**Electronic Supplementary Information** 

## Faster Photoinduced Electron Transfer in a Diluted Mixture than in Neat Donor Solvent: Effect of Excited-State H-Bonding

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## Wavelength (nm)

1

**Figure S1:** Absorption spectra of C102 in the cyclohexane-aniline (top panel) and toluene-aniline (bottom panel) mixtures at different mole fraction of aniline,  $X_{AN}$ .



Figure S2: Absorption spectra of C102 in cyclohexane on gradual addition of DMA.



Figure S3: Emission spectra of C102 in cyclohexane on gradual addition of DMA.



**Figure S4:** Fluorescence decays of C102 in the cyclohexane-aniline mixtures at different mole fraction of aniline,  $X_{AN}$ . Arrows indicate mode of the lifetime variation with increase in  $X_{AN}$ . The decays were measured at 410 nm (left panel) and 460 nm (right panel).



Figure S5: Fluorescence decays of C102 in the cyclohexane-aniline (left panel) and toluene-aniline (right panel) mixtures at three different emission wavelengths. Mole fractions of aniline,  $X_{AN}$  in cyclohexane-aniline and toluene-aniline mixtures are 0.075 and 0.13, respectively.

## Calculation of the solvation energy correction ( $\Delta E_{sol}$ ):

 $\Delta E_{sol}$  can be calculated by using the following equation<sup>1</sup>

$$\Delta \mathsf{E}_{\mathsf{sol}} = \Delta G_s^0(-) + \Delta G_s^0(+) \tag{1}$$

where  $\Delta G_s^0(-)$  and  $\Delta G_s^0(+)$  are the free energies of solvation of anion and cation respectively. Free energy of solvation can be calculated by using the following equations.<sup>1</sup>

$$G^{0}_{s(-)} = \left(\frac{N_{0}z_{i}^{2}e^{2}}{8\pi\varepsilon_{0}}\right)\left(1-\frac{1}{\varepsilon_{s}}\right)\left(\frac{1}{Ap}+r_{i}\right)$$
(3)

$$G^{0}_{s(+)=-}\left(\frac{N_{0}z_{i}^{2}e^{2}}{8\pi\varepsilon_{0}}\right)\left(^{1-\frac{1}{\varepsilon_{s}}}\right)\left(\frac{1}{Bp}+r_{i}\right)$$
(4)

where  $N_0$  is the Avogadro's number,  $z_i$  is the ionic charge, e is the electronic charge,  $\varepsilon_0$  is the permittivity of the free space,  $\varepsilon_s$  the dielectric constant of the solvent,  $r_i$  is the ionic radius, and Ap and Bp are the Fawcett's parameters of acidity and basicity, respectively. Ap and Bp are defined by the following equations<sup>1</sup>

$$Ap = 1.29E_T(30) - 33.3 \tag{5}$$

$$Bp = 10.14 + 0.108D_n \tag{6}$$

where  $E_T(30)$  is the polarity scale and Dn is the donor number.

## References

1. Shirota, H.; Pal, H.; Tominaga, K.; Yoshihara, K., Substituent Effect and Deuterium Isotope Effect of Ultrafast Intermolecular Electron Transfer: Coumarin in Electron-Donating Solvent. *J. Phys. Chem. A* **1998**, *102*, 3089-3102.