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Novelis Invests \$18 Million to Expand Aluminum Recycling at Alunorf Plant in Germany

ATLANTA, Feb. 1, 2011 /PRNewswire/ -- Novelis Inc., the world's largest producer of rolled aluminum and a global leader in aluminum recycling, today announced the investment of \$18 million in the construction of a new recycling center at Aluminium Norf GmbH (Alunorf) in western Germany.

(Logo: <https://photos.prnewswire.com/prnh/20100527/CL11716LOGO>)

Construction has started on a multi-chamber melting furnace and ancillary equipment that will recycle 50,000 metric tons of aluminum scrap per year to feed the rolling mills of Alunorf, the world's largest aluminum rolling complex. Located near Neuss, Germany, Alunorf is a joint venture of Novelis and Norsk Hydro ASA.

The Novelis recycling center will process aluminum scrap from Novelis plants as well as from the manufacturing facilities of customers across Europe. It is the second phase of a recycling expansion project at Alunorf that began in 2009 with the construction of a similar recycling facility funded by the joint venture partner, Norsk Hydro. The combined capacity of the integrated recycling operations will be 100,000 metric tons per year when the Novelis facility comes on-stream in late 2011.

"Recycling is a key component of the Novelis sustainability strategy," said Tadeu Nardocci, president of Novelis Europe and senior vice-president of Novelis Inc. "Such investments deliver environmental benefits while providing an important source of metal for Novelis. The investment at Alunorf will complement our dedicated aluminum can recycling operation in Warrington, UK, which continues to be instrumental in increasing the recycling rate for used aluminum beverage cans in Europe."

Recycling aluminum uses only five percent of the energy required to make the metal from raw materials and avoids 95 percent of the greenhouse gases associated with primary aluminum production.

About Novelis

Novelis Inc. is the global leader in aluminum rolled products and beverage can recycling. The company operates in 11 countries, has approximately 11,600 employees and reported revenue of \$8.7 billion in fiscal year 2010. Novelis supplies premium aluminum sheet and foil products 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.

Forward-Looking Statements

Statements made in this news release which describe Novelis' intentions, expectations or predictions may be forward-looking statements within the meaning of securities laws. Examples of forward-looking statements in this news release include Novelis' expectations regarding anticipated capacity of the new recycling facility. Novelis cautions that, by their nature, forward-looking statements involve risk and uncertainty. We do not intend, and we disclaim any obligation, to update any forward-looking statements, whether as a result of new information, future events or otherwise. Important risk factors which could impact outcomes are included under the caption "Risk Factors" in our Annual Report on Form 10-K for the year ended March 31, 2010.

SOURCE Novelis Inc.