

monster®

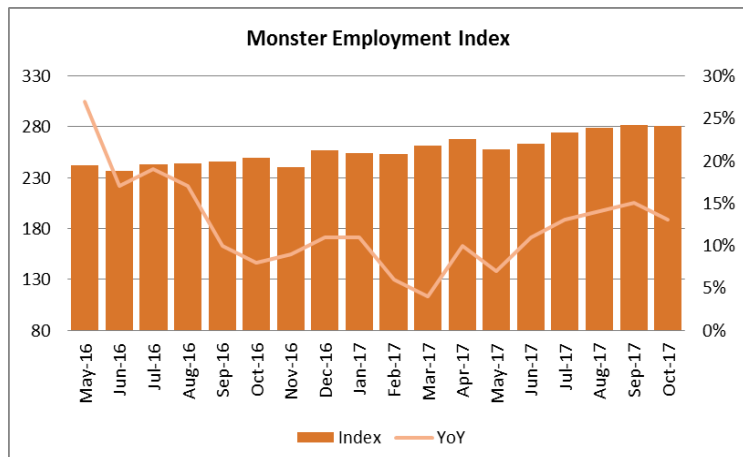
EMPLOYMENT INDEX

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

- **Home Appliances (up 48 percent)** continue to lead all monitored sectors, followed by **NGO/Social Services (up 41 percent)**, **Media & Entertainment (up 41 percent)** and **BFSI (up 34 percent)**
- **Production and Manufacturing (up 22 percent)** witnessed a positive growth year-on-year growth for the first time since June 2016.
- **Baroda (up 31 percent)** and **Kolkata (up 30 percent)** lead all monitored cities

New Delhi, 08 November 2017: Online recruitment activities in the month of October 2017 registered 13 percent year-on-year growth, according to the [Monster Employment Index](#).

Among job intensive sectors, **Home Appliances** continued to lead the long-term growth chart with **48 percent** y-o-y growth despite moderation in the pace of growth as against in September 2017 which was at 58 percent. This could be attributed to the offset of festive season. Online hiring in **Banking/ Financial Services, Insurance** eased to **34 percent** in October 2017 from **45 percent** in September 2017, with a seven percent decrease in month-on-month demand. The **Production and Manufacturing** (up 22 percent) sector recorded a positive y-o-y growth for the first time since June 2016.



City-wise data shows that **Baroda (up 31 percent)** followed by **Coimbatore (up 22 percent)** recorded the steepest year-on-year growth. Among metros **Kolkata (up 30 percent)** was the only city to register a double-digit growth on the year; while annual growth trend in **Delhi-NCR (down 8 percent)** and **Chennai (down 4 percent)** recorded the lowest annual growth rate.

Commenting on the trends, Sanjay Modi, Managing Director, Monster.com, APAC & Middle-East said, "The Monster Employment Index reveals a relative slowdown in the online recruitment activity. While the numbers are still good, there is a moderate drop in hiring activity from 15 percent in September 2017 to 13 percent in October 2017. However, the economy is on strong macroeconomic fundamentals and points out a growth pick-up. With the recent initiatives such as recapitalization of banks being announced by the government, we are optimistic that this dip is temporary and will soon fade away."

“Tier II markets are outpacing metros growth chart when it comes to online hiring. While Baroda (up by 31 percent) recorded the highest growth, hiring activity in key metros such as Delhi (down 8 percent), Chennai (down 4 percent) declined further. Another noteworthy development has been in the Production and Manufacturing sector, where the recruitment has displayed a positive growth for the first time since 2016. This is an optimistic scenario from a long-term perspective and recovery of the sector.”

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

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	Aug 17	Sep 17	Oct 17	Y-O-Y
242	237	243	244	246	249	240	257	254	253	261	268	258	263	274	279	282	281	13%

Industry Year-over-year Trends: Online demand surpassed the year-ago level in 22 of the 27 industry sectors monitored by the Index.

- **Home Appliance** sector (up 48 percent) led the long-term growth chart yet again. The pace of growth, nevertheless, moderated 10 points from 58 percent in September 2017. Hiring demand in the sector has slowed on all parameters. Month-on-month there was a three percent decline in demand. Three-month growth rate eased from 17 percent in September to one percent in October 2017 while six-month growth rate eased from 28 percent to 15 percent.
- Online demand recovered in **Production and Manufacturing**. The sector witnessed a positive growth on the year for the first time since June 2016; up by 22 percent. Month-on-month demand paced up by 10 percent. The three-month and six-month growth rate also demonstrated positive growth in hiring at 12 percent and 18 percent respectively. In the related **Logistic, Courier/ Freight/ Transportation** sector demand paced up by 13 percent between October 2016 and 2017. Demand on the month eased by marginal one percent following successive growth since June 2017.
- **Automotive/ Ancillaries / Tyres** registered 20 percent growth from the corresponding period a year-ago; down seven points from 27 percent in September 2017. The sector also saw fewer opportunities on the month; down one percent.
- Year-on-year, online demand in **Import / Export** (up eight percent) sector climbed further; up from three percent in September 2017. The sector registered the steepest month-on-month (up 11 percent) growth among all monitored industry sectors even in October 2017. In the past three-months between July and October 2017 the sector has seen a 23 percent increase in online recruitment activity.
- While **Banking/ Financial Services, Insurance** continues to rank among the top hiring sectors, the growth momentum has relieved. The sector saw fewer opportunities on the month; down seven percent. Year-on-year growth rate eased from 45 percent in September to 34 percent in October 2017.
- The year-on-year growth rate in **IT - Hardware, Software** sector paced up from 19 percent in September to 23 percent in October 2017. Demand matched the three-month ago level.
- **BPO/ITES** registered the steepest annual (down 40 percent) as well as monthly (down 14 percent) decline among all industry sectors.

Top Growth Industries

Year-over-year Growth	Oct 16	Oct 17	% Growth Y-o-Y
Home Appliances	308	457	48%
Media & Entertainment	259	366	41%
NGO/Social Services	182	256	41%
Telecom/ISP	186	251	35%
Banking/ Financial Services, Insurance	246	330	34%

Lowest Growth Industries

Year-over-year Growth	Oct 16	Oct 17	% Growth Y-o-Y
Printing/ Packaging	201	191	-5%
Office Equipment/Automation	108	101	-6%
Garments/ Textiles/ Leather, Gems & Jewellery	168	148	-12%
Government/ PSU/ Defence	120	87	-28%
BPO/ITES	314	189	-40%

E-Commerce: Year-on-year, e-commerce sector continued to exhibit uptrend in demand but at an eased-up pace. Online recruitment activity in e-commerce sector saw a growth of two percent on an annual basis; down from four percent in September 2017. Recruitment activity on the month reduced two percent. The sector witnessed slow growth on three-month and six-month as well; down by one percent respectively.

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	Aug 17	Sep 17	Oct 17	Y-O-Y
115	113	117	115	112	113	110	110	106	109	112	116	121	122	116	116	117	115	2%

Occupation Year-over-year Trends: Of the 13 occupation groups monitored by the Index, 12 industry sector registered increased demand year-on-year. .

- **Finance & Account** is in high demand. The job role witnessed the steepest annual growth at 27 percent registering progressive annual growth since June 2017. The three-month (up 11 percent) and six-month (up 16 percent) parameters also exhibited an uptrend. However, monthly demand moderated two percent this month having charted successive growth in the past four months.
- **Engineering/Production** and **Sales & Business Development** professionals were next in rung charting 24 percent growth from the year-ago. Month-on-month demand, nevertheless, slackened for both the job roles vis-à-vis past months.
- There has been a rise in demand for **Senior Management** professionals as well. The job role registered the most notable monthly growth of three percent among all monitored job roles. The year-on-year growth rate paced up from 10 percent in September to 17 percent in October 2017. Among others, the year-on-year growth rate improved for **Hospitality & Travel** (up 22 percent); **Arts/Creative** (up 22 percent); and **Legal** (up five percent) professionals.
- Online demand for **Customer Service** (down seven percent) professionals slipped below the year-ago level this month. The job role has been witnessing declining demand trend for the past few months. Month-on-month demand eased by two percent.

Top Growth Occupations

Year-over-year Growth	Oct 16	Oct 17	% Growth Y-o-Y
Finance & Accounts	186	236	27%
Engineering /Production	185	230	24%
Sales & Business Development	288	358	24%
Arts/Creative	178	217	22%
Hospitality & Travel	194	236	22%

Lowest Growth Occupations

Year-over-year Growth	Oct 16	Oct 17	% Growth Y-o-Y
Marketing & Communications	224	252	13%
HR & Admin	179	201	12%
Health Care	327	363	11%
Legal	231	243	5%
Customer Service	295	274	-7%

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

- **Baroda** (up 31 percent) supplanted **Kolkata** (up 30 percent) to lead all monitored cities, year-on-year. Baroda saw a two percent increase in demand month-on-month. The three-month (down one percent) and six-month (down four percent) level remained low nevertheless. Month-on-month, online recruitment in Kolkata dipped by one percent.
- **Jaipur** (up 11 percent) registered a double digit annual growth this month. Month-on-month growth recorded at four percent was the steepest among all monitored cities.
- **Mumbai** (up one percent) aside, all tier-1 city monitored by the Index witnessed decline in demand, year-on-year. In **Bangalore** (down two percent) growth rate eased further from a decline of one percent September. E-recruitment activity in **Hyderabad** matched the corresponding period a year-ago down from two percent growth the previous month. **Chennai** (down four percent) saw annual growth rate ease from negative two percent while **Delhi-NCR** registered an eight percent annual decline down from negative five percent in September.
- **Kochi** (down 13 percent) recorded the most notable annual decline among monitored cities. Month-on-month, recruitment in the city dropped by one percent

Top Growth Cities

Year-over-year Growth	Oct 16	Oct 17	% Growth Y-o-Y
Baroda	207	271	31%
Kolkata	268	348	30%
Coimbatore	258	316	22%
Ahmedabad	307	342	11%
Jaipur	273	303	11%

Lowest Growth Cities

Year-over-year Growth	Oct 16	Oct 17	% Growth Y-o-Y
Bangalore	344	336	-2%
Chennai	252	243	-4%
Pune	302	281	-7%
Delhi-NCR	262	241	-8%
Kochi	334	290	-13%

By Industry

	2016			2017									
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
IT - Hardware, Software	430	398	464	446	458	466	496	500	492	531	536	525	531
BPO/ITES	314	243	249	238	252	250	246	243	228	219	222	221	189
Engineering, Cement, Construction, Iron/Steel	166	149	162	163	181	164	167	174	172	195	182	189	186
Banking/Financial Services/Insurance	246	219	255	273	277	255	284	299	308	312	325	353	330
Education	225	216	216	221	228	222	228	226	229	248	255	256	259
Production and Manufacturing	127	127	150	138	122	130	131	121	129	139	138	141	155
Automotive/Ancillaries/Tyres	154	147	148	155	158	156	163	157	168	182	180	187	185
Telecom/ISP	186	181	213	187	201	212	236	234	234	254	249	259	251
Oil/Gas/Petroleum, Power	138	139	143	138	136	137	137	135	134	135	131	134	143
Healthcare, Bio Technology & Life Sciences, Pharmaceuticals	320	308	319	320	312	319	325	287	315	319	312	332	323
Advertising, Market Research, Public Relations	148	157	164	164	164	160	164	158	159	159	157	157	155
Travel & Tourism	248	246	268	265	266	260	268	264	280	276	272	277	277
Home Appliances	308	286	307	304	348	367	396	399	401	451	436	469	457
Media & Entertainment	259	242	278	260	255	271	287	257	261	311	346	370	366
Chemicals/Plastic/Rubber, Paints, Fertilizer/Pesticides	128	121	126	129	139	146	137	137	142	138	143	146	131
Consumer Goods/FMCG, Food & Packaged Food	195	185	191	191	201	197	211	218	228	245	243	265	261
Garments/Textiles/Leather, Gems & Jewellery	168	159	165	157	158	165	166	159	167	154	149	157	148
Real Estate	165	163	164	155	151	166	161	157	161	167	167	171	168
Retail	273	279	303	298	285	301	326	261	292	281	287	292	284
Logistic, Courier/Freight/Transportation	215	194	204	205	231	221	212	187	197	210	217	244	242
Import/Export	116	112	113	116	121	112	117	112	110	102	96	113	125
Government/PSU/Defence	120	123	120	121	123	116	116	104	99	95	90	91	87
Shipping/Marine	104	112	117	114	104	108	111	107	110	127	128	123	122
Printing/Packaging	201	209	220	224	230	221	217	195	199	207	204	202	191
NGO/Social Services	182	179	233	225	219	226	214	200	208	243	252	273	256
Agro based industries	133	140	162	169	157	158	164	154	166	180	182	177	158
Office Equipment/Automation	108	109	108	111	114	113	116	104	101	105	105	103	101

By Occupation

	2016			2017									
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
Software, Hardware, Telecom	300	302	334	330	325	339	342	334	334	354	357	350	347
Customer Service	295	248	258	252	264	267	267	266	261	270	284	281	274
Engineering/Production	185	186	203	205	193	202	213	209	212	223	222	231	230
Finance & Accounts	186	179	192	196	201	200	204	192	198	212	223	240	236
Sales & Business Development	288	287	316	309	302	318	332	321	332	347	357	374	358
Senior Management	216	183	193	196	195	220	215	208	214	230	236	245	253
HR & Admin	179	170	181	178	178	188	189	182	187	188	193	199	201
Marketing & Communications	224	221	231	231	221	233	238	229	233	249	253	258	252
Health Care	327	302	312	321	339	318	308	307	323	336	338	367	363
Purchase/Logistics/Supply Chain	173	163	171	169	175	172	178	172	178	185	195	203	199
Hospitality & Travel	194	195	210	205	210	213	212	211	216	219	221	231	236
Legal	231	207	220	219	218	232	229	215	235	229	243	248	243
Arts/Creative	178	175	183	183	180	189	195	186	198	207	217	219	217

By Local Market

	2016			2017									
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
Mumbai	318	272	288	282	284	303	302	295	301	307	316	319	321
Bangalore	344	303	328	319	332	351	344	325	326	337	344	336	336
Delhi-NCR	262	234	242	242	244	252	247	240	237	236	243	244	241
Hyderabad	264	247	255	252	260	274	265	252	256	267	272	270	265
Chennai	252	224	227	228	237	251	241	230	231	237	244	245	243
Pune	302	257	269	263	271	285	281	270	274	284	289	283	281
Kolkata	268	245	245	240	250	267	301	304	314	334	349	352	348
Ahmedabad	307	285	287	282	289	315	322	314	318	325	330	346	342
Chandigarh	281	252	259	252	259	265	282	274	285	282	283	295	298
Kochi	334	261	263	262	253	264	277	271	278	285	281	294	290
Baroda	207	199	209	217	222	241	281	239	270	275	267	265	271
Coimbatore	258	247	248	243	257	283	296	282	277	274	288	310	316
Jaipur	273	230	233	234	248	255	251	245	256	265	279	290	303

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.

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. 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

For further queries please reach:

Priyanka Sharma Kaintura Head – PR (India, Middle East, South -East Asia), Monster.com priyanka.sharma@monsterindia.com	M Sindhu Genesis Burson-Marsteller +91- 9899428304 m.sindhu@bm.com
---	---