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Employment Index

July 2022

Hiring Trends in India



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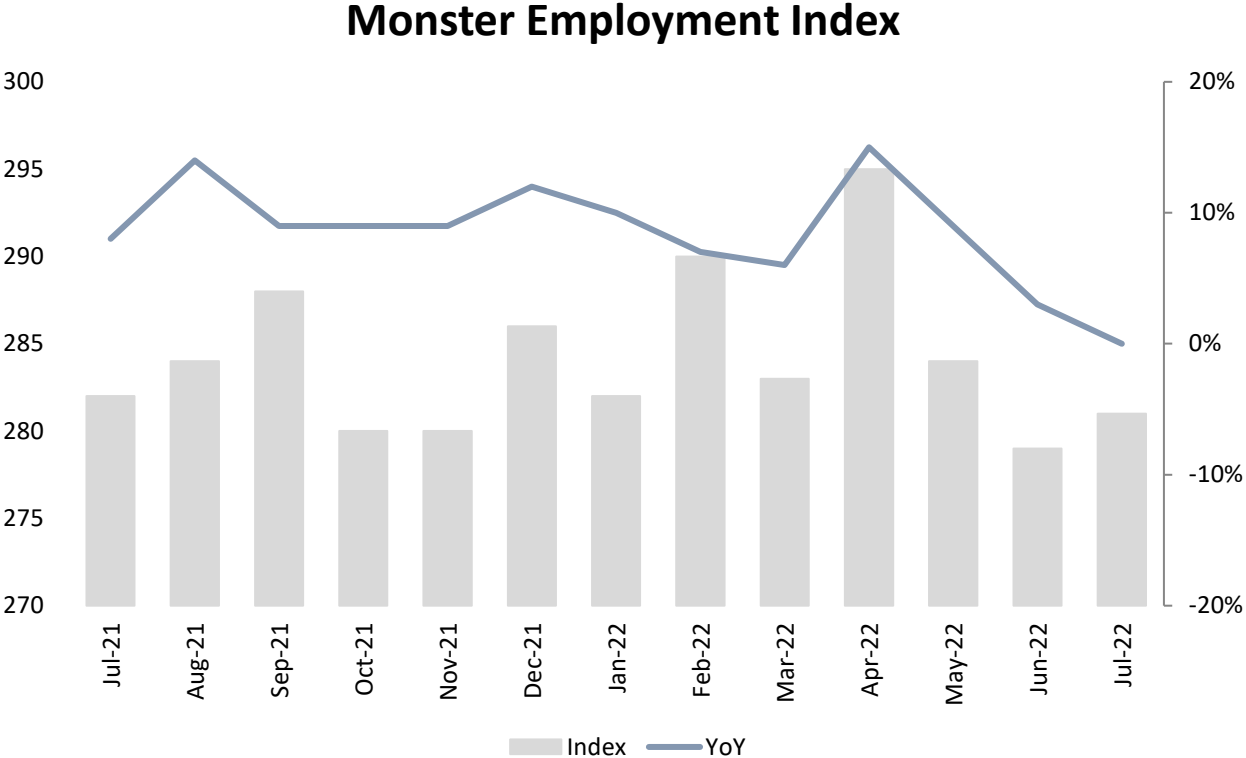


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Key Highlights of the Month

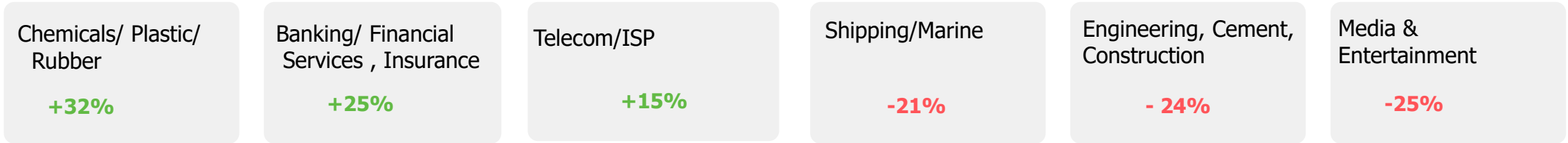
Monster Employment Index for July'22 matched the year ago level in e-recruitment activity.

- ✓ The Monster Employment Index (MEI) decreased to 281 in July 2022 from 282 in July 2021.
- ✓ MoM, Index reflected 1% growth, as June 2022 saw an index of 279.
- ✓ Although there is restrained job demand in certain sectors but a positive hiring intent is observed among employers, following the strategic approach to overcome the socio-economic pull ups if any.

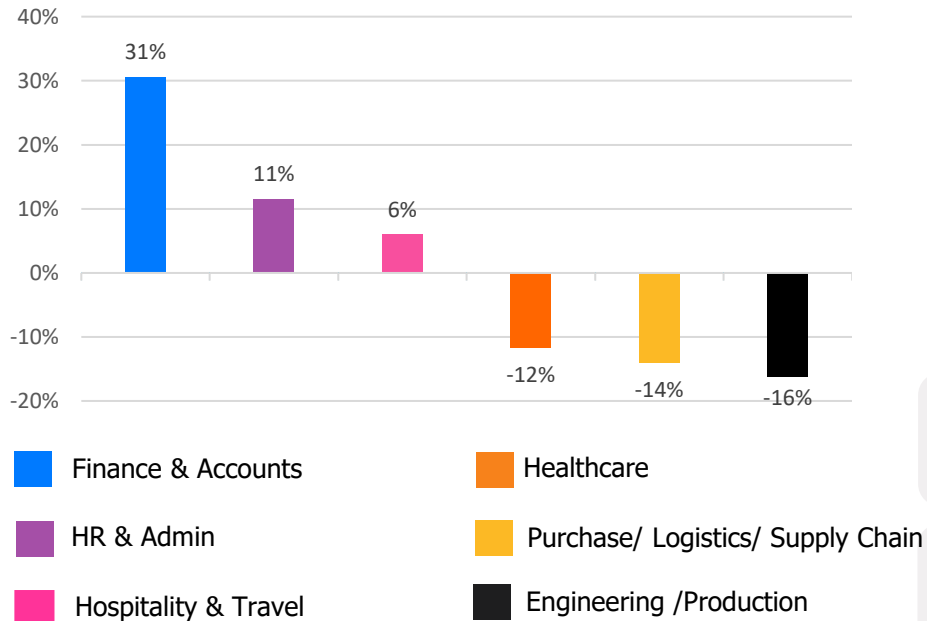


Hiring Trends – Summary*

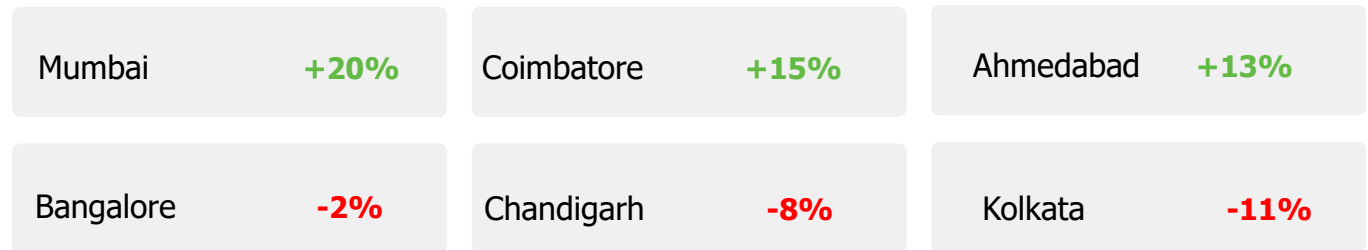
INDUSTRY



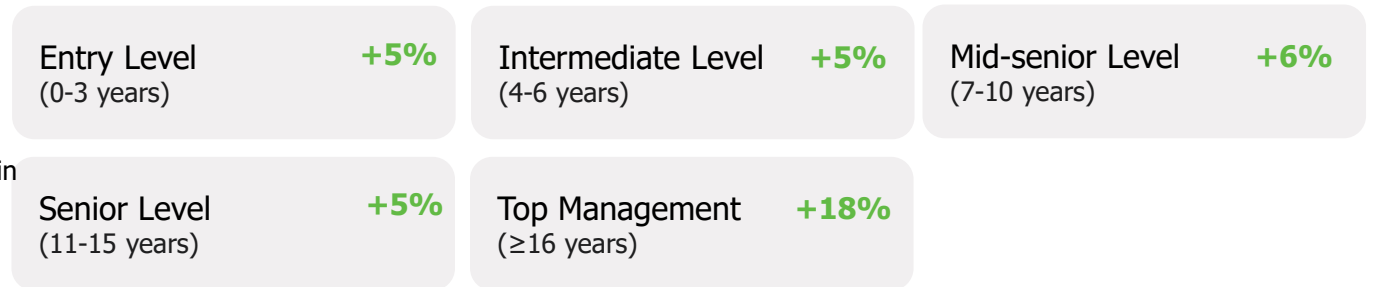
FUNCTIONAL AREA



ACROSS CITIES



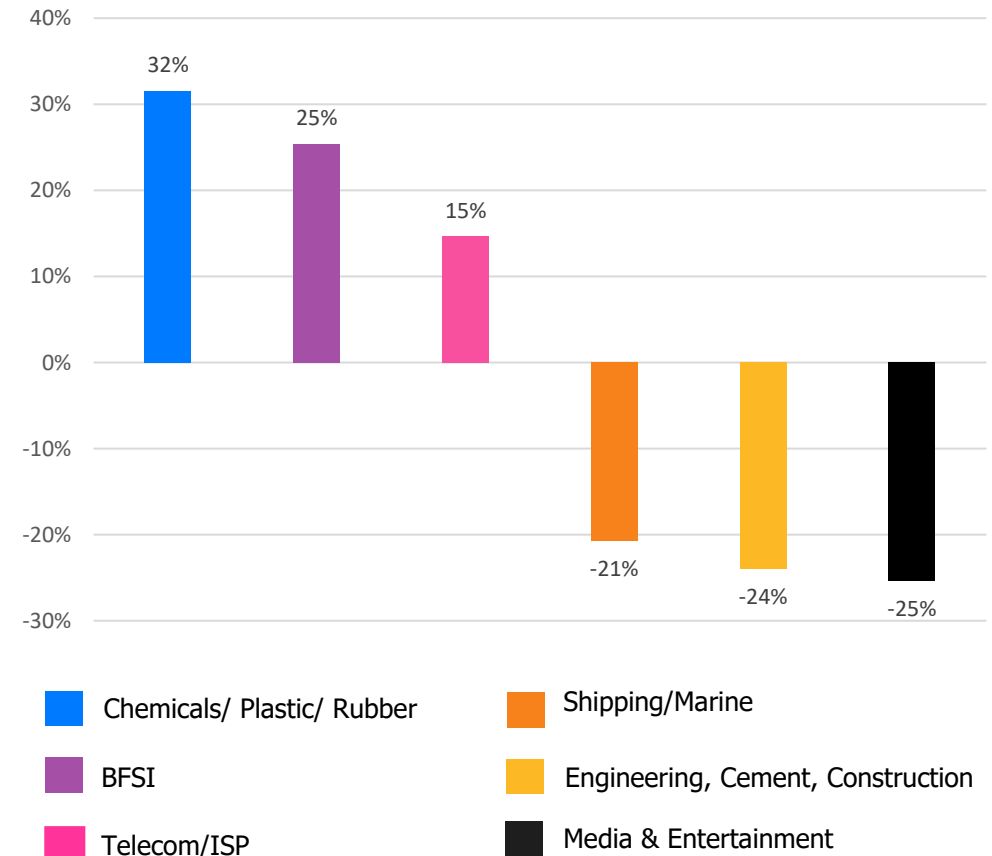
WORK EXPERIENCE



Hiring Trends – Industry*

16 of the 27 industry sectors monitored by the Index showed positive annual growth trends in July'22.

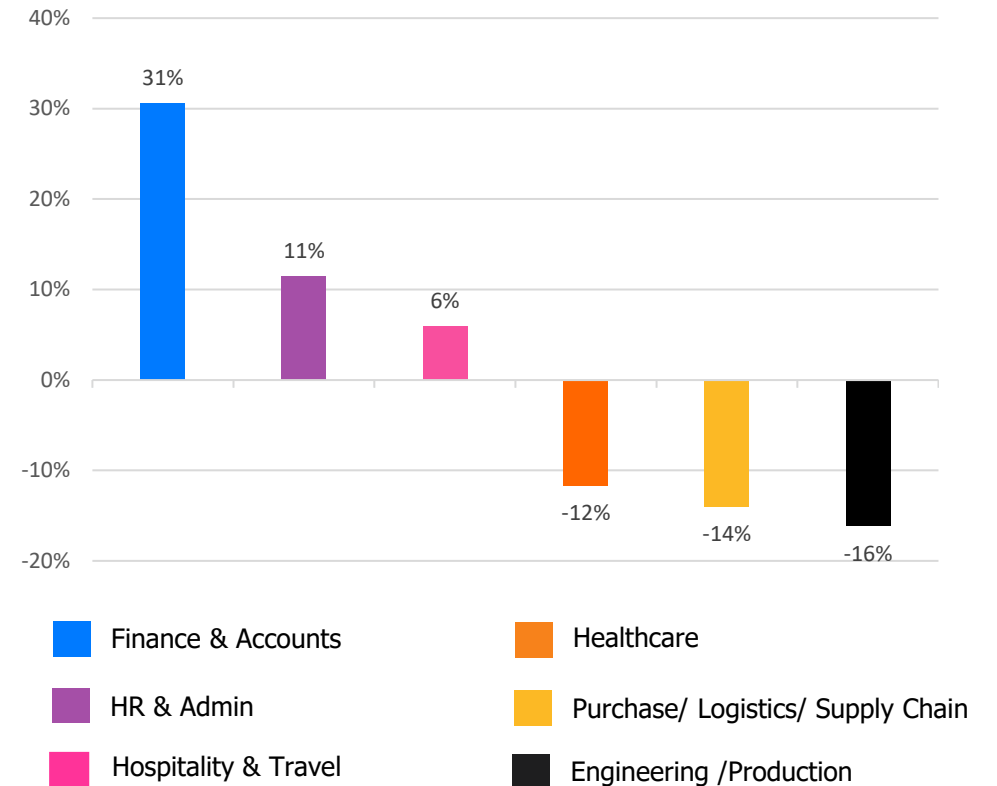
- ✓ **Chemicals/ Plastic/ Rubber, Paints, Fertilizer/ Pesticides** (+32%) has been on the center stage this month as a lot of advancement is seen in this sector due to adoption of nanotechnology & nanoparticles and building the sustainable approach. **BFSI** (+25%) continued to chart double-digit growth whereas **Telecom/ISP** (+15%) sector regained momentum with the upcoming 5G into play.
- ✓ **Media & Entertainment** (-25%) industry registered a significant slowdown followed closely by **Engineering, Cement, Construction, Iron/ Steel** (-24%). **Shipping/ Marine** (-21%) too recorded the most notable annual decline among industry sectors in July'22.
- ✓ Online recruitment activity surpassed the year ago level in **Advertising, MR, PR** (+5%), **Travel and Tourism** (+8%), **Automotive/ Ancillaries/ Tyres** (+9%), **Retail** (+10%), **BPO/ITES** (+10%), **Real Estate** (+10%), **Production and Manufacturing** (+14%) however **Logistic, Courier/ Freight/ Transportation** (0%) remained stagnant. Also, the long-term growth momentum eased in **Healthcare, Bio Technology & Life Sciences, Pharmaceuticals** (-8%) and **Education** (-7%). Also, the dip in the **IT-Hardware, Software** (-6%) sector can be attributed to global uncertainties .



Hiring Trends - Functional Area*

Online hiring demand increased for 5 functions out of 13 monitored by the Index

- ✓ There continues to be high demand for **Finance and Accounts** (+31%) function. Demand for the group has seen a rise in connivance with the increase in the related BFSI sector. **HR & Admin** (+11%) roles continued to grow at a significantly moderated pace annually in July'22. **Hospitality & Travel** (+6%) professionals also saw bit restrained hiring demand annually.
- ✓ **Engineering/ Production** (-16%), **Purchase/ Logistics/ Supply Chain** (-14%) and **Healthcare** (-12%) continued to record the most notable annual decline among monitored functions in July'22 from the year ago level.
- ✓ Among others, **Marketing & Communications** (-3%), **Software, Hardware, Telecom** (-3%), **Customer Service** (-4%) and **Sales & Business Development** (-7%) professionals saw subsequent annual decline while **Arts/Creative** (0%) job roles saw muted demand in July'22.



Hiring Trends - Across Cities*

8 out of 13 cities monitored by the Index exhibited positive year-on-year growth this month

- ✓ **Mumbai** (+20%) charted the maximum annual growth among all monitored cities in July'22 tailed by **Coimbatore** (+15%) and **Ahmedabad** (+13%) marking the improved hiring sentiments in tier-2 cities.
- ✓ Other cities that witnessed an uptick in hiring were **Hyderabad** (+8%), **Delhi-NCR** (+6%), **Chennai** (+4%) **Pune** (+4%) and **Kochi** (+1%) whereas **Jaipur** (-1%), **Baroda** (-2%), **Bangalore** (-2%) reflected a negative annual trend along with **Kolkata** (-11%) ,which registered the double-digit annual decline in July'22.
- ✓ **BFSI** and **IT- Hardware, Software** industry saw a subsequent growth in hiring activity in all metros. Also, **Finance and Accounts** and **HR & Admin** saw strong annual growth in major 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	53%	49%	51%	44%	55%	66%
BPO/ITES	12%	7%	3%	22%	-2%	3%
Engineering, Cement, Construction, Iron/ Steel	-12%	-2%	-4%	-6%	-2%	3%
IT - Hardware, Software	6%	11%	22%	11%	21%	12%
Production and Manufacturing	26%	15%	-1%	-8%	15%	5%
FUNCTIONS						
Marketing & Communications	6%	-4%	-2%	-4%	20%	-1%
Finance and Accounts	24%	29%	23%	27%	40%	28%
HR and Admin	15%	21%	14%	12%	33%	11%
Sales & Business Development	8%	5%	-1%	2%	12%	1%
Software, Hardware, Telecom	-25%	-16%	-19%	-25%	-16%	-23%

Hiring Trends - Experience Level*

0 - 3 Years

+5%

Demand for entry-level job seekers with experience of 0-3 year saw an upsurge by 5%.

4 - 6 Years

+5%

Hiring for Intermediate level roles with an experience of 4-6 years increased by 5%.

7 - 10 Years

+6%

Mid-senior level roles with 7-10 years of experience also witnessed notable increase of 6%.

11 - 15 Years

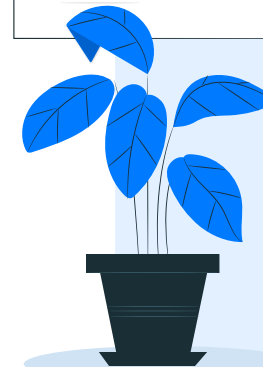
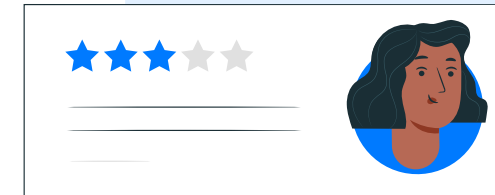
+5%

Hiring for Senior level roles with 11-15 years of experience marked 5% growth.

≥ 16 Years

+18%

Leadership roles with experience of 16+ year exhibited steepest growth of 18% 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 May 2010 with data collected since October 2009 followed by Gulf in April 2011 with data collected since October 2010; Singapore in May 2014 with data collected since January 2011; Philippines and Malaysia in May 2015 with data collected since February 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

www.monster.com.my

www.monstergulf.com

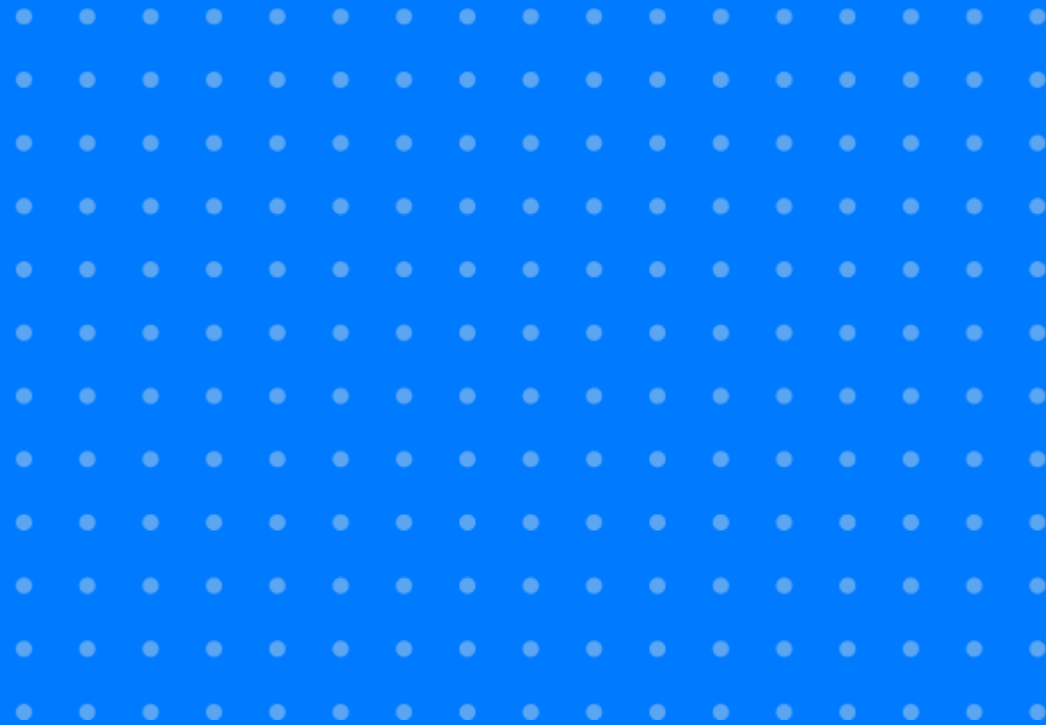
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Annexure



Annexure: Industry Data*

Industries	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22
IT - Hardware, Software	718	721	720	739	714	736	739	744	730	737	682	684	674
BPO/ITES	148	153	160	159	157	158	154	171	169	167	168	164	163
Engineering, Cement, Construction, Iron/ Steel	175	163	164	172	174	162	158	145	150	158	146	135	133
Banking/ Financial Services , Insurance	370	367	375	391	392	412	430	439	442	459	441	447	464
Education	188	189	187	190	190	189	188	196	199	194	188	181	175
Production and Manufacturing	163	176	160	158	159	161	158	172	169	181	175	180	186
Automotive/ Ancillaries / Tyres	123	127	126	127	125	130	134	145	139	144	137	133	134
Telecom/ISP	367	377	364	381	435	396	393	397	378	390	437	394	421
Oil/ Gas/ Petroleum, Power	112	119	115	115	119	121	124	124	126	116	115	110	114

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Annexure: Industry Data*

Industries	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22
Healthcare, Bio Technology & Life Sciences, Pharmaceuticals	319	314	317	308	302	315	312	323	314	317	296	300	294
Advertising, Market Research, Public Relations (PR)	188	191	189	193	196	205	206	200	194	203	194	196	198
Travel and Tourism	130	132	134	143	147	146	135	141	150	144	140	140	140
Home Appliances	608	605	608	607	614	639	605	620	588	630	586	537	531
Media & Entertainment	462	456	444	440	436	436	437	419	391	383	368	351	345
Chemicals/ Plastic/ Rubber, Paints, Fertilizer/ Pesticides	114	111	111	116	115	119	119	127	116	133	134	140	150
FMCG, Food & Packaged Food	175	166	164	165	161	173	165	171	166	172	159	163	165
Garments/ Textiles/ Leather, Gems & Jewellery	118	146	121	122	127	134	130	134	131	135	133	129	130

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Annexure: Industry Data*

Industries	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22
Real Estate	157	156	159	160	159	168	168	175	174	177	169	168	172
Retail	416	412	420	423	425	475	436	427	407	461	430	419	456
Logistic, Courier/ Freight/ Transportation	264	254	262	265	265	263	266	269	264	273	257	257	265
Import / Export	75	75	78	79	79	79	78	78	77	85	87	84	78
Government/ PSU/ Defence	69	69	68	68	68	68	70	69	69	70	67	67	67
Shipping/Marine	140	145	149	133	121	120	121	132	128	132	107	111	111
Printing/ Packaging	141	149	166	166	171	183	179	179	169	174	185	163	138
NGO/Social Services	176	172	181	183	188	192	197	192	192	189	189	189	189
Agro based industries	90	85	85	85	86	96	101	96	95	104	93	88	89
Office Equipment/Automation	117	116	122	158	191	203	204	205	205	212	205	212	208

Annexure: Functional Area Data*

Functions	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22
Software, Hardware, Telecom	494	503	488	489	481	493	491	495	487	527	506	494	480
Customer Service	160	164	160	161	159	157	149	154	148	166	168	157	153
Engineering /Production	260	261	254	253	255	257	254	255	252	255	245	220	218
Finance & Accounts	226	226	228	231	235	245	247	263	266	291	283	285	295
Sales & Business Development	317	320	308	299	300	301	301	321	311	308	295	282	296
Senior Management	245	246	259	270	250	256	236	260	253	260	243	251	257
HR & Admin	183	182	190	195	198	208	202	214	216	227	213	206	204
Marketing & Communications	234	273	237	236	239	242	239	245	240	248	242	233	228
Health Care	343	343	339	331	324	343	334	334	332	342	318	311	303
Purchase/ Logistics/ Supply Chain	186	182	195	186	183	175	171	164	164	174	169	162	160
Hospitality & Travel	152	153	150	157	160	160	146	160	166	165	164	160	161
Legal	210	211	202	193	193	197	197	201	211	209	193	195	196
Arts/Creative	181	180	190	193	187	186	178	182	182	185	183	176	181

Annexure: City Wise Data*

Cities	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22
Mumbai	272	280	278	277	273	285	282	304	310	324	319	318	326
Bangalore	470	473	457	446	431	452	451	478	473	495	475	460	460
Delhi - NCR	229	230	232	231	224	233	214	242	242	249	239	239	242
Hyderabad	326	335	328	328	323	335	325	346	349	370	350	351	352
Chennai	266	273	263	261	255	263	261	278	274	290	278	270	276
Pune	351	354	346	338	324	335	336	353	347	364	351	360	364
Kolkata	329	317	305	290	295	305	301	316	311	299	314	307	294
Ahmedabad	328	329	332	329	322	326	321	343	346	361	355	355	369
Chandigarh	322	318	316	312	302	301	284	293	288	310	302	297	296
Kochi	270	258	256	256	246	253	256	258	264	273	264	272	273
Baroda	226	229	235	236	232	229	218	228	233	237	231	224	222
Coimbatore	281	288	287	295	295	300	304	323	324	335	326	324	323
Jaipur	253	251	246	248	247	253	251	266	251	261	248	245	250

Annexure: Experience Level Data*

Experience Level	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22
0 - 3 years	312	315	315	317	322	327	331	319	322	336	333	324	329
4 - 6 years	337	345	343	340	344	350	351	354	348	356	356	350	355
7 - 10 years	233	239	241	246	248	250	243	251	244	252	250	246	247
11 - 15 years	120	120	123	126	127	127	124	126	125	125	126	126	126
> 16 years	180	190	199	207	212	209	204	205	202	203	209	209	213

Thank you

