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Novelis Expands Finishing Capacity For Beverage Can Sheet In Europe

New investment in production equipment enables further market growth

Zurich, Switzerland and Neuss Germany, April 22, 2014-- Novelis, the world leader in aluminium rolling and recycling, today announced the commissioning of a new aluminium slitting and packing line at Aluminium Norf GmbH (Alunorf), its joint-venture facility in Neuss, Germany. With an investment of approximately 15 million Euros, it will increase the plant's finishing capacity for beverage can sheet.

"This investment reflects the solid growth of the aluminium beverage can market in Europe, which has resulted in significantly increased can sheet sales," said Pierre Labat, Vice President and General Manager, Can for Novelis Europe. "As part of its growth strategy, Novelis Europe is continuously investing to strengthen its market leadership by increasing can sheet production and used beverage can recycling capacity to meet our customers' requirements."

Alunorf is the world's largest aluminium rolling mill and the most technologically advanced aluminium manufacturing facility in Europe, casting sheet ingots and rolling semi-finished products for a wide range of applications. It is an essential part of Novelis' operations network and is key to serving the European can sheet market. The plant also recycles beverage can process scrap.

Beverage companies across Europe are increasingly switching to aluminium packaging due to its ease of transport, enhanced ability to preserve products and recyclability. At the same time, economic growth is also fueling increased consumption of canned beverages in Europe.

While Novelis is expanding its can sheet production capacity, it is also investing to expand its used can recycling efforts in Europe. The company recently upgraded its recycling facility in Latchford, UK, resulting in an increased capacity of over 60,000 tonnes, and in mid-2014, it will commission the world's largest aluminium recycling centre in Nachterstedt, Germany, with a total capacity of approximately 400,000 tonnes. These investments are part of the company's global strategy to raise the recycled content of its products to 80 percent by 2020.

About Novelis

Novelis Inc. is the global leader in aluminium rolled products and the world's largest recycler of aluminium. The company operates in nine countries, has approximately 11,000 employees and reported revenue of \$9.8 billion for its 2013 fiscal year. Novelis supplies premium aluminium sheet and foil products to automotive, transportation, packaging, construction, industrial and consumer electronics markets 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 aluminium 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 and follow us on Twitter at twitter.com/Novelis.