

Novelis Named Supplier Of The Year By Plus Pack

Packaging company rates Novelis top foil supplier for second consecutive year

BRIDGNORTH, March 20, 2008 — Novelis has been named 2007 Supplier of the Year by Plus Pack, one of Europe's largest producers of aluminium and plastic food containers. Novelis also won the award in 2006. Plus Pack executives visited the Novelis foil plant in Bridgnorth, UK, to present the award this week.

Plus Pack rates its suppliers against eleven criteria including delivery performance, flexibility, product development and quality. Novelis achieved high scores in 2006 and demonstrated on-going improvements in 2007 to earn the award for the second time.

"Focus on supply chain management, improved lead time and delivery performance have been the main reasons for this achievement. Plus Pack is delighted to recognise the continued improvement at Novelis, Bridgnorth." commented Torben Kroeyer Bruhn, President of Plus Pack, as he made the presentation to the Novelis team. "Plus Pack congratulates the whole team at Novelis Bridgnorth for its effort and looks forward to continuing the development of supply chain improvements as part of our partnership."

Jamie Fleet, Novelis foil sales and marketing manager for Europe, said: "Plus Pack is a leading, quality focused organization, so it means a lot to us to win this award again. Providing excellent service to our customers is essential to our success - and to theirs. The whole team at Bridgnorth had a role to play in this achievement and I am very proud of them."

About Novelis

Novelis Inc. is the global leader in aluminium rolled products and aluminium can recycling. The company operates in 11 countries, employs approximately 12,900 employees and reports annual revenues of more than \$11 billion. Novelis supplies premium aluminium sheet and foil products to automotive, transportation, packaging, construction, industrial and printing markets throughout North America, South America, Europe and Asia. Novelis is a subsidiary of Hindalco Industries Limited, Asia's largest integrated producer of aluminium and a leading copper producer. Hindalco is the flagship company of the Aditya Birla Group, a multinational conglomerate based in Mumbai, India. For more information on Novelis, visit www.novelis.com.

About Novelis Bridgnorth

The Bridgnorth (UK) location is home to two Novelis businesses: the foil rolling plant and the packaging division. As part of Novelis' European platform dedicated to the production of aluminium foil, the three rolling mills at Bridgnorth produce high quality foil for a range of markets, with particular focus on packaging applications. Customers range from producers of semi-rigid foil containers to manufacturers of tobacco innerbundling laminates. The packaging division at Bridgnorth is one of Europe's largest producers of coloured and printed foil and foil laminate packaging for the confectionery and dairy markets and, with its sister plant in Berlin, is the region's leading supplier of tobacco innerbundling.

About Plus Pack

Plus Pack is an innovative, international packaging company that manufactures an extensive range of aluminium and thermo-formed plastic packaging for food products. One of Europe's top suppliers of standardised aluminium and plastic packaging, Plus Pack serves customers in the food industry, wholesalers and retailers. Founded in 1963, Plus Pack has its headquarters in Denmark and operates in seven countries across Europe.

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