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Novelis Emerging as Sustainability Leader in the Aluminum Industry

Second Annual Sustainability Report Demonstrates Remarkable Progress

ATLANTA, Aug. 30, 2012 /PRNewswire/ -- Novelis Inc., the world leader in rolled aluminum products, today announced significant progress in its commitment toward reducing its carbon footprint and delivering on key measures of sustainable business performance. Among the milestones detailed in its second annual sustainability report is an increase in the recycled content of its products from 33 percent to 39 percent in the first year since announcing its ambitious target to achieve 80 percent recycled content by 2020.

Other highlights of the comprehensive report include the following results vs. baseline performance:

- A 19 percent reduction in energy intensity – halfway to Novelis' 2020 goal of 39 percent
- An 11 percent reduction in water intensity, almost halfway to its goal of 25 percent
- A 7 percent reduction in greenhouse gas emissions, representing significant progress towards reaching its total goal of halving Novelis' absolute GHGs
- An 18 percent improvement towards the company's goal of reducing waste to landfill to zero.

The Novelis report received an A rating from the Global Reporting Initiative (GRI), the world's most widely used framework for sustainability reporting.

"Sustainability is, without a doubt, driving our business strategy going forward," said Phil Martens, Novelis President and CEO. "A growing percentage of people today want to purchase products that lower their personal carbon footprint, and they expect the companies and technologies behind these products to operate in a sustainable manner. By dramatically increasing the amount of recycled content in our aluminum sheet and applying innovation to our product development, we enable consumers to make sensible, environmentally sustainable purchasing choices."

Already the world's largest recycler of aluminum beverage cans, Novelis is investing in new technologies and facilities to process a broader array of aluminum scrap. In the past three years, the company has announced investments of approximately 810,000 metric tons of increased global recycling capacity in Germany, Korea and Brazil. The company is also strengthening its recycling collection systems, including the establishment of a new, independent beverage can procurement organization in North America.

A critical component of the company's sustainability commitment is the newly-created Novelis Sustainability Council, which brings a wealth of knowledge and experience in

corporate sustainability. The members of the Council include:

- Matt Arnold, Head of Environmental Affairs, JP Morgan Chase
- Stuart Hart, S.C. Johnson Chair in Sustainable Global Enterprise, Cornell University
- Jeffrey Keefer, Former Executive Vice President, DuPont
- Miguel Milano, President, Instituto LIFE
- Jonathon Porritt, Founder, Forum for the Future

For more information, download the [2012 Novelis Sustainability Report](#) and listen to an [interview with John Gardner, Novelis Chief Sustainability Officer](#)

About Novelis

Novelis Inc. is the global leader in aluminum rolled products and the world's largest recycler of used aluminum cans. The company operates in 11 countries, has more than 11,000 employees and reported revenue of \$11.1 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, visit www.novelis.com and follow us on Twitter at twitter.com/Novelis.

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