

monster® EMPLOYMENT INDEX

PSUs witness record hiring growth in the placement season: Monster Employment Index

- The November Monster Employment Index India registers 9 percent y-o-y growth
- Government/ PSU/ Defence (up 41 percent) saw notable improvement in the annual growth rate between October and November
- Production and Manufacturing (down 18 percent) registered the most notable decline among all industry sectors
- Kolkata (up 24 percent) led all monitored cities, closely followed by Ahmedabad (up 21 percent)
- E-recruitment for customer service (up 45 percent) led all occupation groups

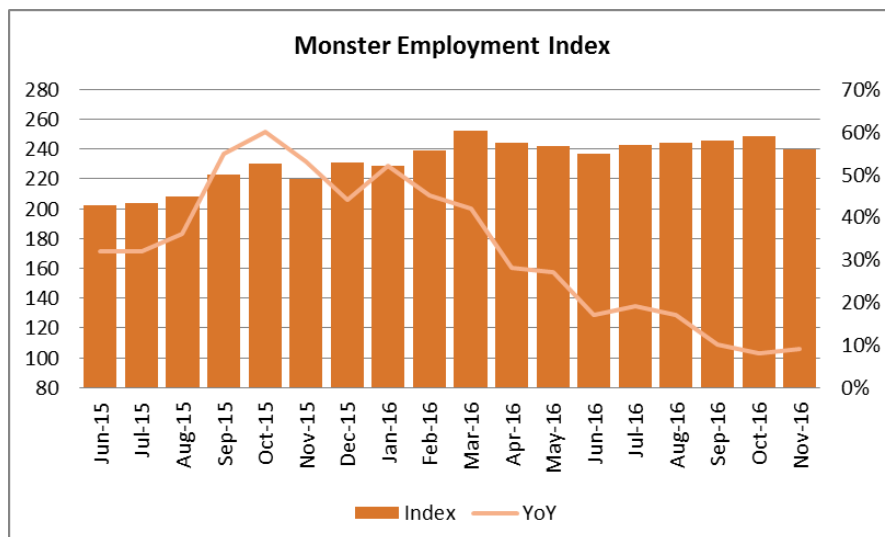
New Delhi, 08 December, 2016: Online recruitment activities in the month of November 2016 registered a y-o-y growth of 9 percent, according to the Monster Employment Index. **The Government/ PSU/ Defence** sector (up 41 percent) recorded a significant growth in online hiring in November. With the ongoing recruitment season in colleges and re-entry of the PSUs for direct recruitment from top engineering colleges, online recruitment in this sector has witnessed a surge.

In the month of November **Education** sector (up 58 percent) led all monitored industry sectors and has sustained strong growth figures for the past seven months. Owing to the digitization in the sector, the industry has shown remarkable growth figures in the past few months.

City-wise data show metros taking a lead with **Kolkata** showing the steepest growth (up 24 per cent) closely followed by

Ahmedabad (up 21 percent). Among the tier-II towns, **Coimbatore** (up 17 per cent) and **Chandigarh** (up 13 per cent) have shown significant growth figures.

Among industries, Production and Manufacturing has shown the steepest decline (down 18 percent) while the IT sector (up 20 percent) declined by one point since October. These two key mass recruiting industries continue to show bearish growth owing to depressed private investment climate and global economic and political occurrences.



Commenting on the trends, **Sanjay Modi, Managing Director, Monster.com, APAC & Middle-East said,** "The month of November marks the beginning of the placement season in many top notch Indian engineering colleges. This is, therefore, reflected in the increased online hiring activities in the PSU sector, which hires the crème de la crème of these colleges in significant numbers. However, growth in the production and manufacturing sector further declined this month owing to the overnight announcement of demonetization causing notable problems for manufacturers. The IT industry is undergoing a phase of disruption and has witnessed diminishing growth figures for the past couple of months. Hence, upskilling in the sector cannot be overlooked and will become an integral part for a long growth."

He further added, "As opposed to last few months where Tier-II markets outperformed the metros; the metros have performed significantly well with Kolkata being in the lead (up 24 per cent), while Delhi and Ahmedabad are up by 18 per cent and 21 per cent respectively. Among the tier-II towns Coimbatore (up 17 per cent) and Chandigarh (up 13 per cent) have shown significant growth figures."

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

Jun 15	Jul 15	Aug 15	Sep 15	Oct 15	Nov 15	Dec 15	Jan 16	Feb 16	Mar 16	Apr 16	May 16	Jun 16	Jul 16	Aug 16	Sep 16	Oct 16	Nov 16	Y-O-Y
202	204	208	223	230	220	231	229	239	252	244	242	237	243	244	246	249	240	9%

Industry Year-over-year Trends: Of the 27 industry sectors monitored by the Index online hiring activity the exceeded the year-ago in 25 industry sectors

- **Education** (up 58 percent) led all monitored industry sector by the way of long-term, growth despite moderation in pace; down nine points from 67 percent in October 2016.
- **Chemicals/ Plastic/ Rubber, Paints, Fertilizer/ Pesticides** (up 51 percent) and **Government/ PSU/ Defence** (up 41 percent) saw notable improvement in the annual growth rate between October and November 2016. The Government/ PSU/ Defence sector has recorded a 43 percent growth in hiring in the past six-months between May 2016 and November 2016.
- **BPO/ITES** witnessed the steepest month-on-month decline among all industry sectors as well as in the series; down by 23 percent. At the same time, the year-on-year growth rate at 15 percent slid 29 percentage points below October 2016.
- The **IT - Hardware, Software** (up 20 percent) continued to exhibit subdued hiring trends on all parameters; month-on-month (down seven percent), three-month (down nine percent) and six-month (down 11 percent). The year-on-year growth momentum slowed by marginal one percent between October and November 2016.
- E-recruitment activity in **Advertising, Market Research and Public Relations (PR)** exceeded the year-ago level following negative growth rates since July 2016; up by three percent. A positive month-on-month (up six percent) and three-month (up eight percent) growth reflects improved demand in the sector more recently. Online hiring in the sector, nevertheless, continues to be lower than the six-month level by 16 percent.
- **Production and Manufacturing** (down 18 percent) registered the most notable decline among all industry sectors even in November 2016. Nevertheless, the rate of growth recovered 11 points from a negative 29 percent in October 2016. Month-on-month recruitment activity in the sector remained steady at October 2016 level after having witnessed steep declines each month since June 2016.

Top Growth Industries

Year-over-year Growth	Nov 15	Nov 16	% Growth Y-o-Y
Education	137	216	58%
Chemicals/ Plastic/ Rubber, Paints, Fertilizer/ Pesticides	80	121	51%
Government/ PSU/ Defence	87	123	41%
Banking/ Financial Services , Insurance	171	219	28%
Healthcare, Bio Technology & Life Sciences, Pharmaceuticals	242	308	27%

Lowest Growth Industries

Year-over-year Growth	Nov 15	Nov 16	% Growth Y-o-Y
Import / Export	108	112	4%
Advertising, Market Research, Public Relations (PR)	152	157	3%
Retail	271	279	3%
NGO/Social Services	187	179	-4%
Production and Manufacturing	155	127	-18%

E-Commerce: E-commerce continued to chart a sluggish growth trend. The sector witnessed further moderation in pace of growth year-on-year; up by six percent. There has been a drop in the monthly hiring activity by three percent. At the same time, online recruitment in the sector slipped below the three-month and six-month level by four percent respectively.

Jun 15	Jul 15	Aug 15	Sep 15	Oct 15	Nov 15	Dec 15	Jan 16	Feb 16	Mar 16	Apr 16	May 16	Jun 16	Jul 16	Aug 16	Sep 16	Oct 16	Oct 16	Y-O-Y
91	93	97	101	105	104	107	109	113	111	111	115	113	117	115	112	113	110	6%

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

- **Customer service** (up 45 percent) led all occupation groups by the way of long-term growth even in November 2016 but at a significantly moderated pace. The group had registered 66 percent and 74 percent year-on-year growth in September and October 2016 respectively. Online demand eased on the month as well by 16 percent; the steepest decline among all monitored job roles
- **Finance & Accounts** professionals saw online demand exceed the year-ago level by a marginal one percent following a four percent decline in October 2016. Demand in the short-term continued to be low. Online opportunities for the group slipped four percent below the month-on-month and three-month level in November 2016.
- Although, **Hospitality & Travel** (down three percent) exhibited a negative growth on the year even in November 2016, the rate of growth recovered from negative 12 percent in October 2016. The group also recorded a one percent growth in demand, month-on-month.
- Demand at the **Senior Management** (up 16 percent) level has eased significantly from the past months. In the past six-months between May and November 2016 there has been a 20 percent decline in demand for Senior Management professionals.
- **Health Care** professionals saw the most notable improvement in the year-on-year growth momentum; up from 10 percent in October to 22 percent in November 2016.
- **Arts/Creative** recorded 12 percent decline from the year-ago once again. This is also the steepest decline registered among all monitored job roles.

Top Growth Occupations

Year-over-year Growth	Nov 15	Nov 16	% Growth Y-o-Y
Customer Service	171	248	45%
Software, Hardware, Telecom	241	302	25%
Health Care	248	302	22%
Engineering /Production	154	186	21%
Senior Management	158	183	16%

Lowest Growth Occupations

Year-over-year Growth	Nov 15	Nov 16	% Growth Y-o-Y
Finance & Accounts	177	179	1%
HR & Admin	171	170	-1%
Hospitality & Travel	202	195	-3%
Legal	216	207	-4%
Arts/Creative	199	175	-12%

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 24 percent) led all monitored cities by the way of long-term growth. Nevertheless, the growth momentum slowed from 28 percent in October 2016. Monthly recruitment activity eased by nine percent; the first negative growth since June 2016. **Ahmedabad** followed closely charting a 21 percent growth in hiring from the year-ago.
- Among the major cities, **Delhi-NCR** (up 18 percent) once again was the only region to rank among top five in the year-on-year growth chart. The growth momentum eased seven points from 25 percent in October 2016. **Mumbai** and **Bangalore** registered an 11 percent year-on-year growth each; down from 24 percent and 18 percent respectively in October 2016. The year-on-year growth rate in **Hyderabad** eased from 15 percent in October to 10 percent in November 2016.
- **Chennai** (up four percent) witnessed single-digit year-on-year growth for the first time since February 2015. Month-on-month there has been an 11 percent drop in hiring activity.
- Online recruitment activity in **Kochi** slipped below the year-ago level by two percent; 29 points below October 2016 (up 27 percent). Kochi also recorded the most notable monthly (down 22 percent) decline among all monitored cities. Year-on-year, **Baroda** (down four percent) exhibited the steepest decline yet again.

Top Growth Cities

Year-over-year Growth	Nov 15	Nov 16	% Growth Y-o-Y
Kolkata	198	245	24%
Ahmedabad	235	285	21%
Delhi-NCR	199	234	18%
Coimbatore	211	247	17%
Chandigarh	223	252	13%

Lowest Growth Cities

Year-over-year Growth	Nov 15	Nov 16	% Growth Y-o-Y
Mumbai	246	272	11%
Hyderabad	225	247	10%
Chennai	215	224	4%
Kochi	267	261	-2%
Baroda	208	199	-4%

By Industry

	2015		2016										
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
IT - Hardware, Software	333	367	374	405	446	447	447	434	438	439	440	430	398
BPO/ITES	211	206	203	229	240	242	239	246	256	276	300	314	243
Engineering, Cement, Construction, Iron/Steel	134	136	138	144	161	168	179	169	171	157	160	166	149
Banking/Financial Services/Insurance	171	182	177	184	206	216	215	214	218	241	244	246	219
Education	137	142	159	180	183	188	201	203	221	207	217	225	216
Production and Manufacturing	155	164	165	156	168	168	192	166	161	148	144	127	127
Automotive/Ancillaries/Tyres	137	139	136	135	156	161	187	162	157	154	147	154	147
Telecom/ISP	152	171	164	157	169	169	157	176	180	186	189	186	181
Oil/Gas/Petroleum, Power	119	138	127	134	144	135	124	129	133	128	134	138	139
Healthcare, Bio Technology & Life Sciences, Pharmaceuticals	242	265	258	276	289	302	302	305	324	317	328	320	308
Advertising, Market Research, Public Relations	152	154	148	161	159	176	187	195	150	146	145	148	157
Travel & Tourism	237	253	246	260	272	266	252	244	248	251	245	248	246
Home Appliances	232	247	249	271	317	300	314	300	303	284	296	308	286
Media & Entertainment	192	201	199	216	240	233	236	242	243	260	252	259	242
Chemicals/Plastic/Rubber, Paints, Fertilizer/Pesticides	80	94	104	105	117	117	106	114	115	119	117	128	121
Consumer Goods/FMCG, Food & Packaged Food	149	167	166	170	181	183	172	172	183	181	188	195	185
Garments/Textiles/Leather, Gems & Jewellery	147	159	150	156	168	157	147	148	152	153	161	168	159
Real Estate	149	169	168	172	180	173	164	166	168	160	165	165	163
Retail	271	278	256	283	301	290	305	295	280	264	266	273	279
Logistic, Courier/Freight/Transportation	176	189	191	201	215	202	196	201	208	193	198	215	194
Import/Export	108	125	116	121	119	136	134	134	117	111	110	116	112
Government/PSU/Defence	87	88	95	95	109	104	86	91	103	108	111	120	123
Shipping/Marine	99	106	108	109	112	110	105	98	101	104	100	104	112
Printing/Packaging	194	207	206	204	217	202	180	181	207	196	191	201	209
NGO/Social Services	187	186	210	227	235	195	178	193	210	182	177	182	179
Agro based industries	117	129	132	132	145	146	138	132	144	138	129	133	140
Office Equipment/Automation	97	101	100	100	115	107	93	89	102	96	102	108	109

By Occupation

	2015		2016										
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
Software, Hardware, Telecom	241	256	259	276	296	287	287	272	280	280	281	300	302
Customer Service	171	166	175	194	205	212	208	229	234	246	272	295	248
Engineering/Production	154	174	171	179	189	182	192	182	180	168	169	185	186
Finance & Accounts	177	193	190	188	202	193	192	180	183	186	190	186	179
Sales & Business Development	250	270	267	282	291	278	274	260	268	265	274	288	287
Senior Management	158	172	185	203	226	229	228	214	220	217	223	216	183
HR & Admin	171	175	179	194	210	198	198	192	182	178	178	179	170
Marketing & Communications	206	216	218	238	252	245	243	237	231	221	221	224	221
Health Care	248	254	250	281	298	298	295	290	318	316	331	327	302
Purchase/Logistics/Supply Chain	161	165	167	168	175	166	163	156	161	169	169	173	163
Hospitality & Travel	202	214	207	211	218	201	199	176	196	201	196	194	195
Legal	216	242	256	256	283	260	249	247	254	243	246	231	207
Arts/Creative	199	201	188	201	209	197	184	187	189	189	186	178	175

By Local Market

	2015		2016										
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
Mumbai	246	261	257	270	286	284	276	261	274	285	307	318	272
Bangalore	273	298	304	323	346	339	332	315	328	331	341	344	303
Delhi-NCR	199	210	213	223	235	237	237	236	245	245	258	262	234
Hyderabad	225	237	230	239	253	250	251	243	253	252	264	264	247
Chennai	215	218	221	237	249	249	247	263	241	242	251	252	224
Pune	230	240	237	247	263	257	251	249	264	273	296	302	257
Kolkata	198	209	208	229	239	235	234	225	230	239	265	268	245
Ahmedabad	235	248	241	266	276	273	266	266	279	280	303	307	285
Chandigarh	223	256	253	258	271	275	270	266	271	284	281	281	252
Kochi	267	290	254	266	260	252	258	236	262	279	310	334	261
Baroda	208	222	212	217	219	221	221	198	206	214	215	207	199
Coimbatore	211	217	202	231	247	258	250	239	248	253	258	258	247
Jaipur	205	214	221	230	232	237	247	237	251	258	274	273	230

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, Ahmadabad, 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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