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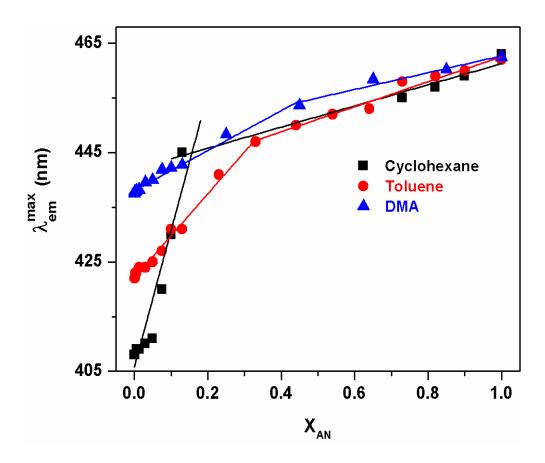
**Electronic Supplementary Information** 

## Anomalous modulation of photoinduced electron transfer of coumarin 102 in aniline-dimethylaniline mixture: dominant role of hydrogen bonding

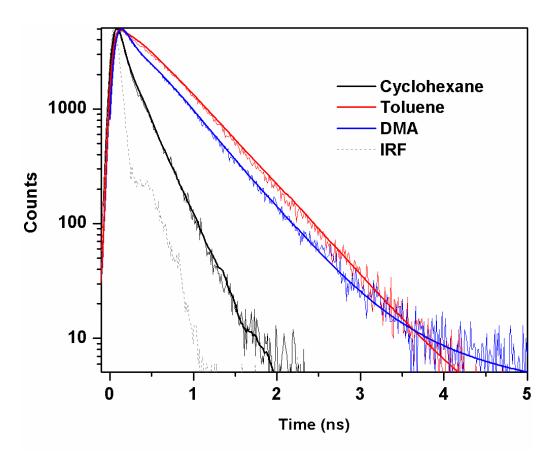
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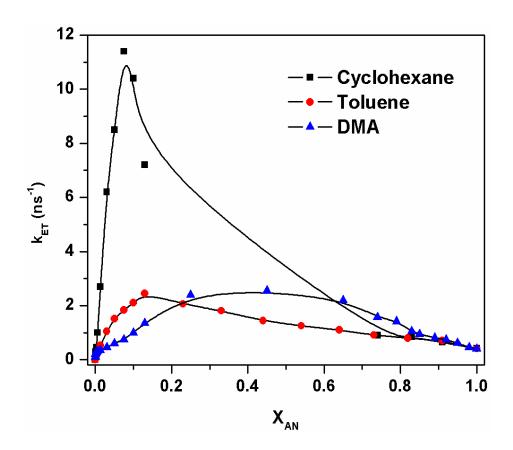
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**Figure S1:** Variation of emission maxima of C102 with increasing mole fraction of aniline,  $X_{AN}$  in three different solvents.



**Figure S2:** Fluorescence decays of C102 at critical mole fraction of aniline in three different solvents.



**Figure S3:** Variation of the photoinduced electron transfer (PET) rate constant, $k_{ET}$ , of C102 with mole fraction of aniline in cyclohexane, toluene and DMA.