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Novelis Completes \$106 Million Investment in Brazil

New coating line and expanded recycling center respond to growing market demand

ATLANTA and SAO PAULO, Aug. 14, 2014 /PRNewswire/ -- Novelis, the world leader in aluminum rolling and recycling, today announced the commissioning of a new coating line for beverage can end stock and an expanded recycling center at its Pindamonhangaba (SP), Brazil complex. The company invested approximately \$106 million in the combined projects that will add 100,000 metric tons of coating capacity and 190,000 metric tons of recycling capacity when fully operational.

"These critical expansion projects increase our capacity to meet the growing demand for beverage cans in Brazil and enable Novelis to process even higher levels of recycled material as we continue to increase the recycled content in our products," said Tadeu Nardocci, Senior Vice President, Novelis and President of Novelis South America.

"Brazil is one of the most rapidly-growing regions where Novelis operates around the world," said Nardocci, "highlighted by recent growth driven by the World Cup. As we look ahead, we expect the anticipated increase in the population's disposable income and the upcoming Olympic Games to drive additional demand in the region."

The state-of-the-art coating line is designed specifically for beverage can end stock and demonstrates the continued importance of the can market to Novelis. The addition of this 100,000 ton line doubles the market's capacity to supply coated can end stock and enables Novelis to deliver directly to can customers in the region, a function previously provided by a third-party partner. Novelis expects to begin shipping commercial product from the new line in the coming months.

The investment in the recycling center supports the company's long-term commitment to increasing the recycled content in its products to 80 percent by 2020. With this expansion, the plant's recycling center, already the largest in South America, will nearly double its capacity from 200,000 to 390,000 metric tons per year when fully commissioned later this year.

Over 100 new jobs were created to support the expanded operations.

About Novelis in South America

Novelis is the leading producer of flat rolled aluminum products in South America and the leading producer of aluminum can sheet. Other markets served by the company in South America include transportation, electrical appliances, foil, packaging and the automotive industry. Novelis produces rolled aluminum in Brazil at its Pindamonhangaba and Santo Andre facilities in the State of Sao Paulo; and also produces primary aluminum in Ouro

Preto in the state of Minas Gerais. To support its recycling operations, the company also maintains seven scrap collection centers across Brazil. Currently, Novelis South America employs approximately 1,800 people.

About Novelis Inc.

Novelis Inc. is the global leader in aluminum rolled products and the world's largest recycler of aluminum. The company operates in nine countries, has approximately 11,200 employees and reported revenue of approximately \$10 billion for its 2014 fiscal year. Novelis supplies premium aluminum 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 and twitter.com/Novelis.

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