

October 25, 2010



Novelis Announces Price Increases in North America for Light Gauge Aluminum Products

ATLANTA, Oct. 25 /PRNewswire/ -- Novelis has announced price increases on light gauge aluminum fin stock, container foil and household foil stock products in North America. The fabrication price will increase by \$0.03 per pound for all 1xxx, 3xxx, 7xxx and 8xxx fin and foil series alloys at gauges greater than 0.001 inches thick. The fabrication charge for aluminum package and household foil stock will increase by \$0.05 per pound for gauges 0.00057 inches and above and by \$0.10 per pound for gauges below 0.00057 inches.

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The price increases are effective for all new orders booked on or after October 25, 2010, and all shipments on or after November 1, 2010. Novelis fabrication pricing for specified volumes under current supply agreements will be honored for the contract period.

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.

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