

# monster<sup>®</sup>

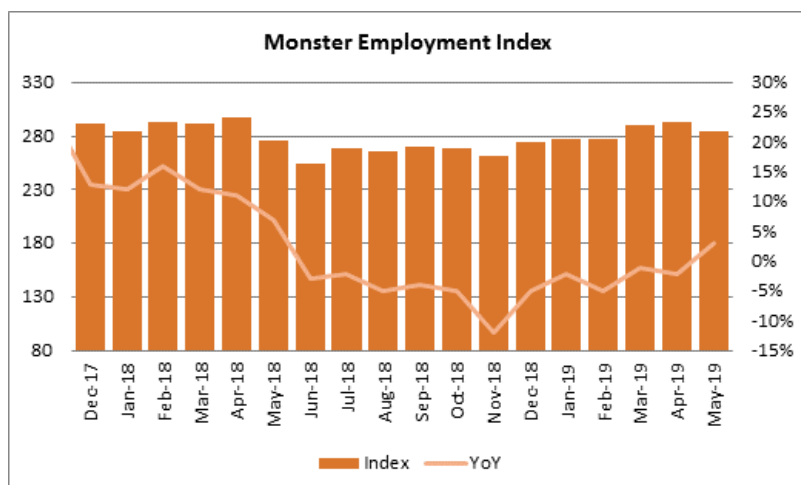
## EMPLOYMENT INDEX

### Monster Employment Index registers 3 percent y-o-y increase: Monster Employment Index May 2019

- Production and Manufacturing (up 38 percent) and Travel and Tourism sector (up 25 percent) registered the steepest increase in y-o-y online recruitment activity
- Legal (up 9 percent) professionals continue see y-o-y growth
- Bangalore (up 7 percent) and Jaipur (up 5 percent) lead all monitored cities in y-o-y online growth

[Monster Employment Index](#) for May 2019, registered **3 percent Y-o-Y increase**. However, demand for the month slipped by three percent. Among industry sectors, **Production and Manufacturing** registered the steepest **Y-o-Y increase at 38 percent**, as well as on a **month-on-month basis at 5 percent**. This was followed by the **Travel and Tourism sector** which registered **25% y-o-y** increase in online recruitment. There has been a **13 percent rise in e-recruitment activity** in the sector over the past **six-months between October and April 2019**.

Occupation-wise, **Legal** registered a **9 percent y-o-y** rise in online demand. Legal professionals at the entry (0-3 years), mid-senior (7-10 years) and senior (>15 years) levels saw increase in demand from the corresponding period a year-ago by **18 percent, 8 percent and 10 percent** respectively. **Finance & Accounts** is up by **8 percent** while **Software, Hardware, Telecom** charted a **year-on-year growth of 6 percent**. It is notable that the growth rate this month have improved as compared to April 2019. Online demand for **Health Care** (up by 4 percent) and **HR & Admin** (up by 3 percent) have continued their respective positive gains.



City-wise, **Bangalore (up by 7 percent y-o-y)** led in growth amongst all monitored cities. This was followed by **Jaipur (up 5 percent y-o-y)** and **Hyderabad (up 4 percent y-o-y)**. Among other cities, **Kochi (down 15 percent y-o-y)** followed by **Coimbatore (down 7 percent y-o-y)** registered steepest decline on the year.

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

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	Apr 19	May 19	Y-O-Y
291	284	293	292	298	276	254	268	266	270	268	262	275	277	278	290	293	285	3%

**Industry Year-over-year Trends:** Of the 27 industry sectors monitored by the Index, 18 indicated positive annual growth.

- **Production and Manufacturing** (up 38 percent) led online recruitment activity among industry sectors between May 2018 and 2019. Growth momentum also paced up by five percentage points vis-à-vis last month. In short-term as well, the sector fared well; up eight percent (three-month) and up 19 percent (six-month).
- Year-on-year, **Travel and Tourism** (up 25 percent) continued to witness double-digit growth for the sixth consecutive month; also ranked among top hiring sectors. In the last six-months (between November 2018 and May 2019), online demand increased by 13 percent.
- **BPO/ITES** (up 23 percent) exhibited the most-notable year-on-year growth since November 2016. Between April and May 2019, growth rate improved by 12 percentage points. The sector also witnessed an uptrend in online hiring activity in short-run; up two percent (month-on-month), up 17 percent (three-month) and up 18 percent (six-month).
- Long-term growth momentum in **Oil/ Gas/ Petroleum, Power** (up 14 percent) improved; up from eight percent last month. This was also the steepest year-on-year growth since the beginning of 2019. On a month-on-month basis, the sector saw marginal decline of one percent.
- E-recruitment activity in **Advertising, Market Research, Public Relations (PR)** recovered annual growth (up seven percent) for the first time since November 2018. In short-run as well, the sector registered increase in hiring demand on all parameters; up 11 percent (month-on-month), up nine percent (up three-month) and up 20 percent (six-month).
- Although **IT-Hardware, Software** (zero percent) matched the corresponding period a year-ago; the pace of growth improved by five percentage points compared to April 2019. Six-month (up 10 percent) and three-month (up two percent) growth indicated uptrend in online hiring activity.
- **Agro based industries** (down 40 percent) witnessed the steepest year-on-year decline among sectors.

### Top Growth Industries

Year-over-year Growth	May 18	May 19	% Growth Y-o-Y
Production and Manufacturing	189	261	38%
Travel and Tourism	280	349	25%
Office Equipment/Automation	106	132	25%

### Lowest Growth Industries

Year-over-year Growth	May 18	May 19	% Growth Y-o-Y
Real Estate	182	176	-3%
Chemicals/ Plastic/ Rubber, Paints, Fertilizer/ Pesticides	140	130	-7%
Printing/ Packaging	170	157	-8%

BPO/ITES	188	232	23%
Retail	362	431	19%

Automotive/ Ancillaries / Tyres	207	179	-14%
Agro based industries	145	87	-40%

**E-Commerce:** Online hiring activity in E-commerce sector witnessed an uptrend of seven percent on annual basis. In short-term, six-month charted three percent growth; whereas month-on-month and three-month, indicated decline of seven percent and five percent respectively.

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	Apr 19	May 19	Y-O-Y
114	115	119	119	119	117	117	117	112	116	121	121	123	130	132	132	135	125	7%

**Occupation Year-over-year Trends:** Growth in online demand for professionals surpassed in 11 of the 13 occupation groups monitored by the Index.

- **Legal** (up nine percent) led annual growth among occupation groups in May 2019. This was an improvement in growth rate of 11 percentage points compared to last month. In short-term as well, there was an increased demand for the job-role; up one percent (month-on-month); up eight percent (three-month) and up five percent (six-month). Professionals at the entry (0-3 years), mid-senior (7-10 years) and senior (>15 years) levels saw increase in demand from the corresponding period a year-ago; up by 18 percent, eight percent and 10 percent respectively.
- Annual online demand for **Finance & Accounts** (up eight percent) professionals recovered, following a decline of three percent in April 2019. Growth momentum improved in short-term as well; month-on-month (up four percent) growth rate paced up three percentage points; three-month (up 12 percent) growth rate improved by four percentage point and six-month (up 16 percent) growth rate improved by seven percentage points. Demand for professionals at entry (0-3 years) and top management (>15 years) levels grew by 11 percent and 16 percent respectively.
- **Software, Hardware, Telecom** charted year-on-year growth of six percent; up from no growth in April 2019. This was also the steepest growth witnessed in the last one year. At eight percent annual growth, senior (11-15 years) level professionals were most in-demand. This was followed by entry (0-3 years) and top management (>15 years) levels; each of which saw six percent growth and mid-senior (7-10 years) recorded two percent growth in demand.
- **Health Care** exceeded the year-ago level by four percent in May 2019. The sector has been registering positive annual growth since December 2018. On six-month basis, Health Care professionals experienced increased demand; up by 12 percent.
- Online demand for **HR & Admin** (up three percent) recovered following decline of five percent in April 2019, on-the-year. Growth on three-month (up three percent) and six-month (up six percent) basis also fared well.
- Year-on-year, **Arts/Creative** (down six percent) exhibited the steepest decline among job-roles.

**Top Growth Occupations**

Year-over-year Growth	May 18	May 19	% Growth Y-o-Y
Legal	249	271	9%
Finance & Accounts	260	280	8%
Customer Service	254	269	6%
Software, Hardware, Telecom	342	362	6%
Sales & Business Development	391	408	4%

**Lowest Growth Occupations**

Year-over-year Growth	May 18	May 19	% Growth Y-o-Y
HR & Admin	226	233	3%
Hospitality & Travel	248	254	2%
Purchase/ Logistics/ Supply Chain	195	197	1%
Marketing & Communications	253	242	-4%
Arts/Creative	196	184	-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
Legal	18%	-23%	8%	10%	-7%
Finance & Accounts	11%	-31%	-5%	-1%	16%
Customer Service	-4%	-13%	1%	26%	4%
Software, Hardware, Telecom	6%	-9%	2%	8%	6%
Sales & Business Development	5%	-28%	-11%	-8%	-2%

**Geographic Year-over-year Trends:** Online hiring activity surpassed the year-ago level in seven of the 13 cities monitored by the Index.

- **Bangalore** (up seven percent) recorded the most-notable year-on-year growth among the monitored cities in May 2019. Growth momentum improved by six-percentage points vis-à-vis decline of one percent last month. Online demand saw growth in short-run as well; up three percent (three-month) and up 14 percent (six-month).
- **Jaipur** (up five percent) continued to witness uptrend in e-recruitment activity since December 2018. On a six-month basis, the city registered growth of eight percent in online demand.
- **Hyderabad** (up four percent) charted positive annual growth for the first time since June 2018. In short-run as well, the city witnessed increased demand; up one percent (month-on-month), up six percent (three-month) and up 12 percent (six-month).
- **Kochi** (down 15 percent) followed by **Coimbatore** (down seven percent) registered steepest decline on the year.

**Top Growth Cities****Lowest Growth Cities**

Year-over-year Growth	May 18	May 19	% Growth Y-o-Y
Bangalore	336	359	7%
Jaipur	299	315	5%
Delhi-NCR	240	250	4%
Hyderabad	267	278	4%
Pune	289	299	3%

Year-over-year Growth	May 18	May 19	% Growth Y-o-Y
Kolkata	358	349	-3%
Ahmedabad	353	342	-3%
Baroda	259	248	-4%
Coimbatore	323	301	-7%
Kochi	303	258	-15%

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

- Online hiring activity in **Banking/ Financial Services, Insurance** sector witnessed marginal growth in Bangalore and Mumbai (up two percent each) and Delhi-NCR (up one percent).
- Except for Delhi-NCR, all cities exhibited increased online hiring in **Engineering, Cement, Construction, Iron/ Steel** sector. Chennai witnessed the steepest annual growth (up nine percent) followed by Hyderabad (up eight percent).
- **Finance and Accounts** professionals enjoyed uptrend in online demand in all the key cities. Hyderabad (up 14 percent) saw the steepest growth, followed by Chennai (up eight percent).
- Annual online demand for **HR and Admin** professionals saw growth in Hyderabad (up four percent), Delhi-NCR and Mumbai (up three percent each) and Chennai (up two percent). **Sales and Business Development** professionals experienced the steepest growth in demand in Hyderabad (up two percent)

### Industries/Cities

Month-over-month Growth	Bangalore	Chennai	Delhi-NCR	Hyderabad	Mumbai
Banking/ Financial Services, Insurance	2%	-2%	1%	-2%	2%
BPO/ITES	-4%	0%	2%	3%	-1%
Engineering, Cement, Construction, Iron/ Steel	3%	9%	0%	8%	1%
IT - Hardware, Software	-1%	-1%	3%	2%	2%
Production and Manufacturing	-2%	-6%	-4%	3%	-12%

### Occupations/Cities

Month-over-month Growth	Bangalore	Chennai	Delhi-NCR	Hyderabad	Mumbai
Marketing & Communications	-4%	4%	0%	2%	0%
Finance and Accounts	4%	8%	4%	14%	4%

HR and Admin	0%	2%	3%	4%	3%
Sales & Business Development	0%	1%	1%	2%	1%
Software, Hardware, Telecom	0%	-1%	1%	1%	0%

### 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](http://www.monsterindia.com) | [www.monstergulf.com](http://www.monstergulf.com) | [www.monster.com.sg](http://www.monster.com.sg) | [www.monster.com.my](http://www.monster.com.my) | [www.monster.com.ph](http://www.monster.com.ph) | [www.monster.com.hk](http://www.monster.com.hk)

### **For further queries please reach:**

<b>Anshul Punhani</b> Chief Marketing Officer-APAC & GULF, Monster.com <a href="mailto:Anshul.Punhani@monsterindia.com">Anshul.Punhani@monsterindia.com</a>	<b>Shankhadipa Talukdar</b> Genesis BCW +91-99999 56546   <a href="mailto:shankhadipa.talukdar@genesis-bcw.com">shankhadipa.talukdar@genesis-bcw.com</a>
---	--