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Novelis Announces Price Increase On Specialty Aluminium Products Manufactured In Germany

ZURICH, May 15, 2014 – Novelis, the world leader in aluminium rolling and recycling, today announced a price increase on its specialty aluminium sheet products produced in Germany. The fabrication price for plain, shate, industrial and foil container products and other selected aluminium specialty sheets will increase by five percent. The price change is effective immediately for all new orders not covered by current supply agreements.

"This price adjustment reflects strong demand for flat-rolled aluminium products in Europe and increasing production costs in the industry," said Erwin Mayr, Senior Vice President, Novelis and President, Novelis Europe.

Specialty products at Novelis include a wide range of high-quality aluminium coil and sheet products. They are designed to meet the requirements of a variety of customers in building and construction, industrial, architectural, printing, foil and transportation sectors.

About Novelis Novelis Inc. is the global leader in aluminium rolled products and the world's largest recycler of aluminium. The company operates in nine countries, has approximately 11,000 employees and reported revenue of \$9.8 billion for its 2013 fiscal year. Novelis supplies premium aluminium sheet and foil products to automotive, 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 www.novelis.com and follow us on Twitter at twitter.com/Novelis. ### Media contact: Sabine Schauer, Europe + 41 44 386 2370 sabine.schauer@novelis.com Neil Hirsch, Corporate +1 404 760 4465 neil.hirsch@novelis.com Investor contact: Megan Cochard +1 404 760 4170 megan.cochard@novelis.com