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Employment Index

July 2020

Hiring Trends in India



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Key Highlights of the Month

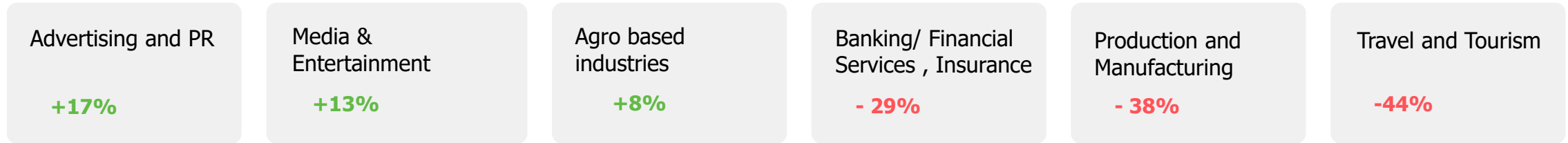
Monster Employment Index India witnesses year-on-year decline of 10% in July 2020

- ✓ The Monster Employment Index (MEI) decreased to 260 in July 2020 from 290 in July 2019.
- ✓ Month-on-month, marginal uptrend of 3% was registered; June 2020 saw an index of 253. This is indicative of improving hiring sentiments among companies.

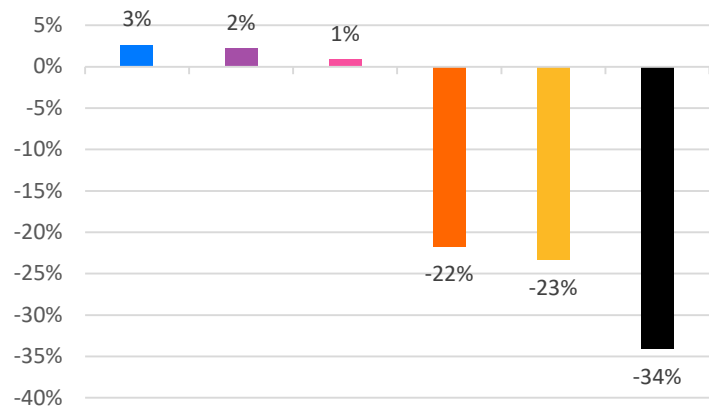


Hiring Trends – Summary*

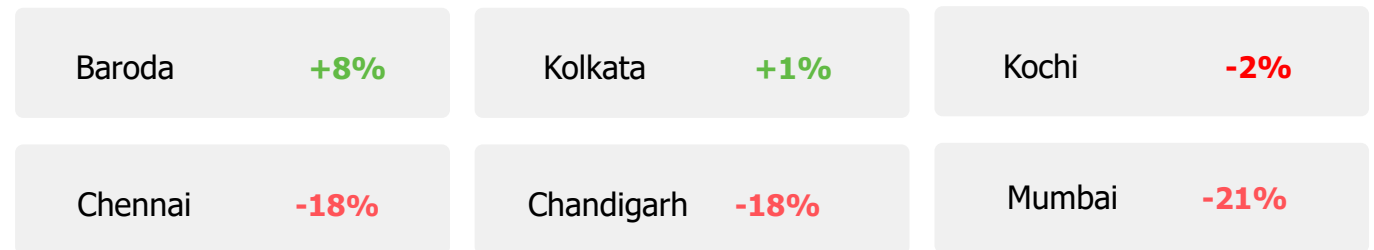
INDUSTRY



FUNCTIONAL AREA



ACROSS CITIES



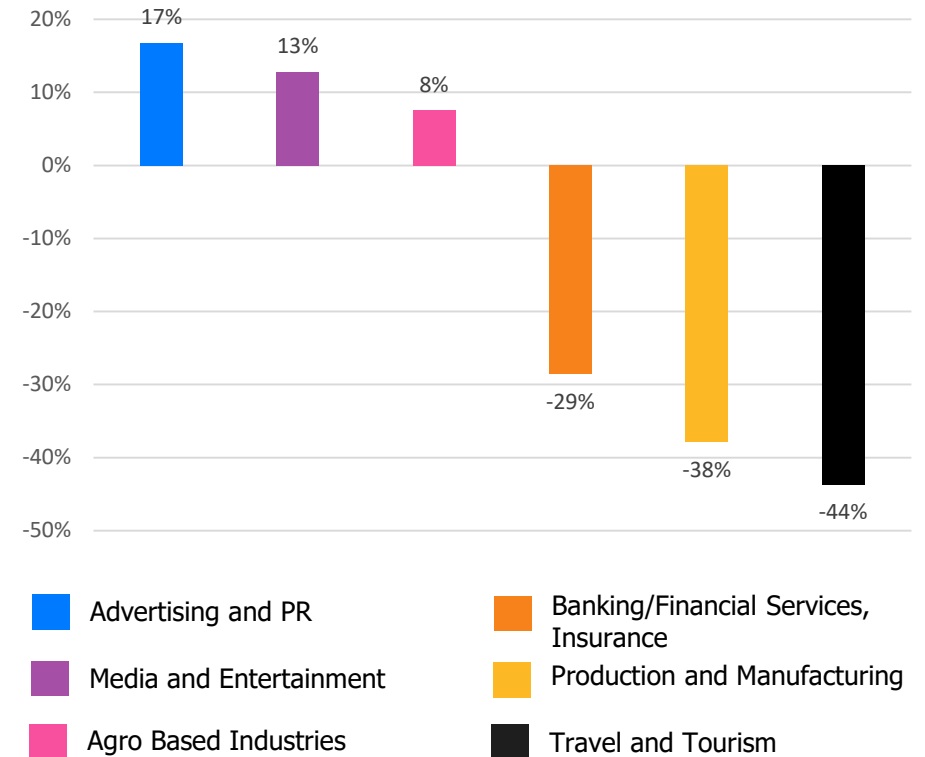
WORK EXPERIENCE



Hiring Trends – Industry*

Online hiring demand in July '20 exceeded July '19 level in 3 of the 27 Industries monitored by the Index

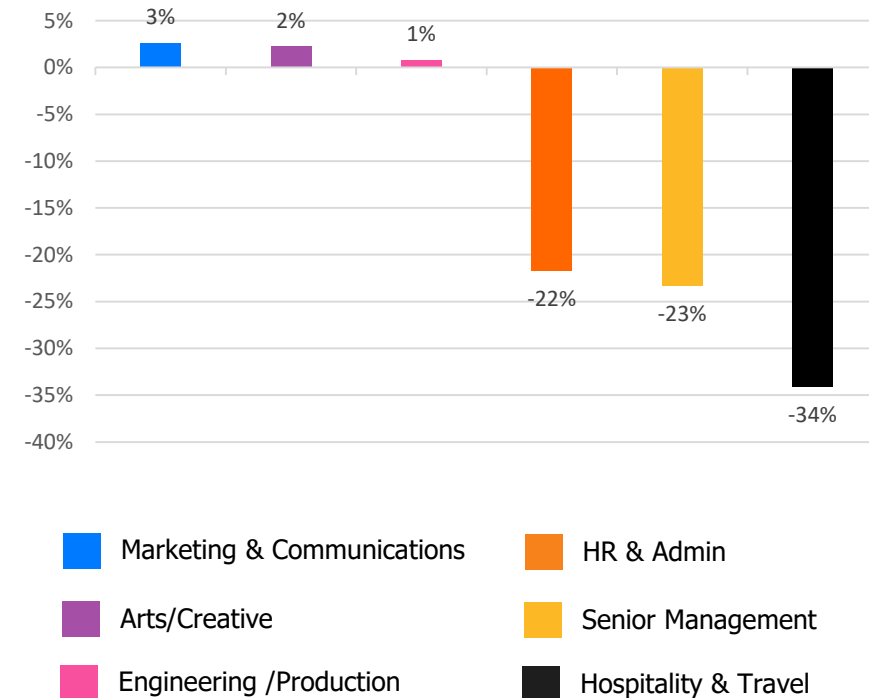
- ✓ Year-on-year, **Advertising and PR** led e-recruitment activity (+17%) among industries. The only other two industries to exhibit growth are **Media & Entertainment** (+13%) and **Agro Based Industries** (+8%).
- ✓ Industries that propelled decline in annual growth are **Travel and Tourism** (-44%), **Production and Manufacturing** (-38%) and **Banking/Financial Services, Insurance** (-29%).
- ✓ Some of the major industries that exhibited receded year-on-year growth include- **IT- Hardware, Software** (-4%), **Engineering, Cement, Construction, Iron/ Steel** (-14%), **Retail** (-21%), **FMCG, Food & Packaged Food** (-19%) and **BPO/ITES** (-28%).



Hiring Trends - Functional Area*

Annual online demand for professionals increased in 3 of the 14 functional areas monitored by the Index

- ✓ Online demand for professionals in job-roles such as **Marketing & Communications** (+3%), **Arts/Creative** (+2%) and **Engineering /Production** (+1%) increased between June 2019 and 2020.
- ✓ Functional roles in **Hospitality & Travel** (-34%), **Senior Management** (-23%) and **HR & Admin** (-22%) witnessed the steepest annual dip.
- ✓ Other functional areas to register decline include – **Customer Service** (-12%), **Sales & Business Development** (-9%), **Purchase/Logistics/Supply Chain** (-7%) and **Software, Hardware, Telecom** (-3%).



Hiring Trends - Across Cities*

Online hiring demand surpassed the year-ago level in 2 of the 13 cities monitored by the Index

✓ Recruitment activities showed increased hiring demand in **Baroda** (+8%) between July 2019 and 2020 followed by **Kolkata** (+1%) and a notable decline in **Chandigarh** (-18%)

✓ All key cities witnessed decline in hiring activity from the year-ago level- **Mumbai** (-21%), **Chennai** (-18%), **Bangalore** (-15%), **Pune** (-14%) and **Delhi-NCR** (-13%).

✓ Although most of the prime industries indicated dip in demand for talent; **Banking/Financial Services, Insurance** (+17%) in **Hyderabad** saw an uptrend. Similarly, among functions, **Marketing & Communications** (+16%) professionals recorded increased demand in **Chennai**.

Y-o-Y Trend of Prime Industries and Functions in Key Cities					
	Bangalore	Chennai	Delhi-NCR	Hyderabad	Mumbai
INDUSTRIES					
Banking/ Financial Services, Insurance	-15%	-27%	-36%	17%	-20%
BPO/ITES	17%	-16%	-5%	-3%	-1%
Engineering, Cement, Construction, Iron/ Steel	-19%	-24%	-19%	-13%	-27%
IT - Hardware, Software	-13%	-3%	-2%	-2%	-11%
Production and Manufacturing	-12%	-41%	-34%	7%	-29%
FUNCTIONS					
Marketing & Communications	-1%	16%	0%	6%	-3%
Finance and Accounts	-8%	-20%	-4%	-3%	-7%
HR and Admin	-19%	-23%	-16%	-10%	-15%
Sales & Business Development	-8%	-1%	-5%	-2%	-7%
Software, Hardware, Telecom	-13%	-7%	1%	-3%	-7%

Hiring Trends - Experience Level*

0 - 3 Years

-8%

Demand for entry-level job seekers with experience of 0-3 years decreased by 8%

4 - 6 Years

-8%

Hiring for Intermediate level roles with an experience of 4-6 years fell by 8%.

7 - 10 Years

-4%

Mid-senior level roles with 7-10 years of experience saw a decline of 4%.

11 - 15 Years

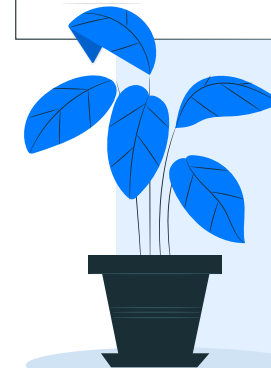
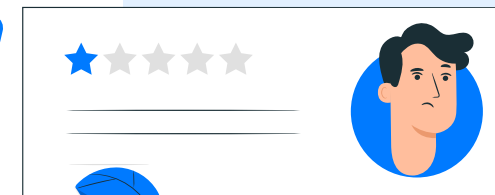
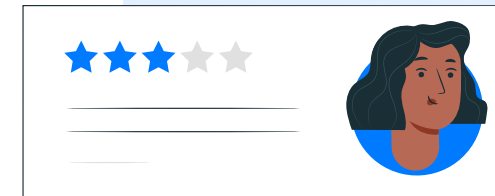
-5%

Hiring for Senior level roles with 11-15 years of experience decreased by 5%

≥ 16 Years

-4%

Top Management level professionals witnessed decline of 4%



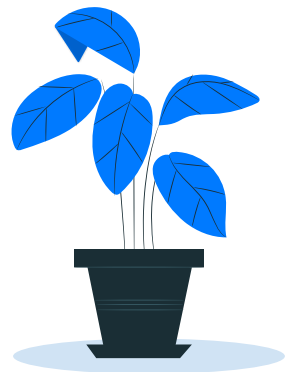
Data & Methodology

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.

In order to avoid excessive monthly fluctuations, the index is calculated using a volatility-adjusting formula. We publish the data in a volume index format with the base value of 100. The index describes changes in the level of online job demand against the baseline. An increase in the index indicates growth in online job availability and suggests an increase in the demand for employees by employers.

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.

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 result obtained from the use of such information.



About Monster APAC & Gulf

Monster is a leading online career and recruitment resource, and with its cutting-edge technology, it provides relevant profiles to employers and relevant jobs to jobseekers across industry verticals, experience levels and geographies. Monster started its operations with India in 2001 and today 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 more than 10 other cities of India, including Mumbai, Delhi, Bangalore, Chennai, Pune, Kolkata, Ahmedabad, Baroda, Chandigarh, and Cochin. In India, the Monster Mobile App was voted Product of the Year 2016, under the 'Mobile App Job' category in a survey of over 18,000 people by Nielsen. 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.monster.com.my

www.monstergulf.com

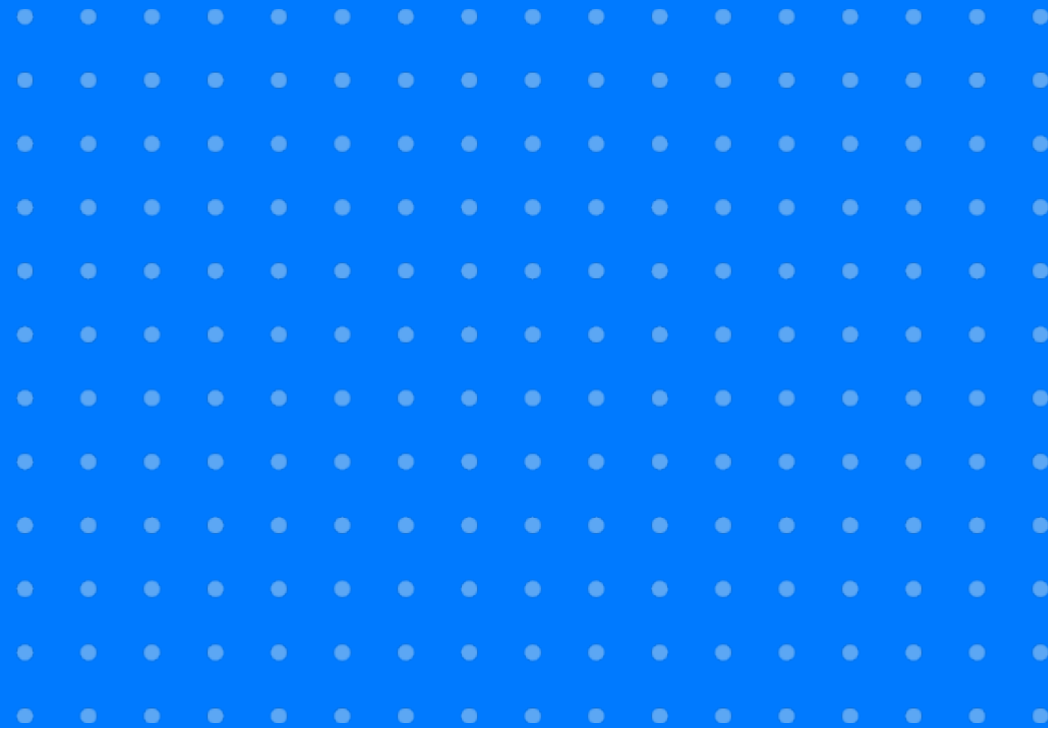
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Annexure



Annexure: Industry Data*

Industries	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20
IT - Hardware, Software	540	548	563	575	596	589	625	642	616	585	524	525	516
BPO/ITES	216	216	218	219	217	220	225	228	200	150	139	143	155
Engineering, Cement, Construction, Iron/ Steel	224	222	232	238	250	253	266	270	260	217	200	196	193
Banking/ Financial Services , Insurance	392	391	383	379	397	416	445	468	415	334	298	286	280
Education	308	304	338	344	308	300	301	340	312	277	268	259	249
Production and Manufacturing	243	228	250	222	222	225	214	219	208	155	138	143	151
Automotive/ Ancillaries / Tyres	152	159	156	152	152	159	161	173	158	124	111	112	116
Telecom/ISP	285	264	301	309	317	302	313	304	299	257	261	253	282
Oil/ Gas/ Petroleum, Power	171	175	174	168	181	182	182	178	166	143	125	132	123

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Annexure: Industry Data*

Industries	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20
Healthcare, Bio Technology & Life Sciences, Pharmaceuticals	378	395	397	399	409	398	422	449	421	349	352	376	362
Advertising, Market Research, Public Relations (PR)	155	167	175	177	186	189	194	202	195	176	173	179	181
Travel and Tourism	332	343	376	393	405	396	398	392	340	262	214	194	187
Home Appliances	619	697	684	681	684	698	699	710	620	560	518	525	514
Media & Entertainment	399	405	424	432	461	447	461	484	483	456	445	445	450
Chemicals/ Plastic/ Rubber, Paints, Fertilizer/ Pesticides	124	130	129	128	123	133	144	147	134	97	93	99	108
FMCG, Food & Packaged Food	221	227	229	233	252	255	254	265	247	200	178	177	180
Garments/ Textiles/ Leather, Gems & Jewellery	144	142	143	145	149	154	159	160	149	112	100	101	107

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Annexure: Industry Data*

Industries	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20
Real Estate	180	179	174	176	177	182	185	186	178	147	142	145	148
Retail	468	506	504	487	506	513	518	502	473	402	369	362	372
Logistic, Courier/ Freight/ Transportation	241	254	246	246	241	254	262	266	254	213	193	196	220
Import / Export	104	131	119	93	95	103	103	100	90	71	61	66	81
Government/ PSU/ Defence	85	95	101	94	99	97	102	105	101	84	82	84	78
Shipping/Marine	123	125	135	133	127	128	123	132	127	107	105	107	107
Printing/ Packaging	148	144	149	149	146	145	144	156	156	129	131	133	143
NGO/Social Services	244	240	236	223	243	246	239	248	243	226	195	190	189
Agro based industries	80	81	84	83	84	83	82	85	83	76	76	78	86
Office Equipment/Automation	147	144	141	135	142	148	153	165	139	113	108	108	114

Annexure: Functional Area Data*

Functions	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20
Software, Hardware, Telecom	359	356	358	366	374	372	392	402	380	362	340	345	347
Customer Service	265	263	256	261	267	273	277	284	259	229	221	230	233
Engineering /Production	239	241	251	250	256	261	272	279	267	257	235	241	241
Finance & Accounts	271	272	270	267	269	277	291	292	267	215	203	207	215
Sales & Business Development	395	397	415	428	442	452	456	462	429	378	368	358	360
Senior Management	261	272	266	268	268	270	279	285	264	224	193	193	200
HR & Admin	221	222	218	214	217	220	220	224	209	178	172	173	173
Marketing & Communications	229	232	240	241	251	255	262	263	252	233	234	237	235
Health Care	432	443	439	444	441	423	463	488	457	377	394	430	432
Purchase/ Logistics/ Supply Chain	195	195	199	199	199	206	203	207	194	172	171	176	181
Hospitality & Travel	252	245	263	265	268	275	281	270	230	177	163	161	166
Legal	249	247	242	242	248	255	269	261	251	217	206	203	209
Arts/Creative	179	184	184	187	185	188	191	191	182	176	180	181	183

Annexure: City Wise Data*

Cities	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20
Mumbai	312	301	301	303	312	320	329	336	305	265	112	242	245
Bangalore	354	347	344	347	350	354	369	385	361	324	146	295	300
Delhi - NCR	242	239	237	240	240	248	251	251	233	207	106	204	210
Hyderabad	276	273	274	280	281	281	293	304	283	252	131	250	257
Chennai	251	245	245	245	247	251	251	261	239	207	111	205	207
Pune	304	299	304	295	297	309	317	329	302	268	137	257	260
Kolkata	374	388	390	387	403	412	425	417	387	391	176	367	378
Ahmedabad	369	376	377	391	385	401	413	415	385	357	188	345	344
Chandigarh	342	344	330	342	337	346	372	374	354	304	181	290	279
Kochi	262	263	268	275	275	280	290	305	279	240	148	263	258
Baroda	265	263	252	256	257	298	323	311	280	264	137	291	286
Coimbatore	315	293	304	291	303	315	311	308	294	266	137	281	282
Jaipur	321	312	308	316	317	317	329	318	291	284	166	306	316

Annexure: Experience Level Data*

Experience Level	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20
0 - 3 years	350	370	367	379	378	380	396	400	363	327	320	330	322
4 - 6 years	311	309	307	308	314	318	326	334	305	285	264	271	285
7 - 10 years	193	194	200	196	200	200	201	206	193	178	169	177	185
11 - 15 years	106	107	106	106	106	105	106	106	104	101	98	99	101
> 16 years	108	110	111	109	109	108	109	109	106	104	102	102	103

Thank you

