

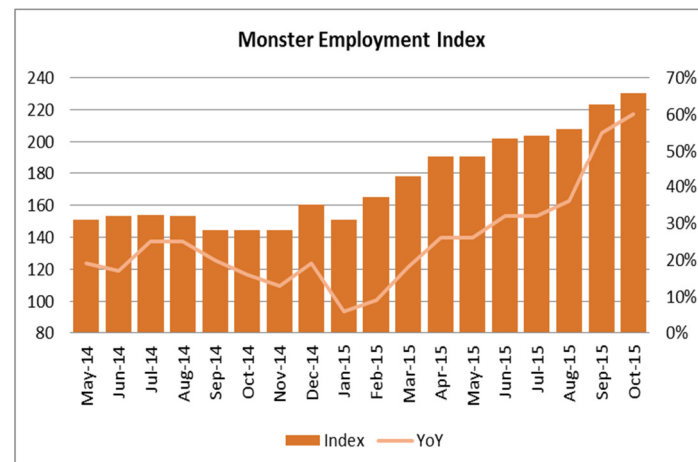
# monster®

## EMPLOYMENT INDEX

### Monster Employment Index India Edges 60 Percent above the Year-ago Level

#### Baroda tops the list with employment generation

- **Production and Manufacturing leads all industry sectors year-on-year, even this month**
- **Online hiring declines the most in Oil/ Gas/ Petroleum, Power sector**
- **Health Care professionals register the most dramatic growth in demand among occupation groups.**
- **Baroda followed by Ahmedabad, Pune and Mumbai are top employment generating cities on the year**



"The findings highlight a 60 percent growth in online recruitment. This is a phenomenal increase from 32 percent in August. This observation blends well with the overall focus by the government in enabling an ecosystem of creating more and more jobs. Industry wise, the hiring activity was led by Production and Manufacturing. It has more than doubled in the past one year with a 112 percent growth in opportunities year-on-year, making it the steepest among industries. This growth therefore complements the focus towards building the manufacturing space in the country. The long-term growth momentum between September and October improved by 11 percentage points. This may be attributed to the proposed transformation in reforms such as ease of doing business, and therefore encouraging more FDI" said **Sanjay Modi, Managing Director, Monster.com (India, Middle East, South East Asia and Hong Kong)**.

"The above may certainly be music to one's ears from a growth standpoint; this sentiment and growth may just be short term unless the government channelizes efforts towards increasing the pace of approvals for implementing key projects. The mood is upbeat but there is cautious optimism" added **Modi**.

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

May 14	Jun 14	Jul 14	Aug 14	Sep 14	Oct 14	Nov 14	Dec 14	Jan 15	Feb 15	Mar 15	Apr 15	May 15	Jun 15	Jul 15	Aug 15	Sep 15	Oct 15	Y-O-Y
151	153	154	153	144	144	144	160	151	165	178	191	191	202	204	208	223	230	60%

**Industry Year-over-year Trends:** Online recruitment activity improved in 25 of the 27 industry sectors monitored by the Index on an annual basis.

- Online recruitment activity in **Production and Manufacturing** more than double in the past one year. A 112 percent growth in opportunities year-on-year is also the steepest among industry sectors. It is notable that hiring in the sector picked up only in January 2014 and has been consistently rising since then.
- **Banking/ Financial Services, Insurance** (up 96 percent) was second in the rung in terms of growth in online opportunities year-on-year. The long-term growth momentum improved by 11 percentage points between September and October 2015.
- **IT-Hardware, Software** (up 84 percent) continued to grow at the same pace as in the previous month. **BPO/ITES** (up 42 percent), on the other hand, registered a heightened pace of growth year-on-year; up from seven percentage points from 35 percent in September 2015.
- **Automotive/Ancillaries/Tyres** (up 19 percent) continues to growth in double-digit but at a slightly moderated pace from the precious month (21 percent in September 2015).
- **Healthcare, Bio Technology & Life Sciences, Pharmaceuticals** registered a robust 66 percent growth in hiring activity on the year; the highest in the series and also a 22 percentage point from September 2015(44 percent).
- Online recruitment in **Government/ PSU/ Defence** (down two percent) sector continues to slide. **Oil/ Gas/ Petroleum, Power** (down four percent) registered fewer opportunities on the year yet again following positive growth in September.

#### Top Growth Industries

Year-over-year Growth	Oct 14	OCT 15	% Growth Y-o-Y
Production and Manufacturing	85	180	112%
Banking/ Financial Services , Insurance	100	196	96%
Telecom/ISP	94	177	88%
IT - Hardware, Software	193	356	84%
Media & Entertainment	111	197	77%

#### Lowest Growth Industries

Year-over-year Growth	Oct 14	Oct 15	% Growth Y-o-Y
Real Estate	144	159	10%
Garments/ Textiles/ Leather, Gems & Jewellery	127	138	9%
Shipping/Marine	100	105	5%
Government/ PSU/ Defence	91	89	-2%
Oil/ Gas/ Petroleum, Power	131	126	-4%

**Occupation Year-over-year Trends:** Online demand has increased for all 13 occupation groups monitored by the Index.

- **Health Care** professionals registered a 100 percent growth in demand in the past one year between October 2014 and 2015; the highest growth in demand among all occupation groups. Online demand for the group has surged in the past three months. There has been a 37 percent growth in opportunities between July and October 2015. The group has also been registering a progressive year-on-year growth rate since July 2015.
- **Sales & Business Development** (up 80 percent) witnessed the second highest growth in annual demand among all job roles followed by **Arts/Creative** (up 74 percent) professionals. Online

demand **Senior Management** (up 70 percent) professionals on the other hand continued exhibit up trend but at a slightly moderated pace then the year-ago.

- **Purchase/ Logistics/ Supply Chain** (up 9 percent) recorded a positive growth in demand following two previous negative annual growths.

### Top Growth Occupations

Year-over-year Growth	Oct 14	Oct 15	% Growth Y-o-Y
Health Care	149	298	100%
Sales & Business Development	143	258	80%
Arts/Creative	116	202	74%
Senior Management	102	173	70%
Finance & Accounts	118	194	64%

### Lowest Growth Occupations

Year-over-year Growth	Oct 14	Oct 15	% Growth Y-o-Y
Engineering /Production	107	158	48%
HR & Admin	129	186	44%
Legal	172	225	31%
Customer Service	140	170	21%
Purchase/ Logistics/ Supply Chain	150	164	9%

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

- Year-on-year, **Baroda** (up 75 percent) followed by **Ahmedabad** (up 73 percent) registered the steepest growth in hiring activity even this month. The growth momentum eased further in Baroda while Ahmedabad exhibited the same growth rate as the previous month.
- Apart from **Delhi-NCR** (up 36 percent) the long-term growth eased in all prime metro. Nevertheless, all major cities exhibited robust year-on growth; **Mumbai** (up 62 percent); **Bangalore** (up 52 percent); **Hyderabad** (up 54 percent); **Chennai** (up 50 percent). It is notable however that there has been no growth in hiring activity in Delhi-NCR between July and October 2015.

### Top Growth Cities

Year-over-year Growth	Oct 14	Oct 15	% Growth Y-o-Y
Baroda	123	215	75%
Ahmedabad	143	247	73%
Pune	150	249	66%
Mumbai	159	257	62%
Kochi	165	262	59%

### Lowest Growth Cities

Year-over-year Growth	Oct 14	Oct 15	% Growth Y-o-Y
Chandigarh	154	234	52%
Kolkata	138	209	51%
Coimbatore	143	216	51%
Chennai	149	224	50%
Delhi-NCR	154	210	36%



### **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.

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 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.

Monster.com was voted Product of the Year under the 'Online Job Portals category' in a survey of over 18000 people by Nielsen. Back in 2014, Monster mPower Search was voted Product of the Year under the 'Online Job Portals category' in the same survey. 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 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](http://www.monsterindia.com) | [www.facebook.com/monsterindia](https://www.facebook.com/monsterindia) | [https://twitter.com/monster\\_india](https://twitter.com/monster_india)

### **About Monster Worldwide**

Monster Worldwide, Inc. (NYSE: MWW) is a global leader in connecting people to jobs, wherever they are. For more than 20 years, Monster has helped people improve their lives with better jobs, and employers find the best talent. Today, the company offers services in more than 40 countries, providing some of the broadest, most sophisticated job seeking, career management, recruitment and talent management capabilities. Monster continues its pioneering work of transforming the recruiting industry with advanced technology using intelligent digital, social and mobile solutions, including our flagship website [monster.com](http://monster.com)® and a vast array of products and services.

For more information visit: [monster.com/about](http://monster.com/about)

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