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Please find enclosed herewith Press Release titled **‘Hindalco unveils new identity in a transformational push to disrupt Indian Manufacturing’**

This is being made available on the website of the Company www.hindalco.com

The above is for your information and dissemination.

Sincerely,

for **Hindalco Industries Limited**

Geetika Anand
Company Secretary & Compliance Officer

Encl: a/a

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Hindalco unveils new identity in a transformational push to disrupt Indian Manufacturing

- **Plans to invest Rs 45,000 crore for the next generation high precision engineered products**
- *To Forge Strategic Alliances to Drive Ground-breaking and Sustainable Innovations.*
- *New tagline – Engineering Better Futures – reflecting sustainability, circularity, and precision engineering*

Mumbai, 20 March 2025: Hindalco Industries Ltd., the metals flagship of the Aditya Birla Group, has unveiled a bold new brand identity, marking its transformation from a materials supplier to an engineered solutions provider. The refreshed identity underscores its role as a co-creator and problem solver, shaping the future of industries such as electric mobility, renewable energy, energy storage, semiconductors, and high-end electronics.

The brand identity was unveiled by **Aditya Birla Group, Chairman, Mr. Kumar Mangalam Birla** in the presence of industry leaders, policymakers, and business partners.

Speaking at the launch, Mr. Kumar Mangalam Birla, Chairman, Aditya Birla Group, said, *“Today, Hindalco is a mini conglomerate in itself, with 52 plants across 10 countries producing a diverse portfolio of high-quality products that contribute to the global economy. We are committing ₹45,000 crore across aluminium, copper, and specialty alumina businesses to deliver both upstream and next-generation high-precision engineered products”. He added, “Hindalco’s new identity reflects our role as a catalyst for change, a problem solver, and a co-creator of new solutions that power progress across industries. And above all, it embodies our commitment to always being a force for good.”*

The new Hindalco brand logo, featuring a bold and dynamic ‘H,’ represents forward momentum and reinforces the company’s role in shaping India’s industrial and sustainable future. This transformation is not just about advanced materials, it is about cultivating innovation, attracting top talent, and fostering a high-performance culture that drives continuous progress.

Mr. Satish Pai, Managing Director, Hindalco Industries Ltd., added, *“This marks a pivotal moment in Hindalco’s journey as we transition from a metals manufacturer to an innovation-driven solutions provider. Our investments in advanced materials, circular economy solutions, and cutting-edge applications will redefine manufacturing in India and beyond. The new brand identity, ENGINEERING BETTER FUTURES, reflects our core principles: Sustainability, Circularity, Durability, and Precision Engineering. These pillars form the foundation of our transformation, ensuring we create a lasting impact for generations to come.”*

Hindalco's advancements are already revolutionizing industries and fostering strategic partnerships to accelerate innovation. In automotive and electric vehicles, its lightweight materials enhance efficiency and sustainability. In packaging, it is pioneering circular solutions to minimize waste and improve recyclability. Hindalco is also collaborating with battery manufacturers, developing specialized aluminium and copper materials for anode and cathode components, enabling the next wave of energy storage solutions. In aerospace and defence, it has played a crucial role in ISRO's landmark projects like Chandrayaan and Mangalyaan, supplying high-performance materials that reinforce India's space capabilities.

Sustainability remains a cornerstone of Hindalco's transformation. The company is advancing its green initiatives with projects such as India's first e-waste recycling plant by Birla Copper and a 100MW renewable energy project in Odisha, integrating wind, solar, and pumped hydro storage to provide stable, round-the-clock power.

For the fifth consecutive year, Hindalco has been recognized as the World's Most Sustainable Aluminium Company in the S&P Global Corporate Sustainability Assessment (CSA) rankings. Its ongoing focus on energy-efficient production, waste reduction, and eco-friendly materials aligns with India's ambitious net-zero goals.

About Hindalco Industries:

Hindalco Industries Limited is the metals flagship company of the Aditya Birla Group. A \$26 billion metals powerhouse, Hindalco is the world's largest aluminium company by revenues, and the world's second largest Copper rods manufacturer (outside China).

Hindalco operates across the value chain, from bauxite mining, alumina refining, coal mining, captive power plants and aluminium smelting to downstream rolling, extrusions, and foils. Along with its subsidiary Novelis, Hindalco is the global leader in flat rolled products and the world's largest recycler of aluminium.

Hindalco is India's largest copper producer, serving more than half the country's copper requirements. Its copper facility in Gujarat, India, comprises a world-class copper smelter and refinery complex, downstream facilities, and a captive jetty.

Hindalco's global footprint spans 52 manufacturing units across 10 countries. Hindalco has been ranked the world's most sustainable aluminium company in the Dow Jones Sustainability Indices (DJSI) for five consecutive years – 2020, 2021, 2022, 2023, and 2024.