

# monster<sup>®</sup>

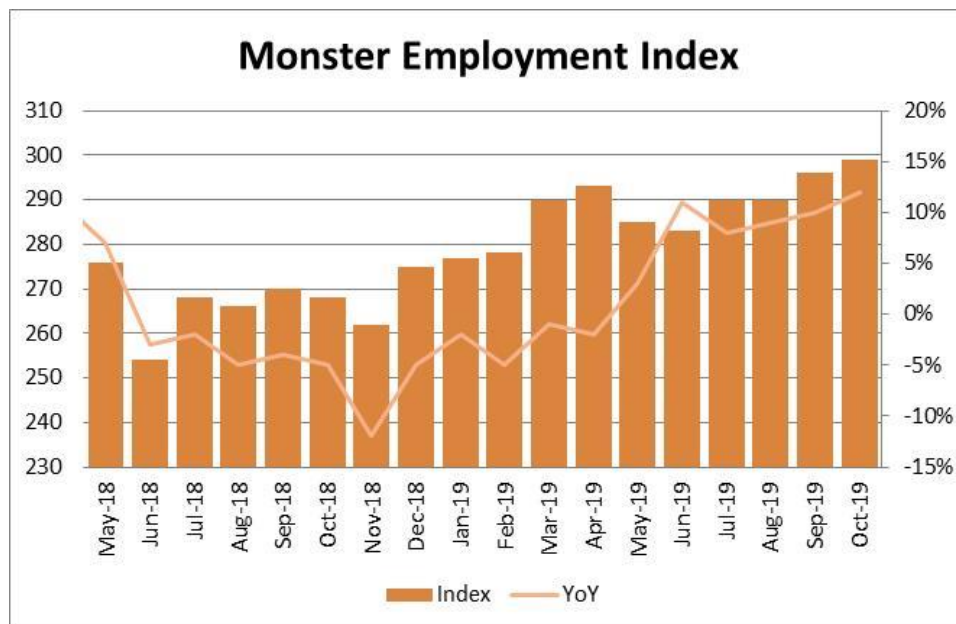
## EMPLOYMENT INDEX

### Monster Employment Index India

#### October 2019 Index Highlights:

- Monster Employment Index India registers annual growth of 12 percent in October 2019.
- Month-on-month records marginal growth of one percent.
- Retail followed by Media & Entertainment lead all monitored industry sectors, year-on-year.
- Agro based industries indicates the steepest decline from the year-ago level.
- Hospitality & Travel witness the steepest rise in online demand between October 2018 and 2019.
- Ahmedabad leads the year-on-year growth among cities. Online hiring activity eases only in Mumbai and Coimbatore.

The Monster Employment Index India is a monthly gauge of online job posting activity based on a real-time review of millions of employer job opportunities culled from a large representative selection of career Web sites and online job listings across India. The Index does not reflect the trend of any one advertiser or source but is an aggregate measure of the change in job listings across the industry.



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

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	Jun 19	Jul 19	Aug 19	Sep 19	Oct 19	Y-O-Y
276	254	268	266	270	268	262	275	277	278	290	293	285	283	290	290	296	299	12%

**Industry Year-over-year Trends:** Online demand exceeded the year-ago level in 19 of the 27 industry sectors monitored by the Index.

- **Retail** (up 36 percent) led year-on-year growth among industry sectors in October 2019; also saw the steepest growth in the series in the last eight months. Growth momentum improved by nine percentage points vis-à-vis last month. In short-term as well, the sector fared well; up four percent (three-month) and up 12 percent (six-month).
- Online recruitment activity in **Travel and Tourism** (up 30 percent) saw the most-notable growth since July 2019, on-the-year; and also ranked among top growth industries for the second consecutive month. On month-on-month (up five percent) basis, the sector led growth among others.
- **Telecom/ISP** charted double-digit growth of 28 percent from the year-ago level in October 2019. Pace of growth improved; up from 23 percent last month. The sector witnessed increased demand in short-term as well; up three percent (month-on-month), up eight percent (three-month) and up 18 percent (six-month). **IT-Hardware, Software** (up 14 percent) recorded the most-notable growth since May 2018 on annual basis. Month-on-month demand rose by marginal two percent.
- **BPO/ITES** exhibited nine percent growth; up from four percent in September 2019, on-the-year. On three-month (up one percent) basis, the sector recovered positive growth following a series of decline since June 2019.
- E-recruitment activity in **Engineering, Cement, Construction, Iron/ Steel** (up 16 percent) continued to record positive annual growth. Between September and October 2019, growth momentum improved by three percentage points. The sector fared well on other parameters as well; up three percent (month-on-month), up six percent (three-month) and up two percent (six-month).
- **Agro based industries** (down 50 percent) exhibited the steepest year-on-year decline among monitored sectors.

### Top Growth Industries

Year-over-year Growth	Oct 18	Oct 19	% Growth Y-o-Y
Retail	358	487	36%
Media & Entertainment	319	432	35%
Travel and Tourism	303	393	30%
Telecom/ISP	241	309	28%
Home Appliances	557	681	22%

### Lowest Growth Industries

Year-over-year Growth	Oct 18	Oct 19	% Growth Y-o-Y
Consumer Goods/ FMCG, Food & Packaged Food	255	233	-9%
Production and Manufacturing	245	222	-9%
Import / Export	105	93	-11%
Automotive/ Ancillaries / Tyres	188	152	-19%
Agro based industries	167	83	-50%

**E-Commerce:** E-commerce (down four percent) witnessed receded annual growth for the first time since October 2018. Growth momentum eased by 13 percentage points between September and October 2019.

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	Jun 19	Jul 19	Aug 19	Sep 19	Oct 19	Y-O-Y
117	117	117	112	116	121	121	123	130	132	132	135	125	120	122	121	121	112	-7%

**Occupation Year-over-year Trends:** Online demand for professionals witnessed growth in 10 of the 13 occupation groups monitored by the Index, year-on-year.

- With increased job opportunities in the Travel and Tourism sector, there is also high demand for **Hospitality & Travel** professionals. Year-on-year growth stood at 26 percent; the steepest among monitored job-roles this month. This was also the most-notable growth since December 2017. Professionals at entry (0-3 years) level were most in demand with a hike of 46 percent vis-à-vis last year.
- Year-on-year, **Sales & Business Development** (up 14 percent) witnessed improved growth rate; up from six percent in September 2019. Even in short-term, the job-role fared well; up three percent (month-on-month), up eight percent (three-month) and up five percent (six-month). Online demand for entry (0-3 years) level and mid-senior (7-10 years) level professionals registered steepest growth at 35 percent and 24 percent respectively. **Marketing & Communications** charted annual growth of three percent in October 2019, on-the-year. The job-role recovered by three percentage points; up from no growth last month.
- **Software, Hardware, Telecom** (up nine percent) and **Customer Service** (up five percent) continued to witness uptrend in online demand since May 2019. Month-on-month, both job-roles recorded marginal increase in demand; up at two percent.
- **Legal** (down nine percent) and **HR & Admin** (down four percent) registered the steepest annual decline among occupation groups in October 2019.

### Top Growth Occupations

Year-over-year Growth	Oct 18	Oct 19	% Growth Y-o-Y
Hospitality & Travel	211	265	26%
Sales & Business Development	374	428	14%
Engineering /Production	228	250	10%
Software, Hardware, Telecom	335	366	9%
Arts/Creative	172	187	9%

### Lowest Growth Occupations

Year-over-year Growth	Oct 18	Oct 19	% Growth Y-o-Y
Customer Service	249	261	5%
Marketing & Communications	233	241	3%
Purchase/ Logistics/ Supply Chain	203	199	-2%
HR & Admin	223	214	-4%
Legal	267	242	-9%

### 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
Hospitality & Travel	46%	18%	13%	13%	-34%
Sales & Business Development	35%	18%	24%	8%	-13%
Engineering /Production	2%	0%	-8%	-1%	2%
Software, Hardware, Telecom	17%	13%	15%	12%	0%
Arts/Creative	4%	9%	4%	-3%	-1%

**Geographic Year-over-year Trends:** Online hiring activity surpassed the year-ago level in 11 of the 13 cities monitored by the Index.

- **Ahmedabad** (up 28 percent) led all monitored cities in online recruitment activity. Growth momentum improved by seven percentage vis-à-vis September 2019. Demand on the month grew by four percent.
- Other tier-II cities to register increased demand for online hiring include **Baroda** (up 14 percent), **Jaipur** (up nine percent), **Kochi** (up eight percent), **Pune** and **Chandigarh** (both at four percent).
- **Kolkata** (up 16 percent) continued to register strong double-digit growth since July 2019. On six-month basis, the city recorded a hike of 12 percent.
- Among the key cities, **Hyderabad** (up 10 percent) led growth in online hiring activity. **Bangalore** and **Delhi-NCR** exhibited annual growth of seven percent and six percent respectively.
- **Mumbai** (down one percent) and **Coimbatore** (down two percent) saw the most-notable decline in e-recruitment activity from the year-ago level.

#### Top Growth Cities

Year-over-year Growth	Oct 18	Oct 19	% Growth Y-o-Y
Ahmedabad	305	391	28%
Kolkata	335	387	16%
Baroda	224	256	14%
Hyderabad	254	280	10%
Jaipur	289	316	9%

#### Lowest Growth Cities

Year-over-year Growth	Oct 18	Oct 19	% Growth Y-o-Y
Pune	283	295	4%
Chandigarh	330	342	4%
Chennai	239	245	3%
Mumbai	307	303	-1%
Coimbatore	297	291	-2%

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

- Mumbai is the only city record increase in hiring demand in all the key industries. With **BPO/ITES** (up five percent) and **Production and Manufacturing** (up four percent) leading growth.
- **BPO/ITES, Engineering, Cement, Construction, Iron/ Steel** and **IT - Hardware, Software** saw growth in e-recruitment activity in all the key cities.
- Among occupation categories, **Sales & Business Development** and **Software, Hardware, Telecom** professionals experienced growth in all key cities. **Marketing & Communications** professionals witnessed growth in Delhi-NCR (up two percent) and Mumbai (up one percent). **Finance and Accounts** and **HR and Admin** recorded the steepest growth in Hyderabad; both at three percent.

**Industries/Cities**

Month-over-month Growth	Bangalore	Chennai	Delhi-NCR	Hyderabad	Mumbai
Banking/ Financial Services, Insurance	-2%	1%	-1%	1%	1%
BPO/ITES	3%	12%	4%	6%	5%
Engineering, Cement, Construction, Iron/ Steel	3%	7%	5%	3%	3%
IT - Hardware, Software	2%	3%	5%	3%	1%
Production and Manufacturing	-3%	-27%	-12%	-2%	4%

**Occupations/Cities**

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

**By Industry**

	2018			2019									
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
IT - Hardware, Software	504	493	529	535	530	548	542	540	528	540	548	563	575
BPO/ITES	201	197	201	199	199	227	228	232	224	216	216	218	219
Engineering, Cement, Construction, Iron/Steel	205	202	214	209	212	219	234	221	217	224	222	232	238
Banking/Financial Services/Insurance	356	350	354	359	364	378	384	373	384	392	391	383	379
Education	302	292	296	307	319	306	304	294	305	308	304	338	344
Production and Manufacturing	245	219	234	246	242	239	267	261	243	243	228	250	222
Automotive/Ancillaries/Tyres	188	178	185	186	187	193	183	179	167	152	159	156	152
Telecom/ISP	241	236	237	240	259	253	262	274	288	285	264	301	309
Oil/Gas/Petroleum, Power	159	152	160	158	160	169	166	164	159	171	175	174	168
Healthcare, Bio Technology & Life Sciences, Pharmaceuticals	384	351	372	379	383	382	381	374	374	378	395	397	399
Advertising, Market Research, Public Relations	157	147	156	156	162	164	158	176	175	155	167	175	177
Travel & Tourism	303	309	319	319	322	342	353	349	336	332	343	376	393
Home Appliances	557	529	544	558	561	588	601	554	556	619	697	684	681
Media & Entertainment	319	320	348	347	357	368	382	368	379	399	405	424	432
Chemicals/Plastic/Rubber, Paints, Fertilizer/Pesticides	139	126	125	124	123	129	128	130	131	124	130	129	128

Consumer Goods/FMCG, Food & Packaged Food	255	245	251	249	255	267	257	244	230	221	227	229	233
Garments/Textiles/Leather, Gems & Jewellery	128	115	131	133	135	138	139	137	144	144	142	143	145
Real Estate	178	169	172	171	171	176	175	176	179	180	179	174	176
Retail	358	318	351	370	325	394	434	431	446	468	506	504	487
Logistic, Courier/Freight/Transportation	242	229	245	270	249	265	268	258	249	241	254	246	246
Import/Export	105	105	105	101	100	99	105	108	106	104	131	119	93
Government/PSU/Defence	88	84	87	88	88	86	86	79	86	85	95	101	94
Shipping/Marine	125	122	127	127	133	124	125	124	124	123	125	135	133
Printing/Packaging	154	144	146	162	159	157	156	157	150	148	144	149	149
NGO/Social Services	194	215	244	234	233	225	217	236	238	244	240	236	223
Agro based industries	167	155	165	121	91	109	84	87	81	80	81	84	83
Office Equipment/Automation	111	122	124	134	135	130	129	132	146	147	144	141	135

### By Occupation

	2018			2019									
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
Software, Hardware, Telecom	335	324	341	350	350	364	366	362	350	359	356	358	366
Customer Service	249	245	251	251	258	265	268	269	260	265	263	256	261
Engineering/Production	228	224	241	240	236	243	249	240	236	239	241	251	250
Finance & Accounts	248	241	254	251	249	267	270	280	278	271	272	270	267
Sales & Business Development	374	352	370	387	395	406	407	408	395	395	397	415	428
Senior Management	249	234	245	254	257	275	275	268	252	261	272	266	268
HR & Admin	223	220	235	233	227	235	232	233	224	221	222	218	214
Marketing & Communications	233	227	239	243	247	252	248	242	230	229	232	240	241
Health Care	417	387	420	435	439	451	446	435	433	432	443	439	444
Purchase/Logistics/Supply Chain	203	194	204	199	198	202	202	197	188	195	195	199	199
Hospitality & Travel	211	213	221	219	220	244	257	254	248	252	245	263	265
Legal	267	258	255	251	252	265	267	271	262	249	247	242	242
Arts/Creative	172	171	175	176	212	227	222	184	175	179	184	184	187

### By Local Market

	2018			2019									
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
Mumbai	307	292	312	308	317	323	324	323	313	312	301	301	303
Bangalore	324	315	336	340	347	365	362	359	338	354	347	344	347
Delhi-NCR	226	218	233	232	241	247	275	250	240	242	239	237	240
Hyderabad	254	248	262	257	262	272	274	278	271	276	273	274	280

Chennai	239	230	241	236	241	252	270	249	239	251	245	245	245
Pune	283	275	287	290	292	299	306	299	294	304	299	304	295
Kolkata	335	319	328	336	344	350	347	349	342	374	388	390	387
Ahmedabad	305	295	321	320	326	341	346	342	337	369	376	377	391
Chandigarh	330	322	345	350	343	352	346	343	320	342	344	330	342
Kochi	254	247	258	256	262	272	264	258	256	262	263	268	275
Baroda	224	214	227	223	234	246	253	248	252	265	263	252	256
Coimbatore	297	292	302	280	293	301	303	301	304	315	293	304	291
Jaipur	289	291	314	317	322	331	336	315	316	321	312	308	316

### 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.