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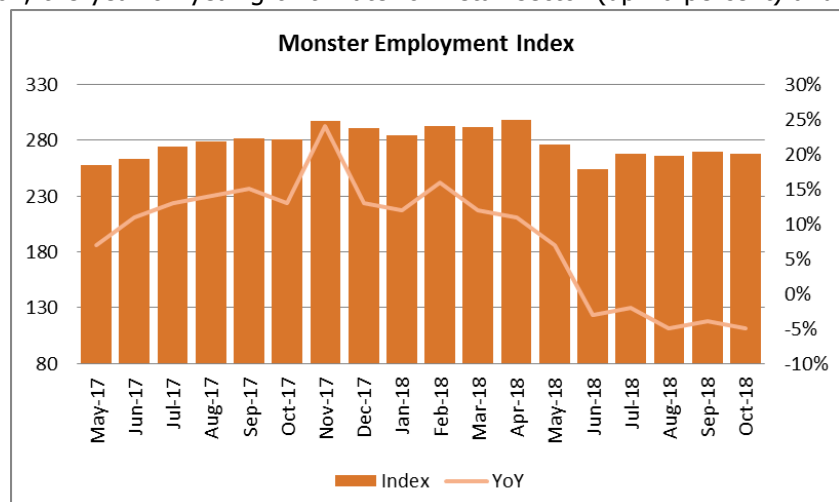
EMPLOYMENT INDEX

Production and Manufacturing leads the online hiring demand; up 58 percent registered the steepest year-on-year growth for the seventh consecutive month: Monster Employment Index October 2018

- The Retail sector (up 26 percent) saw the second highest Y-o-Y growth
- The BPO/ITES sector (up six percent) registered positive Y-o-Y growth for the first time since May 2017
- Y-o-Y increase in demand for professionals in Healthcare (up 15 percent) and HR & Admin (up 11 percent)
- Chandigarh (up 11 percent) tops the Y-o-Y growth chart of online recruitment activities

New Delhi, 13 November 2018: [Monster Employment Index](#) for October 2018 registered **5 percent Y-o-Y decline** in online recruitment activities, exhibiting downtrend for the fifth successive month. However, the **Production and Manufacturing** (up 58 percent) sector registered the steepest year-on-year growth among all monitored industry sectors for the seventh month in succession.

Notably, inspite of the festive season, the year-on-year growth rate for Retail sector (up 26 percent) and Home Appliance (up 22 percent) sectors, were significantly lower than that registered in September 2018. A 10 percent de-growth in Retail hiring is the sharpest month-on-month decline among all sectors monitored by the Index. On the other hand, online recruitment in **BPO/ITES (up 6 percent)** bounced back and the sector registered positive Y-o-Y growth for the first time since May 2017.



Occupation wise, the Y-o-Y demand for **Healthcare**

professionals (**up 15 percent**) led all monitored job roles. Online demand for **HR & Admin** supplanted a year ago level by **11 percent**. **Finance & Account (up 5 percent)** was also amongst the top five most sought after profession. However, the growth momentum eased **6 percentage points** from **11 percent** in September 2018. The sector witnessed first single-digit growth since May 2017.

Commenting on the trends, Abhijeet Mukherjee, CEO, Monster.com, APAC & Gulf said, "Although the Monster Employment Index has recorded a 5 percent Y-o-Y drop, there are pockets of growth in the online hiring. The steepest year-on-year growth registered in the Production and Manufacturing sector

could be a reflection of momentum that the sector saw with the rise in new order flows. The online hiring demand for this sector was upbeat in all key cities this month.”

He also added, "The rebound in the online hiring in BPO/ITes sector, first time in more than a year could be a result of companies reporting an uptick in their digital technology-driven business deals. This in turn opens up requirement for talent with appropriate skill sets."

City-wise online hiring trend, **Chandigarh (up 11 percent)** and **Pune (up 1 percent)** were the only cities to register positive growth on the year. Pune registered a positive growth for the first time in since May 2018 while e-recruitment activity in Jaipur eased below the year-ago level for the first time since May 2017.

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

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	Aug 18	Sep 18	Oct 18	Y-O-Y
258	263	274	279	282	281	297	291	284	293	292	298	276	254	268	266	270	268	-5%

Industry Year-over-year Trends: Online demand exceeded the year-ago level in 18 of the 27 industry sectors monitored by the Index.

- **Production and Manufacturing** (up 58 percent) sector registered the steepest year-on-year growth among all monitored industry sectors for the seventh month in succession. The growth momentum however slowed when compared to previous months. Even then, the short-term growth parameters indicate buoyant hiring trend in the sector. The sector witnessed three percent growth on a month-on-month basis. Available online opportunities were 10 percent and 21 percent higher than the three-month and six-month ago level respectively. In the related **Logistic, Courier/ Freight/ Transportation** sector e-recruitment activity matched the year-ago level. The sector also registered two percent decline in demand on the month.
- **Retail** (up 26 percent) and **Home Appliance** (up 22 percent) followed; the year-on-year growth rate was significantly lower than that registered in September 2018. Each of the two sectors also charted fewer opportunities on a month-on-month basis. A 10 percent de-growth in Retail hiring is the sharpest month-on-month decline among all sectors monitored by the Index.
- Online recruitment activity in **IT - Hardware, Software** (down five percent); and **Telecom/ISP** (down four percent) continued to be low on the year. Month-on-month demand eased by three percent and two percent respectively. Available online opportunities regressed 11 percent and 20 percent from the six-month ago level.
- E-recruitment in **BPO/ITES** (up six percent), on the other hand, bounced back. The sector registered positive growth on the year for the first time since May 2017. However, demand on the month continued to be low; down by four percent.
- **Education** (up 17 percent); and **Healthcare, Bio Technology & Life Sciences, Pharmaceuticals** (up 19 percent) continued to chart progressive growth year-on-year and were among the top five most actively hiring sectors. Demand on the month paced up by six percent and two percent respectively.

- **NGO/Social Services** (down 24 percent) sector registered the steepest annual decline among all monitored sectors even in October.

Top Growth Industries

Year-over-year Growth	Oct 17	Oct 18	% Growth Y-o-Y
Production and Manufacturing	155	245	58%
Retail	284	358	26%
Home Appliances	457	557	22%
Healthcare, Bio Technology & Life Sciences, Pharmaceuticals	323	384	19%
Education	259	302	17%

Lowest Growth Industries

Year-over-year Growth	Oct 17	Oct 18	% Growth Y-o-Y
Media & Entertainment	366	319	-13%
Garments/ Textiles/ Leather, Gems & Jewellery	148	128	-14%
Import / Export	125	105	-16%
Printing/ Packaging	191	154	-19%
NGO/Social Services	256	194	-24%

E-Commerce: Online hiring activity in e-commerce sector paced up. The sector registered five percent growth on the year following low levels in August as well as in September. Demand increased by an additional four percent over the previous month level and surpassed the three-month and six-month level by three percent and two percent respectively.

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	Aug 18	Sep 18	Oct 18	Y-O-Y
121	122	116	116	117	115	117	114	115	119	119	119	117	117	117	112	116	121	5%

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

- **Health Care** (up 15 percent) was the most sought-after job role even in October. Demand on the month eased marginally; down one percent. While demand for Health Care professionals at intermediate (4-6 years) and mid-senior (7-10 years) level has reduced from the year-ago level; there is a significant rise at the top-management (>15 years) and senior level (11-15 years). Entry level (0-3 years) demand as a norm continued to be high.
- Online demand for **HR & Admin** (up 11 percent) professionals continued to be high. Available opportunities supplanted the year-ago level at all levels of experience. The short-term growth parameters, however, indicated slowdown in online hiring for the job role. Demand on the month moderated two percent and was lower than the three-month level by five percent and six-month level by eight percent respectively.
- **Finance & Account** (up five percent) professionals were also among the top demanded job roles. The growth momentum however eased six percentage points from 11 percent in September 2018. This is the first single-digit growth since May 2017. Entry level and top-management aside, recruitment demand slipped below the corresponding period a year-ago at all other levels of experience. The job role also saw month-on-month demand shrink by seven percent.

- Online demand for **Engineering /Production** (down one percent) professionals slipped below the year-ago level while **Purchase/ Logistics/ Supply Chain** personnel registered a positive growth of two percent.
- **Arts/Creative** (down 21 percent) witnessed the steepest annual decline among all monitored occupation groups.

Top Growth Occupations

Year-over-year Growth	Oct 17	Oct 18	% Growth Y-o-Y
Health Care	363	417	15%
HR & Admin	201	223	11%
Legal	243	267	10%
Finance & Accounts	236	248	5%
Sales & Business Development	358	374	4%

Lowest Growth Occupations

Year-over-year Growth	Oct 17	Oct 18	% Growth Y-o-Y
Software, Hardware, Telecom	347	335	-3%
Marketing & Communications	252	233	-8%
Customer Service	274	249	-9%
Hospitality & Travel	236	211	-11%
Arts/Creative	217	172	-21%

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
Health Care	11%	-6%	-12%	3%	13%
HR & Admin	31%	5%	4%	3%	13%
Legal	37%	0%	6%	6%	9%
Finance & Accounts	12%	-5%	-5%	-3%	6%
Sales & Business Development	5%	-8%	-7%	-8%	14%

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

- **Chandigarh** (up 11 percent) and **Pune** (up one percent) were the only cities to register positive growth on the year. Pune registered a positive growth for the first time in since May 2018 while e-recruitment activity in Jaipur eased below the year-ago level for the first time since May 2017.
- All five key cities monitored by the Index charted fewer opportunities on the year; **Hyderabad** (down four percent), **Bangalore** (down four percent), **Chennai** (down two percent), **Delhi-NCR** (down six percent) and **Mumbai** (down four percent). Bangalore registered marginal one percent growth on a month-on-month basis while online recruitment activity in Mumbai, Chennai, Hyderabad and Delhi-NCR was stable at September level.
- **Baroda** (down 17 percent) exhibited the most notable annual decline among cities. Month-on-month, recruitment activity eased by two percent.

Top Growth Cities

Year-over-year Growth	Oct 17	Oct 18	% Growth Y-o-Y
Chandigarh	298	330	11%
Pune	281	283	1%
Chennai	243	239	-2%
Bangalore	336	324	-4%
Kolkata	348	335	-4%

Lowest Growth Cities

Year-over-year Growth	Oct 17	Oct 18	% Growth Y-o-Y
Coimbatore	316	297	-6%
Delhi-NCR	241	226	-6%
Ahmedabad	342	305	-11%
Kochi	290	254	-12%
Baroda	271	224	-17%

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

- Hiring demand in **Production and Manufacturing** sector was upbeat in all key cities this month. Hyderabad (up eight percent) and Chennai (up eight percent) saw the steepest rise in demand followed by Bangalore (up four percent).
- Online recruitment activity in **Banking/ Financial Services, Insurance** sector, on the other hand, eased in each of the five Cities. Chennai registered the most notable decline of 15 percent. Aligning with industry trend demand for **Finance and Accounts** professionals also plunged in all five cities.
- Delhi-NCR aside, online demand for **HR and Admin.** professionals was up in all major cities. Online demand for **Marketing & Communications**; and **Sales & Business Development** moderated in each of these five cities following positive growth in September. Hyderabad registered marginal one percent increase in demand for Marketing & Communications professionals.

Industries/Cities

Month-over-month Growth	Bangalore	Chennai	Delhi-NCR	Hyderabad	Mumbai
Banking/ Financial Services , Insurance	-8%	-15%	-3%	-9%	-6%
BPO/ITES	0%	4%	0%	8%	2%
Engineering, Cement, Construction, Iron/ Steel	-2%	3%	-5%	-4%	-1%
IT - Hardware, Software	0%	0%	0%	-2%	0%
Production and Manufacturing	4%	8%	2%	8%	1%

Occupations/Cities

Month-over-month Growth	Bangalore	Chennai	Delhi-NCR	Hyderabad	Mumbai
Marketing & Communications	-1%	-2%	-2%	1%	-1%
Finance and Accounts	-2%	-11%	-3%	-4%	-7%

HR and Admin.	4%	8%	-2%	8%	2%
Sales & Business Development	-3%	-4%	-3%	-4%	-5%
Software, Hardware, Telecom	2%	-1%	2%	-1%	2%

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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