

January 28, 2016



Novelis Creates New Sales and Marketing Organization to Better Serve Global Customers

Aluminum Rolled Products Leader Names New Global Heads of Sales and Marketing for Can and Automotive Businesses

ATLANTA, Jan. 28, 2016 /PRNewswire/ -- Novelis, the world leader in aluminum rolling and recycling, today announced the creation of two executive positions, Vice President of Sales and Marketing Global Can, and Vice President of Sales and Marketing Global Automotive. Effective April 1, 2016, these new positions will allow Novelis to more seamlessly serve its global customer base and accelerate its global integration strategy.

Andy King has been named Vice President, Sales and Marketing, Global Can. In this new role, King will be responsible for driving can business growth, product branding and marketing, and portfolio management across all global markets. Prior to this position, King served as Vice President and General Manager, Can, Novelis Asia. King has held a number of leadership positions with the company since 1996 and has more than 20 years of experience in the can industry. Previous Vice President, Global Can, Gary Yogan, will become Vice President, Strategic Projects, and will continue to report directly to Steve Fisher, Novelis President and Chief Executive Officer.

Pierre Labat has been named Vice President, Sales and Marketing, Global Automotive. Labat will be responsible for driving global automotive strategy, portfolio management, overseeing business growth and ensuring industry projects, products and innovations meet the evolving needs of global customers. Labat has served as Vice President and General Manager, Automotive, Novelis Europe since 2014, where he led contract negotiations with key automotive customers, oversaw product development efforts and worked to improve product profitability. In his 16-year career with Novelis, Labat has also served in various leadership positions in can and specialty products helping to drive results-oriented business solutions for some of Novelis' largest customers.

"As our can and automotive customers increasingly move to a more global business model, it will be vital that we have a similarly aligned operating structure in place," said Steve Fisher, Novelis President and Chief Executive Officer. "Both Andy and Pierre bring a global mindset to our new Sales and Marketing organization and will be instrumental in ensuring that our commercial strategy development, financial business planning and contract negotiations are aligned to the needs of our global customers."

Together, King and Labat bring a deep knowledge of the market and solid customer relationships which will ensure Novelis retains its place as the leading supplier in both the global can and automotive industries. King and Labat will be based at the company's headquarters in Atlanta, and will report directly to Fisher.

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 11,500 employees and reported \$11.1 billion in revenue for its 2015 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 a subsidiary of Hindalco Industries Limited, 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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