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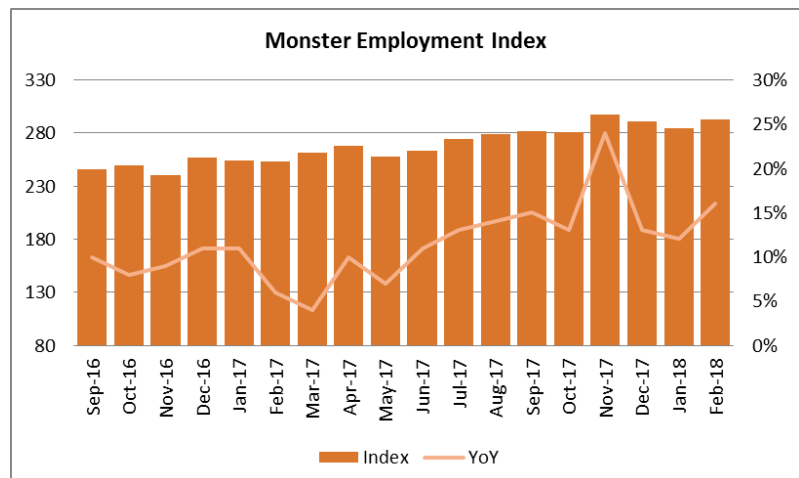
## EMPLOYMENT INDEX

### Monster Employment Index India registered 16 percent y-o-y growth for February'18

- **Production and Manufacturing (up 59 percent)** saw the most notable improvement in long-term growth momentum
- **Home Appliances (up 59 percent)** continue to lead the y-o-y growth, followed by **Media & Entertainment (up 51 percent)**
- **Kolkata (up 45 percent)** and **Baroda (up 37 percent)** lead all monitored cities

**New Delhi, 14 March 2018:** Online recruitment activities in the month of January 2018 registered 16 percent year-on-year growth, according to the [Monster Employment Index](#), up from 12 percent in January 2018.

Among job intensive sectors, **Production and Manufacturing (up 59 percent)** has been one of the most active industry sectors with **11 percent** increase in e-recruitment between January and February. The sector also recorded the highest growth since December 2015. The growth rate of Production and Manufacturing matched that of the **Home Appliances (up 59 percent)** which continue to lead the year-on-year growth chart, however, for the first time the year-on-year growth momentum in the sector slowed in the past three months.



Year-on-year demand in **Banking/ Financial Services, Insurance (up 34 percent)** moderated between January and February. Online demand in **Retail (up 13 percent)** picked up and the sector saw a **24 percent** increase in demand on a month-on-month basis; the steepest growth among all monitored sectors. The year-on-year growth rate in IT - Hardware, Software (**up 22 percent**) lingered at the same level as January 2018.

City-wise data shows that among all monitored cities, **Kolkata (up 45 percent)** recorded the most notable annual growth rate. This was followed by **Baroda (up 37 percent)** which registered the strongest growth e-recruitment activity on the month among all monitored cities and **Ahmedabad (up 33 percent)**. E-recruitment activity in Chennai saw a growth of **5 percent** down from **6 percent** in January, while Delhi-NCR (**up 1 percent**) saw the least growth among all monitored cities.

**Commenting on the trends, Abhijeet Mukherjee, CEO, Monster.com- APAC & Gulf** said, “*The online hiring activity continues to sustain an upward growth momentum with Monster Employment Index registering a 16 percent year-on-year growth in February 2018. It is heartening to note that the Budget 2018 focused on the revival of rural economy and job-creation. This has provided a much-needed impetus to Production and Manufacturing sector, which has seen an upward growth at 59 percent y-o-y for the first time since December 2015, thereby, laying the strong foundation for the growth of Indian economy. Moreover, online recruitment in Retail picked up after three months, which is a significant improvement from no growth in the sector in November 2017 and negative growth in December and January.*”

*“The job market looks positive with hiring trends moving positively in February. Globalization, technological advancement and demographics are constantly re-shaping the fundamental nature of work and focus remains on re-skilling and upskilling employees in order to be prepared for the dynamism.” he added.*

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

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	Nov 17	Dec 17	Jan 18	Feb 18	Y-O-Y
246	249	240	257	254	253	261	268	258	263	274	279	282	281	297	291	284	293	16%

**Industry Year-over-year Trends:** Online demand surpassed the year-ago level in 20 of the 27 industry sectors monitored by the Index.

- Among industry sectors, **Home Appliance** (up 59 percent) industry registered the steepest growth on an annual basis for the eight months in succession. It is notable, however, the year-on-year growth momentum in the sector slowed in the past three months. Demand on the month continued the rise and exhibited a seven percent growth between January and February 2018.
- E-recruitment on the year registered steep rise in **Production and Manufacturing** (up 59 percent) sector. The growth rate matched that of the Home Appliance sector to lead the year-on-year growth chart for the first time and was also the highest recorded in the series since December 2015. Month-on-month, online demand in the sector increased by 11 percent. The related **Logistic, Courier/ Freight/ Transportation** sector saw a growth of nine percent between February 2017 and 2018; down further from 20 percent in January 2018.
- The year-on-year growth rate in **IT - Hardware, Software** (up 22 percent); and **Telecom/ISP** (up 49 percent) lingered at the same level as January 2018 while in the **BPO/ITES** (down 24 percent) sector the rate of growth eased further. Each of the three sectors, however, witnessed a positive online demand trend on a month-on-month basis; IT - Hardware, Software grew by three percent, Telecom/ISP by eight percent and BPO/ITES by three percent.
- Online demand in **Retail** (up 13 percent) sector picked up this month. The sector witnessed a positive growth on the year following no growth in November and negative growth in December and, January. At the same time, the sector saw a 24 percent increase in demand on a month-on-month basis; the steepest growth among all monitored sectors.

- While **Banking/ Financial Services, Insurance** (up 34 percent) remained one of the strongest sectors by the way of long-term growth, the rate of growth moderated further between January (36 percent) and February. Month-on-month, there was no increase in e-recruitment activity in the sector.
- **Government/PSU/Defence** (down 37 percent) recorded the steepest annual decline among all monitored industry sectors even in February.

### Top Growth Industries

Year-over-year Growth	Feb 17	Feb 18	% Growth Y-o-Y
Home Appliances	348	554	59%
Production and Manufacturing	122	194	59%
Media & Entertainment	255	385	51%
Telecom/ISP	201	299	49%
Consumer Goods/ FMCG, Food & Packaged Food	201	285	42%

### Lowest Growth Industries

Year-over-year Growth	Feb 17	Feb 18	% Growth Y-o-Y
Office Equipment/Automation	114	102	-11%
Agro based industries	157	133	-15%
Printing/ Packaging	230	185	-20%
BPO/ITES	252	192	-24%
Government/ PSU/ Defence	123	78	-37%

**E-Commerce:** E-commerce sector maintained an uptrend in hiring; up from eight percent year-on-year in January to nine percent in February 2018. Demand on the month increased by three percent. The three-month and six-month growth trend was also positive at two percent and three percent respectively.

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	Nov 17	Dec 17	Jan 18	Feb 18	Y-O-Y
112	113	110	110	106	109	112	116	121	122	116	116	117	115	117	114	115	119	9%

**Occupation Year-over-year Trends:** Online recruitment activity surpassed the year-ago level in 12 of the 13 occupation groups monitored by the Index.

- **Sales & Business Development** led all job roles in terms of long-term growth in demand. The rate of growth year-on-year paced up from 29 percent in January to 37 percent in February 2018. Month-on-month, online demand for the group increased by four percent. The three-month (up five percent) and six-month (up 16 percent) growth rates are also indicative of increase in demand for Sales and BD professionals.
- Online demand for **Finance & Account** professional's surpassed the year-ago level by 30 percent; down from 32 percent in January 2018. Month-on-month demand increased by two percent. **Engineering /Production** professionals, on the other hand, saw 27 percent growth from the year-ago; up from 20 percent in January. Month-on-month demand remained stable at January level.
- **Health Care** sector registered the most notable growth on the month; up nine percent. Demand on the year increased by 20 percent.

- Among job roles, **Customer Service** is the only group which saw no growth in demand on the year. However, demand on the month increased by two percent following low levels in the past months.

### Top Growth Occupations

Year-over-year Growth	Feb 17	Feb 18	% Growth Y-o-Y
Sales & Business Development	302	415	37%
Senior Management	195	263	35%
Finance & Accounts	201	262	30%
Engineering /Production	193	246	27%
HR & Admin	178	224	26%

### Lowest Growth Occupations

Year-over-year Growth	Feb 17	Feb 18	% Growth Y-o-Y
Legal	218	253	16%
Purchase/ Logistics/ Supply Chain	175	203	16%
Hospitality & Travel	210	242	15%
Software, Hardware, Telecom	325	355	9%
Customer Service	264	263	0%

**Geographic year-over-year Trends:** E-recruitment activity exceeded the year-ago level in 12 of the 13 cities monitored by the Index.

- **Kolkata** registered 45 percent growth from the corresponding period a year-ago down from 47 percent in January 2018. This is, however, the steepest annual growth rate recorded among all monitored countries. Recruitment activity on the month increased by three percent. It is notable, however, that online demand in the city was two percent lower than the three-month ago level.
- **Baroda** (up 37 percent) ranked second from the top in the long term growth chart. The growth momentum paced up six percentage points from 31 percent in January 2018. Baroda also registered the strongest growth e-recruitment activity on the month among all monitored cities; up by seven percent. Among others, the year-on-year growth momentum improved in **Kochi**; up from 18 percent in January to 25 percent in February 2018.
- **Mumbai** (up 18 percent) aside, the year-on-year growth momentum eased in all major metro cities monitored by the Index. Mumbai was also the only tier-1 city to witness a double-digit growth rate on an annual basis. Demand on the month increased by three percent. **Hyderabad** saw six percent growth on the year down from seven percent in January. In **Bangalore** online demand surpassed the year-ago level by three percent down from five percent in January. **Chennai** saw a growth of five percent down from six percent in January. **Delhi-NCR** (one percent) saw the least growth among all monitored cities. However, there was marginal improvement of one point, vis-à-vis, previous month. .

### Top Growth Cities

Year-over-year Growth	Feb 17	Feb 18	% Growth Y-o-Y
Kolkata	250	363	45%
Baroda	222	305	37%
Ahmedabad	289	383	33%
Chandigarh	259	337	30%
Kochi	253	316	25%

### Lowest Growth Cities

Year-over-year Growth	Feb 17	Feb 18	% Growth Y-o-Y
Pune	271	293	8%
Hyderabad	260	275	6%
Chennai	237	248	5%
Bangalore	332	341	3%
Delhi-NCR	244	246	1%

## By Industry

	2017											2018	
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
IT - Hardware, Software	458	466	496	500	492	531	536	525	531	565	563	542	557
BPO/ITES	252	250	246	243	228	219	222	221	189	196	195	187	192
Engineering, Cement, Construction, Iron/Steel	181	164	167	174	172	195	182	189	186	201	198	192	204
Banking/Financial Services/Insurance	277	255	284	299	308	312	325	353	330	342	353	371	371
Education	228	222	228	226	229	248	255	256	259	273	279	274	286
Production and Manufacturing	122	130	131	121	129	139	138	141	155	166	169	174	194
Automotive/Ancillaries/Tyres	158	156	163	157	168	182	180	187	185	186	200	192	218
Telecom/ISP	201	212	236	234	234	254	249	259	251	273	276	276	299
Oil/Gas/Petroleum, Power	136	137	137	135	134	135	131	134	143	147	147	141	150
Healthcare, Bio Technology & Life Sciences, Pharmaceuticals	312	319	325	287	315	319	312	332	323	352	340	330	347
Advertising, Market Research, Public Relations	164	160	164	158	159	159	157	157	155	164	165	163	173
Travel & Tourism	266	260	268	264	280	276	272	277	277	296	279	266	283
Home Appliances	348	367	396	399	401	451	436	469	457	491	516	520	554
Media & Entertainment	255	271	287	257	261	311	346	370	366	402	377	380	385
Chemicals/Plastic/Rubber, Paints, Fertilizer/Pesticides	139	146	137	137	142	138	143	146	131	154	153	148	154
Consumer Goods/FMCG, Food & Packaged Food	201	197	211	218	228	245	243	265	261	267	260	255	285
Garments/Textiles/Leather, Gems & Jewellery	158	165	166	159	167	154	149	157	148	153	153	147	146
Real Estate	151	166	161	157	161	167	167	171	168	178	179	177	187
Retail	285	301	326	261	292	281	287	292	284	280	284	260	322
Logistic, Courier/Freight/Transportation	231	221	212	187	197	210	217	244	242	261	263	247	252
Import/Export	121	112	117	112	110	102	96	113	125	121	118	117	116
Government/PSU/Defence	123	116	116	104	99	95	90	91	87	89	83	79	78
Shipping/Marine	104	108	111	107	110	127	128	123	122	122	116	115	122
Printing/Packaging	230	221	217	195	199	207	204	202	191	203	193	180	185
NGO/Social Services	219	226	214	200	208	243	252	273	256	273	248	230	228
Agro based industries	157	158	164	154	166	180	182	177	158	143	137	137	133
Office Equipment/Automation	114	113	116	104	101	105	105	103	101	101	100	100	102

## By Occupation

	2017											2018	
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
Software, Hardware, Telecom	325	339	342	334	334	354	357	350	347	365	364	350	355
Customer Service	264	267	267	266	261	270	284	281	274	280	272	259	263
Engineering/Production	193	202	213	209	212	223	222	231	230	249	241	247	246
Finance & Accounts	201	200	204	192	198	212	223	240	236	250	247	258	262
Sales & Business Development	302	318	332	321	332	347	357	374	358	396	398	399	415
Senior Management	195	220	215	208	214	230	236	245	253	259	261	257	263
HR & Admin	178	188	189	182	187	188	193	199	201	215	215	215	224
Marketing & Communications	221	233	238	229	233	249	253	258	252	273	268	267	273
Health Care	339	318	308	307	323	336	338	367	363	389	389	373	408
Purchase/Logistics/Supply Chain	175	172	178	172	178	185	195	203	199	205	201	194	203
Hospitality & Travel	210	213	212	211	216	219	221	231	236	257	246	237	242
Legal	218	232	229	215	235	229	243	248	243	252	254	250	253
Arts/Creative	180	189	195	186	198	207	217	219	217	226	220	218	220

## By Local Market

	2017											2018	
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
Mumbai	284	303	302	295	301	307	316	319	321	335	335	323	334
Bangalore	332	351	344	325	326	337	344	336	336	351	351	335	341
Delhi-NCR	244	252	247	240	237	236	243	244	241	248	251	243	246
Hyderabad	260	274	265	252	256	267	272	270	265	283	280	269	275
Chennai	237	251	241	230	231	237	244	245	243	253	253	241	248
Pune	271	285	281	270	274	284	289	283	281	295	300	290	293
Kolkata	250	267	301	304	314	334	349	352	348	369	367	352	363
Ahmedabad	289	315	322	314	318	325	330	346	342	365	373	372	383
Chandigarh	259	265	282	274	285	282	283	295	298	317	330	327	337
Kochi	253	264	277	271	278	285	281	294	290	318	308	308	316
Baroda	222	241	281	239	270	275	267	265	271	290	284	285	305
Coimbatore	257	283	296	282	277	274	288	310	316	333	323	312	316
Jaipur	248	255	251	245	256	265	279	290	303	312	307	303	308

**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 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](http://www.monsterindia.com) | [www.monstergulf.com](http://www.monstergulf.com) | [www.monster.com.sg](http://www.monster.com.sg) | [www.monster.com.my](http://www.monster.com.my) | [www.monster.com.ph](http://www.monster.com.ph) | [www.monster.com.hk](http://www.monster.com.hk)

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