

monster® EMPLOYMENT INDEX

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

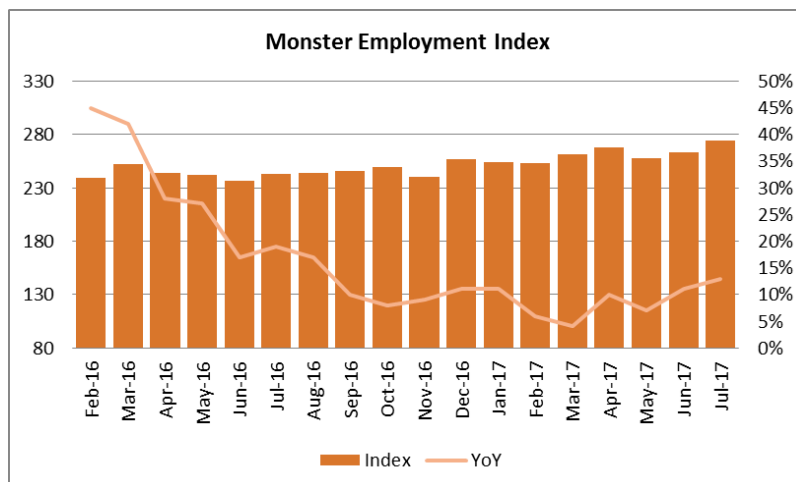
- **Home Appliances (up 49 percent)** leads all monitored industry sectors followed by **Banking/ Financial Services, Insurance (up 43 percent)** and **Consumer Goods/ FMCG, Food & Packaged Food (up 34 percent)**
- **Kolkata (up 45 percent)** continued to lead long-term growth followed by **Baroda (up 33 percent)**. **Mumbai (up 12 percent)** only tier-I city to exhibit double-digit annual growth
- **Manufacturing (down 14 percent)** witnessed the steepest y-o-y decline

New Delhi, 3 August, 2017: Online recruitment activities in the month of July 2017 registered 13 percent year-on-year growth, according to the [Monster Employment Index](#). This is the highest growth recorded this year.

Among top growth sectors, **Banking/ Financial Services, Insurance** continue to exhibit long-term growth chart with a **43 percent** year-on-year. Month-on-month, demand in the BFSI sector moved up by marginal one percent in July 2017. This was followed by **Consumer Goods/ FMCG, Food & Packaged Food** which witnessed a surge of **34 percent** in July 2017 from 33 percent in June 2017.

City-wise data shows that among metros, **Kolkata (up 45 percent)** continued to lead the long-term growth

even in June 2017. **Mumbai (up 12 percent)** was the only tier-I city to exhibit double-digit annual growth followed by **Hyderabad (up 6 percent)**, while annual growth trend in **Delhi-NCR (down 4 percent)** exhibited the steepest decline. **Chennai (down 2 percent)** continued to hover below the corresponding period a year ago, while **Bangalore (up 3 percent)** continued to grow at the same annual growth rate as June 2017. **Baroda (up 33 percent)** followed by **Ahmedabad (up 16 percent)** recorded some of the steepest year-on-year growth.



Commenting on the trends, **Sanjay Modi, Managing Director, Monster.com, APAC & Middle-East** said, "India is on the verge of transformation due to digital disruption and implementation of GST as a major economic reform. This has led to a positive trend in online recruitment activity. The Monster Employment Index for July has captured this sentiment and reported an uptrend of 13 percent y-o-y growth in hiring, the highest recorded this year."

"Banking, Financial Services and Insurance sector has moved to a higher growth trajectory owing to digital disruption. However, e-recruitment in manufacturing has continued to be significantly below the corresponding period a year-ago. This necessitates strong policy impetus to develop manufacturing sector." , he added.

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

Feb 16	Mar 16	Apr 16	May 16	Jun 16	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	Y-O-Y
239	252	244	242	237	243	244	246	249	240	257	254	253	261	268	258	263	274	13%

Industry Year-over-year Trends: Of the 27 industry sectors monitored by the Index 19 sectors saw increased demand on-the-year.

- **Home Appliance** sector led all monitored industry groups charting a 49 percent growth on the year. Month-on-month demand in the sector paced up from one percent increase between May and June 2017 to 12 percent increase between June and July 2017. Online demand in the sector exceeded the three-month and six-month level by 14 percent and 48 percent respectively.
- **Banking/ Financial Services, Insurance** (up 43 percent) witnessed the second highest growth rate among industry sectors. Month-on-month, demand in the sector moved up by marginal one percent in July 2017.
- **Engineering, Cement, Construction, Iron/ Steel** (up 14 percent) witnessed steep increase in demand following subdued hiring in the past months. This is the first double digit growth recorded since February 2017. The sector also recorded 13 percent growth in demand on the month. Online demand in the related **Real Estate** sector continued to remain low on the year; the growth rate nevertheless recovered significantly from a decline of 12 percent in February 2017 to a decline of one percent in July 2017.
- **Advertising, Market Research, Public Relations (PR)** recorded positive growth on the year following low levels since April 2017; up by six percent. Month-on-month, e-recruitment activity was at June level. The three-month and six-month growth trend continued to be downbeat. **Media & Entertainment** sector also exhibited a steep rise in employee demand; the sector recorded the steepest month-on-month growth of 19 percent among all monitored sectors and surpassed the year-ago level by 28 percent.
- In **Production and Manufacturing**, the rate of decline eased from -22 percent in June 2017 to -14 percent in July 2017. **Logistic, Courier/ Freight/ Transportation** (up one percent) recorded a positive growth this month while in **Automotive/Ancillaries/Tyres** sector, the year-on-year demand, increased by 16 percent.
- **BPO/ITES** (down 14 percent) sector witnessed steep decline in hiring demand, year-on-year. This is the second successive decline in the series and also the steepest monitored among industry sectors.

Top Growth Industries

Year-over-year Growth	Jul 16	Jul 17	% Growth Y-o-Y

Lowest Growth Industries

Year-over-year Growth	Jul 16	Jul 17	% Growth Y-o-Y

Home Appliances	303	451	49%
Banking/ Financial Services , Insurance	218	312	43%
Telecom/ISP	180	254	41%
Consumer Goods/ FMCG, Food & Packaged Food	183	245	34%
Media & Entertainment	243	311	28%

Healthcare, Bio Technology & Life Sciences, Pharmaceuticals	324	319	-2%
Government/ PSU/ Defence	103	95	-8%
Import / Export	117	102	-13%
Production and Manufacturing	161	139	-14%
BPO/ITES	256	219	-14%

E-Commerce: Online recruitment activity in e-commerce sector weakened this month. Demand eased one percent below the year ago level. The sector also witnessed fewer opportunities on the month by five percent and matched the three-month ago level.

Feb 16	Mar 16	Apr 16	May 16	Jun 16	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	Y-O-Y
113	111	111	115	113	117	115	112	113	110	110	106	109	112	116	121	122	116	-1%

Occupation Year-over-year Trends: Online demand exceeded the year-ago level in twelve of the 13 occupation groups monitored by the Index.

- **Sales & Business Development** (up 29 percent) professionals saw the steepest annual growth in demand even this month; the growth rate was realistically stable at June level. Month-on-month demand increased by five percent and surpassed the three-month and six-month level by five percent and 12 percent respectively.
- Year-on-year, **HR & Admin** (up three percent) and **Marketing & Communications** (up eight percent) professionals witnessed an uptrend in demand following negative growth in the past months. There was an increased demand at the **Senior Management** level as well; up by five percent in July from no growth in June 2017. Senior Management professionals also recorded the most notable growth in demand on a monthly basis; up seven percent.
- **Engineering /Production** (up 24 percent) and **Finance & Accounts** (up 16 percent) continued to register progressive increase in demand, year-on-year. All other growth parameters point at increased demand for the job roles as well.
- **Legal** (down 10 percent) registered the most notable annual decline in demand among all monitored job roles even in July 2017. Month-on-month demand eased by three percent.

Top Growth Occupations

Year-over-year Growth	Jul 16	Jul 17	% Growth Y-o-Y
Sales & Business Development	268	347	29%
Software, Hardware, Telecom	280	354	26%
Engineering /Production	180	223	24%
Finance & Accounts	183	212	16%

Lowest Growth Occupations

Year-over-year Growth	Jul 16	Jul 17	% Growth Y-o-Y
Marketing & Communications	231	249	8%
Health Care	318	336	6%
Senior Management	220	230	5%
HR & Admin	182	188	3%

Customer Service	234	270	15%
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Legal	254	229	-10%
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Geographic year-over-year Trends: E-recruitment activity exceeded the year-ago level in 11 of the 13 cities monitored by the Index.

- **Kolkata** (up 45 percent) registered the steepest annual growth in hiring yet again; the growth rate paced up from 40 percent in June 2017. The increase in e-recruitment in the city is primarily driven by increased demand for customer service professionals. There was six percent growth on the month. At the same time, hiring demand in the city grew 39 percent in the past six-months between January and July 2017.
- Among major cities, **Mumbai** (up 12 percent) was the only city to exhibit double-digit annual growth rate and also chart among top five cities in terms of increases in long-term demand. An uptrend in hiring demand is observed on all other parameters as well; two percent (month-on-month), two percent (three-month) and nine percent (six-month). **Bangalore** (up three percent) continued to grow at the same annual growth rate as last month.
- Online recruitment in **Chennai** (down two percent) continued to hover below the corresponding period a year ago; the rate of decline, nevertheless, reduced significantly between June (down 12 percent) and July 2017.
- Online hiring activity in **Delhi-NCR** (down four percent), on the other hand, slipped below the year-ago level for the first time since November 2012. There was no growth in demand on the month.

Top Growth Cities

Year-over-year Growth	Jul 16	Jul 17	% Growth Y-o-Y
Kolkata	230	334	45%
Baroda	206	275	33%
Ahmedabad	279	325	16%
Mumbai	274	307	12%
Coimbatore	248	274	10%

Lowest Growth Cities

Year-over-year Growth	Jul 16	Jul 17	% Growth Y-o-Y
Hyderabad	253	267	6%
Chandigarh	271	282	4%
Bangalore	328	337	3%
Chennai	241	237	-2%
Delhi-NCR	245	236	-4%

By Industry

	2016						2017						
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
IT - Hardware, Software	438	439	440	430	398	464	446	458	466	496	500	492	531
BPO/ITES	256	276	300	314	243	249	238	252	250	246	243	228	219
Engineering, Cement, Construction, Iron/Steel	171	157	160	166	149	162	163	181	164	167	174	172	195
Banking/Financial Services/Insurance	218	241	244	246	219	255	273	277	255	284	299	308	312
Education	221	207	217	225	216	216	221	228	222	228	226	229	248

Production and Manufacturing	161	148	144	127	127	150	138	122	130	131	121	129	139
Automotive/Ancillaries/Tyres	157	154	147	154	147	148	155	158	156	163	157	168	182
Telecom/ISP	180	186	189	186	181	213	187	201	212	236	234	234	254
Oil/Gas/Petroleum, Power	133	128	134	138	139	143	138	136	137	137	135	134	135
Healthcare, Bio Technology & Life Sciences, Pharmaceuticals	324	317	328	320	308	319	320	312	319	325	287	315	319
Advertising, Market Research, Public Relations	150	146	145	148	157	164	164	164	160	164	158	159	159
Travel & Tourism	248	251	245	248	246	268	265	266	260	268	264	280	276
Home Appliances	303	284	296	308	286	307	304	348	367	396	399	401	451
Media & Entertainment	243	260	252	259	242	278	260	255	271	287	257	261	311
Chemicals/Plastic/Rubber, Paints, Fertilizer/Pesticides	115	119	117	128	121	126	129	139	146	137	137	142	138
Consumer Goods/FMCG, Food & Packaged Food	183	181	188	195	185	191	191	201	197	211	218	228	245
Garments/Textiles/Leather, Gems & Jewellery	152	153	161	168	159	165	157	158	165	166	159	167	154
Real Estate	168	160	165	165	163	164	155	151	166	161	157	161	167
Retail	280	264	266	273	279	303	298	285	301	326	261	292	281
Logistic, Courier/Freight/Transportation	208	193	198	215	194	204	205	231	221	212	187	197	210
Import/Export	117	111	110	116	112	113	116	121	112	117	112	110	102
Government/PSU/Defence	103	108	111	120	123	120	121	123	116	116	104	99	95
Shipping/Marine	101	104	100	104	112	117	114	104	108	111	107	110	127
Printing/Packaging	207	196	191	201	209	220	224	230	221	217	195	199	207
NGO/Social Services	210	182	177	182	179	233	225	219	226	214	200	208	243
Agro based industries	144	138	129	133	140	162	169	157	158	164	154	166	180
Office Equipment/Automation	102	96	102	108	109	108	111	114	113	116	104	101	105

By Occupation

	2016						2017						
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
Software, Hardware, Telecom	280	280	281	300	302	334	330	325	339	342	334	334	354
Customer Service	234	246	272	295	248	258	252	264	267	267	266	261	270
Engineering/Production	180	168	169	185	186	203	205	193	202	213	209	212	223
Finance & Accounts	183	186	190	186	179	192	196	201	200	204	192	198	212
Sales & Business Development	268	265	274	288	287	316	309	302	318	332	321	332	347
Senior Management	220	217	223	216	183	193	196	195	220	215	208	214	230

HR & Admin	182	178	178	179	170	181	178	178	188	189	182	187	188
Marketing & Communications	231	221	221	224	221	231	231	221	233	238	229	233	249
Health Care	318	316	331	327	302	312	321	339	318	308	307	323	336
Purchase/Logistics/Supply Chain	161	169	169	173	163	171	169	175	172	178	172	178	185
Hospitality & Travel	196	201	196	194	195	210	205	210	213	212	211	216	219
Legal	254	243	246	231	207	220	219	218	232	229	215	235	229
Arts/Creative	189	189	186	178	175	183	183	180	189	195	186	198	207

By Local Market

	2016						2017						
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
Mumbai	274	285	307	318	272	288	282	284	303	302	295	301	307
Bangalore	328	331	341	344	303	328	319	332	351	344	325	326	337
Delhi-NCR	245	245	258	262	234	242	242	244	252	247	240	237	236
Hyderabad	253	252	264	264	247	255	252	260	274	265	252	256	267
Chennai	241	242	251	252	224	227	228	237	251	241	230	231	237
Pune	264	273	296	302	257	269	263	271	285	281	270	274	284
Kolkata	230	239	265	268	245	245	240	250	267	301	304	314	334
Ahmedabad	279	280	303	307	285	287	282	289	315	322	314	318	325
Chandigarh	271	284	281	281	252	259	252	259	265	282	274	285	282
Kochi	262	279	310	334	261	263	262	253	264	277	271	278	285
Baroda	206	214	215	207	199	209	217	222	241	281	239	270	275
Coimbatore	248	253	258	258	247	248	243	257	283	296	282	277	274
Jaipur	251	258	274	273	230	233	234	248	255	251	245	256	265

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. [Monster India](#) and DishTV partnered in convergence of the Internet and TV medium to make job services accessible to TV viewers across all cities, bridging the unmet need of the audience for whom access to the internet is limited. This first ever job search initiative is called 'Monsterjobs Active'.

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 | www.facebook.com/monsterindia | https://twitter.com/monster_india

About Monster Worldwide

Monster Worldwide, Inc. (NYSE: MWW) 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

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