

Novelis Launches Aggressive Plan To Reduce Lifecycle Impact Of Aluminum

-- Leader in rolled aluminum sets target of increasing recycled input material to 80 percent
-- Commits to Annual Sustainability Report, Independent Advisory Board

ATLANTA, May 9, 2011 /PRNewswire/ -- Novelis Inc., the world leader in aluminum rolling and beverage can recycling, today announced a corporate-wide commitment to significantly reduce its carbon footprint as well as those of its customers. The new sustainability commitment calls for an intensified focus on expanding the use of recycled materials, increasing post-consumer recycling of aluminum products, and accelerating the development of new, high-recycled content alloys.

The company reported that it would increase the amount of recycled metal it uses in its rolling operations, and committed that 80 percent of its products will be made from recycled metal by 2020. Recycled metal currently accounts for 34 percent of all material used by Novelis, and the company estimates that the projected increase to 80 percent will remove ten million metric tons of greenhouse gas emissions annually from the aluminum product value chain.

"The time has come for the aluminum industry to build on the foundation we have created when it comes to reducing the environmental impact of our operations and the embedded carbon footprint of our customers," said Phil Martens, president and CEO of Novelis. "In order for the inherent sustainable qualities of aluminum to be realized, we must leverage the power of recycling throughout the full lifecycle of our products and those of our customers. The framework we're unveiling today does just that, while also putting a stake in the ground that will serve as a performance benchmark in reaching these aggressive goals in the years ahead."

This Novelis Sustainability Commitment is focused on driving improvements in three key areas:

- Raw Materials – Novelis is taking steps to increase the amount of recycled aluminum it utilizes vs. primary metal to reduce the embedded carbon footprint over the lifecycle of its rolled aluminum products and those of its customers. Already the world's leading recycler of aluminum beverage cans, with close to 40 billion recycled last year alone, the company is planning major expansions of its recycling and remelting capacity around the globe. In addition, Novelis will expand buyback opportunities to customers for the aluminum scrap they generate in their processes.
- Post-Consumer Recycling – Novelis intends to increase global aluminum recycling rates primarily through innovation and expanded recycling facility infrastructure. The company will build upon its successful global recycling operations by investing R&D in post-consumer recycling technology, collaborating with stakeholders to expand existing recycling programs and educating consumers in the value of recycling to their communities and the world at large.
- Product Innovation – Novelis is accelerating its research and development of new products for sustainable applications while also stepping up partnership activities with its customers targeting the next generation of aluminum alloys that enable increased use of post-consumer recycled metal. Through close collaboration during the design and development stages of its customers' products, Novelis will leverage its leadership position in developing innovative alloys that meet the combined performance and sustainability needs of its customers.

As part of the Novelis Sustainability Commitment announced today, the company will release its first public sustainability report in July of this year. A detailed analysis of current company performance coupled with specific goals for the future, this report will serve as the foundation for benchmarking the company's performance in reaching the goals announced today. Novelis has committed to producing an annual update on its progress in meeting these sustainability objectives.

In addition to this report and periodic updates, Novelis announced that it is forming an independent, external Sustainability Advisory Board to guide the company in achieving its goals and monitoring its performance.

Comprised of leading sustainability and recycling experts from around the globe, the members of this Advisory Board will be announced in conjunction with the release of the Novelis Sustainability Report in July.

The Novelis Sustainability Commitment is being led by John Gardner, a long-time Novelis executive who was appointed vice president and chief sustainability officer beginning January 1 of this year. Reporting directly to Phil Martens, Gardner will work closely with Derek Prichett, recently appointed to the newly created position of vice president of recycling for Novelis, and with other members of the company's leadership team to execute on the plan unveiled today.

"I am very excited to lead this company-wide initiative towards an increasingly sustainable growth path for Novelis and our customers," noted Gardner. "I encourage all of our stakeholders – from customers to suppliers to partners and employees – to take good look at the commitment we are making today. I think you will find that it is an aggressive, yet attainable bar to set for the sustainable operation of our business."

A detailed presentation outlining the elements of the Novelis Sustainability Commitment can be found on the new [novelis.com](http://www.novelis.com) website, at www.novelis.com/sustainability.

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.

SOURCE Novelis Inc.

For further information: Media, Charles Belbin, +1-404-760-4120, +1-404-803-2588, charles.belbin@novelis.com, or Investor, Megan Cochard, +1-404-760-4170, megan.cochard@novelis.com
