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Employment Index

Apr 2022

Hiring Trends in India



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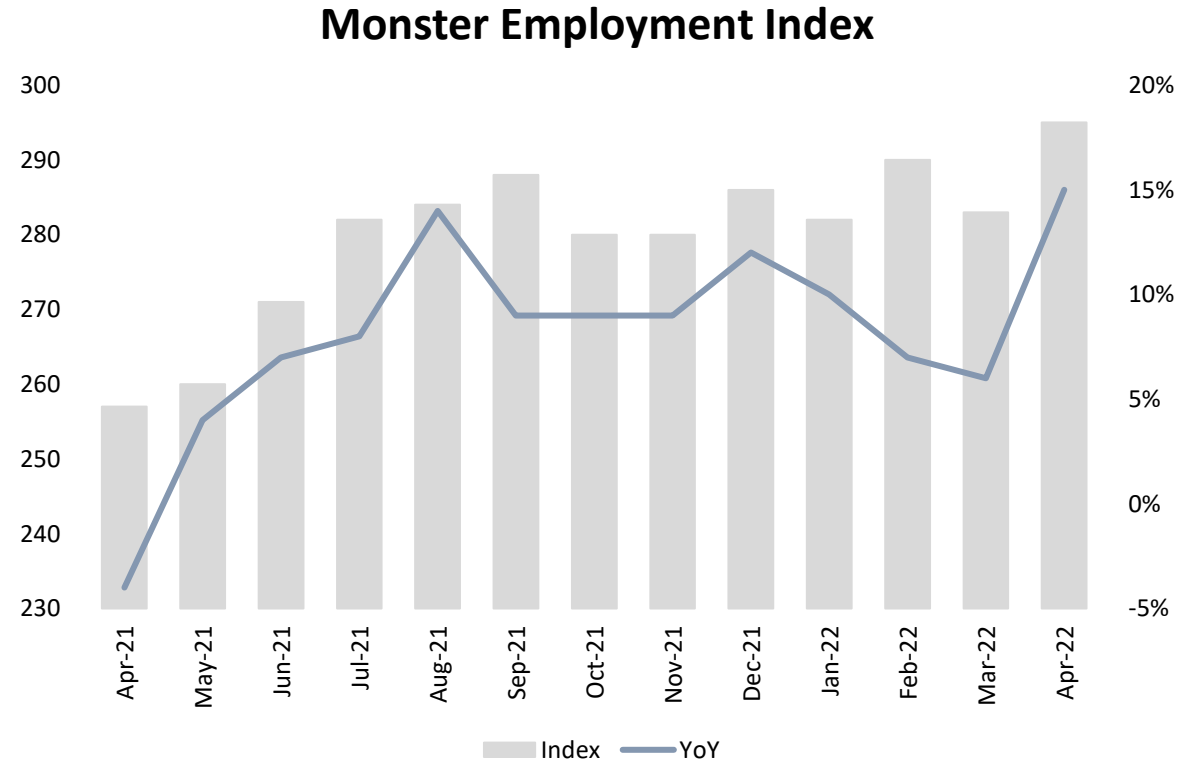


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Key Highlights of the Month

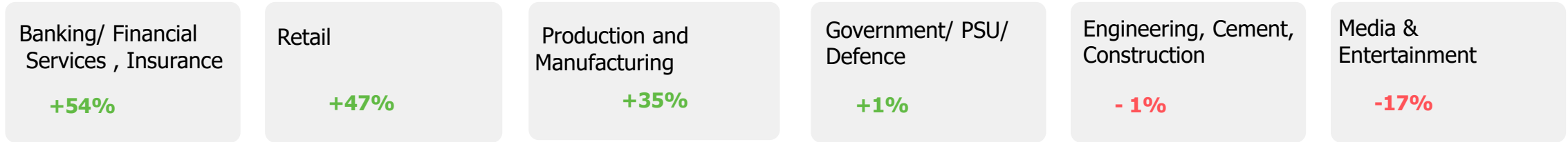
Monster Employment Index India exceeds the year-ago level by 15% in April 2022.

- ✓ The Monster Employment Index (MEI) has shown a robust growth as the index rises to 295 in April 2022 from 257 in April 2021.
- ✓ A notable upsurge of 4% was witnessed month-on-month, as March 2022 saw an index of 283.
- ✓ The MoM and YoY growth is evidence to a progressively growing employment market and a reflection of increased positive business sentiment from mid to long-term perspective.

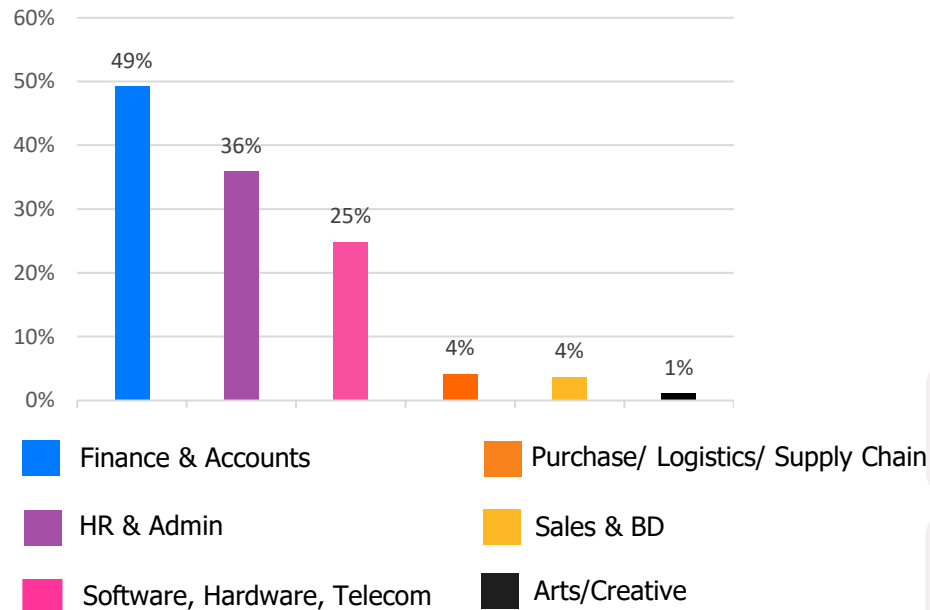


Hiring Trends – Summary*

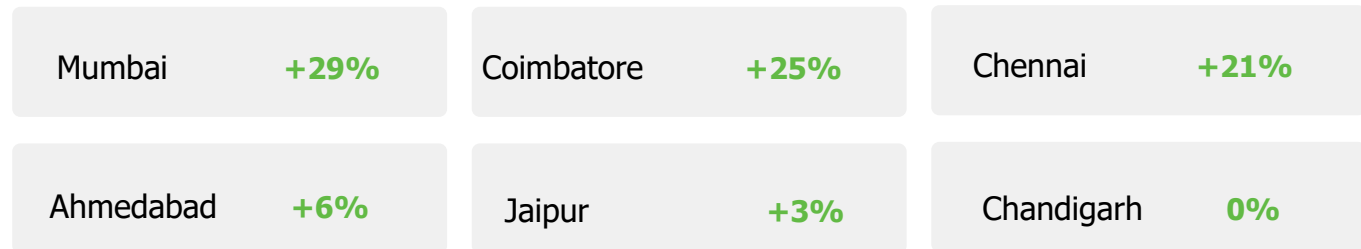
INDUSTRY



FUNCTIONAL AREA



ACROSS CITIES



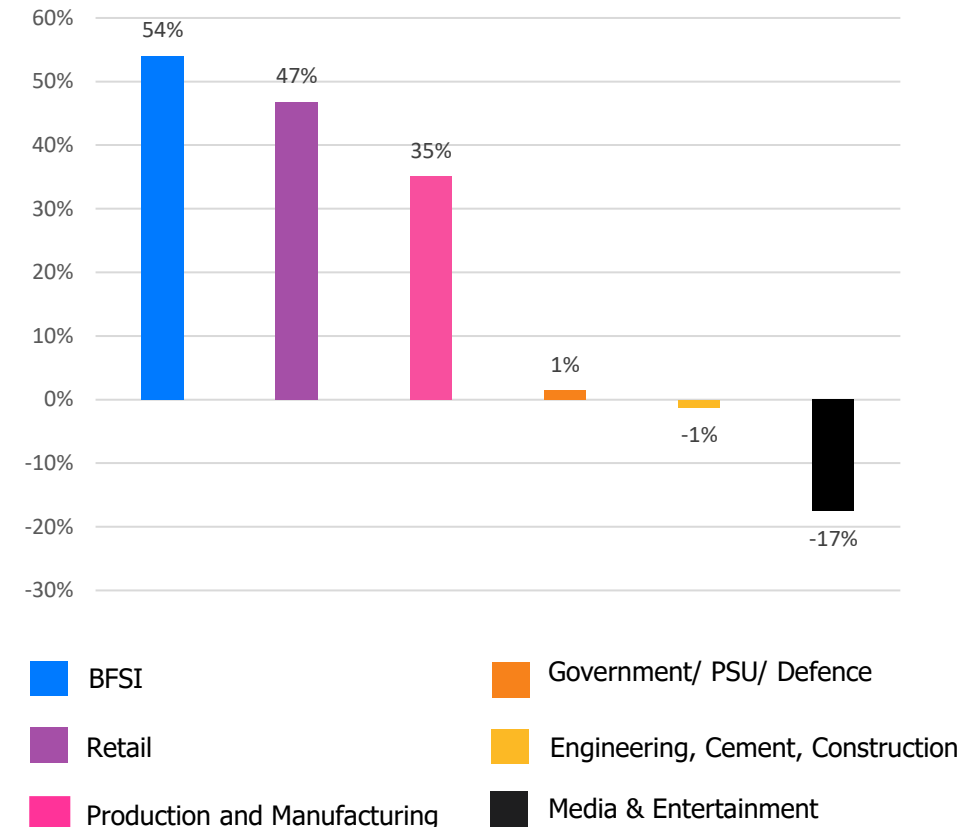
WORK EXPERIENCE



Hiring Trends – Industry*

25 of the 27 industry sectors monitored by the Index exhibited improved online demand trend this month.

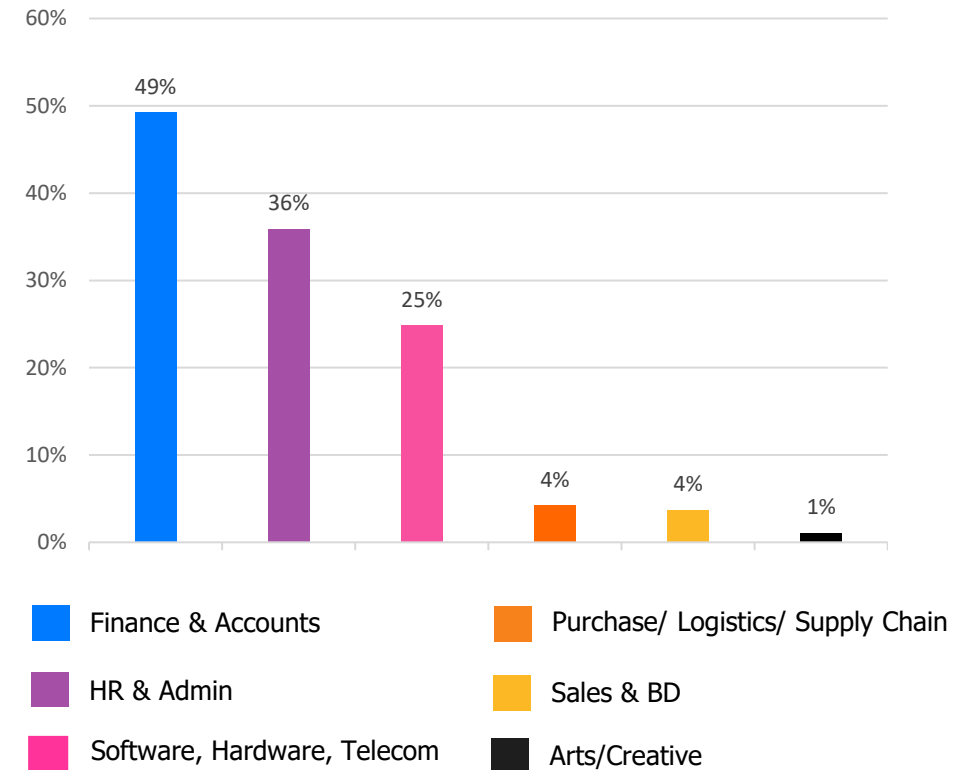
- ✓ Online job demand in the **BFSI** (+54%) sector exhibited significant year-on-year growth in the month of April'22, also the steepest among all industry sectors. **Retail** (+47%) industry also pumped up and has achieved the strongest annual growth since April'20. **Production and Manufacturing** (+35%) followed the league charting sequential growth momentum annually. The sector recorded the highest three month growth among all monitored industries.
- ✓ The most notable annual drop in hiring was registered in **Media & Entertainment** (-17%). The sector is witnessing fewer opportunities since same time last year. Although the marginal dip is registered in **Engineering, Cement, Construction, Iron/ Steel** (-1%), the industry has seen revival in job activity this month.
- ✓ The annual growth momentum improved in April'22 for following industries- **FMCG, Food & Packaged Food** (+2%), **Education** (+7%), **Logistic, Courier/ Freight/ Transportation** (+11%), **Advertising, MR, PR** (+13%), **Healthcare, Bio Technology & Life Sciences, Pharmaceuticals** (+14%), **IT- Hardware, Software** (+19%), **Automotive/ Ancillaries/ Tyres** (+20%), **BPO/ITES** (+21%), **Telecom/ISP** (+33%). Also, **Home Appliances** (+32%) saw dramatic growth while **Travel and Tourism** (+15%) registered the first double-digit annual growth this month.



Hiring Trends - Functional Area*

Online recruitment activity surpassed the year-ago level in all 13 functional areas monitored by the Index

- ✓ Online demand for **Finance and Accounts** (+49%) professionals registered the maximum growth year-on-year among all occupation groups yet again. Demand for **HR & Admin** (+36%) and **Software, Hardware, Telecom** (+25%) functions continues to trend on a robust and positive growth path. Each of these sectors has been charting successive positive growth annually for almost past one year.
- ✓ **Arts/Creative** (+1%), **Sales & Business Development** (+4%), **Purchase/ Logistics/ Supply Chain** (+4%) professionals witnessed the most restrained annual growth in the month of April'22.
- ✓ Hiring demand spiked for **Customer Service** (+8%) professionals. The group has been recording subsequent annual decline in hiring activity since October'20. **Marketing & Communications** (+13%) and **Engineering/ Production** (+16%) personnel saw double-digit growth annually after a diminished demand in the last quarter. **Hospitality & Travel** (+16%) personnel witnessed the second positive year-on-year growth this month. **Legal** (+10%) and **Healthcare** (+6%) roles also noted a progressive annual growth this month. Hiring activity in these sector is treading a positive growth path more recently



Hiring Trends - Across Cities*

All 13 cities monitored by the Index exhibited positive year-on-year growth this month

- ✓ **Mumbai** (+29%) again occupy the leading position amongst the top employment generating cities, year-on-year. **Coimbatore** (+25%) was second in rung . All metros continued to reflect positive year-on-year trend including **Chennai** (+21%), **Bangalore** (+20%), **Pune** (+18%), **Delhi-NCR** (+17%), **Hyderabad** (+20%) and **Kolkata** (+8%).
- ✓ The growth momentum improved in all Tier-2 cities. **Jaipur** (+3%), **Ahmedabad** (+6%), **Kochi** (+8%) and **Baroda** (+15%) exhibit a significant increase while **Chandigarh** (0%) showed muted growth in April'22 from the year ago level. The index is showing the perceptible signs of upcoming growth stories for job creation in these cities.
- ✓ **Production and Manufacturing** along with **BFSI** industry saw a significant jump yet another month in all metros. Jobs rebounded for almost all the functions in metro cities.

Y-o-Y Trend of Prime Industries and Functions in Key Cities						
	Bangalore	Chennai	Delhi-NCR	Hyderabad	Mumbai	Pune
INDUSTRIES						
Banking/ Financial Services, Insurance	50%	51%	60%	50%	56%	78%
BPO/ITES	-3%	3%	-4%	18%	-2%	0%
Engineering, Cement, Construction, Iron/ Steel	-4%	6%	-2%	-9%	6%	2%
IT - Hardware, Software	31%	31%	38%	34%	26%	34%
Production and Manufacturing	38%	21%	18%	8%	30%	23%
FUNCTIONS						
Marketing & Communications	23%	1%	5%	5%	32%	18%
Finance and Accounts	27%	34%	34%	38%	56%	66%
HR and Admin	39%	31%	27%	35%	40%	46%
Sales & Business Development	14%	2%	4%	2%	19%	14%
Software, Hardware, Telecom	3%	6%	3%	1%	-2%	4%

Hiring Trends - Experience Level*

0 - 3 Years

+19%

Demand for entry-level job seekers with experience of 0-3 year saw an upsurge by 19%.

4 - 6 Years

+22%

Hiring for Intermediate level roles with an experience of 4-6 years increased by 22%.

7 - 10 Years

+24%

Mid-senior level roles with 7-10 years of experience also witnessed notable increase of 24%.

11 - 15 Years

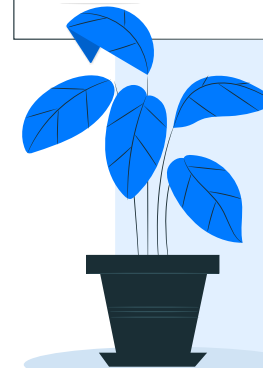
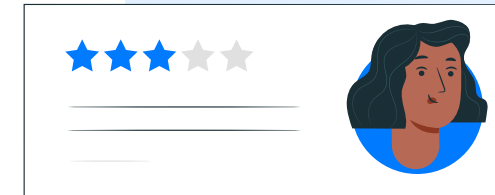
+11%

Hiring for Senior level roles with 11-15 years of experience marked 11% growth.

≥ 16 Years

+29%

Leadership roles with experience of 16+ year exhibited steepest growth of 29% among all experience levels.



Data & Methodology

The Monster Employment Index is a broad and comprehensive monthly analysis of online job posting activity 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, the Monster Employment Index presents a snapshot of employer online recruitment activity nationwide.

In order to avoid excessive monthly fluctuations, the index is calculated using a volatility-adjusting formula. We publish the data in a volume index format with the base value of 100. The index describes changes in the level of online job demand against the baseline. An increase in the index indicates growth in online job availability and suggests an increase in the demand for employees by employers.

Monster Employment Index was first launched in India in April 2010 with data collected since April 2009 followed by Gulf in April 2011 with data collected since April 2010; Singapore in April 2014 with data collected since April 2011; Philippines and Malaysia in April 2015 with data collected since April 2014.

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 result obtained from the use of such information.



About Monster APAC & Gulf

Monster is a leading online career and recruitment resource, and with its cutting-edge technology, it provides relevant profiles to employers and relevant jobs to jobseekers across industry verticals, experience levels and geographies. Monster started its operations with India in 2001 and today 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 more than 10 other cities of India, including Mumbai, Delhi, Bangalore, Chennai, Pune, Kolkata, Ahmedabad, Baroda, Chandigarh, and Cochin. In India, the Monster Mobile App was voted Product of the Year 2016, under the 'Mobile App Job' category in a survey of over 18,000 people by Nielsen. 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

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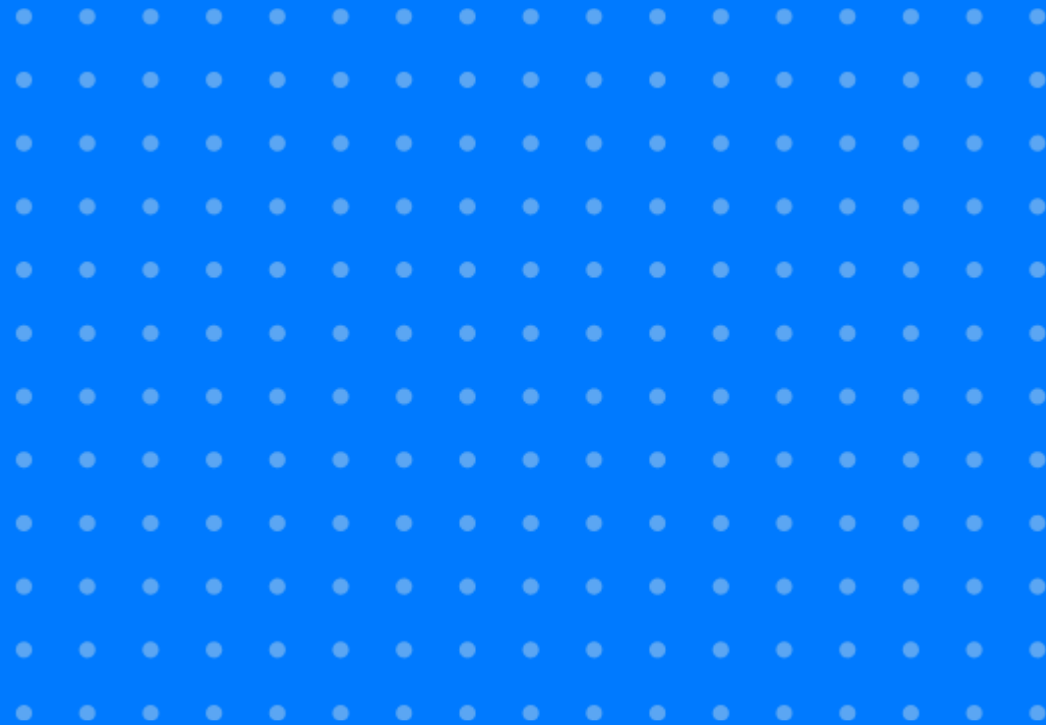
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Annexure



Annexure: Industry Data*

Industries	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22
IT - Hardware, Software	620	678	695	718	721	720	739	714	736	739	744	730	737
BPO/ITES	138	141	146	148	153	160	159	157	158	154	171	169	167
Engineering, Cement, Construction, Iron/ Steel	160	160	168	175	163	164	172	174	162	158	145	150	158
Banking/ Financial Services , Insurance	298	319	350	370	367	375	391	392	412	430	439	442	459
Education	182	185	188	188	189	187	190	190	189	188	196	199	194
Production and Manufacturing	134	136	155	163	176	160	158	159	161	158	172	169	181
Automotive/ Ancillaries / Tyres	120	118	121	123	127	126	127	125	130	134	145	139	144
Telecom/ISP	293	321	351	367	377	364	381	435	396	393	397	378	390
Oil/ Gas/ Petroleum, Power	107	103	108	112	119	115	115	119	121	124	124	126	116

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Annexure: Industry Data*

Industries	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22
Healthcare, Bio Technology & Life Sciences, Pharmaceuticals	278	286	314	319	314	317	308	302	315	312	323	314	317
Advertising, Market Research, Public Relations (PR)	179	179	185	188	191	189	193	196	205	206	200	194	203
Travel and Tourism	125	109	112	130	132	134	143	147	146	135	141	150	144
Home Appliances	476	537	562	608	605	608	607	614	639	605	620	588	630
Media & Entertainment	464	453	476	462	456	444	440	436	436	437	419	391	383
Chemicals/ Plastic/ Rubber, Paints, Fertilizer/ Pesticides	115	108	113	114	111	111	116	115	119	119	127	116	133
FMCG, Food & Packaged Food	168	161	163	175	166	164	165	161	173	165	171	166	172
Garments/ Textiles/ Leather, Gems & Jewellery	118	109	114	118	146	121	122	127	134	130	134	131	135

... Continued

Annexure: Industry Data*

Industries	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22
Real Estate	140	135	144	157	156	159	160	159	168	168	175	174	177
Retail	314	389	413	416	412	420	423	425	475	436	427	407	461
Logistic, Courier/ Freight/ Transportation	245	241	252	264	254	262	265	265	263	266	269	264	273
Import / Export	66	59	74	75	75	78	79	79	79	78	78	77	85
Government/ PSU/ Defence	69	68	70	69	69	68	68	68	68	70	69	69	70
Shipping/Marine	115	111	123	140	145	149	133	121	120	121	132	128	132
Printing/ Packaging	151	139	141	141	149	166	166	171	183	179	179	169	174
NGO/Social Services	172	165	170	176	172	181	183	188	192	197	192	192	189
Agro based industries	91	84	85	90	85	85	85	86	96	101	96	95	104
Office Equipment/Automation	97	102	107	117	116	122	158	191	203	204	205	205	212

Annexure: Functional Area Data*

Functions	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22
Software, Hardware, Telecom	422	449	465	494	503	488	489	481	493	491	495	487	527
Customer Service	154	145	153	160	164	160	161	159	157	149	154	148	166
Engineering /Production	220	235	251	260	261	254	253	255	257	254	255	252	255
Finance & Accounts	195	191	212	226	226	228	231	235	245	247	263	266	291
Sales & Business Development	297	287	301	317	320	308	299	300	301	301	321	311	308
Senior Management	225	221	227	245	246	259	270	250	256	236	260	253	260
HR & Admin	167	160	173	183	182	190	195	198	208	202	214	216	227
Marketing & Communications	219	218	229	234	273	237	236	239	242	239	245	240	248
Health Care	322	308	338	343	343	339	331	324	343	334	334	332	342
Purchase/ Logistics/ Supply Chain	167	172	180	186	182	195	186	183	175	171	164	164	174
Hospitality & Travel	142	129	136	152	153	150	157	160	160	146	160	166	165
Legal	190	192	202	210	211	202	193	193	197	197	201	211	209
Arts/Creative	183	175	181	181	180	190	193	187	186	178	182	182	185

Annexure: City Wise Data*

Cities	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22
Mumbai	252	253	258	272	280	278	277	273	285	282	304	310	324
Bangalore	414	435	442	470	473	457	446	431	452	451	478	473	495
Delhi - NCR	212	206	212	229	230	232	231	224	233	214	242	242	249
Hyderabad	309	302	306	326	335	328	328	323	335	325	346	349	370
Chennai	240	241	250	266	273	263	261	255	263	261	278	274	290
Pune	308	310	329	351	354	346	338	324	335	336	353	347	364
Kolkata	276	296	312	329	317	305	290	295	305	301	316	311	299
Ahmedabad	342	309	320	328	329	332	329	322	326	321	343	346	361
Chandigarh	311	293	311	322	318	316	312	302	301	284	293	288	310
Kochi	252	258	260	270	258	256	256	246	253	256	258	264	273
Baroda	206	206	224	226	229	235	236	232	229	218	228	233	237
Coimbatore	267	257	272	281	288	287	295	295	300	304	323	324	335
Jaipur	254	241	252	253	251	246	248	247	253	251	266	251	261

Annexure: Experience Level Data*

Experience Level	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22
0 - 3 years	290	284	302	318	321	322	324	329	335	324	329	330	346
4 - 6 years	296	298	314	337	345	344	342	345	352	350	359	353	362
7 - 10 years	201	204	213	228	234	234	239	245	246	247	246	241	248
11 - 15 years	111	111	114	119	119	121	123	124	125	122	124	123	123
> 16 years	141	169	175	175	171	178	184	188	186	182	184	181	182

Thank you

