

October 13, 2014



Novelis Announces Price Increase On Pre-Anodized Aluminium Sheet Products

ZURICH, Oct. 13, 2014 -- Novelis, the world leader in aluminium rolling and recycling, today announced price increases on its pre-anodized aluminium sheet products. The 10-15 percent price increase will go into effect on January 1, 2015 on all new orders not covered by existing supply agreements. This increase is due to the recently announced processing cost increase of our continuous anodizing partner, Coil S.A.

“Overall demand of our premium pre-anodized product range remains strong across the globe,” said Erwin Mayr, Senior Vice President, Novelis and President, Novelis Europe. “The price adjustment reflects the increase in our production costs combined with tighter rolling capacities throughout the industry.”

Novelis produces specialized aluminium products to meet 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.

About Novelis

Novelis Inc. is the global leader in aluminium rolled products and the world's largest recycler of aluminium. The company operates in 11 countries, has approximately 11,200 employees and reported revenue of approximately \$10 billion for its 2014 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. The company is part of the Aditya Birla Group, a multinational conglomerate based in Mumbai, India. For more information, visit novelis.com and follow us at [facebook.com/NovelisInc](https://www.facebook.com/NovelisInc) and twitter.com/Novelis.

Media Contacts Europe: Sabine Schauer + 41 44 386 2370 sabine.schauer@novelis.com
Corporate: Neil Hirsch +1 404 760 4465 neil.hirsch@novelis.com Investor Contact Megan Cochard +1404 760 4170 Megan.cochard@novelis.com