

Novelis Launches Redesigned Website

Unified global site a reflection of “One Novelis”

ATLANTA, April 4, 2011 – Novelis Inc., the world leader in aluminum rolling and beverage can recycling, today announced the launch of its completely redesigned website: novelis.com, presenting a unified view of the company’s worldwide operations and the markets it serves.

“The new site is a manifestation of ‘One Novelis,’ an enterprise effort to operate as one globally integrated company,” said Kim Adler, vice president of communications and government affairs for Novelis. “This is the first phase of many changes we are making to reflect our exciting brand attributes and improve the online experience with stakeholders including customers, investors, prospective employees, media and industry leaders.”

Guided by compelling visuals, visitors will find comprehensive information on how rolled aluminum is emerging as the material of choice for an expanding array of high-end applications including packaging, architecture, automotive, lithography, consumer electronics and industrial applications. Expanded information is featured on innovation within the rolled aluminum manufacturing process and new product applications.

Sustainability is another focus of the site, where visitors can learn about Novelis’ leadership in aluminum recycling, environmental performance and community relations. Through a multimedia library, guests can also experience Novelis’ growth and vision for the future with recent videos, speeches, presentations, brochures and photos.

Novelis.com launched initially in English and will be available in German, Portuguese and Korean in May, 2011.

About Novelis

Novelis Inc. is the global leader in aluminum rolled products and aluminum can recycling. The company operates in 11 countries, has approximately 11,600 employees and reported revenue of \$8.7 billion in its 2010 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

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