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Novelis Wins Fujifilm Supplier Award

Leading Aluminum Company named Preferred Supplier

ATLANTA, May 24 /PRNewswire/ -- Novelis announced today that it has won Fujifilm USA's Aluminum Supplier Quality Award and has been named Fujifilm's Preferred Supplier for aluminum sheet in both North America and Europe. The company's preferred status was marked by the signing of a new long-term contract for the supply of premium lithographic-quality sheet to Fujifilm's Graphic Systems business, which makes equipment for the printing and publishing industries.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20070809/NOVELISLOGO>)

"Novelis is committed to going the extra mile to remain the partner of choice for our customers," said Tadeu Nardocci, senior vice president of Novelis Inc. and president, Novelis Europe. "We are delighted that our quality and service have been recognized by Fujifilm."

Frank Rill, general manager of Novelis' Lithographic and Foilstock Value Stream added: "We look forward to bringing further innovative product solutions and service enhancements during the period of the new contract, which sees a substantial increase in the level of our business with this blue-chip customer."

The Fujifilm Supplier Quality Award for 2009 was presented by the North American operations of Fujifilm's Graphic Systems business in recognition of the superior quality of aluminum lithographic sheet produced by Novelis. That quality has a direct impact on Fujifilm's operational efficiency as well as on the performance of its products.

A key factor in Fujifilm's decision to designate Novelis as Preferred Supplier was the innovative service package introduced last year under which Novelis has reduced its product delivery time. Indeed, Novelis delivers the majority of the material supplied to Fuji within just two weeks from receipt of order, which is much shorter than industry standards. The company worked closely with Fujifilm and other key customers and used its expertise in Lean Six Sigma to become the first supplier to offer such a system for this market.

In addition to the increase in the level of business, the Preferred Supplier status accorded to Novelis by Fujifilm's North American and European operations provides for joint work in areas such as logistics, supply chain, quality, innovation, service and e-business. Those efforts will be overseen by a combined Fujifilm/Novelis steering committee.

Novelis is a leading supplier of aluminum sheet to lithographic plate producers around the globe from its rolling and technology complex in Gottingen, Germany. Lithography is the most popular form of printing, with precise quality standards and very exacting requirements for the material used. In order to meet those needs, the metal supplied by Novelis has specific metallurgical, surface and flatness properties.

About Novelis

Novelis Inc. is the global leader in aluminum rolled products and aluminum can recycling.

The company operates in 11 countries, has approximately 12,000 employees and reported revenue of \$10.2 billion in its 2009 fiscal year. Novelis supplies premium aluminum sheet and foil products to automotive, transportation, packaging, construction, industrial and printing markets throughout North America, South America, Europe and Asia. 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, please visit www.novelis.com.

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