

Novelis Wins European Aluminium Award At ALUMINIUM 2016 Trade Fair For Pioneering Closed-Loop Recycling System

World's Largest Aluminium Recycler Honored for Partnership with Jaguar Land Rover and the REALCAR Project

Dusseldorf, Germany, Nov. 29, 2016 - Novelis, the global leader in aluminium rolling and recycling, was awarded the prestigious European Aluminium Award yesterday at the ALUMINIUM 2016 Trade Fair. The award honoring efficient and forward-thinking uses of aluminium was bestowed upon Novelis for its work in automotive aluminium innovation on the REALCAR (REcycled ALuminium CAR) project.

Launched in 2008 by Jaguar Land Rover, the REALCAR program is a multi-stakeholder initiative established to create a closed-loop vehicle production model that recycles automobiles at the end of their lifecycles. Through this dedicated closed-loop recycling system, Jaguar Land Rover was able to recover over 50,000 tons of press shop aluminium scrap in 2015. Novelis also developed the new Novelis AdvanzTM s5754 RC aluminium alloy, designed to absorb higher levels of processed automotive aluminium scrap than ever before, as a key component of the REALCAR project. This new alloy is designed to contain up to 75 percent recycled content while still delivering the strength, durability and formability demanded by automotive engineers. Novelis AdvanzTM s5754 RC was first introduced in the Jaguar XE series and is now featured in all new and legacy Jaguar Land Rover models.

"We are honored to be recognized for our leadership in alloy innovation and aluminium recycling with this prestigious award," said Emilio Braghi, Senior Vice President, Novelis and President, Novelis Europe. "This prize is a testament to the skills and talent of our people, who are constantly working to develop new alloys, innovative applications and revolutionary designs that leverage the unique properties of rolled aluminium. It also honors the close partnerships we build with our customers to ensure the next generation of vehicles is built to maximize the attributes of aluminium."

In addition to the award for automotive innovation, Novelis was also recognized as a finalist for façade construction in anodizing quality utilizing Novelis J57S[®] for the L'Orangerie, the corporate headquarters of the mechanical engineering group, Cockerill Maintenance & Ingénierie in Seraing, Belgium.

About Novelis

Novelis Inc. is the global leader in aluminum rolled products and the world's largest recycler of aluminium. The company operates in 10 countries, has approximately 12,000 employees and reported \$10 billion in revenue for its 2016 fiscal year. Novelis supplies premium aluminium 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, an industry leader in aluminium and copper, and metals flagship company of the Aditya Birla Group, a multinational conglomerate based in Mumbai, India. For more information, visit novelis.com and follow us on Facebook at facebook.com/NovelisInc and Twitter at twitter.com/Novelis.

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