

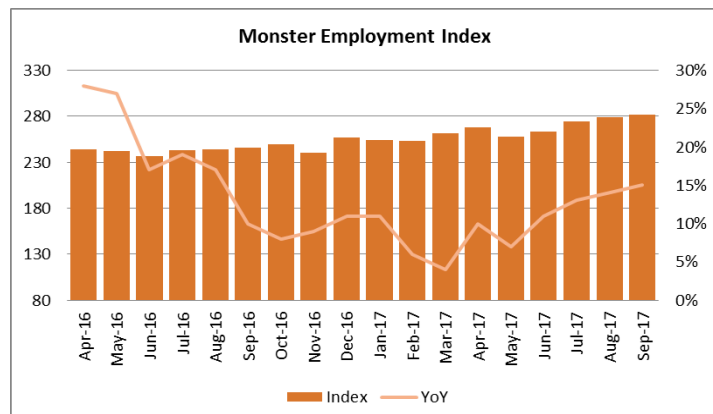
monster® EMPLOYMENT INDEX

Monster Employment Index India registered 15 percent y-o-y growth for September'17

- **Home Appliances (up 58 percent)** continue to lead all monitored sectors, followed by **NGO/Social Services (up 54 percent)**, **Media & Entertainment (up 47 percent)** and **BFSI (up 45%)**
- **Kolkata (up 33 percent)** continued to lead long-term growth followed by **Baroda (up 23 percent)**

New Delhi, 09 October 2017: Online recruitment activities in the month of September 2017 registered 15 percent year-on-year growth, according to the [Monster Employment Index](#).

Home Appliances continued to lead the top growth sectors for the third consecutive month in succession with a **58 percent** year-on-year growth in September 2017. This could be attributed to the upcoming festive season. Online hiring in **Banking/ Financial Services, Insurance** paced up from **35 percent** in August 2017 to **45 percent** in September 2017, with an additional nine percent increase in month-on-month demand.



City-wise data shows that among metros, all five Tier-1 cities monitored by the index witnessed slowdown in the online hiring on a year-on-year basis. **Kolkata (up 33 percent)** continued to lead the long-term growth in September 2017. Interestingly, Tier II cities witnessed enhanced growth with **Baroda (up by 23 percent)**, **Coimbatore (up 20 per cent)** and **Ahmedabad (14 percent)**.

Commenting on the trends, Sanjay Modi, Managing Director, Monster.com, APAC & Middle-East said, "Much ahead of the festive season, Monster Employment Index for September 2017 has captured an uptrend with a 15 percent y-o-y growth. It is interesting to note that Tier II markets have outperformed metros when it comes to online hiring with Baroda (up by 23 percent), Coimbatore (up 20 per cent) and Ahmedabad (14 percent). On the other hand, metros such as Delhi (down 5 percent), Chennai (down 2 percent) Bangalore (down 1 percent) are yet to enter the top recruiter's race."

"The job market has undergone an overhaul owing to technological advancements and the dynamic economic scenario. The country's GDP growth declined by 2 percent to 5.7 percent in the June quarter of 2017 compared to 7.9 per cent in the corresponding quarter of the previous year. Efforts should be made to improve this to spur further job creation."

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

Apr 16	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	Y-O-Y
244	242	237	243	244	246	249	240	257	254	253	261	268	258	263	274	279	282	15%

Industry Year-over-year Trends: Of the 27 industry sectors monitored by the Index 22 sectors saw increased demand on-the-year.

- **Home Appliance** led all monitored sector charting a 58 percent growth on the year. The growth rate paced up from 54 percent in August 2017. E-recruitment on the month increased by eight percent and surpassed the three-month and six-month level by 17 percent and 28 percent respectively.
- Year-on-year, **NGO/Social Services** continued to exhibit notable growth in demand; up from 38 percent in August to 54 percent in September 2017. Month-on-month, the sector witnessed an eight percent increase in hiring activity.
- Online demand in **Engineering, Cement, Construction, Iron/ Steel** paced up from 16 percent in August to 18 percent in September 2017. The sector has witnessed progressive growth year-on-year since June 2017. Demand on the month increased by four percent. The sector has witnessed a 10 percent and 15 percent growth in online hiring activity in the past three-month and six-month respectively.
- **Import / Export** (up three percent) sector witnessed a positive growth on the year consequent upon steep growth in monthly demand. The sector recorded an 18 percent growth in e-hiring activity month-on-month; the steepest recorded among all industry sectors.
- The long-term growth momentum in **Banking/ Financial Services, Insurance** paced up from 35 percent in August to 45 percent in September 2017. Monthly demand increased by an additional nine percent. Online demand in the sector this month was 15 percent and 38 percent higher than the three-month (June 2017) and six-month (March 2017) level.
- The manufacturing and commerce sector exhibited improved employment demand this month. The year-on-year growth rate in **Production and Manufacturing** (down two percent) recovered five points from a decline of seven percent in the previous month. The growth trend was positive on all other parameters; up two percent (month-on-month), up nine percent (three-month) and up eight percent (six-month). **Logistic, Courier/ Freight/ Transportation** registered a 12 percent growth in hiring on the month while year-on-year demand paced up from 12 percent in August to 23 percent in September 2017. Year-on-year, **Automotive/Ancillaries/Tyres** sector saw demand rise by 27 percent; up from 17 percent in August 2017. The sector also registered four percent growth in monthly hiring activity.
- **BPO/ITES** (down 26 percent) continued to exhibit declining demand. The sector registered the steepest decline monitored among industry sectors for the third successive month.

Top Growth Industries

Year-over-year Growth	Sep 16	Sep 17	% Growth Y-o-Y
Home Appliances	296	469	58%
NGO/Social Services	177	273	54%
Media & Entertainment	252	370	47%
Banking/ Financial Services , Insurance	244	353	45%
Consumer Goods/ FMCG, Food & Packaged Food	188	265	41%

Lowest Growth Industries

Year-over-year Growth	Sep 16	Sep 17	% Growth Y-o-Y
Oil/ Gas/ Petroleum, Power	134	134	0%
Production and Manufacturing	144	141	-2%
Garments/ Textiles/ Leather, Gems & Jewellery	161	157	-2%
Government/ PSU/ Defence	111	91	-18%
BPO/ITES	300	221	-26%

E-Commerce: The festive month has given a boost to e-commerce sector. Online recruitment activity in e-commerce sector saw a growth of four percent on a year-on-year basis up from one percent in August 2017. Recruitment activity on the month grew by one percent.

Apr 16	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	Y-O-Y
111	115	113	117	115	112	113	110	110	106	109	112	116	121	122	116	116	117	4%

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

- Online demand for **Engineering/Production** professionals surged aligning with increased demand in the related sectors. The sector registered the steepest annual growth among monitored job roles at 37 percent. **Sales & Business Development** professionals followed closely charting a 36 percent increase from the year-ago. Month-on-month demand increased by four percent and five percent for the respective job roles.
- Online demand for **Health Care** and **Finance & Accounts** saw significant growth on the month; up nine percent and eight percent respectively. The year-on-year growth momentum also picked up for both the job roles. **Health Care** professionals registered 11 percent growth on an annual basis up from seven percent in August 2017 while **Finance & Accounts** saw a 26 percent annual growth up from 20 percent in August 2017.
- Online demand for **Customer Service** professionals even though positive has shrunk in the past months. The year-on-year growth rate eased from 44 percent in January to three percent in September 2017. This is the lowest recorded since June 2015. The group saw fewer opportunities on the month by one percent.

- Year-on-year, **Legal** professionals witnessed marginal growth of one percent this month following low levels since November 2016. This is, however, the least growth recorded among all monitored job roles. Month-on-month, demand increased by two percent.

Top Growth Occupations

Year-over-year Growth	Sep 16	Sep 17	% Growth Y-o-Y
Engineering /Production	169	231	37%
Sales & Business Development	274	374	36%
Finance & Accounts	190	240	26%
Software, Hardware, Telecom	281	350	25%
Purchase/ Logistics/ Supply Chain	169	203	20%

Lowest Growth Occupations

Year-over-year Growth	Sep 16	Sep 17	% Growth Y-o-Y
HR & Admin	178	199	12%
Health Care	331	367	11%
Senior Management	223	245	10%
Customer Service	272	281	3%
Legal	246	248	1%

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

- Kolkata** (up 33 percent) continued to lead the long-term growth chart even in September but at a significantly eased up pace. The growth rate moderated 13 points from 46 percent in August 2017. Employment demand was positive on all other parameters but exhibited similar slowdown vis-à-vis the previous month; one percent (month-on-month), 12 percent (three-month) and 32 percent (six-month).
- Coimbatore** and **Chandigarh** were the only cities to witness enhanced growth on the year vis-à-vis August 2017. Year-on-year demand in **Chandigarh** increased by five percent (August saw flat growth) while **Coimbatore** registered 20 percent growth (up from 14 percent in August). Coimbatore also recorded the steepest month-on-month growth among all monitored cities; up by eight percent.
- Online recruitment activity in **Kochi** (down five percent) eased below the corresponding period a year ago. Month-on-month, however, the city recorded five percent increase in hiring and exceeded the three-month and six-month level by six percent and 11 percent respectively.
- All five tier-1 cities monitored by the Index witnessed slowdown in online hiring on a year-on-year basis. **Mumbai** saw growth rate ease from 11 percent in August to a single-digit growth of four percent in September. E-recruitment activity in **Hyderabad** eased from eight percent in August to two percent in September 2017. Online recruitment activity in **Bangalore** (down one percent) and **Chennai** (down two percent) slipped below the year-ago level this month. **Delhi-NCR** (down five percent) continued to exhibit a declining trend for the fourth successive month.

Top Growth Cities

Year-over-year Growth	Sep 16	Sep 17	% Growth Y-o-Y
Kolkata	265	352	33%
Baroda	215	265	23%
Coimbatore	258	310	20%
Ahmedabad	303	346	14%
Jaipur	274	290	6%

Lowest Growth Cities

Year-over-year Growth	Sep 16	Sep 17	% Growth Y-o-Y
Bangalore	341	336	-1%
Chennai	251	245	-2%
Pune	296	283	-4%
Kochi	310	294	-5%
Delhi-NCR	258	244	-5%

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

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