

March 28, 2011



Novelis Announces New Leadership Appointments

Global leader in aluminum prepares for further growth and sustainability

ATLANTA, March 28, 2011 /PRNewswire/ -- Today, Novelis Inc. announced a number of senior management appointments to accelerate its "One Novelis" global integration strategy and further strengthen its leadership as a provider of innovative aluminum solutions to global customers. Effective April 1, 2011, these appointments include the creation of global roles in the areas of manufacturing excellence and recycling, as well as global product line management positions.

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

Tom Walpole has been named senior vice president, global manufacturing excellence, and president, Novelis Asia. Currently senior vice president and president of Novelis Asia, Walpole assumes additional responsibilities to increase the speed at which the company integrates its global manufacturing operations through common standards, policies and practices. He will also oversee execution on the company's overall improvement goals for its manufacturing assets over the next three to five years. In addition, he will be responsible for helping the company achieve world-class employee health and safety performance and for implementing global standards for all new major capital investments.

Walpole has held a number of leadership positions with the company since 1979 and has more than 30 years of experience in the aluminum industry.

Erwin Mayr has been named senior vice president, chief strategy and commercial officer.

Mayr's current role is senior vice president and chief strategy officer. In his expanded position, he will continue to improve the position of the company for profitable growth by increasing the global integration of Novelis' commercial activities and strategy development.

He will lead a global R&D team and global product management team which aim to grow the Novelis premium product portfolio with a focus on aluminum sheet and foil for high-value markets such as beverage cans, automotive applications and consumer electronics.

Mayr has held leadership positions within Novelis since joining the company in 2002.

Andrew King has been named vice president, global can, reporting to Mayr. King is currently vice president of can products for Novelis North America. Roland Harings, also reporting to Mayr, is appointed vice president, global automotive, while continuing his regional responsibilities as general manager of automotive and specialties for Novelis Europe. The appointments for King and Harings are both newly created positions.

Derek Prichett has been named vice president, global recycling, reporting to Nick Madden, vice president and chief procurement officer. In this newly created role, Prichett will focus on

accelerating Novelis' global recycling efforts driven by the company's sustainability goals as well as an increasing focus on recycling as a metal input source. Prichett is currently vice president and general manager of specialty products for Novelis North America.

"These appointments are all significant steps towards achieving our One Novelis strategy and strengthening our global leadership position in aluminum rolled products," said Philip Martens, president and CEO of Novelis. "To achieve our growth targets it is increasingly important for Novelis to operate with more global integration. These appointments will help us to grow a sustainable premium product portfolio, capture growth in emerging markets and drive constant improvement in our operations."

About Novelis

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

The company operates in 11 countries, has approximately 11,600 employees and reported revenue of \$8.7 billion in its 2010 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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