

Novelis Selected As Leading Supplier Of Aluminum Sheet For New BMW 5 Series Sedan

Novelis Fusion™ technology enables advanced door design

ATLANTA, May 26, 2010 -- Novelis announced today that it has been selected as the main supplier of aluminum sheet for the sixth generation BMW 5 Series sedan, which went on sale this spring. This latest model features lightweight aluminum sheet in the doors, hood, front fenders and reinforcement parts. In addition, BMW has specified Novelis Fusion™ technology for the door structures, which is likely to be the biggest-selling automotive application to date for this patented multi-layer aluminum product.

"Novelis has been bringing innovative material solutions to BMW throughout a relationship that spans over 18 years," said Tadeu Nardocci, senior vice president of Novelis Inc. and president, Novelis Europe. "We are delighted to have been selected as the main supplier of aluminum sheet for the new 5 Series sedan. It is particularly exciting to see our proprietary Novelis Fusion™ technology, which is already featured on the BMW 5 Series Gran Turismo and the 7 Series sedan, also being integrated into the high-volume 5 Series sedan."

The use of Novelis Fusion™ has enabled BMW to manufacture one-piece aluminum door structures, with integral window frames, to a design that is not achievable with conventional aluminum sheet. The result is a 25 percent reduction in the weight of the door, when compared with a similar steel design. It is the unique combination of core properties and surface characteristics provided by the multi-alloy composition of Novelis Fusion™ that makes this possible.

The new 5 Series continues BMW's growing use of aluminum sheet in its vehicles. Novelis also currently supplies aluminum sheet for a range of other BMW models, including the M3 Series, 6 Series, 7 Series, X6, X5 and Z4. The lightweight material helps deliver improved handling and performance through overall vehicle mass reduction. It also plays a significant role in achieving a near-perfect 50:50 weight distribution between the front and rear of the vehicle.

Novelis is widely-recognized as a global leader in the production of aluminum sheet for the automotive sector. The company is supplying specially-treated 5000 and 6000 series automotive sheet as well as its Novelis Fusion™ AF350 product for the BMW 5 Series. Novelis Fusion™ is an innovative, patented, multi-layer aluminum product that Novelis has dubbed "The new aluminum™" because it offers performance benefits that are not achievable with conventional aluminum.

About Novelis

Novelis Inc. is the global leader in aluminum rolled products and aluminum can recycling. The company operates in 11 countries, has approximately 12,000 employees and reported revenue of \$10.2 billion in its 2009 fiscal year. Novelis supplies premium aluminum 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 (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, please visit www.novelis.com.

Forward-Looking Statements

Statements made in this news release which describe Novelis' intentions, expectations or predictions may be forward-looking statements within the meaning of securities laws. Examples of forward-looking statements in this news release include references to anticipated sales levels for BMW door structures using Novelis Fusion™ technology. Novelis cautions that, by their nature, forward-looking statements involve risk and uncertainty. We do not intend, and we disclaim any obligation, to update any forward-looking statements, whether as a result of new information, future events or otherwise. Important risk factors which could impact outcomes are included under the caption "Risk Factors" in our Quarterly Report on Form 10-Q for the quarter ended December 31, 2009, and in our Annual Report on Form 10-K for the year ended March 31, 2009.
