Figure S1: XPS spectra of Sr 3d level in undoped and Europium doped SrMoO4.

Figure S2: XPS spectra of Eu 4d level in Europium doped CaMoO4.
Figure S3: CIE index diagram for CMO and SMO at excitation wavelength of 250 nm.

\[ c-(0.24, 0.23) \]
\[ s-(0.31, 0.43) \]
Figure S4: Energy level scheme for the Eu$^{3+}$ and MoO$_4^{2-}$ group and the energy transfer mechanism from MoO$_4^{2-}$ to Eu$^{3+}$. 
Figure S5: Intensity plot for ED and MD transition in CMO-Eu and SMO-Eu under excitation of 274 nm.