

## Novelis Recognized For Innovation Leadership With Three European Aluminium Awards

ZURICH, Oct. 10, 2012 /PRNewswire/ -- Novelis, the global leader in aluminium rolling and recycling, was awarded with the prestigious Jury Prize and two Special Prizes at the 2012 European Aluminium Awards yesterday during the Aluminium 2012 Trade Fair in Dusseldorf, Germany.

(Photo: <http://photos.prnewswire.com/prnh/20121010/CL90159>)

Novelis was recognized for the following innovations:

- Jury Prize for the Titanic Belfast aluminium facade panels
- Special Prize, Surface Treatment for its anti-graffiti aluminium surface – Clearky 105
- Special Prize, Rolling for its three-piece tailored welded blank for Mercedes SL

"We are honored to be recognized as a catalyst for innovation, partnering with some of the world's great companies to shape the most advanced and desirable products in use today," said Novelis Senior Vice President and President Europe Tadeu Nardocci. "The awards acknowledge and honor the skill and talent of our people for continuously breaking new ground in the aluminium industry. I thank and congratulate Novelis employees in Europe for their dedication and passion."

Novelis, together with EDM Spanwall, was recognized for the striking promotion of aluminium showcased through aluminium panels on the iconic Titanic Belfast complex in Northern Ireland. The façade is entirely covered in geometrically complex anodized Novelis aluminium J57S panels.

Clearky 105, a coil-coated anti-graffiti aluminium surface, uses an innovative lacquer system that resists graffiti and allows it to be easily removed from aluminium surfaces. Clearky-treated aluminium sheets can be used on facades, wall paneling and shop fronts, among other applications.

The three-piece tailor welded blank, featured in the transmission tunnel of the new Mercedes SL model, uses a new Novelis alloy that provides enhanced crash safety and strength. Aluminium is used instead of a uniform sheet of steel, as it allows for a lighter and more fuel efficient vehicle.

The European Aluminium awards recognize products or projects in which aluminium has been applied in an innovative manner. The awards are organized by the Dutch Aluminium Centre, the European Aluminium Association (EAA) and the GDA - the German Aluminium Association.

### About Novelis

Novelis Inc. is the global leader in aluminium rolled products and aluminium can recycling. The Company operates in 11 countries, has more than 11,000 employees and reported revenue of \$11.1 billion in fiscal year 2012. Novelis supplies premium aluminium sheet and foil products to automotive, transportation, packaging, construction, industrial, electronics and printing markets throughout North America, Europe, Asia, and South America. Novelis is a subsidiary of Hindalco Industries Limited (BSE: HINDALCO), one of Asia's largest integrated producers of aluminium 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](http://www.novelis.com).

SOURCE Novelis

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