

monster® EMPLOYMENT INDEX

Monster Employment Index registers 1 percent y-o-y decline: Monster Employment Index March 2019

- **Office Equipment/Automation (up 26 percent) and Production and Manufacturing (up 25 percent) registered the steepest increase in y-o-y online recruitment activity**
- **Health Care (up 8 percent) professionals continue see y-o-y growth**
- **Jaipur and Bangalore witnessed y-o-y growth of 4 percent each, lead all monitored cities**

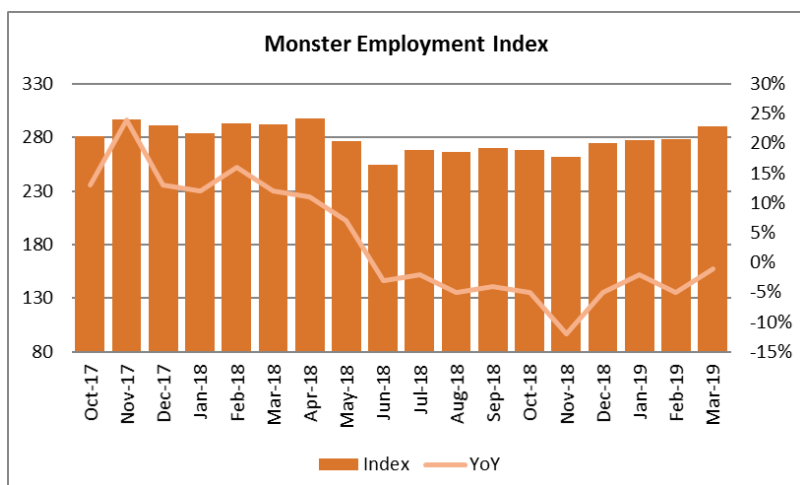
[Monster Employment Index](#) for March 2019 registered **1 percent Y-o-Y decline** in online recruitment activities. Among industry sectors, **Office Equipment/Automation** (up 26 percent) and **Production and Manufacturing** (up 25 percent) registered the steepest Y-o-Y increase in online recruitment activities.

The annual growth momentum in **Office Equipment /Automation** sector, however, has visibly reduced from 32 percent in February 2019 to 26 percent in March 2019. On the other hand, year-on-year growth rate in **Production and Manufacturing** sector, on the other hand, was steady at February 2019 level. Demand for online hiring eased by one percent month-on-month.

Online recruitment in **BPO/ITES** exhibited strong growth in online hiring activity this month. Year-on-year growth rate paced up from 4 percent in February 2019 to 19 percent in March 2019. The sector also registered 14 percent rise in demand on a month-on-month basis.

E-recruitment activity in **Agro based industries** (down 30 percent) and **Telecom/ISP** (down 16 percent) recorded a notable y-o-y decline.

City-wise, **Jaipur** (up 4 percent) and **Bangalore** (up 4 percent) led all monitored cities in online recruitment. Bangalore has been charting steady increase in e-recruitment activity since January 2019 and has registered 3 percent increase in online opportunities in Q1 2019 when compared to the same period in 2018. E-recruitment activity in **Delhi-NCR** matched the year-ago level following successive de-growth since June 2018. In **Mumbai** (down 3 percent); **Hyderabad** (down 1 percent) and **Chennai** (down 2 percent) the year-on-year growth rate recovered from a decline of 5 percent, 5 percent and 3 percent respectively.



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

Oct 17	Nov 17	Dec 17	Jan 18	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	Y-O-Y
281	297	291	284	293	292	298	276	254	268	266	270	268	262	275	277	278	290	-1%

Industry Year-over-year Trends: Online demand exceeded the year-ago level in 15 of the 27 industry sectors monitored by the Index.

- **Office Equipment/Automation** (up 26 percent) closely followed by **Production and Manufacturing** (up 25 percent) led all monitored industry sector by the way of long-term growth. The annual growth momentum in Office Equipment/Automation sector, however, has visibly reduced from 32 percent in February 2019. The sector registered fewer opportunities on the month (down four percent) for the first time since August 2018. Year-on-year growth rate in Production and Manufacturing sector, on the other hand, was steady at February 2019 level. Demand on the month eased by one percent.
- **BPO/ITES** sector exhibited strong growth in online hiring activity this month. Year-on-year growth rate paced up from four percent in February 2019 to 19 percent in March 2019. The sector also registered 14 percent rise in demand on a month-on-month basis.
- Hiring in **Retail** (up 16 percent) sector picked up once again following subdued demand in the previous month. Month-on-month, the sector registered 21 percent increase in online recruitment activity; the steepest growth recorded among all monitored industry sectors.
- Year-on-year, **Banking/ Financial Services, Insurance** (up two percent) registered growth this month following low level since December 2018. Online demand grew four percent on the month and exceeded the three-month ago level by seven percent.
- **Telecom/ISP** (down 16 percent) continued to chart progressive decline in year-on-year growth rate. Demand on the month eased by two percent. **Agro based industries** (down 30 percent) recorded the most notable annual decline among all monitored industry sectors even in March 2019.

Top Growth Industries

Year-over-year Growth	Mar 18	Mar 19	% Growth Y-o-Y
Office Equipment/Automation	103	130	26%
Production and Manufacturing	191	239	25%
Travel and Tourism	284	342	20%
BPO/ITES	191	227	19%
Retail	341	394	16%

Lowest Growth Industries

Year-over-year Growth	Mar 18	Mar 19	% Growth Y-o-Y
Printing/ Packaging	178	157	-12%
Chemicals/ Plastic/ Rubber, Paints, Fertilizer/ Pesticides	147	129	-12%
Import / Export	113	99	-12%
Telecom/ISP	300	253	-16%
Agro based industries	155	109	-30%

E-Commerce: Online recruitment in E-commerce sector continued to grow at 11 percent, year-on-year. Month-on-month demand was stable at February 2019 level. The sector exhibited an uptrend in hiring on short-term parameters; up seven percent on three-month basis and 14 percent on six-month basis.

Oct 17	Nov 17	Dec 17	Jan 18	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	Y-O-Y
115	117	114	115	119	119	119	117	117	117	112	116	121	121	123	130	132	132	11%

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

- **Health Care** (up eight percent) continued to be the most demanded job role. The short-term growth parameters also indicated increased hiring for Health Care professionals; up three percent month-on-month and up seven percent on three-month as well as in six months respectively. Growth has been mainly pushed by rise in demand at the entry (0-3 years) and senior (11-15 years) levels; up by three percent respectively.
- **Arts/Creative** (up six percent) professionals registered growth in demand having chartered fewer opportunities on the year since June 2018. Monthly demand increased by seven percent. Professionals at the entry level (0-3 years) saw 17 percent increase in demand from the corresponding period a year-ago. At all other levels of experience demand continued to be low.
- Year-on-year, online demand recoiled for several occupation groups this month following de-growth in the past months. **Software, Hardware, Telecom** (up three percent); **Customer Service** (up two percent); **Finance & Accounts** (up two percent) registered growth when compared to the corresponding period a year-ago. Demand for **Sales & Business Development** matched the year-ago level following successive declines since November 2018.
- Online demand for **Purchase/ Logistics/ Supply Chain** (down two percent); **Engineering /Production** (down four percent); **Hospitality & Travel** (down four percent) continued to hover below the corresponding period a year-ago. Hospitality & Travel professionals, nevertheless, witnessed strong growth in demand on a month-on-month basis; up by 11 percent.
- **Marketing & Communications** (down six percent) professionals registered the steepest annual decline among all monitored occupation groups.

Top Growth Occupations

Year-over-year Growth	Mar 18	Mar 19	% Growth Y-o-Y
Health Care	418	451	8%
Arts/Creative	214	227	6%
Senior Management	265	275	4%
Software, Hardware, Telecom	355	364	3%
Legal	260	265	2%

Lowest Growth Occupations

Year-over-year Growth	Mar 18	Mar 19	% Growth Y-o-Y
Sales & Business Development	405	406	0%
Purchase/ Logistics/ Supply Chain	207	202	-2%
Engineering /Production	252	243	-4%
Hospitality & Travel	254	244	-4%
Marketing & Communications	268	252	-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
Health Care	3%	-1%	-5%	3%	-9%
Arts/Creative	17%	-1%	-28%	-14%	-1%
Software, Hardware, Telecom	2%	-2%	-2%	7%	9%
Legal	4%	-3%	-2%	-4%	1%
HR & Admin	3%	-10%	-13%	-2%	16%

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

- **Jaipur** (up four percent) and **Bangalore** (up four percent) led all monitored cities in online recruitment. Bangalore has been charting steady increase in e-recruitment activity since January 2019 and has registered three percent increase in online opportunities in Q1 2019 when compared to the same period in 2018. Month-on-month, Bangalore saw five percent growth in online hiring; also, the steepest monthly growth recorded among all monitored cities.
- Year-on-year growth momentum further improved in other key cities as well. E-recruitment activity in **Delhi-NCR** matched the year-ago level following successive de-growth since June 2018. In **Mumbai** (down three percent); **Hyderabad** (down one percent) and **Chennai** (down two percent) the year-on-year growth rate recovered from a decline of five percent, five percent and three percent respectively.
- Among monitored cities, **Kochi** (down 17 percent) followed by **Baroda** (down 13 percent) registered steepest decline on the year.

Top Growth Cities

Year-over-year Growth	Mar 18	Mar 19	% Growth Y-o-Y
Jaipur	317	331	4%
Bangalore	350	365	4%
Chandigarh	341	352	3%
Pune	298	299	0%
Delhi-NCR	248	247	0%

Lowest Growth Cities

Year-over-year Growth	Mar 18	Mar 19	% Growth Y-o-Y
Mumbai	332	323	-3%
Coimbatore	320	301	-6%
Ahmedabad	376	341	-9%
Baroda	284	246	-13%
Kochi	326	272	-17%

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

- Delhi-NCR aside, **Banking/ Financial Services, Insurance** sector hiring paced up in all key cities. Hyderabad witnessed the highest growth of 14 percent followed by 12 percent in Bangalore.

- Hyderabad (nine percent) registered the strongest increase in online recruitment activity in **Production and Manufacturing** sector. E-recruitment in Delhi-NCR eased by three percent.
- All key cities registered growth in **IT - Hardware, Software** sector hiring this month. Online demand in **Engineering, Cement, Construction, Iron/ Steel** plunged 26 percent below February 2019 in Delhi-NCR.
- Online demand for **Finance and Accounts; Sales & Business Development; Software, Hardware, Telecom** professionals continued to rise in all key cities. Delhi-NCR aside, **HR and Admin.** professionals, saw reduced demand in all key cities.

Industries/Cities

Month-over-month Growth	Bangalore	Chennai	Delhi-NCR	Hyderabad	Mumbai
Banking/ Financial Services, Insurance	12%	9%	0%	14%	4%
BPO/ITES	6%	2%	-4%	-5%	-2%
Engineering, Cement, Construction, Iron/ Steel	0%	2%	-26%	-1%	3%
IT - Hardware, Software	6%	1%	3%	4%	3%
Production and Manufacturing	1%	1%	-3%	9%	3%

Occupations/Cities

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

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.

To learn more about Monster in APAC & Gulf, visit: www.monsterindia.com | www.monstergulf.com | www.monster.com.sg | www.monster.com.my | www.monster.com.ph | www.monster.com.hk

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