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Novelis

Jaguar Land Rover and Novelis Sign Multi-year Agreement for Supply of Aluminum Sheet

Novelis Chosen as Sole Supplier of aluminum sheet for Jaguar Land Rover Vehicles

ATLANTA, Sept. 11, 2012 /PRNewswire/ -- Novelis, the world's leading producer of rolled aluminum, today announced that it has been selected by Jaguar Land Rover as its sole supplier of automotive sheet products in a multi-year agreement.

Under the agreement, Jaguar Land Rover secures rolled aluminum from Novelis for a wide range of Jaguar Land Rover models, helping to support the auto maker's industry-leading strategy to reduce the weight of its vehicles and thereby decrease CO2 emissions. As a key component of the sole-supplier relationship, Novelis will recover and recycle all the automaker's aluminum scrap, thus creating a closed-loop recycling system. Also, Novelis aluminum will be used in the all-new Range Rover, the world's first Sports Utility Vehicle with a lightweight all-aluminum body structure.

"Novelis' superior innovation capabilities, technology expertise and global investment strategy for delivering high-quality aluminum sheet make the company an ideal long-term partner for our own sustainable growth strategy," said Mike Brown, Senior Purchasing Manager, Jaguar Land Rover. "Novelis shares Jaguar Land Rover's goal of achieving the highest life-cycle sustainability and recycled content targets."

The agreement expands the twenty-year history of close cooperation between the two companies in the development of lightweight aluminum technologies for the automotive marketplace, and further advances their collaboration on recycling aluminum used in the automotive manufacturing process.

"Novelis' ability to deliver a secure supply of aluminum sheet will enable Jaguar Land Rover to meet the growing demand from its customers worldwide for lighter vehicles and improved fuel economy," said Roland Harings, Vice President, Global Automotive for Novelis. "This close partnership reflects the aligned growth paths of both companies in reaching our respective sustainability goals, due to our collaboration on a proven closed-loop aluminum recycling system."

Novelis aluminum is used widely across Jaguar Land Rover's product range, including the Jaguar XJ, XF and XK models as well as the Land Rover Defender, Discovery 4, Range Rover, Range Rover Sport and Range Rover Evoque. To meet the rapid growth in customer demand for automotive aluminum sheet worldwide, Novelis is more than doubling its global capacity dedicated to the automotive market.

Closed-loop systems for buying back, recovering and recycling aluminum scrap generated by customers during production are part of Novelis' long-term target of achieving 80 percent recycled aluminum input by 2020. Novelis' percentage of recycled input increased from 33 percent in fiscal 2011 to 39 percent in fiscal 2012.

About Novelis

Novelis Inc. is the global leader in aluminum rolled products and aluminum can recycling. 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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