



Atlanta Development Authority

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ADA Aids in Novelis Expansion North American HQ Relocates from Cleveland

ATLANTA – Novelis Inc. announced today that approximately 80 professional positions will be moving to Atlanta as the company relocates its North American headquarters from Cleveland to its world headquarters here. This consolidation, when combined with other expected staff additions, will bring Novelis' Atlanta staff to approximately 220 people by the end of 2010.

Novelis, a \$10.2 billion global leader in aluminum products and aluminum can recycling, currently has about 12,000 employees in 11 countries spanning four continents. Novelis selected Atlanta as its world headquarters in 2005 when it was spun off from Canadian aluminum producer Alcan.

"Novelis' consolidation of North American operations at its Atlanta headquarters provides additional evidence that multi-national corporations thrive in our city," said Atlanta Mayor Kasim Reed. "Atlanta is a global center of international commerce with a vibrant corporate community. I am delighted to welcome the North American headquarters staff of Novelis to our great city."

Philip Martens, president and chief operating officer of Novelis said, "We're excited about expanding our presence in Atlanta and I want to thank the Atlanta Development Authority and the Metro Atlanta Chamber for their assistance with this move. North America is one of our biggest markets, and it just makes good business sense to consolidate these operations at our Atlanta-based corporate headquarters."

Atlanta City Councilman Howard Shook, who represents District 7, said, "We look forward to welcoming all of the Novelis employees who will be moving into Buckhead and Atlanta. I'm sure they will enjoy the quality of life, transportation options, climate, and dynamism awaiting them."

ADA worked closely with the Metro Atlanta Chamber to help make the case for the Atlanta location by providing a variety of financial and technical assistance. Rob Metcalf of Jones Lang LaSalle represented Novelis in its real estate transaction.

"We're delighted that we could help entice Novelis to expand its Atlanta headquarters. We look forward to a long-term relationship with the company as it continues to grow," said Gregg Simon, manager of business engagement for ADA. "Novelis is a wonderful corporate citizen, and its decision highlights the positive business climate offered in the city of Atlanta."

The move is the latest in a series of steps taken by the company over the past year designed to realign its global operations, consolidate corporate functions, enhance organizational effectiveness, increase efficiencies and reduce costs. Recent initiatives have included the realigning of manufacturing capacity to optimize its global footprint, tightening control of inventory levels, maximizing credit and risk management, standardizing procurement protocols and reducing energy costs.

ABOUT NOVELIS

Novelis supplies premium aluminum sheet and foil products to automotive, transportation, packaging, construction, industrial, electronics 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.

ABOUT ATLANTA DEVELOPMENT AUTHORITY

The Atlanta Development Authority is the official economic development agency for the city of Atlanta. ADA represents in-town Atlanta, which has a population of 530,000 and growing. ADA is a research-based economic development organization, focused on residential, business and investment growth in the city. Visit www.atlantada.com.

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