

March 4, 2011



Novelis Wins 2011 Best In Atlanta Real Estate Award

ATLANTA, March 4, 2011 – Novelis, Inc. accepted a 2011 Best in Atlanta Real Estate Award for transforming its global headquarters office in Atlanta, GA. The award, presented by the Atlanta Business Chronicle, honored Novelis for physically demonstrating its vision to “make the world lighter, brighter and better” and exemplifying company values of seamlessness and speed through its move into a new office space.

“We wanted to move from a traditional manufacturing firm to a more progressive outlook with an open-air concept that encouraged collaboration and interaction modeled on a high-tech environment,” said Phil Martens, president and CEO of Novelis. In addition to moving company headquarters employees from a nearby office in Atlanta, Novelis also relocated its North American headquarters from Cleveland, Ohio, into the new building. The relocation of this team, combined with other planned additions, expanded Novelis' total Atlanta employment to approximately 250.

The Novelis project signified one of the most significant real estate deals of 2010 in Atlanta. Novelis occupies 125,700 square feet within a 500,000-square-foot office tower. The structure was the first LEED Gold certified building in Buckhead and one of just a few in Atlanta, illustrating leadership in energy efficiency and environmentally conscious design.

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.