

Novelis Announces Price Increase On Painted Aluminium Sheet Products In Europe

ZURICH, June 24, 2013 -- Novelis today announced price increases on its painted aluminium sheet products in Europe. The fabrication price will increase by 100 Euro per ton for painted products and selected specialty sheet. The price changes are effective immediately for all new orders not covered by current supply agreements.

"This price adjustment reflects the prevailing strong demand for aluminium painted products combined with increasing production costs," said Erwin Mayr, Senior Vice President, Novelis and President, Novelis Europe.

Novelis provides a variety of specialized aluminium products designed to meet the exacting requirements of the construction industry, while enabling architects to bring their most innovative and ambitious designs to life in an eco-friendly and cost-effective way. Novelis architectural aluminum is featured in such recent structures as the iconic [Titanic Belfast](#) attraction in Ireland and the striking [Dalian International Conference Centre](#) in China.

About Novelis

Novelis Inc. is the global leader in aluminium rolled products and the world's largest recycler of aluminium. The company operates in 9 countries, has approximately 11,000 employees and reported revenue of \$9.8 billion for its 2013 fiscal year. Novelis supplies premium aluminium sheet and foil products to transportation, packaging, construction, industrial and consumer electronics 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, visit www.novelis.com and follow us on Twitter at twitter.com/Novelis.

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