

## Novelis Europe Announces Price Increase

### **Plain, General-Purpose Aluminium Sheet to Increase in Price, Effective October 2007**

ZURICH, July 18, 2007 – Novelis Europe today announced an increase of 40 Euros per tonne on the conversion price for all plain, general-purpose aluminium sheet and coil used in a broad variety of industrial applications. The price increase is in response to higher costs and is effective for new orders with delivery after October 1, 2007, if not covered by an existing contractual agreement.

Novelis is the leading supplier of high quality sheet to the European market.

Novelis Inc. is the global leader in aluminum rolled products and aluminum can recycling. The company operates in 11 countries, has approximately 12,900 employees and reported revenue of \$9.8 billion in 2006. Novelis supplies premium aluminum sheet and foil products to automotive, transportation, packaging, construction, industrial and printing markets throughout Asia, Europe, North America and South America. For more information, visit [www.novelis.com](http://www.novelis.com). Novelis is a subsidiary of Hindalco Industries Limited, Asia's largest integrated producer of aluminum and a leading copper producer. Hindalco is the flagship company of the Aditya Birla Group, a multinational conglomerate based in Mumbai, India.

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