

# monster<sup>®</sup>

## EMPLOYMENT INDEX

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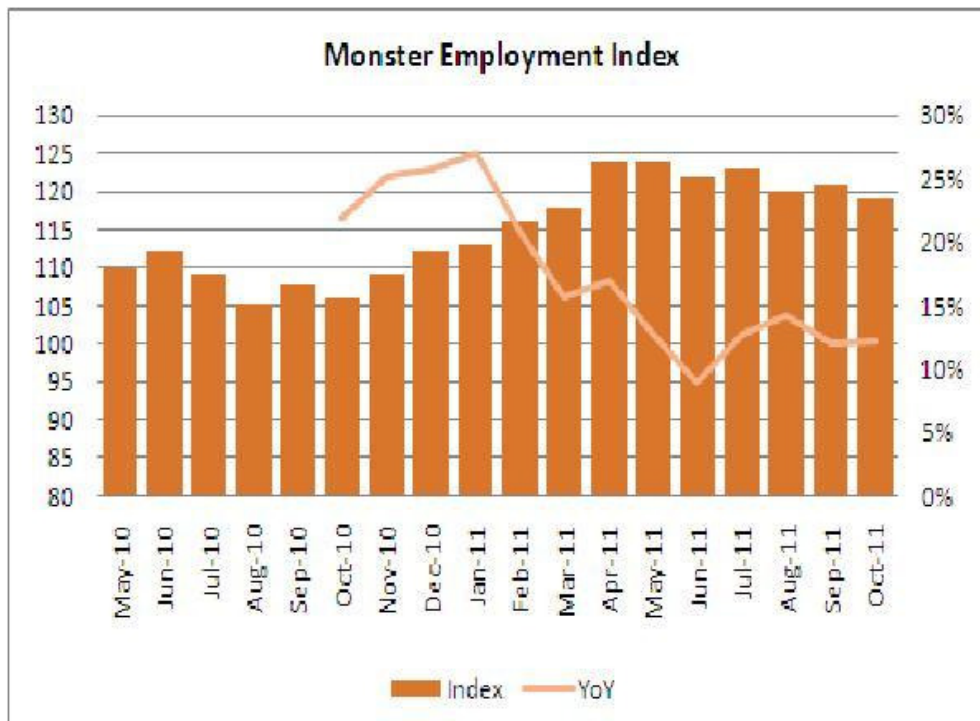
### Monster Employment Index India Rises 12% Year-over-Year

#### October 2011 Index Highlights:

- Annual growth rate at 12 percent in October
- Index declines two points on a month-over-month basis
- Import/Export, followed by IT - Hardware, Software is the fastest moving sector annually while Printing and Packaging registers steepest annual decline
- Arts/Creative tops the longer-term growth in occupation chart for the third consecutive month. Marketing & Communications registers maximum decline
- Annual growth positive in all 13 cities monitored by the Index

The Monster Employment Index India is a monthly gauge of online job demand based on a real-time review of millions of employer job opportunities culled from a large representative selection of career Web sites and online job listings across India. The Index does not reflect the trend of any one advertiser or source, but is an aggregate measure of the change in job listings across the industry.

“The Monster Employment Index India maintained positive momentum with double digit annual growth driven by persistently elevated recruitment activity across sectors like IT-Hardware, Software, Telecom ISP and Banking/Financial Services and Insurance,” said Sanjay Modi, Managing Director (India/ Middle East/ South East Asia), Monster.com.



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

May 10	Jun 10	Jul 10	Aug 10	Sep 10	Oct 10	Nov 10	Dec 10	Jan 11	Feb 11	Mar 11	Apr 11	May 11	Jun 11	Jul 11	Aug 11	Sep 11	Oct 11	Y-O-Y
110	112	109	105	108	106	109	112	113	116	118	124	124	122	123	120	121	119	12%

**Industry Year-over-year Trends:** 16 out of the 27 industry sectors monitored by the Index exhibited positive annual growth.

- **Import/Export** (up 33 percent) led all sectors in annual growth. The sector was also the top monthly gainer
- Online Hiring activity in **IT - Hardware, Software** (up 31 percent) was among top five annual gainers. However, the online hiring activity eased 5 percent between September and October. Related **BPO/ITES** (up 14 percent) registered a 2 point monthly gain
- **Banking/Financial Services/Insurance** (up 24 percent) sector continued to exhibit upward annual growth trends despite moderation in pace
- **Advertising, Market Research, Public Relations** (down 14 percent) and **Printing/ Packaging** (down 15 percent) registered the steepest annual declines

#### Top Growth Industries

Year-over-year Growth	Oct 10	Oct 11	% Growth Y-o-y
Import / Export	86	114	33%
IT - Hardware, Software	104	136	31%
Telecom/ISP	83	104	25%
Banking/ Financial Services , Insurance	80	99	24%
Home Appliances	106	131	24%

#### Lowest Growth Industries

Year-over-year Growth	Oct 10	Oct 11	% Growth Y-o-y
NGO/Social Services	105	94	-10%
Logistic, Courier/ Freight/ Transportation	135	118	-13%
Shipping/Marine	135	117	-13%
Advertising, Market Research, Public Relations (PR)	104	89	-14%
Printing/ Packaging	115	98	-15%

**Occupation Year-over-year Trends:** Eleven of the thirteen occupational groups saw online demand improve between October'10 and October'11.

- **Arts/Creative** (up 30 percent) was the leading annual gainer again in October while monthly demand held constant at the September level
- **Finance & Accounts** (up 20 percent) experienced a drop in monthly demand for the first time since July'11
- **Marketing & Communications** (down 4 Percent) registered the steepest annual decline while **Legal** professionals saw opportunities taper further on the month; online demand for the occupational group matched year-ago levels.

### Top Growth Occupations

Year-over-year Growth	Oct 10	Oct 11	% Growth Y-o-y
Arts/Creative	92	120	30%
Sales & Business Development	97	120	24%
Hospitality & Travel	120	145	21%
Senior Management	107	129	21%
Finance & Accounts	89	107	20%

### Lowest Growth Occupations

Year-over-year Growth	Sep 10	Sep 11	% Growth Y-o-y
HR & Admin	102	114	12%
Engineering /Production	106	116	9%
Customer Service	93	101	9%
Legal	115	115	0%
Marketing & Communications	103	99	-4%

### Geographic year-over-year Trends:

All 13 locations monitored by the index exhibit positive and strong longer-term trends even in October.

- While all cities exhibit improved year-on-year trends, online opportunities dropped below the six-month ago level (April'11) in all 13 cities.
- **Coimbatore** (up 16 percent) and **Kochi** (up 20 percent) aside, recruitment activity eased on the month in all cities.

### Top Growth Cities

Year-over-year Growth	Oct 10	Oct 11	% Growth Y-o-y
Baroda	104	127	22%
Kochi	111	135	22%
Chandigarh	103	125	21%
Coimbatore	116	134	16%
Kolkata	105	119	13%

### Lowest Growth Cities

Year-over-year Growth	Oct 10	Oct 11	% Growth Y-o-y
Pune	113	124	10%
Ahmedabad	104	112	8%
Chennai	112	117	4%
Hyderabad	110	114	4%
Mumbai	115	117	2%

## By Industry

	2010					2011							
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
IT - Hardware, Software	104	110	119	118	124	130	137	134	138	142	138	143	136
BPO/ITES	108	114	119	118	125	127	126	127	112	115	108	121	123
Engineering, Cement, Construction, Iron/Steel	111	117	122	124	124	125	124	129	117	111	111	121	120
Banking/Financial Services/Insurance	80	93	97	97	98	101	100	110	106	113	113	116	99
Education	92	91	98	105	108	108	102	107	101	100	101	100	94
Production and Manufacturing	92	94	98	97	98	101	102	105	97	94	98	99	102
Automotive/Ancillaries/Tyres	114	120	125	124	126	133	135	139	130	132	129	130	131
Telecom/ISP	83	79	83	82	89	95	94	96	100	108	108	109	104
Oil/Gas/Petroleum, Power	113	118	124	128	130	135	135	147	152	154	144	143	136
Healthcare, Bio Technology & Life Sciences, Pharmaceuticals	104	98	105	103	109	117	113	107	101	102	106	116	114
Advertising, Market Research, Public Relations	104	101	94	89	85	89	91	96	91	91	90	93	89
Travel & Tourism	122	124	134	130	124	129	128	129	118	113	122	136	141
Home Appliances	106	112	121	120	119	121	122	128	130	134	136	139	131
Media & Entertainment	120	119	119	107	117	117	119	128	131	146	131	141	133
Chemicals/Plastic/Rubber, Paints, Fertilizer/Pesticides	116	113	114	99	99	110	112	117	113	110	104	115	111
Consumer Goods/FMCG, Food & Packaged Food	104	102	104	95	96	103	105	108	108	108	109	111	103
Garments/Textiles/Leather, Gems & Jewellery	126	124	129	115	117	120	118	133	120	117	113	121	125
Real Estate	112	109	112	113	115	121	122	125	120	117	122	122	121
Retail	123	132	142	137	139	136	130	138	130	133	136	139	136
Logistic, Courier/Freight/Transportation	135	133	136	122	114	124	126	135	116	121	115	120	118
Import/Export	86	95	98	95	98	108	108	106	101	99	105	106	114
Government/PSU/Defence	123	126	120	128	111	104	104	115	117	121	125	127	115
Shipping/Marine	135	129	118	119	116	112	109	109	102	102	102	106	117
Printing/Packaging	115	121	103	99	95	99	105	100	95	93	91	101	98

NGO/Social Services	105	99	84	81	86	92	94	99	108	100	113	104	94
Agro based industries	126	119	110	97	97	104	108	109	107	112	116	128	123
Office Equipment/Automation	102	102	101	94	89	95	104	110	95	100	100	101	97

### By Occupation

	2010				2011								
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
Software, Hardware, Telecom	108	110	115	112	118	123	128	131	133	133	129	131	123
Customer Service	93	99	103	102	108	110	110	106	101	102	99	101	101
Engineering/Production	106	107	117	119	121	123	122	120	121	118	114	116	116
Finance & Accounts	89	94	100	99	101	107	107	110	106	97	107	113	107
Sales & Business Development	97	101	93	109	112	116	117	127	118	121	120	125	120
Senior Management	107	107	116	118	118	120	123	118	134	130	129	135	129
HR & Admin	102	104	109	115	117	122	122	118	117	114	115	114	114
Marketing & Communications	103	101	104	104	103	106	105	85	102	95	96	98	99
Health Care	94	89	100	97	112	120	115	92	103	102	107	117	113
Purchase/Logistics/Supply Chain	111	118	125	122	127	127	129	139	132	131	128	129	131
Hospitality & Travel	120	125	135	141	131	134	135	113	128	122	134	138	145
Legal	115	111	120	119	117	116	119	132	121	126	124	119	115
Arts/Creative	92	91	94	94	97	98	98	96	95	128	124	120	120

### By Local Market

	2010				2011								
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
Mumbai	115	117	121	119	121	127	129	132	123	125	123	122	117
Bangalore	102	102	109	105	112	118	121	117	122	126	121	116	115
Delhi-NCR	107	107	113	113	115	120	122	125	118	121	120	121	118
Hyderabad	110	109	113	111	113	115	118	122	120	119	117	118	114
Chennai	112	115	120	116	118	122	123	123	120	123	123	123	117

Pune	113	113	115	114	117	123	126	128	125	125	124	126	124
Kolkata	105	103	108	113	111	115	122	123	123	123	124	127	119
Ahmedabad	104	102	111	106	105	110	122	125	118	114	113	118	112
Chandigarh	103	106	110	105	111	120	129	127	121	125	126	132	125
Kochi	111	113	122	118	121	123	128	132	140	142	154	134	135
Baroda	104	108	114	120	112	122	136	143	132	135	132	128	127
Coimbatore	116	116	124	119	119	131	135	140	141	143	139	133	134
Jaipur	105	113	114	115	114	117	130	131	129	127	130	126	119

### 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 demand 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. The Monster Employment Index's underlying data is validated for accuracy by Research America, Inc. – an independent, third-party auditing firm – to ensure that measured national online job recruitment activity is within a margin of error of +/- 1.05%. 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 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](http://www.monster.com). More information about Monster Worldwide is available at <http://about-monster.com/>

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