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EMPLOYMENT INDEX

Production and Manufacturing continues to lead online hiring at 60 percent y-o-y growth: Monster Employment Index July 2018

- Production and Manufacturing (up 60 percent) led the y-o-y growth in July 2018, followed by Retail (up 41 percent)
- Chennai witnessed the highest growth of Banking/ Financial Services, Insurance sector at 21 percent m-o-m followed by Hyderabad at 15 percent m-o-m
- Y-o-y increase in demand for Finance & Accounts and HR & Admin professionals (up 24 percent)
- Chandigarh (up 18 percent) tops the y-o-y growth chart of online recruitment activities, followed by Jaipur (up 12 percent) and Coimbatore (up 10 percent)

New Delhi, 09 August 2018: [Monster Employment Index](#) for July 2018 registered **2 percent y-o-y decline** in online recruitment activities. However, the monthly hiring rebounds **6 percent**, following a decline of **8 percent** in June and **7 percent** in May 2018. For the fourth consecutive month, the **Production and Manufacturing** sector continues to exhibit the highest long-term y-o-y growth at **60 percent amongst the other sectors analyzed**. The sector has seen **28 percent** growth in hiring demand in the past **6 months** between January and July 2018.

The **Retail** sector has witnessed a **41 percent y-o-y** increase in the online recruitment activity in July 2018, up from **17 percent** in June 2018.

There has also been a significant increase in the y-o-y demand for online hiring in the **Banking/ Financial Services, Insurance** sector (**up 19 percent**) following a single-digit y-o-y growth of **5 percent** recorded in June 2018. The sector witnessed **15 percent** growth in the monthly online hiring activity as reflected in major cities covered in the report (**Chennai- 21 percent m-o-m growth, Hyderabad- 15 percent m-o-m growth, Bangalore- 8 percent m-o-m growth**).



Commenting on the trends, Abhijeet Mukherjee, CEO, Monster.com, APAC & Gulf said, "Although the performance of the manufacturing sector in India itself has softened since June 2018, the online hiring in the production & manufacturing sector analysed by MEI has seen an upswing for the fourth consecutive month. This could be result of the sustained impetus in domestic and export growth orders have encouraged firms to raise their staffing levels. Moreover, the Retail sector has also shown a phenomenal growth surge which can be attributed to a spurt in online shopping owing to end of season sale and discounts."

Abhijeet also added, "It is notable that demand for freshers with 0-3 years of experience is on rise, however, this re-iterates the importance of guiding the young professionals and arming them with relevant industry ready skills for their career path," he added.

Among job roles, **Finance & Account (up 24 percent)** and **HR & Admin (up 24 percent)** registered the most notable increase in demand on a year-on-year basis. Demand m-o-m increased by **9 percent** and **6 percent** respectively in these occupations.

City-wise data shows a downtrend in e-recruitment activity in all major cities. Y-o-y, **Chandigarh (up 18 percent)**, **Jaipur (up 12 percent)** and **Coimbatore (up 10 percent)** were the only cities to chart positive growth in July 2018. Online hiring activity in Kolkata **(-3 percent y-o-y)** eased below the corresponding period a year ago for the first time since January 2015.

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

Feb 17	Mar 17	Apr 17	May 17	Jun 17	Jul 17	Aug 17	Sep 17	Oct 17	Nov 17	Dec 17	Jan 18	Feb 18	Mar 18	Apr 18	May 18	Jun 18	Jul 18	Y-O-Y
253	261	268	258	263	274	279	282	281	297	291	284	293	292	298	276	254	268	-2%

Industry Year-over-year Trends: Online demand exceeded the year-ago level in 14 of the 27 industry sectors monitored by the Index.

- **Production and Manufacturing** (up 60 percent) continued to chart progressive growth in hiring on the year. The annual growth momentum paced up 11 percentage points between June and July 2018. Demand on the month paced up by 16 percent. The sector has seen 28 percent growth in hiring demand in the past six months between January and July 2018.
- Online hiring in **Retail** sector surged. The sector witnessed a 41 percent increase in e-recruitment activity, year-on-year; up from a growth of 17 percent in June 2018. Month-on-month, online recruitment recorded a growth of 16 percent. Available opportunities were nine percent and 52 percent higher than the three-month and six-month ago level.
- Year-on-year, there has been a significant increase in demand in **Banking/ Financial Services, Insurance** (up 19 percent) following single-digit growth of five percent recorded in June 2018. While three-month (down one percent) and six-month (zero percent) growth continued to be sluggish; the sector witnessed 15 percent growth in monthly hiring activity.
- Online hiring activity in **IT - Hardware, Software** (down two percent) eased below the corresponding period a year-ago for the first time since September 2013. The sector has been exhibiting tapered growth for the past several months. The three-month (down eight percent) and six-month (down four percent) growth are indicative of the same. The sector, however, witnessed a month-on-month growth of six percent following two straight declines in May and June. **BPO/ITES** (down 15 percent) continued to exhibit down trend in online hiring activity. Nevertheless, the rate of decline, year-on-year, regulated further this month.
- Among others, **Engineering, Cement, Construction, Iron/ Steel** (down six percent) and **Consumer Goods/ FMCG, Food & Packaged Food** (down four percent) saw e-recruitment activity dwindle below the year-ago. **Healthcare, Bio Technology & Life Sciences, Pharmaceuticals** (up nine percent), on the other hand, recorded increased demand on the year as monthly recruitment activity paced up by 10 percent having charted low levels in the past months.

- **Printing/ Packaging** (down 29 percent) sector registered the steepest decline among all monitored sector yet again.

Top Growth Industries

Year-over-year Growth	Jul 17	Jul 18	% Growth Y-o-Y
Production and Manufacturing	139	223	60%
Retail	281	395	41%
Telecom/ISP	254	306	20%
Home Appliances	451	542	20%
Banking/ Financial Services, Insurance	312	370	19%

Lowest Growth Industries

Year-over-year Growth	Jul 17	Jul 18	% Growth Y-o-Y
NGO/Social Services	243	201	-17%
Import / Export	102	84	-18%
Garments/ Textiles/ Leather, Gems & Jewellery	154	126	-18%
Agro based industries	180	141	-22%
Printing/ Packaging	207	148	-29%

E-Commerce: Year-on-year, e-commerce sector registered marginal growth of one percent. Demand on the month was stable at May 2018 level for the second consecutive month.

Feb 17	Mar 17	Apr 17	May 17	Jun 17	Jul 17	Aug 17	Sep 17	Oct 17	Nov 17	Dec 17	Jan 18	Feb 18	Mar 18	Apr 18	May 18	Jun 18	Jul 18	Y-O-Y
109	112	116	121	122	116	116	117	115	117	114	115	119	119	119	117	117	117	1%

Occupation Year-over-year Trends: Online recruitment activity surpassed the year-ago level in nine of the 13 occupation groups monitored by the Index.

- Among job roles, **Finance & Account** (up 24 percent) and **HR & Admin** (up 24 percent) registered the most notable increase in demand on a year-on-year basis. Demand on the month increased by nine percent and six percent respectively. It is notable however; available online opportunities for both these job roles are lower than the three-month ago level. Demand for HR & Admin appears to have increased at all levels of experience; the highest growth (45 percent) was noticed for fresher's (0-3 years). Finance & Account observed higher demand at the fresher's level (34 percent) while there has been a de-growth of seven percent at the senior level (>15 years)
- Year-on-year, **Engineering/Production** (up one percent) maintained sluggish yet steady pace of growth. Month-on-month demand increased by five percent.
- **Legal** (up 16 percent) professionals saw demand surge from a growth of four percent year-on-year in June. At the same time, month-on-month, the job role registered an increase of nine percent have charted nine percent and two percent decline in May and June 2018 respectively. Legal saw steep increase in demand for fresher's (up 87 percent) followed by professionals at the senior level (16 percent).
- Online demand for **Software, Hardware, Telecom** (down six percent); **Marketing & Communications** (down eight percent) and **Customer Service** (down eight percent) was downbeat for the second successive month. The rate of decline hastened for each of the above job roles

between June and July. Customer Service professionals registered fewer opportunities on the month by one percent while demand Software, Hardware, Telecom and Marketing & Communications professionals increased by five percent and two percent respectively.

- **Arts/Creative** (down 15 percent) professionals recorded the steepest decline on the year.

Top Growth Occupations

Year-over-year Growth	Jul 17	Jul 18	% Growth Y-o-Y
HR & Admin	188	234	24%
Finance & Accounts	212	262	24%
Health Care	336	413	23%
Legal	229	266	16%
Sales & Business Development	347	376	8%

Lowest Growth Occupations

Year-over-year Growth	Jul 17	Jul 18	% Growth Y-o-Y
Engineering /Production	223	226	1%
Software, Hardware, Telecom	354	334	-6%
Marketing & Communications	249	229	-8%
Customer Service	270	248	-8%
Arts/Creative	207	176	-15%

Year-over year Trends by Experience level: Occupations

Top Growth Occupations/Experience	0-3 YR	4-6 YR	7-10 YR	10-15 YR	>15 YR
HR & Admin	45%	19%	23%	18%	23%
Finance & Accounts	34%	11%	7%	4%	-7%
Health Care	20%	6%	-5%	-5%	0%
Legal	87%	0%	6%	0%	16%
Sales & Business Development	16%	0%	-2%	-7%	-2%

Geographic Year-over-year Trends: E-recruitment activity exceeded the year-ago level in three of the 13 cities monitored by the Index.

- Year-on-year, **Chandigarh** (up 18 percent); **Jaipur** (up 12 percent); and **Coimbatore** (up 10 percent) were the only cities to chart positive growth in July 2018. Chandigarh (up seven percent) also recorded the most notable growth on a monthly basis followed by Jaipur (up five percent).
- Online hiring activity in **Kolkata** (down three percent) eased below the corresponding period a year ago for the first time since January 2015. Month-on-month, e-recruitment activity eased by marginal one percent.
- E-recruitment activity in all major cities continued to trend down on the year. **Hyderabad** and **Bangalore** registered a decline of six percent and five percent respectively while **Mumbai**, **Chennai** and **Delhi-NCR** witnessed decline of two percent each. It is notable however; Mumbai aside, each of these cities projected an upbeat month-on-month hiring trend. Online demand in Mumbai was stable at June level.

- Year-on-year, online recruitment activity declined the most in **Baroda** (down 14 percent). Demand on the month increased by three percent following two successive declines; -11 percent in June and -10 percent in May 2018.

Top Growth Cities

Year-over-year Growth	Jul 17	Jul 18	% Growth Y-o-Y
Chandigarh	282	334	18%
Jaipur	265	296	12%
Coimbatore	274	302	10%
Mumbai	307	302	-2%
Delhi-NCR	236	232	-2%

Lowest Growth Cities

Year-over-year Growth	Jul 17	Jul 18	% Growth Y-o-Y
Pune	284	271	-5%
Bangalore	337	320	-5%
Hyderabad	267	252	-6%
Kochi	285	258	-9%
Baroda	275	236	-14%

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

- On a month-on-month basis, e-recruitment activity in **Banking/ Financial Services, Insurance** saw maximum increase in Chennai and Hyderabad; while Mumbai the financial capital of India saw marginal increase of one percent. Aligning with this trend, demand for **Finance and Accounts** professionals was also the highest in Chennai.
- Hyderabad (four percent) aside, online recruitment activity in **BPO/ITES** was low in all cities. Mumbai and Delhi-NCR saw a demand weaken by nine percent and five percent respectively.
- Online recruitment in **IT - Hardware, Software** exhibited uptrend in all key cities. Demand for **Software, Hardware, Telecom** professionals increased the most in Bangalore (six percent).
- Online demand for **HR and Admin.** grew most in Bangalore (eight percent) and Delhi-NCR (eight percent) followed by Mumbai (six percent).

Industries/Cities	Bangalore	Chennai	Delhi-NCR	Hyderabad	Mumbai
Month-over-month Growth					
Banking/ Financial Services, Insurance	8%	21%	7%	15%	1%
BPO/ITES	0%	0%	-5%	4%	-9%
Engineering, Cement, Construction, Iron/ Steel	-2%	-4%	1%	-2%	-2%
IT - Hardware, Software	5%	3%	4%	2%	5%
Production and Manufacturing	1%	7%	-4%	-3%	-4%

Occupations/Cities	Bangalore	Chennai	Delhi-NCR	Hyderabad	Mumbai
Month-over-month Growth					

Marketing & Communications	-2%	-4%	3%	-3%	-4%
Finance and Accounts	4%	14%	7%	3%	5%
HR and Admin.	8%	-6%	8%	-1%	6%
Sales & Business Development	-1%	5%	3%	3%	1%
Software, Hardware, Telecom	6%	5%	5%	3%	3%

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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