

monster® EMPLOYMENT INDEX

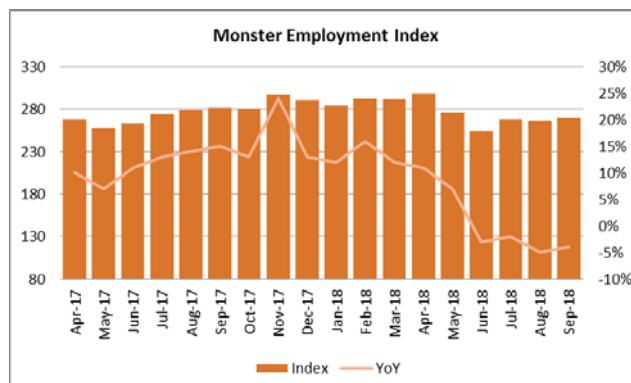
Production and Manufacturing continues to lead online hiring for six months in a row: Monster Employment Index September 2018

- **Production and Manufacturing (up 69 percent)** led the y-o-y growth in September 2018, followed by **Retail (up 36 percent)**
- Y-o-y increase in demand for professionals in **Healthcare (up 15 percent)** and **HR & Admin (up 14 percent)**
- **Entry level candidates (0-3 years)** witnessed the highest y-o-y increase in demand amongst the all occupations monitored
- **Chandigarh (up 15 percent)** tops the y-o-y growth chart of online recruitment activities, followed by **Jaipur (up 2 percent)**

New Delhi, 9 October 2018: [Monster Employment Index](#) for September 2018 registered **4 percent y-o-y decline** in online recruitment activities, exhibiting downtrend for the fourth successive month. The **Production and Manufacturing** sector registered the steepest growth among monitored sectors in the [Monster Employment Index](#). The growth momentum for the Production and Manufacturing sector paced up from **64 percent in August** to **69 percent in September 2018**.

The **Retail (up 36 percent y-o-y)** sector was the second most actively hiring sector despite reduction in pace of growth, down from 48 percent in August 2018.

Occupation wise, the y-o-y demand for **Healthcare professionals (up 15 percent)** led all monitored job roles. **HR & Admin (up 14 percent)** and **Finance & Account (up 11 percent)** professionals also witnessed higher demand when compared with the corresponding period a year-ago. Entry level (**0-3 years**) candidates witnessed the largest y-o-y increase in demand during this period amongst all other occupations monitored.



Commenting on the trends, Abhijeet Mukherjee, CEO, Monster.com, APAC & Gulf said, "The current ease in hiring activity is indicative of a cautious hiring scenario, however the demand for freshers with 0-3 years of experience is on the rise especially across job roles. This puts emphasis on the need to develop corporate programs which enable these young professionals through proper guidance in order to be job-ready. Moreover, non-metro cities such as Chandigarh and Jaipur are outpacing metro cities, showcasing the availability of greater opportunities in tier II cities.

He also added, "Production and Manufacturing continues to lead the online hiring scenario, emerging as a key sector. The Government's impetus towards making India a manufacturing hub has put the sector in a high growth trajectory, which will definitely enhance India's position in the world economy."

City-wise, non-metros outperformed metros with **Chandigarh (up 15 percent)** and **Jaipur (up 2 percent)** as the only cities to register positive growth on the year even in September while the pace of growth continued to slide. Month-on-month, e-recruitment activity in these cities expanded by **3 percent** and **2 percent** respectively.

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

Apr 17	May 17	Jun 17	Jul 17	Aug 17	Sep 17	Oct 17	Nov 17	Dec 17	Jan 18	Feb 18	Mar 18	Apr 18	May 18	Jun 18	Jul 18	Aug 18	Sep 18	Y-O-Y
268	258	263	274	279	282	281	297	291	284	293	292	298	276	254	268	266	270	-4%

Industry Year-over-year Trends: Online demand exceeded the year-ago level in 14 of the 27 industry sectors monitored by the Index.

- **Production and Manufacturing** sector continued to chart progressive growth on a year-on-year basis. A 69 percent growth from the corresponding period in 2017 is the steepest recorded since the growth momentum picked up in October 2017. Month-on-month demand increased by five percent. In the past three-months between June and September there has been a 24 percent increase in hiring activity in the sector.
- **Retail** sector registered 36 percent growth from the year-ago level and was the second most actively hiring sector despite reduction in pace of growth; down from 48 percent increase in August 2018. Demand on month eased by seven percent. Nevertheless, recruitment demand in the sector was higher than the three-month and six-month level by 16 percent respectively.
- Online recruitment activity in **Telecom/ISP** (down five percent) slipped below the year-ago level for the first time since December 2014. It is notable that the year-on-year growth momentum in the sector has been moderating consistently since March 2018. The sector also witnessed fewer opportunities on the month as well; down by 12 percent. Three-month (down 10 percent) and six-month (down 18 percent) growth rates are also indicative of slowdown in hiring demand in the sector.
- E-recruitment activity in **IT - Hardware, Software** (down one percent) and **BPO/ITES** (down five percent) continued to be low. It is notable however, in case of BPO/ITES this is the least year-on-year decline registered since June 2017. The sector also witnessed a 10 percent surge in month-on-month recruitment demand; the steepest recorded among all monitored sectors.
- **Healthcare, Bio Technology & Life Sciences, Pharmaceuticals** (up 13 percent) was among the top hiring sectors year-on-year. Demand on the month paced up by nine percent.
- **NGO/Social Services** (down 33 percent) sector registered the steepest annual decline among all monitored sectors.

Top Growth Industries

Lowest Growth Industries

Year-over-year Growth	Sep 17	Sep 18	% Growth Y-o-Y
Production and Manufacturing	141	238	69%
Retail	292	397	36%
Home Appliances	469	578	23%
Oil/ Gas/ Petroleum, Power	134	155	16%
Healthcare, Bio Technology & Life Sciences, Pharmaceuticals	332	376	13%

Year-over-year Growth	Sep 17	Sep 18	% Growth Y-o-Y
Import / Export	113	97	-14%
Agro based industries	177	146	-18%
Garments/ Textiles/ Leather, Gems & Jewellery	157	129	-18%
Printing/ Packaging	202	161	-20%
NGO/Social Services	273	184	-33%

E-Commerce: Online demand in e-commerce sector continued to be low on the year; down by one percent. E-recruitment recovered by four percent on a month-on-month basis.

Apr 17	May 17	Jun 17	Jul 17	Aug 17	Sep 17	Oct 17	Nov 17	Dec 17	Jan 18	Feb 18	Mar 18	Apr 18	May 18	Jun 18	Jul 18	Aug 18	Sep 18	Y-O-Y
116	121	122	116	116	117	115	117	114	115	119	119	119	117	117	117	112	116	-1%

Occupation Year-over-year Trends: Online recruitment activity surpassed the year-ago level in five of the 13 occupation groups monitored by the Index.

- **Health Care** (up 15 percent) professionals registered the steepest increase in demand on the year aligning with growing demand in the sector; the growth momentum, nevertheless, continued to slow vis-à-vis past months. Demand on the month grew by three percent. Entry (0-3 years) and mid-senior level (7-10 years) candidates witnessed the largest increase in demand during this period; up by 10 percent respectively.
- **HR & Admin** (up 14 percent) and **Finance & Account** (up 11 percent) professionals also witnessed higher demand when compared with the corresponding period a year-ago. The pace of growth year-on-year, however, eased further between August and September. The steepest increase in demand once again is noted at entry level (0-3 years) for both the job roles; up 38 percent and 24 percent respectively.
- **Software, Hardware, Telecom** (down five percent) and **Marketing & Communications** (down seven percent) were the only job roles to registered improved year-on-year growth. It is to be noted however that the growth trend continued to be negative. Month-on-month demand increased by one percent and four percent respectively.
- Year-on-year, demand eased the most for **Arts/Creative** professionals; down by 21 percent.

Top Growth Occupations

Year-over-year Growth	Sep 17	Sep 18	% Growth Y-o-Y
Health Care	367	421	15%
HR & Admin	199	227	14%

Lowest Growth Occupations

Year-over-year Growth	Sep 17	Sep 18	% Growth Y-o-Y
Hospitality & Travel	231	223	-3%
Software, Hardware, Telecom	350	334	-5%

Finance & Accounts	240	266	11%
Legal	248	268	8%
Sales & Business Development	374	393	5%

Marketing & Communications	258	240	-7%
Customer Service	281	242	-14%
Arts/Creative	219	174	-21%

Year-over year Trends by Experience level: Occupations

Top Growth Occupations/Experience	0-3 YR	4-6 YR	7-10 YR	10-15 YR	>15 YR
Health Care	10%	-6%	-10%	-1%	-3%
HR & Admin	38%	9%	8%	5%	16%
Finance & Accounts	24%	2%	0%	-2%	2%
Legal	45%	-2%	1%	12%	13%
Sales & Business Development	15%	-7%	-6%	-10%	3%

Geographic Year-over-year Trends: E-recruitment activity exceeded the year-ago level in two of the 13 cities monitored by the Index.

- **Chandigarh** (up 15 percent) and **Jaipur** (up 2 percent) were the only cities to register positive growth on the year even in September while the pace of growth continued to slide. Month-on-month, e-recruitment activity expanded by three percent and two percent respectively.
- Online hiring activity was lower than the corresponding period a year-ago in the five key cities of **Hyderabad** (down six percent), **Bangalore** (down five percent), **Chennai** (down three percent), **Delhi-NCR** (down eight percent) and **Mumbai** (down four percent) even in September. The pace of year-on-year decline, nevertheless, tapered in the cities of Bangalore, Hyderabad and Chennai when compared to the previous month. On a month-on-month basis, demand recovered in Mumbai, Bangalore, Chennai and Hyderabad. Delhi-NCR, on the other hand, witnessed a marginal decline of one percent between August and September.
- **Kochi** (down 16 percent) exhibited the most notable annual decline among cities. Month-on-month, recruitment activity eased by three percent.

Top Growth Cities

Year-over-year Growth	Sep 17	Sep 18	% Growth Y-o-Y
Chandigarh	295	339	15%
Jaipur	290	296	2%
Pune	283	280	-1%
Chennai	245	238	-3%

Lowest Growth Cities

Year-over-year Growth	Sep 17	Sep 18	% Growth Y-o-Y
Delhi-NCR	244	225	-8%
Kolkata	352	317	-10%
Ahmedabad	346	311	-10%
Baroda	265	228	-14%

Coimbatore	310	299	-4%	Kochi	294	247	-16%
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Month-over-month Trends for Key Industries & Occupations in Prime Cities:

- Of the five key cities, online recruitment activity in **Banking/ Financial Services, Insurance** sector saw the steepest rise in Chennai. Month-on-month, online hiring activity saw a growth of seven percent following decline of one percent in August. As a result, demand for **Finance and Accounts** professionals also paced up by eight percent.
- Month-on-month, **BPO/ITES** sector saw notable increase in recruitment demand in Chennai (up 11 percent) and Hyderabad (up 19 percent). Moderate growth of eight percent and three percent was noted in Mumbai and Bangalore as well. Delhi-NCR however, witnessed reduction in demand by two percent.
- **Production and Manufacturing** sector registered increased recruitment activity in Chennai, Mumbai and Bangalore. Recruitment activity in Hyderabad was steady at August level while Delhi-NCR witnessed a reduction in demand by five percent.
- Online hiring demand in **IT - Hardware, Software** was low in all major cities. Chennai was the only city to register marginal growth of one percent month-on-month.
- Delhi-NCR aside, all prime cities witnessed significant increase in demand for **HR and Admin.** professionals. Online demand for **Marketing & Communications; and Sales & Business Development** was upbeat in all key cities.

Industries/Cities

Month-over-month Growth	Bangalore	Chennai	Delhi-NCR	Hyderabad	Mumbai
Banking/ Financial Services , Insurance	0%	7%	3%	1%	0%
BPO/ITES	3%	11%	-2%	19%	8%
Engineering, Cement, Construction, Iron/ Steel	-3%	3%	1%	4%	1%
IT - Hardware, Software	-1%	1%	0%	0%	-1%
Production and Manufacturing	3%	6%	-5%	0%	3%

Occupations/Cities

Month-over-month Growth	Bangalore	Chennai	Delhi-NCR	Hyderabad	Mumbai
Marketing & Communications	2%	2%	1%	2%	4%
Finance and Accounts	0%	8%	2%	-1%	2%
HR and Admin.	10%	18%	-2%	16%	8%
Sales & Business Development	1%	4%	4%	4%	4%

Software, Hardware, Telecom	1%	2%	0%	1%	-1%
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By Industry

	2017				2018								
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
IT - Hardware, Software	525	531	565	563	542	557	555	568	541	493	522	517	518
BPO/ITES	221	189	196	195	187	192	191	206	188	187	187	190	209
Engineering, Cement, Construction, Iron/Steel	189	186	201	198	192	204	208	205	196	184	183	199	206
Banking/Financial Services/Insurance	353	330	342	353	371	371	369	375	354	322	370	370	383
Education	256	259	273	279	274	286	284	281	275	268	269	285	285
Production and Manufacturing	141	155	166	169	174	194	191	202	189	192	223	227	238
Automotive/Ancillaries/Tyres	187	185	186	200	192	218	212	225	207	191	187	184	193
Telecom/ISP	259	251	273	276	276	299	300	301	282	273	306	279	245
Oil/Gas/Petroleum, Power	134	143	147	147	141	150	151	154	144	135	140	144	155
Healthcare, Bio Technology & Life Sciences, Pharmaceuticals	332	323	352	340	330	347	349	353	340	315	348	346	376
Advertising, Market Research, Public Relations	157	155	164	165	163	173	172	172	165	154	160	156	160
Travel & Tourism	277	277	296	279	266	283	284	281	280	245	257	296	300
Home Appliances	469	457	491	516	520	554	547	573	551	511	542	533	578
Media & Entertainment	370	366	402	377	380	385	373	383	363	328	331	321	321
Chemicals/Plastic/Rubber, Paints, Fertilizer/Pesticides	146	131	154	153	148	154	147	150	140	133	136	133	136
Consumer Goods/FMCG, Food & Packaged Food	265	261	267	260	255	285	266	269	244	230	236	242	249
Garments/Textiles/Leather, Gems & Jewellery	157	148	153	153	147	146	144	157	139	125	126	121	129
Real Estate	171	168	178	179	177	187	188	205	182	177	171	171	176
Retail	292	284	280	284	260	322	341	361	362	341	395	426	397
Logistic, Courier/Freight/Transportation	244	242	261	263	247	252	253	254	242	229	235	239	246
Import/Export	113	125	121	118	117	116	113	119	97	86	84	112	97
Government/PSU/Defence	91	87	89	83	79	78	76	76	78	79	82	86	82
Shipping/Marine	123	122	122	116	115	122	120	127	117	110	112	118	115
Printing/Packaging	202	191	203	193	180	185	178	186	170	145	148	147	161

NGO/Social Services	273	256	273	248	230	228	223	227	208	195	201	201	184
Agro based industries	177	158	143	137	137	133	155	150	145	134	141	140	146
Office Equipment/Automation	103	101	101	100	100	102	103	111	106	98	107	100	104

By Occupation

	2017				2018								
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Software, Hardware, Telecom	350	347	365	364	350	355	355	366	342	319	334	332	334
Customer Service	281	274	280	272	259	263	261	272	254	250	248	247	242
Engineering/Production	231	230	249	241	247	246	252	241	231	215	226	225	232
Finance & Accounts	240	236	250	247	258	262	263	277	260	240	262	259	266
Sales & Business Development	374	358	396	398	399	415	405	425	391	356	376	381	393
Senior Management	245	253	259	261	257	263	265	280	259	234	242	244	240
HR & Admin	199	201	215	215	215	224	231	243	226	221	234	230	227
Marketing & Communications	258	252	273	268	267	273	268	274	253	224	229	230	240
Health Care	367	363	389	389	373	408	418	439	417	400	413	410	421
Purchase/Logistics/Supply Chain	203	199	205	201	194	203	207	213	195	185	197	196	197
Hospitality & Travel	231	236	257	246	237	242	254	265	248	226	229	233	223
Legal	248	243	252	254	250	253	260	273	249	245	266	279	268
Arts/Creative	219	217	226	220	218	220	214	219	196	167	176	172	174

By Local Market

	2017				2018								
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Mumbai	319	321	335	335	323	334	332	348	322	301	302	303	306
Bangalore	336	336	351	351	335	341	350	366	336	309	320	314	320
Delhi-NCR	244	241	248	251	243	246	248	258	240	228	232	227	225
Hyderabad	270	265	283	280	269	275	276	289	267	248	252	247	255
Chennai	245	243	253	253	241	248	256	263	246	225	232	230	238
Pune	283	281	295	300	290	293	298	312	289	268	271	269	280

Kolkata	352	348	369	367	352	363	355	372	358	326	324	317	317
Ahmedabad	346	342	365	373	372	383	376	382	353	312	315	309	311
Chandigarh	295	298	317	330	327	337	341	349	332	311	334	330	339
Kochi	294	290	318	308	308	316	326	344	303	260	258	254	247
Baroda	265	271	290	284	285	305	284	289	259	230	236	226	228
Coimbatore	310	316	333	323	312	316	320	336	323	299	302	286	299
Jaipur	290	303	312	307	303	308	317	322	299	281	296	291	296

About the **Monster Employment Index**

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. 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. 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.

About **Monster APAC & Gulf**

Monster, for more than 20 years, is a leading online career and recruitment resource and with its cutting-edge technology provides relevant profiles to employers and relevant jobs to jobseekers across industry verticals, experience levels and geographies. Monster provides the widest and most sophisticated job seeking, career management, recruitment and talent management capabilities.

Monster in APAC & Gulf started its operations with India, in 2001 and 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 10 other cities of India viz., Mumbai, Delhi, Bangalore, Chennai, Pune, Kolkata, Ahmedabad, Baroda, Chandigarh, and Cochin. Monster Mobile App in India was voted Product of the Year in 2016 under the 'Mobile App Job' category in a survey of over 18000 people by Nielsen. Monster.com in India was also voted Product of the Year in 2015 and back in 2014, mPower Search was voted Product of the Year as well. 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.

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.monstergulf.com | www.monster.com.sg | www.monster.com.my | www.monster.com.ph | www.monster.com.hk

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