SUPPORTING INFORMATION

Table S1 Photovoltaic performance of the DSSC devices* made from various *meso*-TiO_2 powders at AM1.5 and irradiance of 100 *mW/cm*^{2}

Surfactant	SC/TIPR (molar ratio)	Sample name	Amount of adsorbed dye $\times 10^{-7}$ (mol.cm^{-2})	J_{sc} (mA.cm^{-2})	V_{oc} (mV)	FF (%)	η (%)
OTAB	1/1	O1	5.7	11.95±0.1	680±2	64.73±0.8	5.26±0.1
	1/3	O3	6.3	12.35±0.2	688±3	68.89±0.2	5.85±0.1
	1/7	O7	7.3	13.33±0.2	721±3	69.0±0.5	6.63±0.1
	1/9	O9	7.5	13.29±0.2	724±2	69.1±0.6	6.65±0.1
DOTAB	1/1	D1	6.1	12.22±0.3	690±2	65.01±0.6	5.58±0.1
	1/3	D3	6.7	12.80±0.2	694±2	68.85±0.3	6.12±0.2
	1/7	D7	7.8	13.64±0.1	729±1	71.14±0.4	7.07±0.1
	1/9	D9	7.9	13.72±0.1	730±1	71.10±0.5	7.12±0.1

*The listed data are the average value of two independent measurements under same condition.

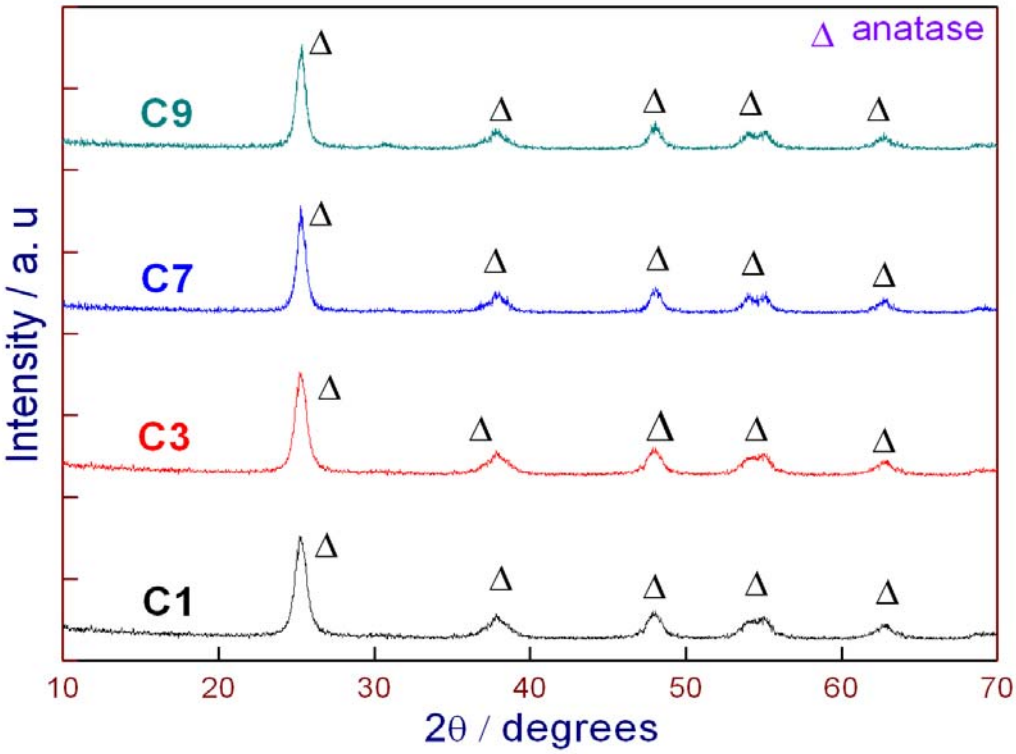

Fig. S1 PXRD spectrum of various *meso*-TiO_2 samples synthesized using CTAB

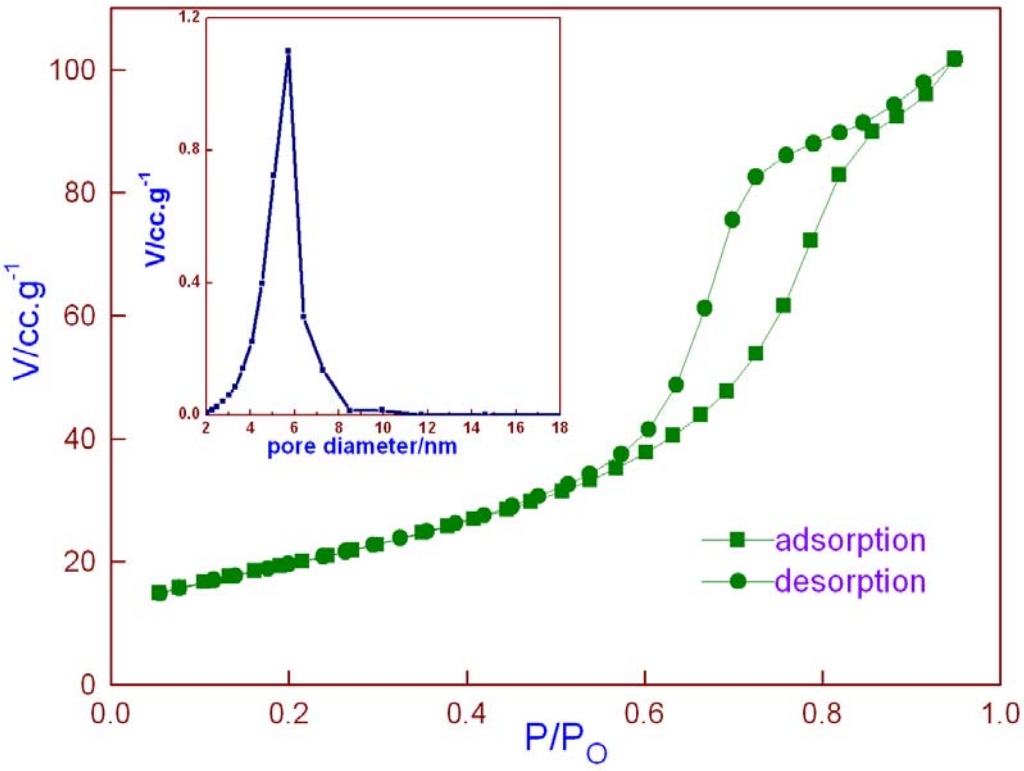

Fig. S2 N_2 adsorption and desorption isotherms of samples O5 with corresponding BJH pore size distribution as an inset

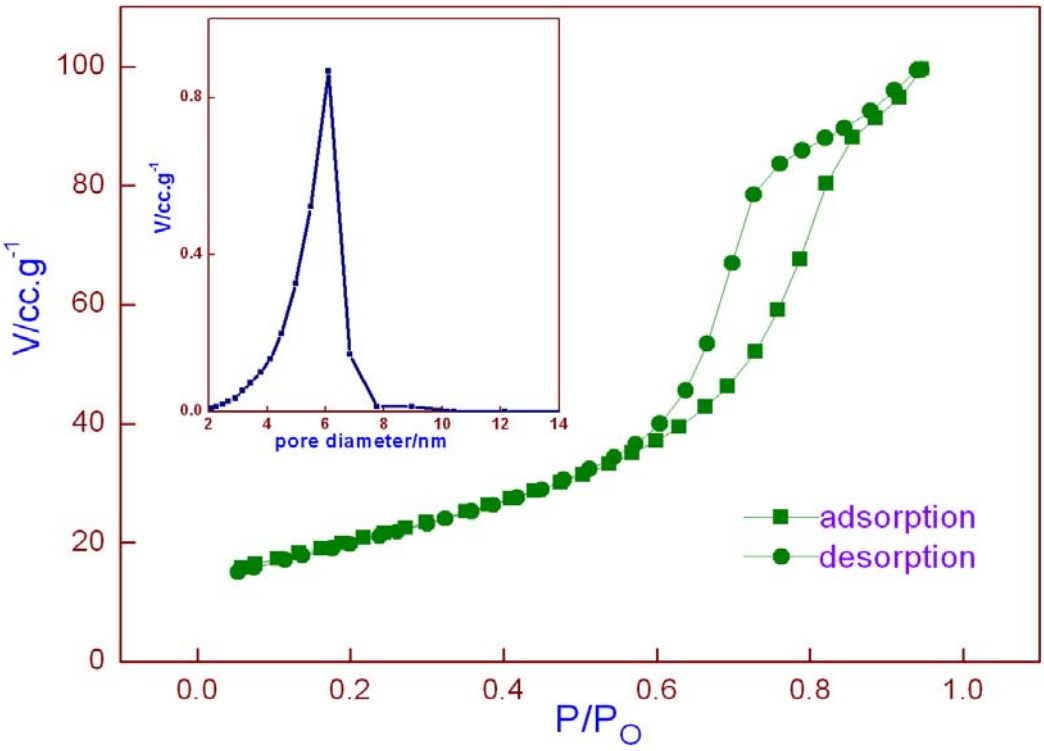

Fig. S3 N_2 adsorption and desorption isotherms of samples D5 with corresponding BJH pore size distribution as an inset

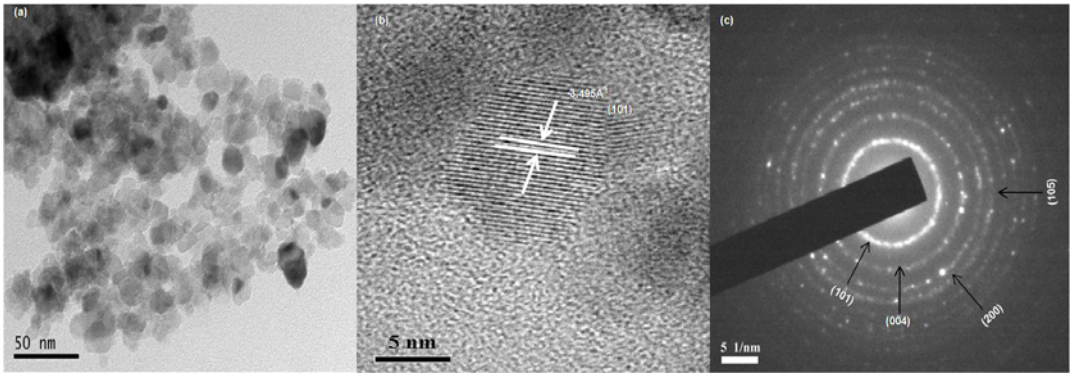

Fig. S4 (a) TEM, (b) HRTEM and (c) SAED images of *meso*-TiO_2 (O5)

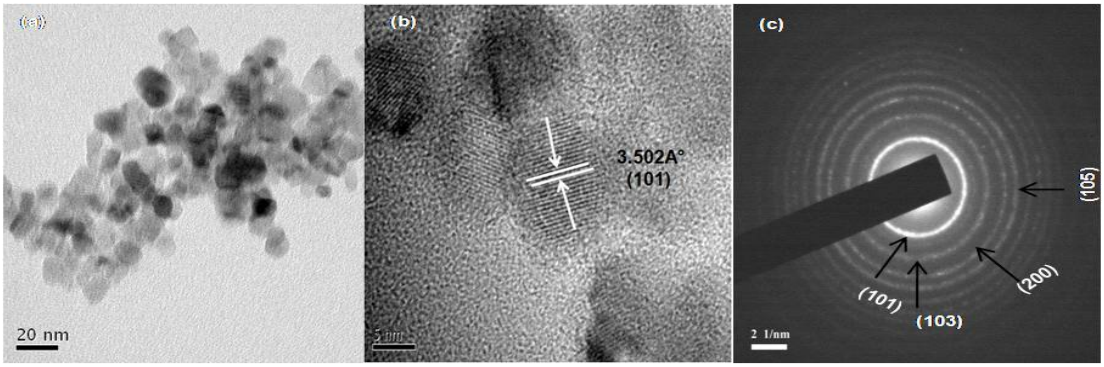

Fig. S5 (a) TEM, (b) HRTEM and (c) SAED images of *meso*-TiO_2 (D5)