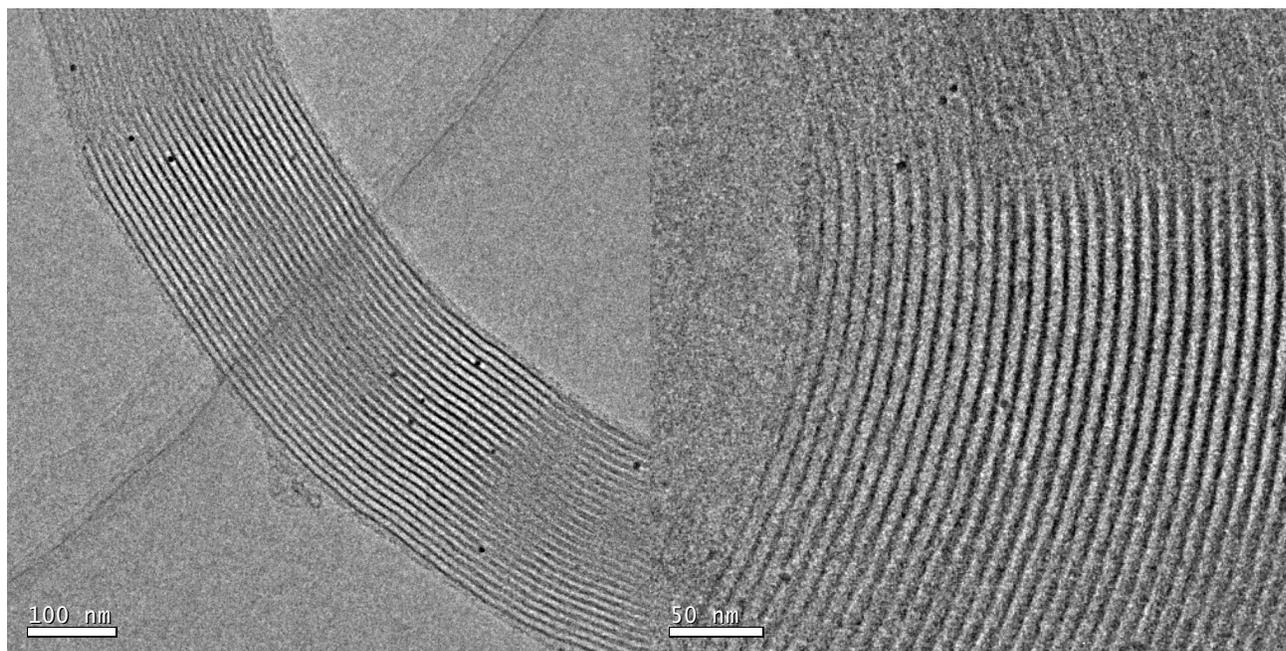
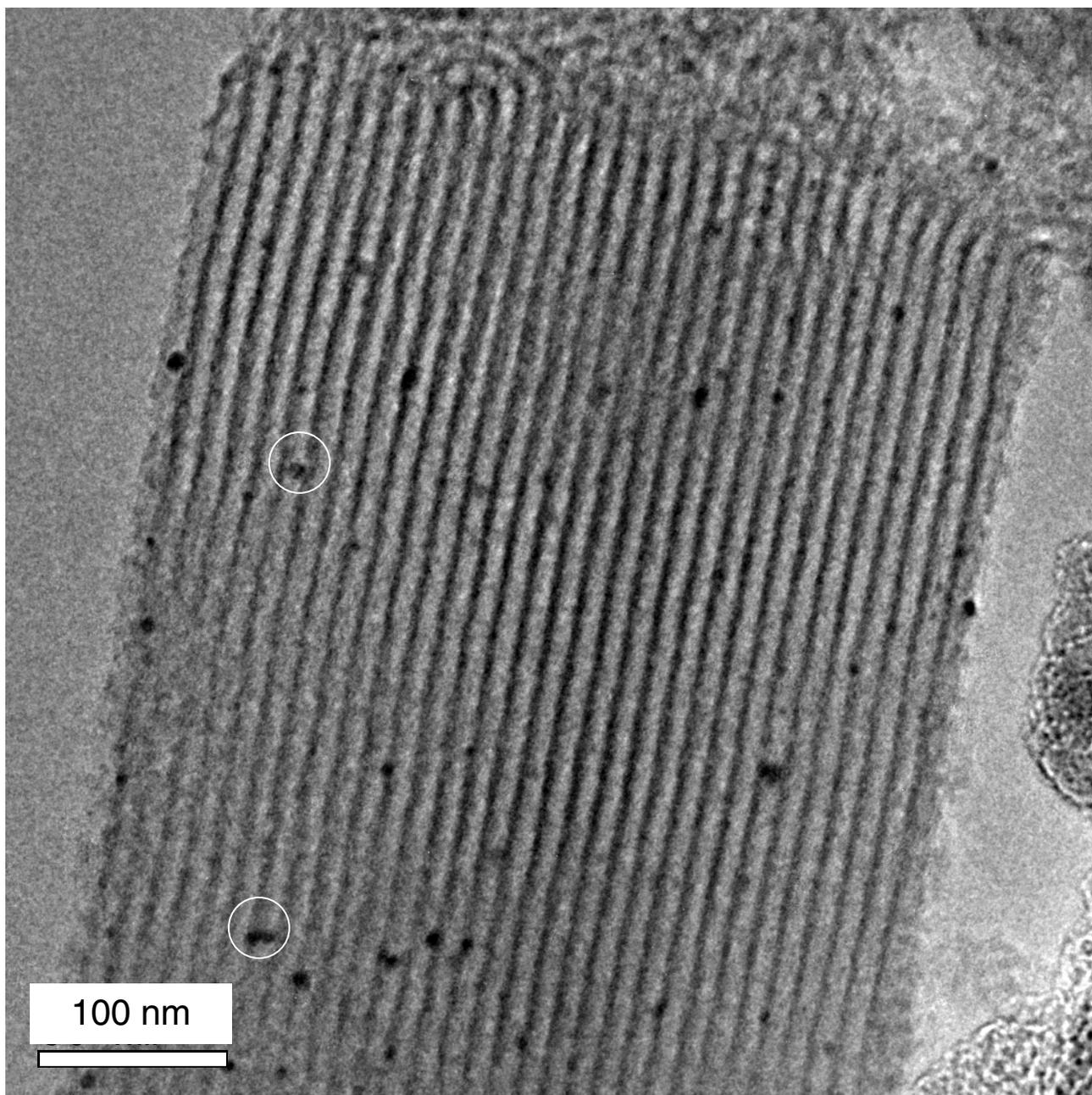


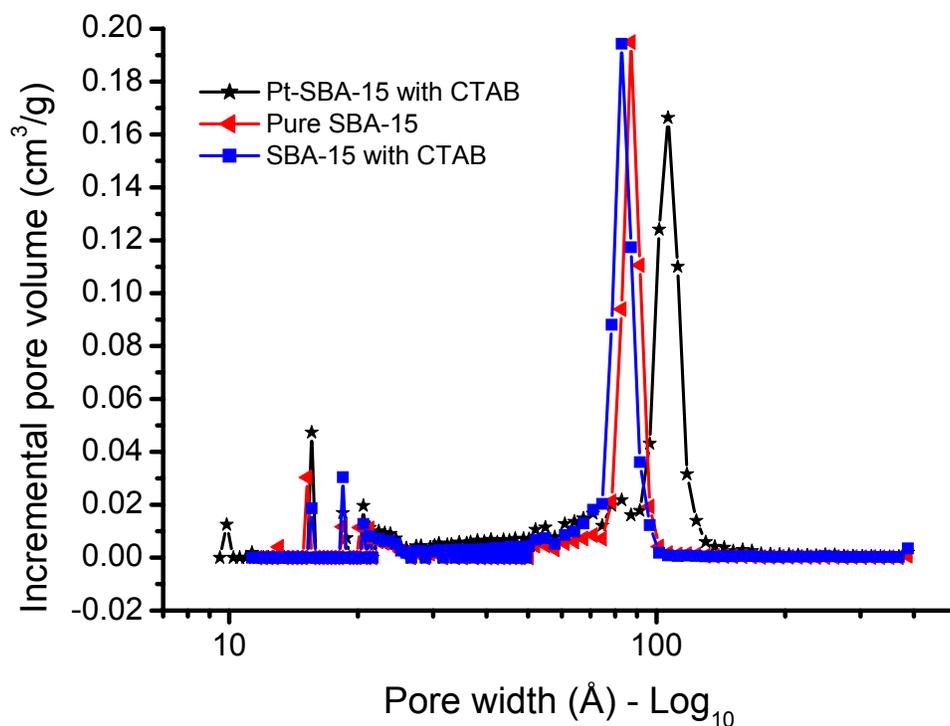
S. 1. Left: XRD patterns of as synthesized samples of pure, CTAB added and CTAB/Pt incorporated SBA-15. Right: Wide angle XRD of the as synthesized sample; no Pt metal peaks visible.



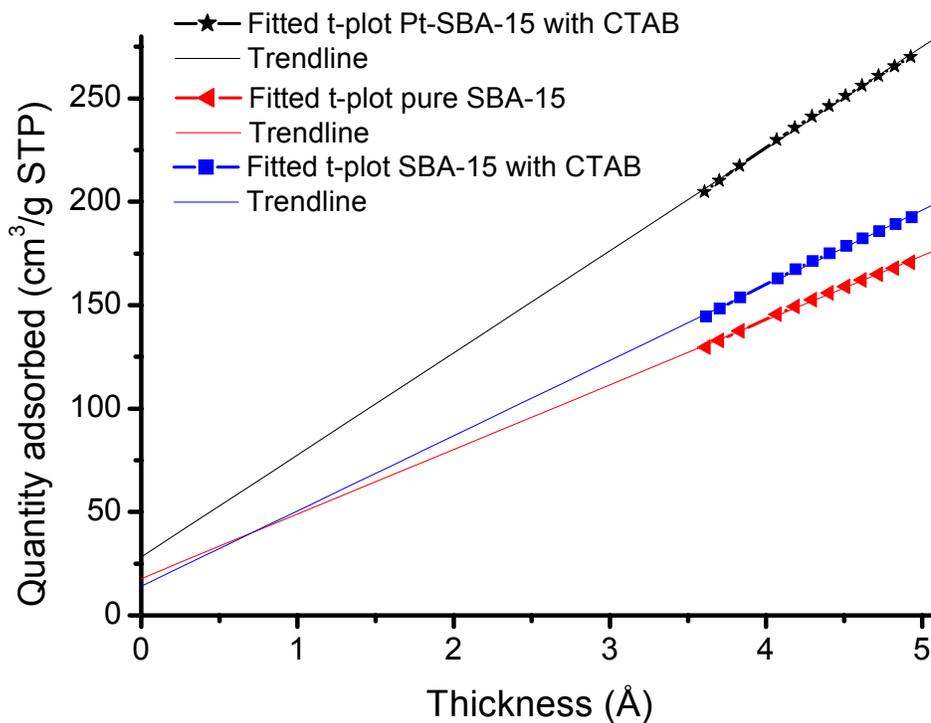
S. 2. TEM images of as synthesised sample before calcination. The number of particles is much less when compared to calcined sample. These are portions of the mesoporous material where nanoparticles were visible hence not representative of the whole sample.



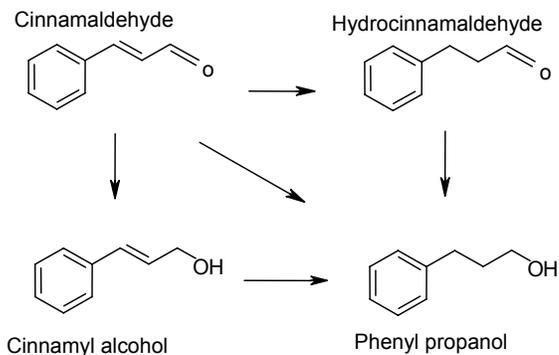
S. 3. TEM image showing the localised swelling as shown by white circle.



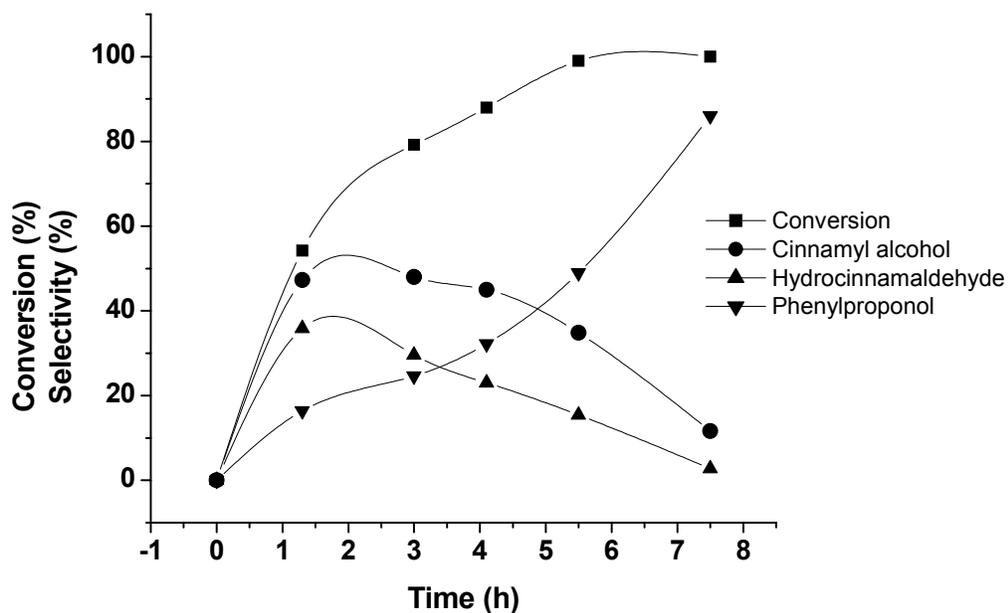
S. 4. Pore size distribution of pure, CTAB added and CTAB/Pt incorporated SBA-15.



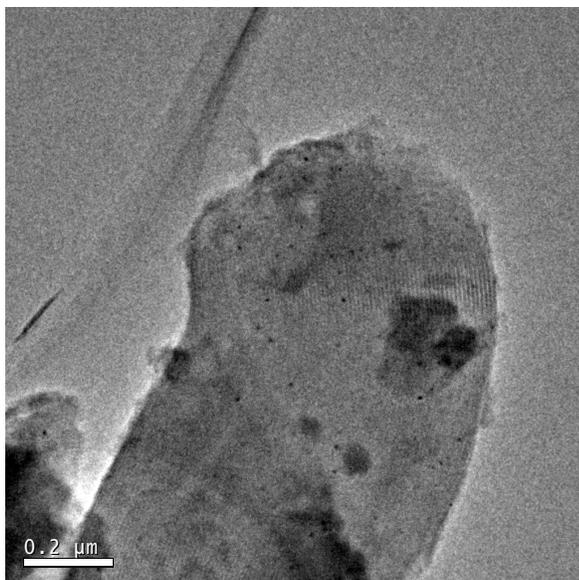
S. 5. t-plot analysis of pure, CTAB added and CTAB/Pt incorporated SBA-15.



S. 6. Cinnamaldehyde hydrogenation reaction pathways



S.7. Conversion of cinnamaldehyde and Selectivity towards different products plotted against duration of reaction.



S. 8. Agglomeration of Pt particles when the synthesis was carried out without CTAB.

S. 9. Chemical analysis (Pt):

Pt-SBA-15 (with CTAB):

solid sample after calcination = 0.7 wt% (theoretical value based on 100% yield of SBA-15 = 1.8 wt%);  
filtrate before washing = 0.54 wt% and wash = 0.54 wt%. Hence the retention of Pt is 40% of the added  
concentration, whereas, for Pt-SBA-15 (without CTAB), the Pt concentration was only 0.125 wt% which  
is 7 % of the added concentration.