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EMPLOYMENT INDEX

Highest y-o-y demand for Finance & Accounts and Health care professionals according to Monster Employment Index
March 2018 registered 12 percent y-o-y growth in online recruitment activities

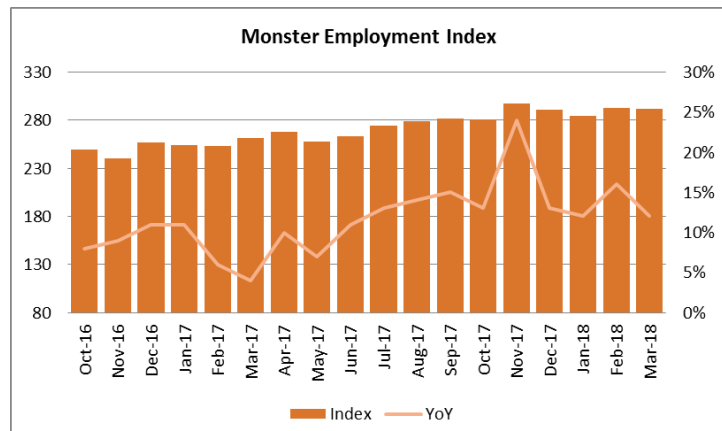
- **Home Appliances (up 49 percent)** continue to lead the y-o-y growth, followed by **Production and Manufacturing (up 47 percent)** y-o-y growth
- **Kolkata (up 33 percent)** tops the y-o-y growth chart of online recruitment activities, followed by **Chandigarh (up 29 percent)**; **Delhi-NCR (down 2 percent)** is the only city to witness y-o-y decline

New Delhi, 11 April 2018: [Monster Employment Index](#) for March 2018 registered **12 percent Y-o-Y growth** in online recruitment activities, exhibiting highest growth for Finance & Accounts and Health care professionals on a year-on-year basis at **32 percent** and **31 percent** respectively.

Among the job intensive sectors, **Home Appliances (up 49 percent y-o-y growth)** continued to lead the long-term growth, however, the momentum of the sector eased by 10 points this month vis-à-vis February 2018. This was followed by **Production and Manufacturing (up 47 percent y-o-y growth)** which ranked second highest in the year-on-year growth chart.

Online demand in **Retail** matched that of February 2018 at **13 percent**. **Sales & Business Development** continued to be

amongst the most demanded job role despite significant moderation in the pace of year-on-year growth rate from 37 percent in February 2018 to 27 percent in March 2018.



Commenting on the trends, Abhijeet Mukherjee, CEO, Monster.com- APAC & Gulf said, "*The economic reforms by the government seem to have started impacting the economy in a positive manner and the online recruitment activity around key sectors such as Production & Manufacturing can possibly be attributed to it. The demand for professionals in Finance & Accounts can also be a resultant of the massive opportunity created by the GST reforms for people with know-how of the new tax regime.*"

"The digital revolution is mirroring the substantial growth across sectors thereby, escalating opportunities and re-shaping the fundamental nature of work and iterating the constant need to upskill," he added.

City-wise y-o-y growth data shows that among all monitored cities, **Kolkata (up 33 percent)** recorded the most notable annual growth rate, however, the growth rate has decelerated significantly in the past months. This was followed by **Chandigarh (up 29 percent)** and **Jaipur (up 24 percent)**.

E-recruitment activity in Chennai saw a growth of **2 percent** in March 2018 down from **5 percent** in February 2018. For Delhi-NCR, the e-recruitment activity eased below the year-ago level by **2 percent**. However, Chennai, Bangalore, Kochi and Jaipur were the most active cities on a month-on-month basis, each registering an increase of **3 percent** between February and March 2018.

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

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	Mar 18	Y-O-Y
249	240	257	254	253	261	268	258	263	274	279	282	281	297	291	284	293	292	12%

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

- **Home Appliance** (up 49 percent) led all monitored sectors on a year-on-year basis even in March. The growth momentum weakened further and was 10 points lower this month vis-à-vis February 2018. Online demand on the month eased for the first time since October 2017; down one percent between February and March 2018.
- **Production and Manufacturing** ranked second from the top in the year-on-year growth chart. The pace of growth, however, waned from 59 percent in February to 47 percent in March 2018. The sector saw two percent decline in monthly recruitment activity following persistent growth from September 2017. Online demand continued to be hiring than the three-month (up 13 percent) and six-month (up 35 percent) level. **Logistic, Courier/ Freight/ Transportation** sector saw no increase in online recruitment activity on a month-on-month basis. The year-on-year growth rate, however, improved from nine percent in February to 14 percent in March.
- E-recruitment in **Banking/ Financial Services, Insurance** (up 45 percent); **Education** (up 28 percent); and **Engineering, Cement, Construction, Iron/ Steel** (up 27 percent) continued to be upbeat and positive on a year-on-year basis. Among others, **Healthcare, Bio Technology & Life Sciences, Pharmaceuticals** (up nine percent) maintained an uptrend in hiring demand, year-on-year. It is notable, however, that month-on-month demand registered marginal decline of one percent in Banking/ Financial Services, Insurance as well as in Education sectors.
- **Retail** sector registered 13 percent growth from the corresponding period a year-ago; same as in February 2018. Demand on the month increased by an additional six percent and exceeded the three-month level by 20 percent.
- **Government/PSU/Defence** (down 34 percent) and **BPO/ITES** (down 24 percent) recorded the steepest annual decline among all monitored industry sectors. The pace of decline slowed by three points in Government/PSU/Defence sector between February and March while BPO/ITES sector witnessed the same rate of decline as recorded in February 2018.

Top Growth Industries

Year-over-year Growth	Mar 17	Mar 18	% Growth Y-o-Y
Home Appliances	367	547	49%
Production and Manufacturing	130	191	47%
Banking/ Financial Services, Insurance	255	369	45%
Telecom/ISP	212	300	42%
Media & Entertainment	271	373	38%

Lowest Growth Industries

Year-over-year Growth	Mar 17	Mar 18	% Growth Y-o-Y
Office Equipment/Automation	113	103	-9%
Garments/ Textiles/ Leather, Gems & Jewellery	165	144	-13%
Printing/ Packaging	221	178	-19%
BPO/ITES	250	191	-24%
Government/ PSU/ Defence	116	76	-34%

E-Commerce: E-commerce sector registered six percent growth between February and March 2018; down from nine percent in February 2018. The sector saw no increase in e-recruitment on a month-on-month basis. Online recruitment activity in the sector surpassed the three-month and six-month level by four percent and two percent respectively.

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	Mar 18	Y-O-Y
113	110	110	106	109	112	116	121	122	116	116	117	115	117	114	115	119	119	6%

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

- Year-on-year, **Finance & Account** (up 32 percent) professional's saw the steepest increase in demand. Nevertheless, there has been no increase in demand on a month-on-month basis. **Health Care** professionals followed closely charting a 31 percent increase in demand between March 2017 and 2018. The year-on-year growth momentum improved 11 percentage points between February and March. Demand on the month increased by two percent.
- **Sales & Business Development** continued to be amongst the most demanded job role despite significant moderation in the pace of year-on-year growth rate; down from 37 percent in February to 27 percent in March 2018. Month-on-month, online demand for the group eased by two percent. The three-month and six-month growth parameters exhibited positive growth at two percent and eight percent respectively.
- There has been a rise in demand for **Hospitality & Travel** (up 19 percent) professionals. Month-on-month, the job role registered the most notable increase of five percent among all monitored job roles. On three-month and six-month basis the occupation growth recorded three percent and 10 percent increase respectively.
- Online demand for **Customer Service** professionals eased below the year ago level; down by two percent. All other growth parameters also indicated decrease in demand for Customer Service professionals; down one percent (month-on-month), down four percent (three-month) and down seven percent (six-month).

Top Growth Occupations

Year-over-year Growth	Mar 17	Mar 18	% Growth Y-o-Y
Finance & Accounts	200	263	32%
Health Care	318	418	31%
Sales & Business Development	318	405	27%
Engineering /Production	202	252	25%
HR & Admin	188	231	23%

Lowest Growth Occupations

Year-over-year Growth	Mar 17	Mar 18	% Growth Y-o-Y
Marketing & Communications	233	268	15%
Arts/Creative	189	214	13%
Legal	232	260	12%
Software, Hardware, Telecom	339	355	5%
Customer Service	267	261	-2%

Geographic year-over-year Trends: E-recruitment activity exceeded the year-ago level in 11 of the 13 cities monitored by the Index.

- Year-on-year, **Kolkata** continued to be the strongest job market charting a 33 percent increase from March 2017. It is notable, that the growth rate has decelerated significantly in the past months. There was two percent decrease in e-recruitment activity on a month-on-month basis. Demand eased three percent below the December 2017 level.
- **Baroda** registered the steepest decline in online recruitment activity on a month-on-month basis; down seven percent. At the same time, the year-on-year growth momentum also eased the most from 37 percent in February to 18 percent in March followed by **Ahmedabad** where the annual growth momentum eased from 33 percent in February to 19 percent in March 2018.
- **Mumbai** (up 10 percent), once again was the only tier-I city to record a double-digit growth on an annual basis. The growth momentum, nevertheless, eased from 18 percent in February. We see similar deceleration in the pace of annual growth in all major cities. **Hyderabad** registered one percent growth year-on-year; down from a growth of six percent in February. **Chennai** saw a growth of two percent down from five percent in February. In **Bangalore** online demand matched the year-ago level this month; down from a growth of three percent in February. Online recruitment activity in **Delhi-NCR** eased below the year-ago level by two percent. However, Chennai, Bangalore, Kochi and Jaipur were the most active cities on a month-on-month basis, each registering an increase of three percent between February and March 2018.

Top Growth Cities

Year-over-year Growth	Mar 17	Mar 18	% Growth Y-o-Y
Kolkata	267	355	33%
Chandigarh	265	341	29%
Jaipur	255	317	24%

Lowest Growth Cities

Year-over-year Growth	Mar 17	Mar 18	% Growth Y-o-Y
Pune	285	298	5%
Chennai	251	256	2%
Hyderabad	274	276	1%

Kochi	264	326	23%
Ahmedabad	315	376	19%

Bangalore	351	350	0%
Delhi-NCR	252	248	-2%

By Industry

	2017										2018		
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
IT - Hardware, Software	466	496	500	492	531	536	525	531	565	563	542	557	555
BPO/ITES	250	246	243	228	219	222	221	189	196	195	187	192	191
Engineering, Cement, Construction, Iron/Steel	164	167	174	172	195	182	189	186	201	198	192	204	208
Banking/Financial Services/Insurance	255	284	299	308	312	325	353	330	342	353	371	371	369
Education	222	228	226	229	248	255	256	259	273	279	274	286	284
Production and Manufacturing	130	131	121	129	139	138	141	155	166	169	174	194	191
Automotive/Ancillaries/Tyres	156	163	157	168	182	180	187	185	186	200	192	218	212
Telecom/ISP	212	236	234	234	254	249	259	251	273	276	276	299	300
Oil/Gas/Petroleum, Power	137	137	135	134	135	131	134	143	147	147	141	150	151
Healthcare, Bio Technology & Life Sciences, Pharmaceuticals	319	325	287	315	319	312	332	323	352	340	330	347	349
Advertising, Market Research, Public Relations	160	164	158	159	159	157	157	155	164	165	163	173	172
Travel & Tourism	260	268	264	280	276	272	277	277	296	279	266	283	284
Home Appliances	367	396	399	401	451	436	469	457	491	516	520	554	547
Media & Entertainment	271	287	257	261	311	346	370	366	402	377	380	385	373
Chemicals/Plastic/Rubber, Paints, Fertilizer/Pesticides	146	137	137	142	138	143	146	131	154	153	148	154	147
Consumer Goods/FMCG, Food & Packaged Food	197	211	218	228	245	243	265	261	267	260	255	285	266
Garments/Textiles/Leather, Gems & Jewellery	165	166	159	167	154	149	157	148	153	153	147	146	144
Real Estate	166	161	157	161	167	167	171	168	178	179	177	187	188
Retail	301	326	261	292	281	287	292	284	280	284	260	322	341
Logistic, Courier/Freight/Transportation	221	212	187	197	210	217	244	242	261	263	247	252	253
Import/Export	112	117	112	110	102	96	113	125	121	118	117	116	113
Government/PSU/Defence	116	116	104	99	95	90	91	87	89	83	79	78	76
Shipping/Marine	108	111	107	110	127	128	123	122	122	116	115	122	120
Printing/Packaging	221	217	195	199	207	204	202	191	203	193	180	185	178
NGO/Social Services	226	214	200	208	243	252	273	256	273	248	230	228	223
Agro based industries	158	164	154	166	180	182	177	158	143	137	137	133	155

Office Equipment/Automation	113	116	104	101	105	105	103	101	101	100	100	102	103
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By Occupation

	2017										2018		
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Software, Hardware, Telecom	339	342	334	334	354	357	350	347	365	364	350	355	355
Customer Service	267	267	266	261	270	284	281	274	280	272	259	263	261
Engineering/Production	202	213	209	212	223	222	231	230	249	241	247	246	252
Finance & Accounts	200	204	192	198	212	223	240	236	250	247	258	262	263
Sales & Business Development	318	332	321	332	347	357	374	358	396	398	399	415	405
Senior Management	220	215	208	214	230	236	245	253	259	261	257	263	265
HR & Admin	188	189	182	187	188	193	199	201	215	215	215	224	231
Marketing & Communications	233	238	229	233	249	253	258	252	273	268	267	273	268
Health Care	318	308	307	323	336	338	367	363	389	389	373	408	418
Purchase/Logistics/Supply Chain	172	178	172	178	185	195	203	199	205	201	194	203	207
Hospitality & Travel	213	212	211	216	219	221	231	236	257	246	237	242	254
Legal	232	229	215	235	229	243	248	243	252	254	250	253	260
Arts/Creative	189	195	186	198	207	217	219	217	226	220	218	220	214

By Local Market

	2017										2018		
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Mumbai	303	302	295	301	307	316	319	321	335	335	323	334	332
Bangalore	351	344	325	326	337	344	336	336	351	351	335	341	350
Delhi-NCR	252	247	240	237	236	243	244	241	248	251	243	246	248
Hyderabad	274	265	252	256	267	272	270	265	283	280	269	275	276
Chennai	251	241	230	231	237	244	245	243	253	253	241	248	256
Pune	285	281	270	274	284	289	283	281	295	300	290	293	298
Kolkata	267	301	304	314	334	349	352	348	369	367	352	363	355
Ahmedabad	315	322	314	318	325	330	346	342	365	373	372	383	376
Chandigarh	265	282	274	285	282	283	295	298	317	330	327	337	341
Kochi	264	277	271	278	285	281	294	290	318	308	308	316	326
Baroda	241	281	239	270	275	267	265	271	290	284	285	305	284
Coimbatore	283	296	282	277	274	288	310	316	333	323	312	316	320
Jaipur	255	251	245	256	265	279	290	303	312	307	303	308	317

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 | www.monstergulf.com | www.monster.com.sg | www.monster.com.my | www.monster.com.ph | www.monster.com.hk

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