive year-on-year growth for the second consecutive month; also recorded the steepest growth since April 2017. Monthly demand also saw an increase of eight percent.
- **Agro based industries** (down 32 percent) exhibited the steepest year-on-year decline among the monitored sectors.

### Top Growth Industries

Year-over-year Growth	Jan 19	Jan 20	% Growth Y-o-Y
Retail	370	518	40%
Media & Entertainment	347	461	33%
Telecom/ISP	240	313	30%
Engineering, Cement, Construction, Iron/ Steel	209	266	27%
Home Appliances	558	699	25%

### Lowest Growth Industries

Year-over-year Growth	Jan 19	Jan 20	% Growth Y-o-Y
Shipping/Marine	127	123	-3%
Printing/ Packaging	162	144	-11%
Production and Manufacturing	246	214	-13%
Automotive/ Ancillaries / Tyres	186	161	-13%
Agro based industries	121	82	-32%

**E-Commerce:** E-commerce exhibited de-growth of 12 percent in January 2020 from the year-ago level. In the short-run, the sector saw increased demand on month-on-month (up one percent) and three-month (up two percent) basis.

Aug 18	Sep 18	Oct 18	Nov 18	Dec 18	Jan 19	Feb 19	Mar 19	Apr 19	May 19	Jun 19	Jul 19	Aug 19	Sep 19	Oct 19	Nov 19	Dec 19	Jan 20	Y-O-Y
112	116	121	121	123	130	132	132	135	125	120	122	121	121	112	115	113	114	-12%

**Occupation Year-over-year Trends:** Online demand for professionals witnessed growth in 12 of the 13 occupation groups monitored by the Index on annual basis.

- **Hospitality & Travel** (up 28 percent) professionals continued to lead online demand among occupation groups since September 2019. Month-on-month, the job role registered marginal growth of two percent. Growth was primarily led by rise in demand at the entry (0-3 years), intermediate (4-6 years) and mid-senior (7-10 years) levels; up by 34 percent, 19 percent and five percent respectively.
- Annual online demand for **Finance & Accounts** (up 16 percent) professionals recorded the most notable leap since July 2019. Even in short-term, the job-role fared well; up five percent (month-on-month), up nine percent (three-month) and up seven percent (six-month). Professionals at intermediate (4-6 years) level saw the steepest demand; up at 19 percent.
- **Software, Hardware, Telecom** (up 12 percent) professionals continued to rank among top growth occupations, on-the-year. Monthly demand (up five percent) recovered growth following decline of one percent in December 2019. Mid-senior (7-10 years) level professionals were most sought-after; up at 41 percent.
- Long-run growth momentum in **Health Care** (up six percent) improved by five percentage points; up from one percent in December 2019. On-the-month (up nine percent), the job-role registered steepest growth among others.
- **HR & Admin** (down six percent) is the only job-role to record negative growth among occupation groups, on-the-year.

### Top Growth Occupations

Year-over-year Growth	Jan 19	Jan 20	% Growth Y-o-Y
Hospitality & Travel	219	281	28%
Sales & Business Development	387	456	18%
Finance & Accounts	251	291	16%
Engineering /Production	240	272	13%
Software, Hardware, Telecom	350	392	12%

### Lowest Growth Occupations

Year-over-year Growth	Jan 19	Jan 20	% Growth Y-o-Y
Marketing & Communications	243	262	8%
Legal	251	269	7%
Health Care	435	463	6%
Purchase/ Logistics/ Supply Chain	199	203	2%
HR & Admin	233	220	-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	34%	19%	5%	-18%	-63%
Sales & Business Development	27%	19%	-11%	5%	-12%
Finance & Accounts	16%	19%	16%	-10%	-27%
Engineering /Production	-5%	-4%	-21%	0%	-8%
Software, Hardware, Telecom	15%	13%	41%	7%	0%

**Geographic Year-over-year Trends:** All the 13 monitored cities by the Index witnessed positive annual growth in online hiring.

- Online hiring activity in **Baroda** (up 45 percent) led growth among monitored cities in January 2020 on annual basis. This was followed by **Ahmedabad** and **Kolkata**; up by 29 percent and 26 percent respectively.
- Among the key cities, **Hyderabad** (up seven percent) led year-on-year growth; followed by **Bangalore** (up nine percent) **Delhi-NCR** (up eight percent) **Mumbai** (up seven percent) **Chennai** (up six percent).
- All cities recorded increased hiring demand from the year-ago level; of which **Jaipur** exhibited the least positive growth.

### Top Growth Cities

Year-over-year Growth	Jan 19	Jan 20	% Growth Y-o-Y
Baroda	223	323	45%
Ahmedabad	320	413	29%
Kolkata	336	425	26%
Hyderabad	257	293	14%
Kochi	256	290	13%

### Lowest Growth Cities

Year-over-year Growth	Jan 19	Jan 20	% Growth Y-o-Y
Delhi-NCR	232	251	8%
Mumbai	308	329	7%
Chennai	236	251	6%
Chandigarh	350	372	6%
Jaipur	317	329	4%

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

- **Banking/ Financial Services, Insurance** continued to witness increased hiring demand in all the key cities. Hyderabad (up 17 percent) led monthly growth followed by Bangalore & Delhi-NCR (up five percent) and Mumbai & Chennai (up three percent).
- Chennai (up 15 percent) followed by Mumbai (up 10 percent) saw the most-notable growth in hiring activity in **Production and Manufacturing** sector. **BPO/ITES** exhibited the strongest increase in Hyderabad; up by 13 percent.
- Among occupation groups, **Finance and Accounts** led double-digit growth in Hyderabad. **Software, Hardware, Telecom** professionals were sought after in all key cities besides Chennai. **Marketing & Communications** professionals saw increased demand in Mumbai (up five percent), Hyderabad (up three percent) and Delhi-NCR (up two percent).

### Industries/Cities

Month-over-month Growth	Bangalore	Chennai	Delhi-NCR	Hyderabad	Mumbai
Banking/ Financial Services, Insurance	5%	3%	5%	17%	3%
BPO/ITES	2%	-1%	1%	13%	1%

Engineering, Cement, Construction, Iron/Steel	2%	2%	0%	4%	5%
IT - Hardware, Software	3%	0%	3%	1%	3%
Production and Manufacturing	3%	15%	-10%	-2%	10%

### Occupations/Cities

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

### By Industry

	2019												2020
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
IT - Hardware, Software	535	530	548	542	540	528	540	548	563	575	596	589	625
BPO/ITES	199	199	227	228	232	224	216	216	218	219	217	220	225
Engineering, Cement, Construction, Iron/Steel	209	212	219	234	221	217	224	222	232	238	250	253	266
Banking/Financial Services/Insurance	359	364	378	384	373	384	392	391	383	379	397	416	445
Education	307	319	306	304	294	305	308	304	338	344	308	300	301
Production and Manufacturing	246	242	239	267	261	243	243	228	250	222	222	225	214
Automotive/Ancillaries/Tyres	186	187	193	183	179	167	152	159	156	152	152	159	161
Telecom/ISP	240	259	253	262	274	288	285	264	301	309	317	302	313
Oil/Gas/Petroleum, Power	158	160	169	166	164	159	171	175	174	168	181	182	182
Healthcare, Bio Technology & Life Sciences, Pharmaceuticals	379	383	382	381	374	374	378	395	397	399	409	398	422
Advertising, Market Research, Public Relations	156	162	164	158	176	175	155	167	175	177	186	189	194
Travel & Tourism	319	322	342	353	349	336	332	343	376	393	405	396	398
Home Appliances	558	561	588	601	554	556	619	697	684	681	684	698	699
Media & Entertainment	347	357	368	382	368	379	399	405	424	432	461	447	461
Chemicals/Plastic/Rubber, Paints, Fertilizer/Pesticides	124	123	129	128	130	131	124	130	129	128	123	133	144
Consumer Goods/FMCG, Food & Packaged Food	249	255	267	257	244	230	221	227	229	233	252	255	254
Garments/Textiles/Leather, Gems & Jewellery	133	135	138	139	137	144	144	142	143	145	149	154	159
Real Estate	171	171	176	175	176	179	180	179	174	176	177	182	185

Retail	370	325	394	434	431	446	468	506	504	487	506	513	518
Logistic, Courier/Freight/Transportation	270	249	265	268	258	249	241	254	246	246	241	254	262
Import/Export	101	100	99	105	108	106	104	131	119	93	95	103	103
Government/PSU/Defence	88	88	86	86	79	86	85	95	101	94	99	97	102
Shipping/Marine	127	133	124	125	124	124	123	125	135	133	127	128	123
Printing/Packaging	162	159	157	156	157	150	148	144	149	149	146	145	144
NGO/Social Services	234	233	225	217	236	238	244	240	236	223	243	246	239
Agro based industries	121	91	109	84	87	81	80	81	84	83	84	83	82
Office Equipment/Automation	134	135	130	129	132	146	147	144	141	135	142	148	153

### By Occupation

	2019												2020
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
Software, Hardware, Telecom	350	350	364	366	362	350	359	356	358	366	374	372	392
Customer Service	251	258	265	268	269	260	265	263	256	261	267	273	277
Engineering/Production	240	236	243	249	240	236	239	241	251	250	256	261	272
Finance & Accounts	251	249	267	270	280	278	271	272	270	267	269	277	291
Sales & Business Development	387	395	406	407	408	395	395	397	415	428	442	452	456
Senior Management	254	257	275	275	268	252	261	272	266	268	268	270	279
HR & Admin	233	227	235	232	233	224	221	222	218	214	217	220	220
Marketing & Communications	243	247	252	248	242	230	229	232	240	241	251	255	262
Health Care	435	439	451	446	435	433	432	443	439	444	441	423	463
Purchase/Logistics/Supply Chain	199	198	202	202	197	188	195	195	199	199	199	206	203
Hospitality & Travel	219	220	244	257	254	248	252	245	263	265	268	275	281
Legal	251	252	265	267	271	262	249	247	242	242	248	255	269
Arts/Creative	176	212	227	222	184	175	179	184	184	187	185	188	191

### By Local Market

	2019												2020
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
Mumbai	308	317	323	324	323	313	312	301	301	303	312	320	329
Bangalore	340	347	365	362	359	338	354	347	344	347	350	354	369
Delhi-NCR	232	241	247	275	250	240	242	239	237	240	240	248	251
Hyderabad	257	262	272	274	278	271	276	273	274	280	281	281	293
Chennai	236	241	252	270	249	239	251	245	245	245	247	251	251
Pune	290	292	299	306	299	294	304	299	304	295	297	309	317

Kolkata	336	344	350	347	349	342	374	388	390	387	403	412	425
Ahmedabad	320	326	341	346	342	337	369	376	377	391	385	401	413
Chandigarh	350	343	352	346	343	320	342	344	330	342	337	346	372
Kochi	256	262	272	264	258	256	262	263	268	275	275	280	290
Baroda	223	234	246	253	248	252	265	263	252	256	257	298	323
Coimbatore	280	293	301	303	301	304	315	293	304	291	303	315	311
Jaipur	317	322	331	336	315	316	321	312	308	316	317	317	329

### 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.