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Novelis Honored with Aluminum Industry Leadership Award at Platts Global Metals Awards

ATLANTA and LONDON, May 21, 2014 /PRNewswire/ -- Novelis, the world leader in aluminum rolling and recycling, today received the Industry Leadership Award in Aluminum at the Platts 2014 Global Metals Awards ceremony in London. The award recognizes Novelis' decisive action to transform its business, demonstrated leadership as a first-mover and willingness to take risks by making fundamental changes in the way it operates.

"We are honored to be selected by Platts as the 2014 aluminum industry leader for our game-changing business and sustainability strategies and focused commitment to disruptive innovation," said Phil Martens, President and Chief Executive Officer, Novelis. "We accomplished much over the past year and we are pleased to see our progress recognized with this award."

With recycling, rolling and finishing expansions totaling approximately \$2 billion over the past three years, Novelis is poised to supply the growing demand for aluminum worldwide in key markets including automotive, can and specialty products. As part of its aggressive sustainability strategy, Novelis reached 46 percent recycled content in its products last year along its path toward achieving 80 percent by the end of the decade.

Novelis also was honored as a finalist for Breakthrough Innovation of the Year for its state-of-the-art cold rolling mills in Pindamonhangaba, Brazil and Yeongju, South Korea and as a finalist for the Corporate Social Responsibility Award.

About Novelis

Novelis Inc. is the global leader in aluminum rolled products and the world's largest recycler of aluminum. The company operates in nine countries, has approximately 11,400 employees and reported revenue of approximately \$10 billion for its 2014 fiscal year. Novelis supplies premium aluminum sheet and foil products to 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 novelis.com and follow us on Facebook at facebook.com/NovelisInc and Twitter at twitter.com/Novelis.

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