

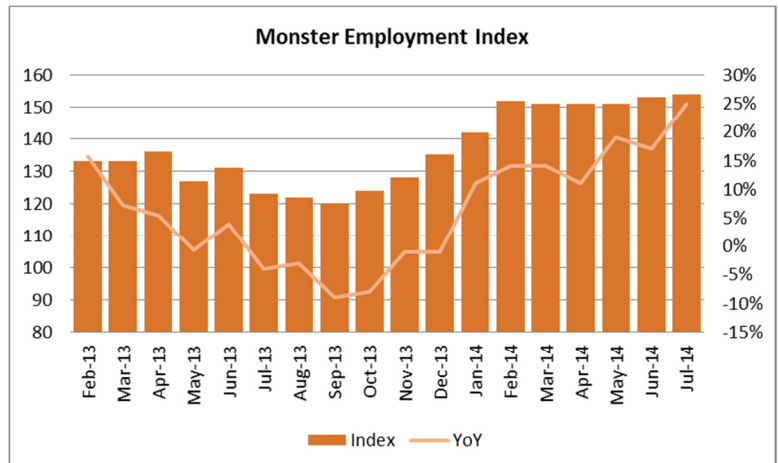
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EMPLOYMENT INDEX

Monster Employment Index India Records 25 Percent Growth, Year-on-year; highest in the year 2014

Baroda surges ahead than Bangalore in online job posting with 45% y-o-y growth

- **Year-on-year, online recruitment increased in the Home Appliance sector while Telecom/ISP registered the steepest decline**
- **There is a greater demand for professionals at the Senior Management level yet again**
- **Baroda registers prominent growth overcoming Bangalore which has been growing consistently**



“Monster Employment Index continues to indicate that online hiring is on an upsurge. July has witnessed the highest percent growth of 25% breaking all records in 2014. The trend is expected to carry on in the coming months as the economy rebounds. Interestingly, Baroda has shown a growth of 45% and is leading across all other regions. Bangalore is showing consistent growth month on month. In industry-wise purview, Home Appliances has shown a remarkable increase of 69% with Telecom/ISP being the lowest growing industry, **said Sanjay Modi, Managing Director, Monster.com (India/Middle-East/Hong Kong/South East Asia).**

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

Feb 13	Mar 13	Apr 13	May 13	Jun 13	Jul 13	Aug 13	Sep 13	Oct 13	Nov 13	Dec 13	Jan 14	Feb 14	Mar 14	Apr 14	May 14	Jun 14	Jul 14	Y-O-Y
133	133	136	127	131	123	122	120	124	128	135	142	152	151	151	151	153	154	25%

Industry Year-over-year Trends: Online recruitment surpassed the year-ago level in 24 of the 27 industry sectors monitored by the Index.

- **Home Appliance** continues to lead all monitored industry sectors by the way of long-term growth as recruitment activity climbs 69 percent above July 2013. The annual growth momentum improved 13 percentage points between June and July 2014. The sector has been charting progressive improvement since January this year. Nevertheless, there were fewer opportunities created month-on-month

- **Media & Entertainment** followed closely with 63 percent growth in online opportunities year-on-year as the pace of growth improved 10 percentage points between June and July 2014
- Online recruitment in the **Automotive/Ancillaries/Tyres** (up two percent) sector picked up this month. The sector registered a positive year-on-year for the first time since March 2013
- All key employment generating sectors continue to exhibit healthy online recruitment levels vis-à-vis the previous year. Furthermore, the rate of growth improved in all, between June and July 2014. **IT - Hardware, Software; BPO/ITES; Engineering, Cement, Construction, Iron/ Steel; Production and Manufacturing; Banking/ Financial Services, Insurance;** and **Travel and Tourism** registered 36 percent, 27 percent, 11 percent, 23 percent, 10 percent and 44 percent growth respectively. **IT - Hardware, Software;** and **Travel and Tourism** are the strongest sectors charting an average annual growth of 33 percent in 2014 so far
- Online recruitment activity in the **Telecom/ISP** (down 17 percent) sector eased from the year-ago level. The sector recorded the most notable annual decline among all monitored industry sectors

Top Growth Industries

Year-over-year Growth	Jul 13	Jul 14	% Growth Y-o-y
Home Appliances	118	199	69%
Media & Entertainment	112	183	63%
Travel and Tourism	131	189	44%
Printing/ Packaging	105	145	38%
IT - Hardware, Software	142	193	36%

Lowest Growth Industries

Year-over-year Growth	Jul 13	Jul 14	% Growth Y-o-y
Automotive/ Ancillaries / Tyres	127	129	2%
Garments/ Textiles/ Leather, Gems & Jewellery	130	132	2%
Government/ PSU/ Defence	105	102	-3%
Office Equipment/Automation	96	89	-7%
Telecom/ISP	109	91	-17%

Occupation Year-over-year Trends: Online demand expanded in 12 of the 13 occupation groups monitored by the Index.

- Demand continues to escalate for the **Senior Management** professionals. Demand for the group surpassed the year-ago level by a notable 59 percent. At the same time online demand for the group continues to ease on the month; down five percent
- **Engineering /Production** professionals witnessed a double-digit growth in online demand, year-on-year, for the first time since April 2011. The rate of long term growth improved 23 percentage points from five percent in June 2014 to 29 percent in July 2014
- **Sales & Business Development** (down five percent) witnessed fewer opportunities on the year consequent upon a 21 percent drop in online demand month-on-month. This is also the only group to chart a negative annual growth this month

Top Growth Occupations

Year-over-year Growth	Jul 13	Jul 14	% Growth Y-o-y
Senior Management	64	102	59%
Marketing & Communications	104	152	46%
Health Care	126	175	39%

Lowest Growth Occupations

Year-over-year Growth	Jul 13	Jul 14	% Growth Y-o-y
Purchase/ Logistics/ Supply Chain	128	158	23%
Arts/Creative	102	124	22%
Finance & Accounts	100	121	21%

Software, Hardware, Telecom	114	158	39%
Legal	128	171	34%

Hospitality & Travel	148	163	10%
Sales & Business Development	127	121	-5%

Geographic year-over-year Trends: Online opportunities exceeded the year-ago level in all 13 cities monitored by the Index.

- Year-on-year, **Baroda** (up 45 percent) registered the steepest growth in online recruitment activity among all cities monitored by the Index. **Jaipur** exhibited the most restrained but positive annual growth following a month of slump; up five percent
- Among major cities, **Bangalore** (up 41 percent) ranked at the top in terms of increase in online hiring between July 2013 and 2014. While the long-term growth momentum improved in all five metro-markets between June and July 2014, online recruitment in Mumbai, Bangalore and Hyderabad eased from the three month ago level. Year-on-year, **Mumbai, Delhi-NCR, Hyderabad** and **Chennai** registered 32 percent, 27 percent, 20 percent and 32 percent growth respectively

Top Growth Cities

Year-over-year Growth	Jul 13	Jul 14	% Growth Y-o-y
Baroda	93	135	45%
Bangalore	133	188	41%
Ahmedabad	114	161	41%
Mumbai	125	165	32%
Chennai	119	157	32%

Lowest Growth Cities

Year-over-year Growth	Jul 13	Jul 14	% Growth Y-o-y
Chandigarh	135	164	21%
Hyderabad	124	149	20%
Kolkata	135	150	11%
Coimbatore	128	140	9%
Jaipur	143	150	5%

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 11 other cities of India viz., Mumbai, Delhi, Bangalore, Chennai, Pune, Kolkata, Ahmadabad, Baroda, Chandigarh, Jaipur and Cochin.

In 2014, Monster mPower Search was voted Product of the Year under the 'Online Job Portals category' in a survey of over 18000 people. Monster India and DishTV partnered in convergence of the Internet and TV medium to make job services accessible to TV viewers across all cities, bridging the unmet need of the audience for whom access to the internet is limited. This first ever job search initiative is called 'Monsterjobs Active'.

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, in an alliance with ITC e-Choupal 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/monsterindia>

About Monster Worldwide

Monster Worldwide, Inc. (NYSE: MWW), parent company of Monster, the premier global online employment solution for more than a decade, strives to inspire people to improve their lives. With a local presence in key markets in North America, Europe, and Asia, Monster works for everyone by connecting employers with quality job seekers at all levels and by providing personalized career advice to consumers globally. Through online media sites and services, Monster delivers vast, highly targeted audiences to advertisers. Monster Worldwide is a member of the S&P 500 index. To learn more about Monster's industry-leading products and services, visit www.monster.com. More information about Monster Worldwide is available at <http://about-monster.com/>

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