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Novelis Recognized for Sustainability Leadership with American Metal Market Award

Logan Aluminum Awarded Aluminum Mill Excellence Award

ATLANTA, June 13, 2012 /PRNewswire/ -- American Metal Market (AMM) recognized Novelis Inc., the global leader in aluminum rolling and beverage can recycling, with the - award for Environmental Responsibility and Stewardship at the first Awards for Aluminum Excellence yesterday at a ceremony during the AMM Aluminum Summit in New York.

Novelis was honored with the Environmental Responsibility/Stewardship award for its commitment to sustainability, which was announced in May 2011. Novelis pledged to increase the amount of recycled aluminum input material in its manufacturing process to 80 percent by 2020 from 33 percent in 2010. Novelis' recycled content is now up to 39 percent. The company has adopted a number of ambitious targets to improve the eco-efficiency of its operations. Novelis is investing millions to increase recycling capacity, including more than \$350 million in Brazil, Germany, Korea, Italy and the United States.

"The award is a testament to the talented, dedicated individuals who make Novelis an industry leader and partner of choice to our customers every day," said Novelis President and CEO Phil Martens. "I'm proud that Novelis is being recognized for blazing a trail in increasing the sustainability of our products and our industry."

Logan Aluminum, a joint venture of Novelis and Tri-Arrows Aluminum, Inc., received the Aluminum Mill Excellence award. In 2011, the Logan Aluminum plant in Russellville, Ky., achieved record numbers in many aspects of its business, including the plant's best-ever Customer Satisfaction Index (CSI) rating since it began production in 1984. The CSI rating measures customers' satisfaction with Logan Aluminum in five key areas, including returned goods authorization rate and preferred supplier rating. The plant supplies beverage can body sheet, bare and coated end sheet and tab stock, providing aluminum for more than 40 percent of the aluminum beverage cans produced in North America.

Novelis also had five other award finalists in the categories of Best Product Innovation, Best Brownfield Technology Project, Environmental Responsibility and Stewardship, Aluminum Advocacy and Aluminum Mill Excellence.

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 \$11 billion in fiscal year 2012. Novelis supplies premium aluminum sheet and foil products to automotive, transportation, packaging, construction, industrial, electronics and

printing 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 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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