

## Novelis Korea Receives Prime Minister's Environmental Award

### **Company selected as an industrial leader in waste reduction and resource conservation**

SEOUL, September 6, 2013 – Novelis Korea Limited, the Asia-Pacific operating unit of Novelis Inc., the world leader in aluminum rolling and recycling, has won the Prime Minister's 2013 Leading Resource Recycling Corporation Award. The award was presented today at the Fifth Annual Resource Recycling Day hosted by the Ministry of Environment at Hwaseong Temporary Palace of Suwon.

The award was introduced by the Ministry of Environment and Korea Environment Corporation (KECO) and recognizes leading eco-friendly companies that have taken proactive measures in preventing industrial waste through improved manufacturing processes and innovative green technology as well as reduction of actual waste produced by recycling and increased productivity. The contest began in April, and Novelis was announced as one of the winners after four months of evaluation.

The award recognizes Novelis for its comprehensive efforts to minimize its environmental footprint, including aluminum recycling, resource conservation and carbon emission reduction. Novelis' Yeongju Plant, located in Yeongju, Gyeongsangbuk-do, is striving to cut the use of resources by utilizing the waste heat from its industrial processes to run its boilers.

In addition, Novelis built a green pipeline to save and sell surplus steam created during the manufacturing process rather than releasing it into the air. As a result, Novelis is widely recognized as a leader in resource conservation.

"Novelis is making every effort to help its customers reduce their CO<sub>2</sub> footprint and deliver consumer products with less impact on the environment by providing eco-friendly aluminum products," said Shashi Maudgal, president of Novelis Korea Limited and senior vice president of Novelis Inc. "Based on our corporate philosophy, which is rooted in sustainable business practices, Novelis will continue to deliver environmental benefits to the region, and lead the flat rolled aluminum industry in resource conservation."

#### **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](http://www.novelis.com) and follow us on Twitter at [twitter.com/Novelis](https://twitter.com/Novelis).

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