

Novelis Korea Hosts First Recycling Education Camp For Children

SEOUL, July 24, 2013 – Novelis, the world leader in aluminum rolling and recycling, announced the launch of "Greenbiz Camp," its first recycling education program in South Korea for elementary children. The camp will be held from July 24 to 26 in Andong, North Kyongsang Province, near the company's Yeongju plant. Through this program, Novelis aims to extend its sustainable business philosophy to local communities and to raise awareness of aluminum recycling and the environmental benefits of recycling among children.

The Greenbiz Camp, co-sponsored by Junior Achievement Korea, a global youth educational group, will host 52 children to explore aspects of sustainability. The three-day camp will teach the importance of recycling and provide eco-friendly experiences including making a solar energy car. Campers will also visit the Novelis Yeongju Recycling Center, which is Asia's largest aluminum recycling facility.

"Our business growth is built on a foundation that encompasses economic, environmental and social needs," said Shashi Maudgal, President of Novelis Asia. "As the leader in aluminum recycling and sustainability, Novelis has a strong focus on making our agenda relevant to our employees, customers, partners and the community."

Mr. Maudgal and other campers and attendees, including An HyoJong, Deputy Mayor of Yeongju City, HongSoon Park, Novelis Yeongju plant manager, and Yuh MoonHwan, Chief Operating Officer from Junior Achievement Korea, will sign a recycling pledge to commit to recycling at least once a day for the sake of the environment.

Novelis, the world's leader in aluminum recycling, announced an ambitious new set of sustainability targets in 2011, including an aggressive goal that 80 percent of its aluminum inputs will be comprised of recycled content by the year 2020. By increasing recycled metal input, Novelis saves valuable natural resources, while enabling its customers to create products with a smaller environmental footprint. Using recycled aluminum as input material requires only five percent of the energy used to make primary aluminum from raw materials, thus avoiding 95 percent of the greenhouse gases associated with production.

About Novelis

Novelis Inc. is the global leader in aluminum rolled products and the world's largest recycler of aluminum. 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 aluminum 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 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, visit www.novelis.com and follow us on Twitter at twitter.com/Novelis.

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