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Novelis Launches Multilingual Newsroom In Support Of Global Strategy

Company news announced in five languages from single platform

ATLANTA, Oct. 28, 2014 – [Novelis](#), the world leader in aluminum rolling and recycling, today announced the launch of an enhanced online newsroom platform providing multilingual capability. The newsroom will facilitate more effective and efficient communication of company news in key markets around the world. Company news will now be published in Portuguese, German, Mandarin, Korean and English.

“The launch of this enhanced newsroom functionality is reflective of the global presence of Novelis,” said Kim Adler, Vice President, Communications and Government Affairs for Novelis. “With this new global platform, we are now able to communicate in a more seamless way with our customers, investors, employees, local communities and other stakeholders around the world.”

Located on [Novelis.com](#), the multilingual newsroom enables stakeholders on four continents to sign up for email alerts or RSS feeds in the languages of their choice. Current subscribers may also change their language settings by clicking on Email Alerts at the top of the [multilingual newsroom](#) or following the subscription link at the bottom of their most recent email alert.

About Novelis

Novelis Inc. is the global leader in aluminum rolled products and the world's largest recycler of aluminum. The company operates in 11 countries, has approximately 11,200 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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