

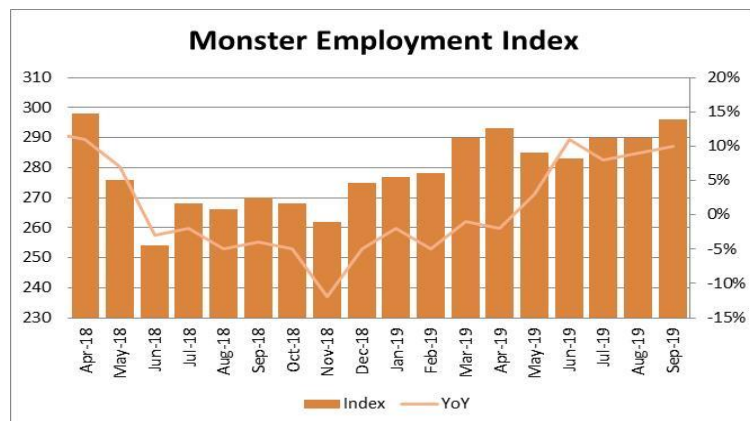
monster® EMPLOYMENT INDEX

Monster Employment Index September 2019: 10% YoY growth in online job posting activity

- Monster Employment Index India witnesses 10 percent growth YoY
- Month-on-month records marginal growth of two percent
- Among industry sectors, Office Equipment/Automation leads the annual growth chart
- Agro based industries indicates the steepest decline from a year-ago level
- Hospitality & Travel professionals are the most demanded among occupation groups, on the-year
- Kolkata and Ahmedabad register the steepest annual growth. Online hiring activity eases only in Mumbai and Chandigarh

[Monster Employment Index](#) registered **10 percent Y-o-Y increase** in September 2019 and grew M-o-M by two percent. Among industry sectors, **Office Equipment/Automation (up 36% Y-o-Y)** registered the highest Y-o-Y increase as well as a six month increase of **8 percent**. This was followed by the **Media and Entertainment sector** which registered **32% Y-o-Y** increase in online recruitment. There has been a **15 percent** rise in e-recruitment activity in the sector over the past **six-months between April and September 2019**. Demand in **Agro-based Industries** continued to fall by **43 percent Y-o-Y**. **Automotive/Ancillaries / Tyres** continued to decline in September 2019, registering a fall in demand by **42 percent Y-o-Y**.

Occupation-wise, **Hospitality and Travel** registered an **18 percent y-o-y** rise in online demand. **Engineering /Production** professionals registered **8 percent increase Y-o-Y**. **Software, Hardware, Telecom** experienced improved Y-o-Y growth of **7% percent**. It is notable that the growth rate for professionals at senior management level (11-15 years) for **Travel and Tourism** registered a growth in demand of **39 percent**. Demand for **Legal** and **HR & Admin** registered the steepest annual decline by **10 percent** and **4 percent** respectively among occupation groups in September 2019.



City-wise, **Ahmedabad and Kolkata** led all monitored cities with a **Y-o-Y increase** in demand by **23 percent** and **22 percent** respectively. This was followed by **Baroda**, registering a **Y-o-Y** demand of **11 percent**. Online demand continued to chart positive annual growth for **Bangalore and Hyderabad**, registering a **8 percent** and **7 percent** increase in demand respectively as compared to September 2018.

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

Apr 18	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	Y-O-Y
298	276	254	268	266	270	268	262	275	277	278	290	293	285	283	290	290	296	10%

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

- **Office Equipment/Automation** (up 36 percent) continued to lead annual online recruitment activity among industry sectors. However, growth momentum eased by eight percentage points between August and September 2019. On six-month basis, the sector saw uptrend of eight percent.
- Online hiring activity in **Media & Entertainment** (up 32 percent) registered the most-notable growth since July 2018, on-the-year. Also, in short-term, the sector fared well on all parameters; up five percent (month-on-month), up 12 percent (three-month) and up 15 percent (six-month).
- **Retail** (up 27 percent) charted the steepest annual growth this month since February 2019. Pace of growth also indicated improvement; up from 19 percent in August 2019. Furthermore, the sector witnessed double-digit growth on three-month (up 13 percent) and six-month (up 28 percent) basis.
- Year-on-year, **Telecom/ISP** (up 23 percent) recovered positive growth in September 2019, following decline in the last two months. This was also the steepest growth in the series since May 2018. In short-run as well, the sector witnessed increased demand; up 14 percent (month-on-month), up five percent (three-month) and up 19 percent (six-month).
- Long-term growth momentum in **Advertising, Market Research, Public Relations** (up nine percent) paced up by two percentage points; vis-à-vis seven percent growth last month. In short-term, the sector registered positive growth on month-on-month (up five percent) and six-month (up seven percent) basis.
- **Agro based industries** (down 42 percent) exhibited the steepest year-on-year decline among the monitored sectors.

Top Growth Industries

Year-over-year Growth	Sep 18	Sep 19	% Growth Y-o-Y
Office Equipment/Automation	104	141	36%
Media & Entertainment	321	424	32%
NGO/Social Services	184	236	28%
Retail	397	504	27%
Travel and Tourism	300	376	25%

Lowest Growth Industries

Year-over-year Growth	Sep 18	Sep 19	% Growth Y-o-Y
Chemicals/ Plastic/ Rubber, Paints, Fertilizer/ Pesticides	136	129	-5%
Printing/ Packaging	161	149	-7%
Consumer Goods/ FMCG, Food & Packaged Food	249	229	-8%
Automotive/ Ancillaries / Tyres	193	156	-19%
Agro based industries	146	84	-42%

E-Commerce: E-commerce (up four percent) continued to chart positive growth on annual basis. In short-term, the sector saw increased demand on three-month (up one percent) basis only; growth on month-on-month (zero percent) and six-month (down eight percent) basis did not fare well.

Apr 18	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	Y-O-Y
119	117	117	117	112	116	121	121	123	130	132	132	135	125	120	122	121	121	4%

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.

- Year-on-year, **Hospitality & Travel** (up 18 percent) professionals were most in-demand talents among the job-roles. This was also the steepest growth witnessed since June 2018. In short-term as well, the job-role saw growth; up seven percent (month-on-month), up six percent (three-month) and up eight percent (six-month). Senior level (11-15 years) professionals witnessed the highest increase in demand followed by entry (0-3 years), mid-senior (7-10 years) and intermediate (4-6 years) levels; up by 28 percent, 26 percent and 22 percent respectively.
- **Engineering /Production** (up eight percent) professionals continued to enjoy increased growth in online demand since April 2019. Monthly demand recorded four percent growth; up from one percent last month. Entry level (0-3 years) professionals witnessed the steepest growth in demand; up by 26 percent.
- Annual online demand for **Software, Hardware, Telecom** professionals registered seven percent growth in September 2019. It is notable that online hiring for the group remained positive at all levels of experience; up 13 percent at entry level, up 11 percent at intermediate level, up 10 percent at senior level, up nine percent at mid-senior level and up two percent at top management level.
- **Sales & Business Development** (up six percent) continued to exhibit uptrend in online demand since May 2019, on-the-year. Pace of growth also improved by two percentage points vis-à-vis last month. The job-role also saw hike on all other parameters; up five percent (month-on-month & three-month) and up two percent (six-month).
- **Legal** (down 10 percent) and **HR & Admin** (down four percent) registered the steepest annual decline among occupation groups in September 2019.

Top Growth Occupations

Year-over-year Growth	Sep 18	Sep 19	% Growth Y-o-Y
Hospitality & Travel	223	263	18%
Senior Management	240	266	11%
Engineering /Production	232	251	8%

Lowest Growth Occupations

Year-over-year Growth	Sep 18	Sep 19	% Growth Y-o-Y
Finance & Accounts	266	270	2%
Purchase/ Logistics/ Supply Chain	197	199	1%
Marketing & Communications	240	240	0%

Software, Hardware, Telecom	334	358	7%
Customer Service	242	256	6%

HR & Admin	227	218	-4%
Legal	268	242	-10%

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	28%	22%	26%	39%	-13%
Engineering /Production	26%	1%	-10%	0%	3%
Software, Hardware, Telecom	13%	11%	9%	10%	2%
Customer Service	4%	-1%	2%	2%	-6%
Arts/Creative	1%	5%	5%	8%	1%

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

- **Kolkata** (up 23 percent) followed by **Ahmedabad** (both at 22 percent) led all monitored cities in online recruitment activity. Kolkata witnessed the steepest annual growth since May 2018. On six-month basis, both cities saw 11 percent growth; the steepest among others.
- **Baroda** (up 11 percent) continued to witness uptrend in e-recruitment activity since June 2019. However, on a month-on-month basis, the city registered decline of four percent.
- Most of the key cities continued to witness increasing opportunities on-the-year. **Bangalore** (up eight percent), **Hyderabad** (up seven percent) **Delhi-NCR** (up five percent) and **Chennai** (up three percent), all recorded positive year-on-year growth.
- **Mumbai** (down two percent) and **Chandigarh** (down three percent) saw the most-notable decline in e-recruitment activity from the year-ago level.

Top Growth Cities

Lowest Growth Cities

Year-over-year Growth	Sep 18	Sep 19	% Growth Y-o-Y
Kolkata	317	390	23%
Ahmedabad	311	377	21%
Baroda	228	252	11%
Pune	280	304	9%
Kochi	247	268	9%

Year-over-year Growth	Sep 18	Sep 19	% Growth Y-o-Y
Jaipur	296	308	4%
Chennai	238	245	3%
Coimbatore	299	304	2%
Mumbai	306	301	-2%
Chandigarh	339	330	-3%

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

- Online hiring demand in **Production and Manufacturing** was most-notable in Delhi-NCR (up 13 percent) this month. Hyderabad (up eight percent) and Mumbai (up three percent) also witnessed growth.
- **Engineering, Cement, Construction, Iron/ Steel** sector reported growth in most of the cities; up five percent (Bangalore), up three percent (Chennai and Delhi-NCR) and up one percent (Hyderabad). However, **Banking/ Financial Services, Insurance** witnessed moderated growth in all cities.
- Online demand for **Marketing & Communication** professionals grew in all the major cities; up six percent (Hyderabad), up two percent (Bangalore) and up one percent (Chennai, Delhi-NCR and Mumbai). **Finance and Accounts** professionals saw steepest growth in demand in Chennai; up by four percent.

Industries/Cities

Month-over-month Growth	Bangalore	Chennai	Delhi-NCR	Hyderabad	Mumbai
Banking/ Financial Services, Insurance	-7%	0%	0%	-2%	-4%
BPO/ITES	-1%	6%	0%	6%	1%
Engineering, Cement, Construction, Iron/ Steel	5%	3%	3%	1%	0%
IT - Hardware, Software	1%	1%	0%	3%	2%
Production and Manufacturing	-1%	0%	13%	8%	3%

Occupations/Cities

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

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For further queries please reach:

Vandita Sheoran Head Communications & Content (APAC & Gulf) vandita.sheoran@monsterindia.com	Swati Guwalani Genesis BCW +91 9873220117 swati.guwalani@genesis-bcw.com
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