

## Novelis Korea Recognized For Green Management Excellence

**With the largest aluminum recycling center in Asia, Novelis Korea leads global effort to increase closed-loop recycling of aluminum**

**SEOUL, South Korea, Oct. 28, 2015** - Novelis, the global leader in aluminum rolled products and recycling, announced today that it has been awarded the Grand Prize in the Green Management Excellence category of the 2015 Global Standard Management Awards, held under the co-sponsorship of the Korea Management Association (KMA) and the Korea Management Association Registration (KMAR).

Now in its fourteenth year, the Global Standard Management Awards have emerged as the most prestigious awards in the Korean business community. The Global Standard Management Awards recognize companies and organizations for their contribution to promoting sustainable development and enhancing global competitiveness in ten categories, including sustainable management, green management and energy management.

The KMAR surveyed 709 companies with more than KRW100 billion (equivalent to US\$88.7 million) in domestic sales and more than 500 employees. Novelis Korea ranked highest in all criteria across the Green Management category - including planning and implementation of a strategic green management system and achievements in green management and management performance. Novelis Korea was recognized for its unwavering commitment to eco-friendly management practices, including the increased use of recycled content, expansion of recycling facilities and the reduction of pollution in the manufacturing process.

Novelis' green business strategy is focused on the closed-loop recycling of aluminum. Recycling aluminum requires 95 percent less energy and avoids more than 90 percent of the greenhouse gases associated with manufacturing primary aluminum. In addition, as aluminum does not degrade or lose its value during the recycling process, it can be infinitely recycled. Novelis' closed-loop business model has been drawing much attention amid growing demand for lightweight, low-carbon materials, particularly for automobiles, beverage cans, consumer electronics, construction materials and other high-end products.

In addition, Novelis globally has increased its average recycled content from just over 30 percent in 2011 to approximately 50 percent in 2015. Novelis Korea also has adopted green management practices such as pollution reduction and facility investment as part of efforts to achieve its environmental targets. As part of this effort, Novelis established Asia's largest aluminum beverage can recycling center in Yeongju, North Gyeongsang Province, in 2012. Since then, the Yeongju recycling center has reached an impressive milestone of recycling more than 30 billion aluminum beverage cans.

With ambitious goals of reducing greenhouse gas emissions by 50 percent and waste to landfill to zero, Novelis has operated a systematic environmental management system, making investments in related facilities and raising awareness about the importance of recycling among -school children through various in-school and out-of-school programs for environmental and economic education, including the I Think I Can program and Novelis' Green Biz Camp.

### About Novelis

Novelis Inc. is the global leader in aluminum rolled products and the world's largest recycler of aluminum. The company operates in 11 countries, has approximately 11,500 employees and reported \$11.1 billion in revenue for its 2015 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. The company is a subsidiary of Hindalco Industries Limited, part of the Aditya Birla Group, a multinational conglomerate based in Mumbai, India. For more information, visit [novelis.com](http://novelis.com) and follow us on Facebook at [facebook.com/NovelisInc](https://facebook.com/NovelisInc) and Twitter at [twitter.com/Novelis](https://twitter.com/Novelis).

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