

June 28, 2010



Novelis President Charts Sustainable Future for Rolled Aluminum Products Industry

Benefits of recycling seen across multiple industries and markets

OSLO, June 28 /PRNewswire/ -- New increases in the use of aluminum in consumer electronics, automobiles, packaging and infrastructure are among the top drivers for growth in rolled aluminum products, and concerns about sustainability are behind much of the trend, according to Philip Martens, president and COO of Novelis Inc. Martens spoke on June 22 at CRU's 15th Annual Aluminium Conference in Oslo, Norway. Novelis is the world's largest producer of rolled aluminum and the global leader in beverage can recycling.

(Logo: <https://photos.prnewswire.com/prnh/20100527/CL11716LOGO>)

(Logo: <http://www.newscom.com/cgi-bin/prnh/20100527/CL11716LOGO>)

According to Martens, the sustainability characteristics of aluminum are especially important in:

- Consumer electronics. Aluminum saves weight, dissipates heat and adds to the product's recyclability.
- Automobiles. Changes in the regulatory environment worldwide and demands for light-weighting could increase automotive applications of aluminum beyond current projections.
- Packaging. The recycled content of aluminum cans globally is estimated at 68%, higher than any other beverage container, including plastic and glass.
- Infrastructure. The building industry is looking for higher recycled content, such as aluminum, in structural materials.

Sustainability is becoming a driver for more and more policy and product decisions, observed Martens, which will open opportunities for the environmental benefits of aluminum. "I believe that recycling holds the key to a successful future for our industry," he said.

Novelis estimates global demand for aluminum will rise "about four percent annually over the next five years," said Martens, "with Asia being perhaps double that rate."

The presentation and an accompanying text of Marten's remarks can be downloaded from the Novelis web site at www.novelis.com/speeches.

About Novelis

Novelis Inc. is the global leader in aluminum rolled products and aluminum can recycling. The company operates in 11 countries, has approximately 11,600 employees and reported revenue of \$8.7 billion in its 2010 fiscal year. Novelis supplies premium aluminum sheet and foil products to automotive, transportation, packaging, construction, industrial and printing markets throughout North America, South America, Europe and Asia. 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, please visit www.novelis.com.

Forward-Looking Statements

Statements made in this news release which describe Novelis' intentions, expectations or predictions may be forward-looking statements within the meaning of securities laws. Examples of forward-looking statements in this news release include Novelis' expectations regarding future growth in aluminum demand. Novelis cautions that, by their nature, forward-looking statements involve risk and uncertainty. We do not intend, and we disclaim any obligation, to update any forward-looking statements, whether as a result of new information, future events or otherwise. Important risk factors which could impact outcomes are included under the caption "Risk Factors" in our Annual Report on Form 10-K for the year ended March 31, 2010.

SOURCE Novelis Inc.