

## Novelis Named Aluminium Fabricator Of The Year By Metal Bulletin

### Company also wins award for Best Brownfield Technology Project

ATLANTA and GENEVA, Sept. 18, 2013 /PRNewswire/ -- Novelis, the world leader in aluminum rolling and recycling, was named Aluminium Fabricator of the Year, one of the top prizes at the Metal Bulletin Global Awards for Aluminium Excellence held today at a ceremony in Geneva. The company's Yeongju, South Korea, Recycling Center was also honored as the Best Brownfield Technology Project winner.

"We are extremely honored to be named Aluminium Fabricator of the Year and to be recognized for our recycling technology by Metal Bulletin," said Phil Martens, President and Chief Executive Officer for Novelis. "These awards are further evidence of our industry leadership, the strength of our people and our deep commitment to innovation and sustainability."

Novelis was selected as Aluminium Fabricator of the Year for its impressive transformation over the past two years, which has strengthened the company's focus on sustainability, recycling, technology, innovation and growth. In late 2011, Novelis made a commitment to increase its recycled content from 33 percent to 80 percent by 2020. In less than two years, the company has reached 43 percent recycled content and is well on its way to achieving 80 percent by 2020. With recent recycling and rolling expansions totaling more than \$1.7 billion, Novelis is poised to supply the growing demand for aluminum worldwide and has transformed itself into the global leader in delivering innovative, value-added aluminum products to its customers.

Novelis' Yeongju Recycling Center, which opened in the fall of 2012, was named Best Brownfield Technology Project. As the largest aluminum beverage can recycling facility in Asia, the Yeongju Recycling Center represents a key element in the company's recycling strategy. The project employs state-of-the-art recycling technology, including a decoater that increases the center's ability to process scrap contaminated with plastic.

Novelis also was honored as a finalist in five additional categories, including environmental responsibility for its sustainability program; excellence in operational management for its AluNorf joint venture facility and best product innovation for its remote weldable alloy for the automotive market. Craig Lewis, Director, Operations Controller for Novelis' Oswego plant was honored as a Rising Star of the Year finalist and John Gardner, Novelis Vice President and Chief Sustainability Officer, was honored as a finalist for the Industry Ambassador of the Year.

Winners of the Metal Bulletin Global Awards for Aluminium Excellence were determined by a panel of industry experts based upon a fully audited, point-based judging process to ensure integrity and objectivity.

These awards are the latest in a series of acknowledgments for Novelis' growing leadership in the global aluminum industry. Last May, Novelis was named Metals Company of the Year and President and Chief Executive Officer Philip Martens was named CEO of the Year at the inaugural Platts Global Metals Awards.

#### 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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