

June 15, 2012



Novelis Opens New Global Research & Technology Center

Aluminum Industry Leader Drives Innovative Customer Collaboration in Recycled Content and New Product Development

ATLANTA, June 15, 2012 /PRNewswire/ -- Novelis, the world's leading producer of rolled aluminum and largest recycler of aluminum beverage cans, today officially opened its new Global Research & Technology Center outside of Atlanta, Ga. The 160,000-square-foot facility serves as the global hub of the company's extensive research and development activities.

"Innovation is the foundation of our strategy and a critical driver of our growth," said Jack Clark, Novelis' Chief Technical Officer. "It's also one of the key components of achieving our commitment to having 80 percent recycled content across our products by the year 2020. This new center will help drive increased collaboration with our customers, enabling us to work side-by-side in developing innovative, sustainable aluminum products."

The state-of-the-art center will be the critical focal point for all R&D within the company, focused on world class solutions for the company's can, automotive and specialty customers. It is also the central point for all of Novelis' technical activities worldwide including engineering, manufacturing excellence and metallurgy.

Located in Kennesaw, Ga., just north of the Novelis world headquarters in Atlanta, the facility includes a variety of materials development and testing laboratories, a pilot beverage can production line and meeting space. Future plans include a small scale aluminum rolling mill, and heat treatment capabilities for finishing automotive aluminum sheet.

"The new Global Research & Technology Center will bring together some of world's leading metallurgists, materials scientists, engineers and technologists all working for the benefit of Novelis' customers across the globe," said Stefan Erdmann, Novelis' Vice President of Global R&D. "The center will tackle challenges ranging from increasing fuel efficiency in automobiles to making consumer packaging and electronics products more sustainable."

Novelis is partnering with the Georgia Institute of Technology and Southern Polytechnic State University on research opportunities, recruitment and internships for the future generation of engineers.

In addition to the global center, Novelis has six satellite research and technology centers worldwide including the U.S., Canada, Germany, Luxembourg, Switzerland and Korea. To learn more about the new Global R&T center, visit <http://www.novelis.com/en-us/Pages/Global-Research-and-Development.aspx>.

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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