

Novelis Marks the Commissioning of Expanded Aluminum Rolling Operations in South America; US\$340 Million Investment Strengthens the Company's Commitment to the Region; Increases Rolling Capacity to 600,000 Tons

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Novelis, the world leader in rolled aluminum and recycling, today announced the opening of its expanded aluminum rolling operations in Pindamonhangaba, Sao Paulo, Brazil. The expansion increases production capacity at the plant by more than 50 percent to greater than 600,000 metric tons of aluminum sheet per year.

The US\$340 million investment represents the largest capital expansion by Novelis in South America in the past decade, strengthening the company's commitment to the region. The expansion positions Novelis to meet growing market demand with state-of-the-art technologies designed to deliver the highest quality product to customers.

"This investment reflects the ability of Novelis to respond to our customers' needs, develop new products and surpass market expectations," said Phil Martens, President and CEO of Novelis. "Brazil is one of the most rapidly-growing regions where Novelis operates around the world. With the expansion of our plant in Pindamonhangaba, we expect to meet the growing demand for aluminum flat rolled products in South America for the next decade."

The expansion included the installation of a third cold rolling mill, designed with advanced technology to deliver improved product quality and productivity. In addition, the investment included a new ingot casting center as well as a new pusher furnace for the hot rolling mill.

"The investment strengthens the company's leadership position in key markets including beverage cans and aluminum packaging," said Tadeu Nardocci, President of Novelis South America. "Looking ahead, it will also allow Novelis to explore new opportunities in South America in markets such as automotive. The new Brazilian automotive regulation, Inovar-Auto, set reduction targets for CO2 emissions that will require automakers to produce lighter, more fuel efficient vehicles in the future."

The Novelis plant in Pindamonhangaba also houses the largest aluminum recycling center in South America.

"We are expanding our recycling operations, increasing the use of post-consumer aluminum scrap and accelerating the development of new alloys that contain a greater percentage of recycled content," said Nardocci. "These changes are aligned with our sustainable business strategy including our aggressive global target to reach 80 percent recycled content in our products by 2020."

Novelis is the leading producer of flat rolled aluminum products in South America and the only company in the region with the ability to produce aluminum can sheet. Other markets served by the company in South America include transportation, electrical appliances, foil

and packaging and the automotive industry. Currently, Novelis South America employs approximately 1,800 people.

About

Novelis

Novelis Inc. is the global leader in aluminum rolled products and the world's largest recycler of aluminum. The company operates in nine countries, has approximately 11,000 employees and reported revenue of \$9.8 billion for its 2013 fiscal year. Novelis supplies premium aluminum sheet and foil products to transportation, packaging, construction, industrial and consumer electronics markets throughout North America, Europe, Asia and South America. Novelis is a subsidiary of Hindalco Industries Limited (BSE: HINDALCO), one of Asia's largest integrated producers of aluminum and a leading copper producer. Hindalco is a flagship company of the Aditya Birla Group, a multinational conglomerate based in Mumbai, India. For more information, visit <http://www.novelis.com> and follow us on Twitter at twitter.com/Novelis.

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