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Novelis

Iconic Titanic Belfast Facade Constructed with Novelis Aluminum

ATLANTA, Oct. 25, 2011 /PRNewswire/ -- Novelis Inc., the world leader in aluminum rolled products, has provided aluminum for the facade of the iconic [Titanic Belfast](#) in Northern Ireland. Commemorating a century since the Titanic's maiden voyage, this dramatic new tourist attraction is poised to open its doors in 2012.

(Photo: <http://photos.prnewswire.com/prnh/20111025/CL92908>)

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

The innovative building is located in the heart of Titanic Quarter in Belfast, where the Titanic was constructed. Influenced by the maritime heritage of the city, the building was designed by leading international architects and designers to attract visitors from all over the world. Tourists will be able to take a journey through nine different multi-level galleries where they will learn about the Titanic experience through video, audio, artifacts and models.

Both inside and out, the Titanic Belfast touts a very distinctive look due to its diamond-like appearance and revolutionary design. Clad with Novelis J57S pre-anodized aluminum facade, the building is both eye-catching and durable. Novelis J57S is specifically designed for the highest architectural requirements providing resistance to ultra-violet (UV) light, corrosion and weather. It can be used in a variety of interior and exterior applications and is rated as non-flammable, providing a versatile material for all types of architecture.

"Novelis aluminum products provide a great solution for innovative new buildings and construction," notes Emilio Braghi, Vice President and General Manager of Novelis Specialities. "The futuristic look and durability of the J57S pre-anodized aluminum facade makes it the ideal choice for such an iconic project. We are delighted to be part of the Titanic Belfast and Northern Ireland's tribute to the Titanic."

In addition to the Titanic Belfast, Novelis J57S aluminum facade has been used in the construction of many other architectural triumphs such as The Cube in Birmingham, Great Britain; the ING Bank in Amsterdam; and the Austin Station on the Hong Kong metro line.

About Novelis

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

The Company operates in 11 countries, has nearly 11,000 employees and reported revenue of \$10.6 billion in fiscal year 2011. 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, please visit www.novelis.com.

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