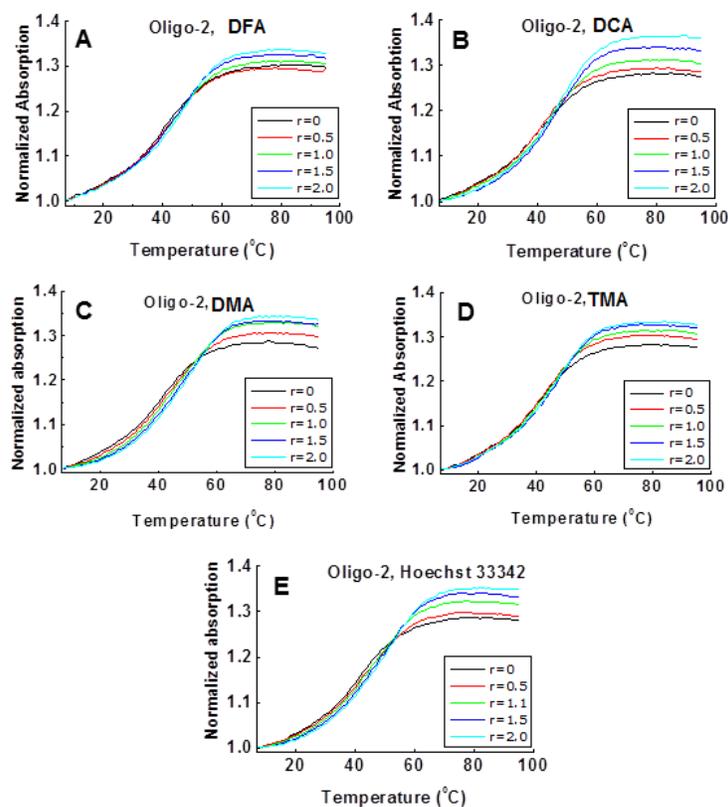


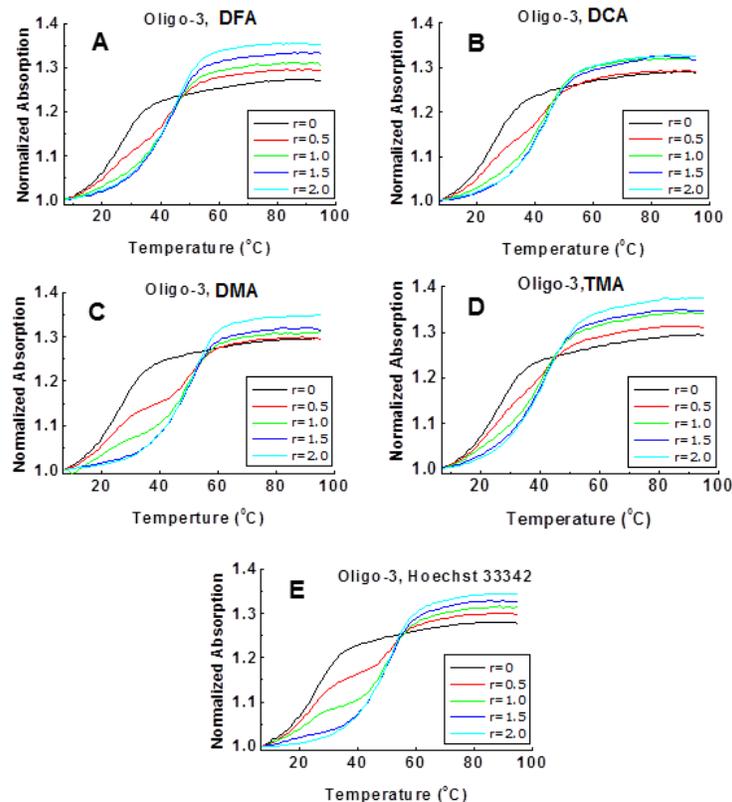
**Fig. S1**

**Fig. S1** UV absorption spectra of **DFA** (A), **DCA** (B), **DMA** (C), **TMA** (D) & **Hoechst 33342** (E) alone and in the presence of synthetic duplex at drug/oligomer ratio  $r=1$ . The ligand and DNA concentration was  $5\mu\text{M}$ . Oligo-1:  $\text{d}(\text{GCGCGCGCGCGCGCGCG})_2$ ; Oligo-2:  $\text{d}(\text{ATATATATATATATATAT})_2$ ; Oligo-3:  $\text{d}(\text{GAAAATTTTC})_2$ ; Oligo-4:  $\text{d}(\text{GTTTTAAAC})_2$



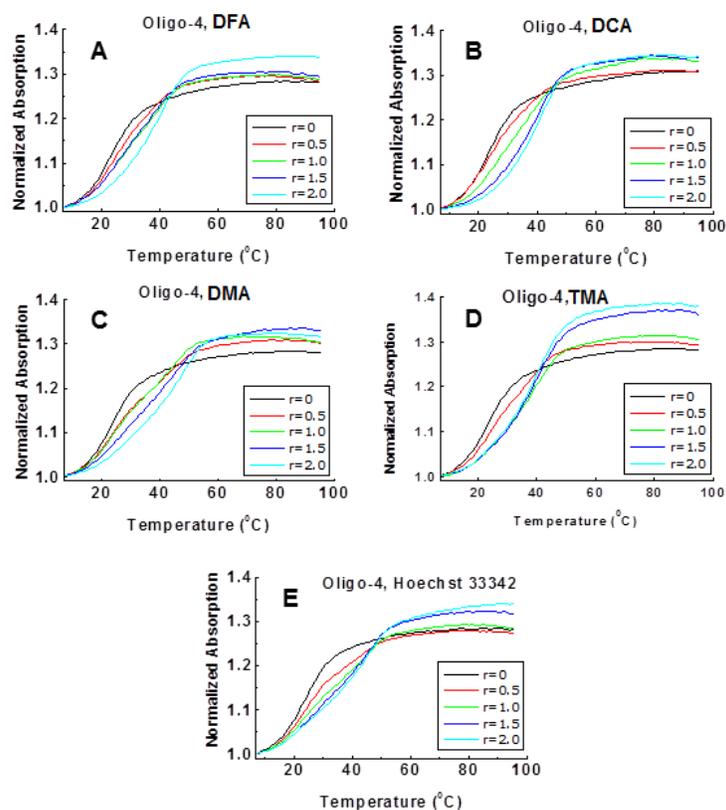
**Fig. S2**

**Fig. S2** UV melting profiles of oligomer-2 i.e.; d(ATATATATATATATAT)<sub>2</sub> alone and in the presence of ligands (**DFA, DCA, DMA, TMA & Hoechst 33342**) at drug/oligomer ratio,  $r = 0-2$ . Samples of DNA (2.5  $\mu\text{M}$ ) were mixed with ligand (1.25-5  $\mu\text{M}$ ) in buffer [20mM sodium cacodylate, 100mM NaCl (pH 7.2)] before being heated at 95°C for 5 min and slowly annealed to 4°C before UV analysis at 260 nm from 7 to 95°C at a heating rate of 0.2 °C/min.  $T_m$  values were determined by first-derivative analysis.



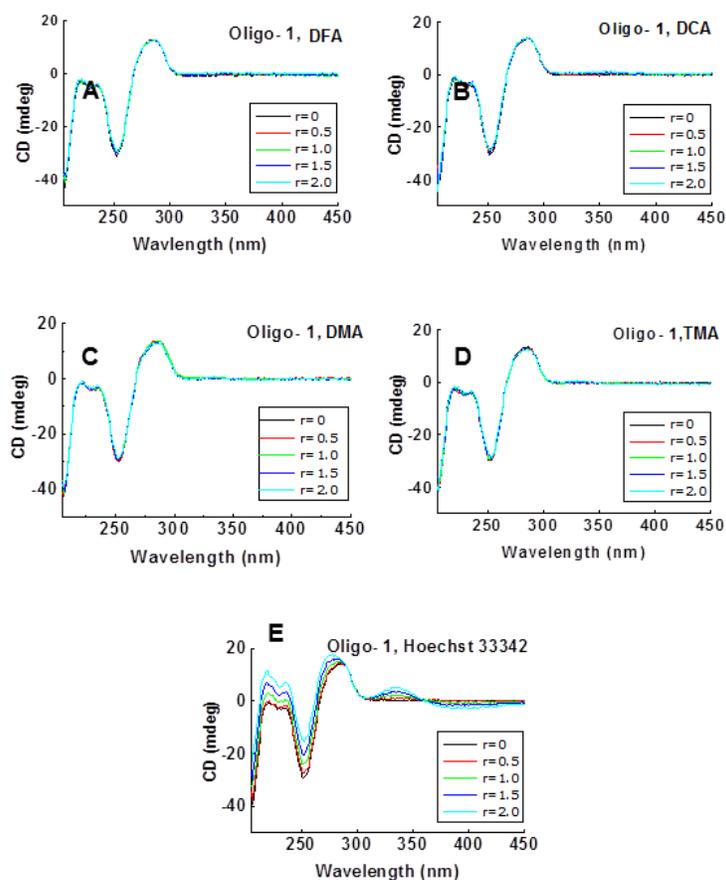
**Fig. S3**

**Fig. S3** UV melting profiles of oligomer-3 i.e.; d(GAAAATTTTC)<sub>2</sub> alone and in the presence of ligands (**DFA**, **DCA**, **DMA**, **TMA** & **Hoechst 33342**) at drug/oligomer ratio,  $r = 0-2$ . Samples of DNA (2.5  $\mu\text{M}$ ) were mixed with ligand (1.25-5  $\mu\text{M}$ ) in buffer [20mM sodium cacodylate, 100mM NaCl (pH 7.2)] before being heated at 95°C for 5 min and slowly annealed to 4°C before UV analysis at 260 nm from 7 to 95°C at a heating rate of 0.2°C/min. T<sub>m</sub> values were determined by first-derivative analysis.



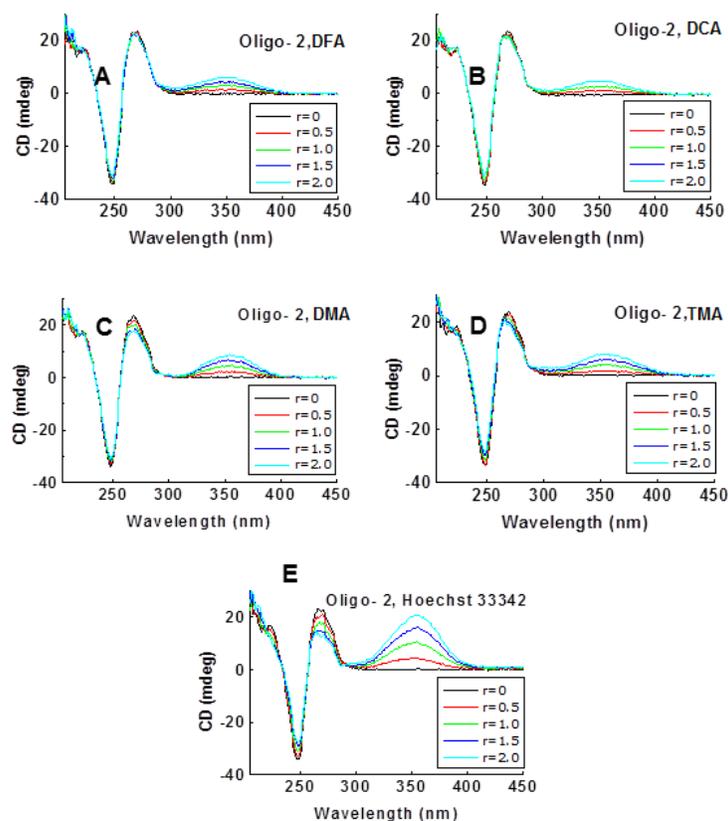
**Fig. S4**

**Fig. S4** UV melting profiles of oligomer-4 i.e.; d(GTTTTAAAAC)<sub>2</sub> alone and in the presence of ligands (**DFA, DCA, DMA, TMA & Hoechst 33342**) at drug/oligomer ratio, r = 0-2. Samples of DNA (2.5 μM) were mixed with ligand (1.25-5 μM) in buffer [20mM sodium cacodylate, 100mM NaCl (pH 7.2)] before being heated at 95°C for 5 min and slowly annealed to 4°C before UV analysis at 260 nm from 7 to 95°C at a heating rate of 0.2°C/min. T<sub>m</sub> values were determined by first-derivative analysis.



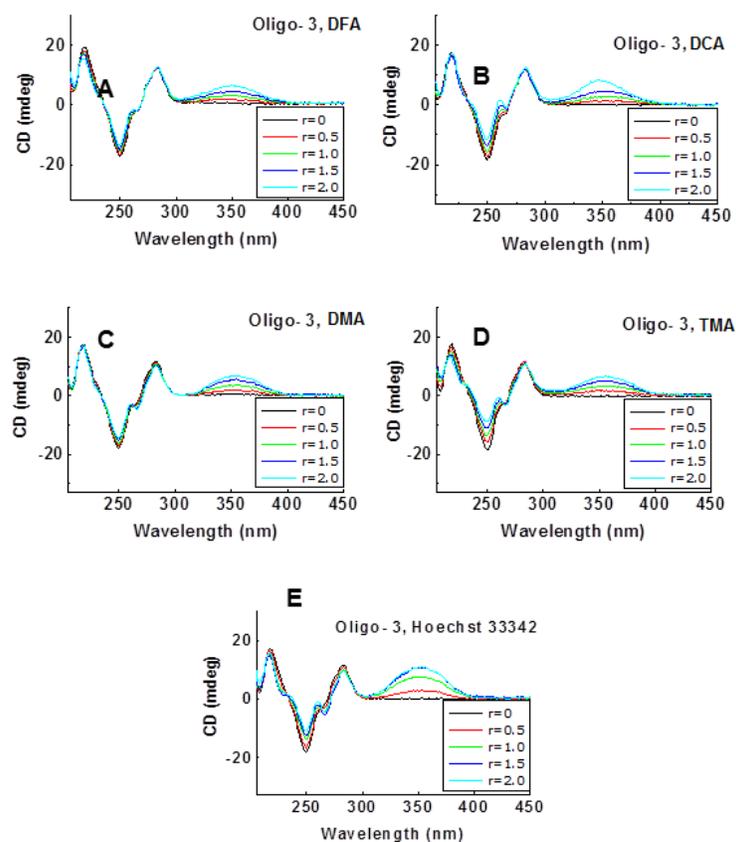
**Fig. S5**

**Fig. S5** CD scans of oligomer-1 i.e.;  $d(\text{GCGCGCGCGCGCGCGC})_2$  with increasing concentrations of ligands (**DFA**, **DCA**, **DMA**, **TMA** & **Hoechst 33342**) at  $10^\circ\text{C}$ . Samples of oligomer ( $5\ \mu\text{M}$ ) were scanned from 460 to 210 nm after serial additions of concentrated ligand with stirring. Peaks around 350 nm correspond to ligand-oligomer complex. Buffer: 20mM sodium cacodylate, 100mM NaCl (pH 7.2). A) **DFA**-oligomer DNA; B) **DCA**-oligomer; C) **DMA**-oligomer; D) **TMA**-oligomer; E) **Hoechst 33342**-oligomer; r stands for drug/oligomer ratio.



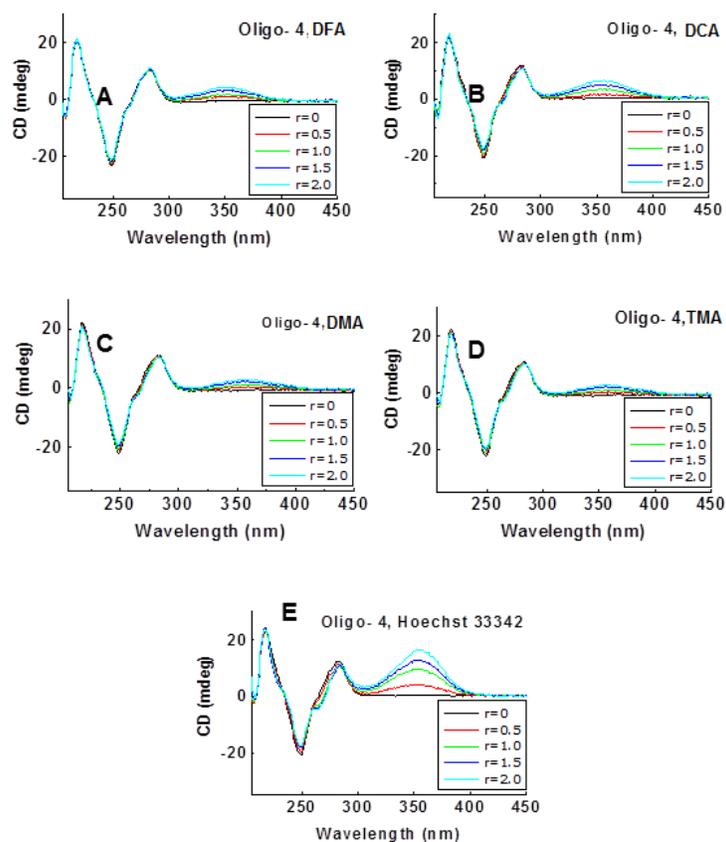
**Fig. S6**

**Fig. S6** CD scans of oligomer-2 i.e.; d(ATATATATATATATAT)<sub>2</sub> with increasing concentrations of ligands (**DFA**, **DCA**, **DMA**, **TMA** & **Hoechst 33342**) at 10°C. Samples of oligomer (5 μM) were scanned from 460 to 210 nm after serial additions of concentrated ligand with stirring. Peaks around 350 nm correspond to ligand-oligomer complex. Buffer: 20mM sodium cacodylate, 100mM NaCl (pH 7.2). A) **DFA**-oligomer DNA; B) **DCA**-oligomer; C) **DMA**-oligomer; D) **TMA**-oligomer; E) **Hoechst 33342**-oligomer; r stands for drug/oligomer ratio.



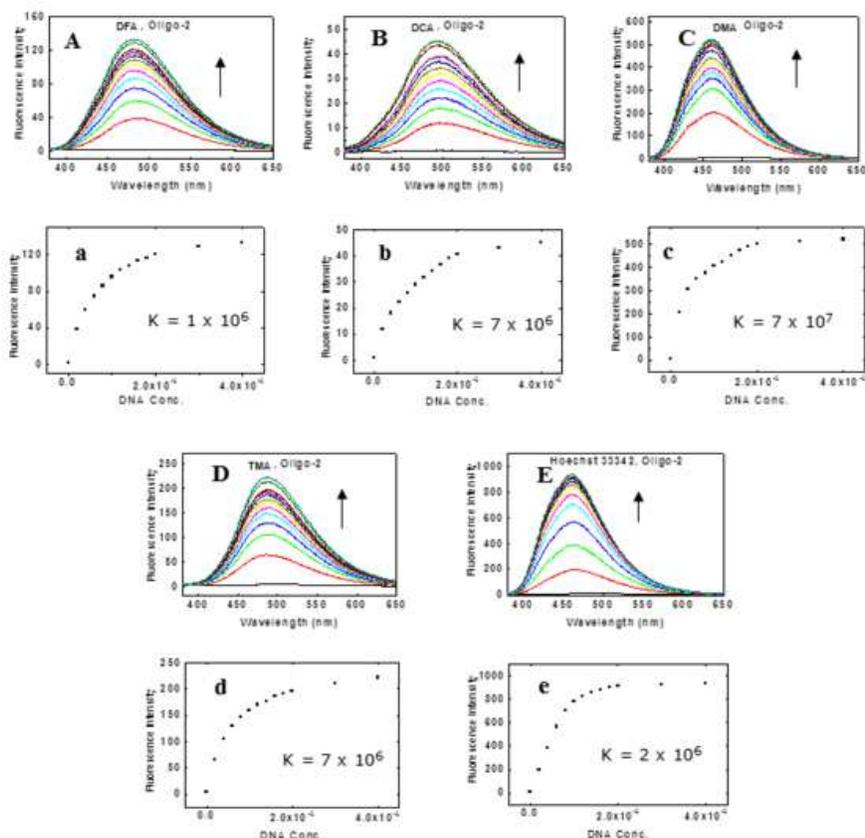
**Fig. S7**

**Fig. S7** CD scans of oligomer-3 i.e.;  $d(\text{GAAAATTTTC})_2$  with increasing concentrations of ligands (**DFA**, **DCA**, **DMA**, **TMA** & **Hoechst 33342**) at  $10^\circ\text{C}$ . Samples of oligomer ( $5\ \mu\text{M}$ ) were scanned from 460 to 210 nm after serial additions of concentrated ligand with stirring. Peaks around 350 nm correspond to ligand-oligomer complex. Buffer: 20mM sodium cacodylate, 100mM NaCl (pH 7.2). A) **DFA**-oligomer DNA; B) **DCA**-oligomer; C) **DMA**-oligomer; D) **TMA**-oligomer; E) **Hoechst 33342**-oligomer; r stands for drug/oligomer ratio.



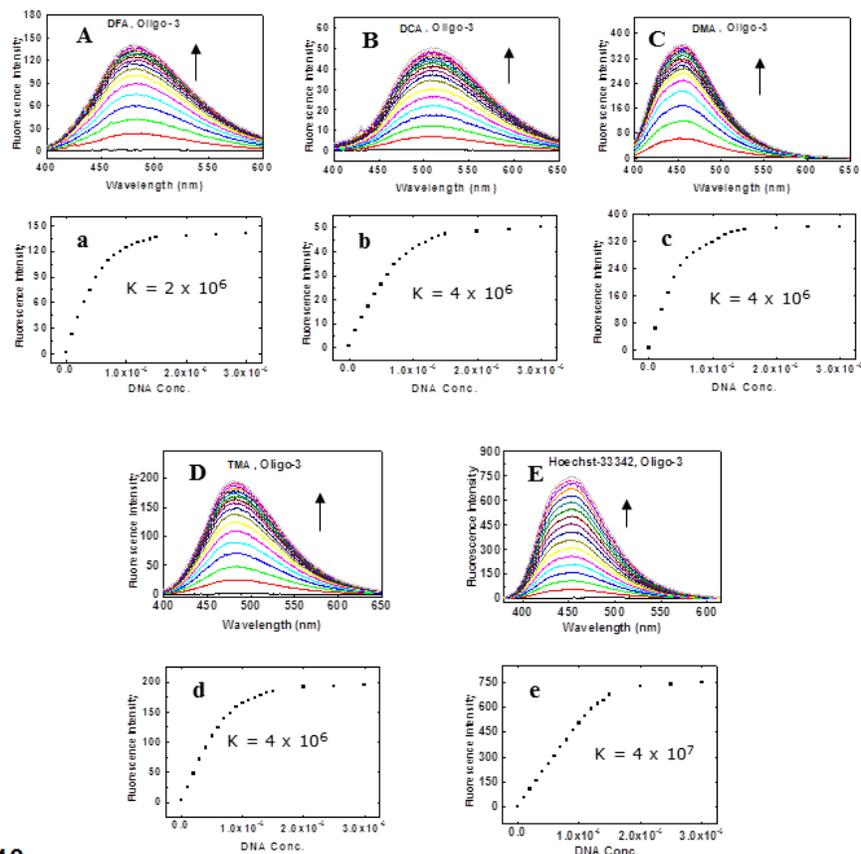
**Fig. S8**

**Fig. S8** CD scans of oligomer-4 i.e.;  $d(\text{GTTTAAAC})_2$  with increasing concentrations of ligands (**DFA**, **DCA**, **DMA**, **TMA** & **Hoechst 33342**) at  $10^\circ\text{C}$ . Samples of oligomer ( $5\ \mu\text{M}$ ) were scanned from 460 to 210 nm after serial additions of concentrated ligand with stirring. Peaks around 350 nm correspond to ligand-oligomer complex. Buffer: 20mM sodium cacodylate, 100mM NaCl (pH 7.2). A) **DFA**-oligomer DNA; B) **DCA**-oligomer; C) **DMA**-oligomer; D) **TMA**-oligomer; E) **Hoechst 33342**-oligomer; r stands for drug/oligomer ratio.



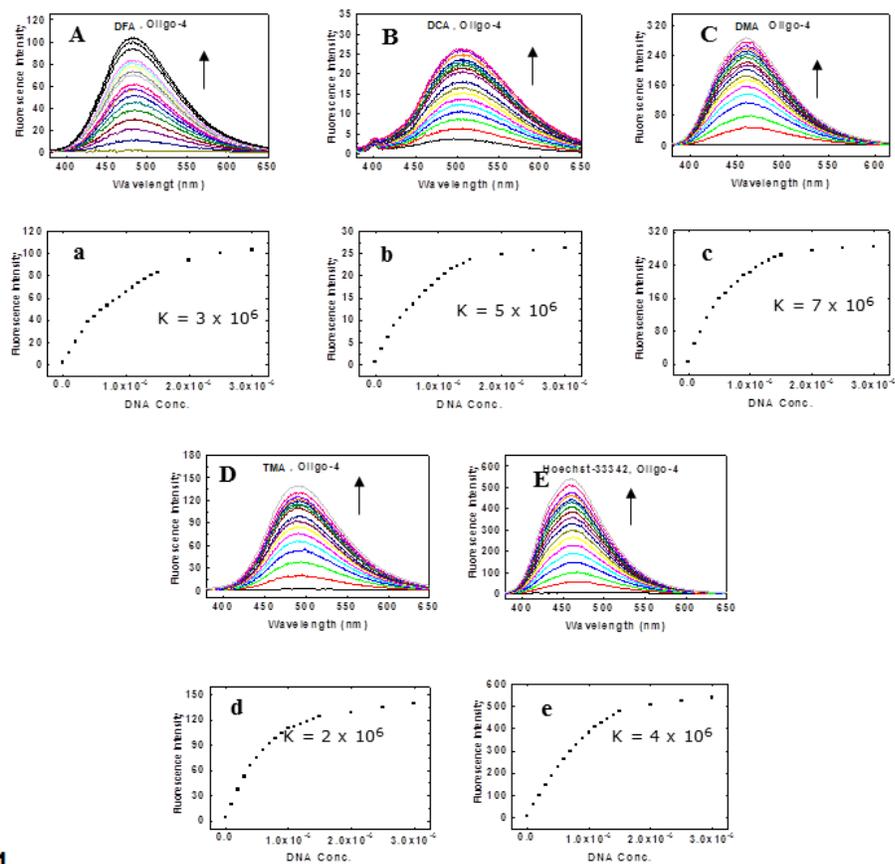
**Fig. S9**

**Fig. S9** Fluorescence-detected binding of oligomer-3 i.e.; d(ATATATATATATATAT)<sub>2</sub> with ligands. Small aliquots (1-30  $\mu$ L) of DNA (1  $\mu$ M) were added to a solution of ligand (1ml of a 1 $\mu$ M solution) before fluorescence analysis (emission scanning from 400 to 650 at 2 nm/s; 5 nm slit width; T = 10°C). Buffer: 20 mM sodium cacodylate, 100 mM NaCl (pH 7.2). A) **DFA**-oligomer, excitation 348 nm; B) **DCA**-oligomer, excitation 352 nm; C) **DMA**-oligomer, excitation 352 nm; D) **TMA**-oligomer, excitation 355 nm; E) **Hoechst 33342**-oligomer, excitation 350 nm.



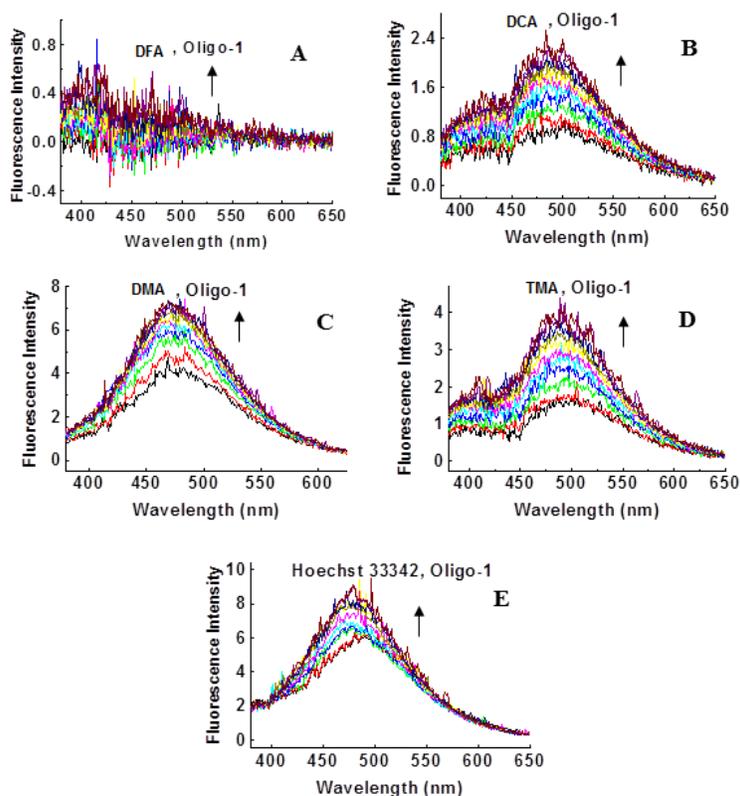
**Fig. S10**

**Fig. S10** Fluorescence-detected binding of oligomer-3 i.e.; d(GAAAATTTTC)<sub>2</sub> with ligands. Small aliquots (1-30  $\mu$ L) of DNA (1  $\mu$ M) were added to a solution of ligand (1ml of a 1 $\mu$ M solution) before fluorescence analysis (emission scanning from 400 to 650 at 2 nm/s; 5 nm slit width; T = 10°C). Buffer: 20 mM sodium cacodylate, 100 mM NaCl (pH 7.2). A) **DFA**-oligomer, excitation 348 nm; B) **DCA**-oligomer, excitation 352 nm; C) **DMA**-oligomer, excitation 352 nm; D) **TMA**-oligomer, excitation 355 nm; E) **Hoechst 33342**-oligomer, excitation 350 nm.



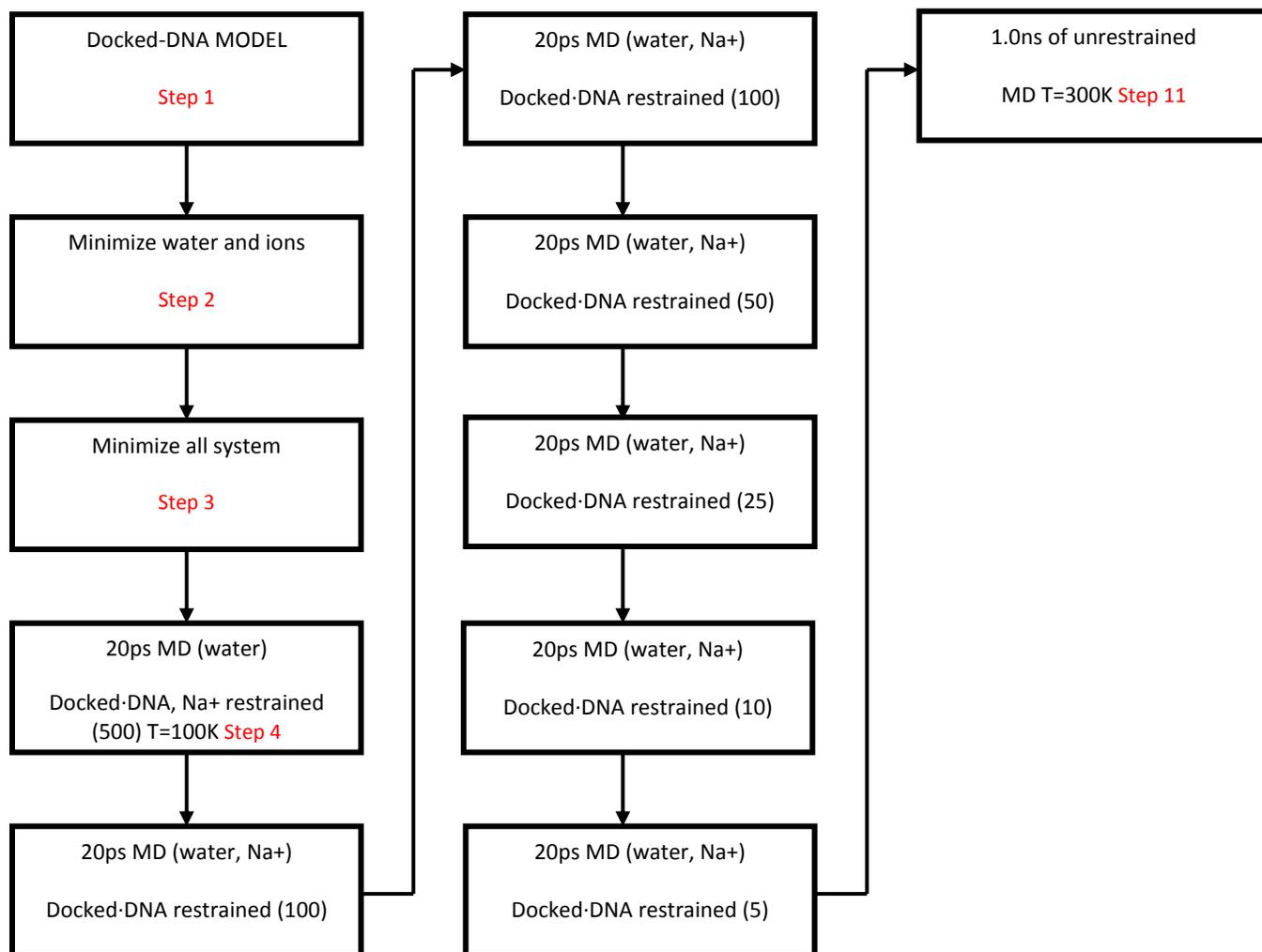
**Fig. S11**

**Fig. S11** Fluorescence-detected binding of oligomer-4 i.e.; d(GTTTTAAAAAC)<sub>2</sub> with ligands. Small aliquots (1-30  $\mu$ L) of DNA (0.1 mM) were added to a solution of ligand (1ml of a 1 $\mu$ M solution) before fluorescence analysis (emission scanning from 380 to 650 at 2 nm/s; 5 nm slit width; T = 10°C). Buffer: 20 mM sodium cacodylate, 100 mM NaCl (pH 7.2). A) **DFA**-oligomer, excitation 349 nm; B) **DCA**-oligomer, excitation 352nm. C) **DMA**-oligomer, excitation 350; D) **TMA**-oligomer, excitation 353 nm; E) **Hoechst 33342**-oligomer, excitation 350 nm.

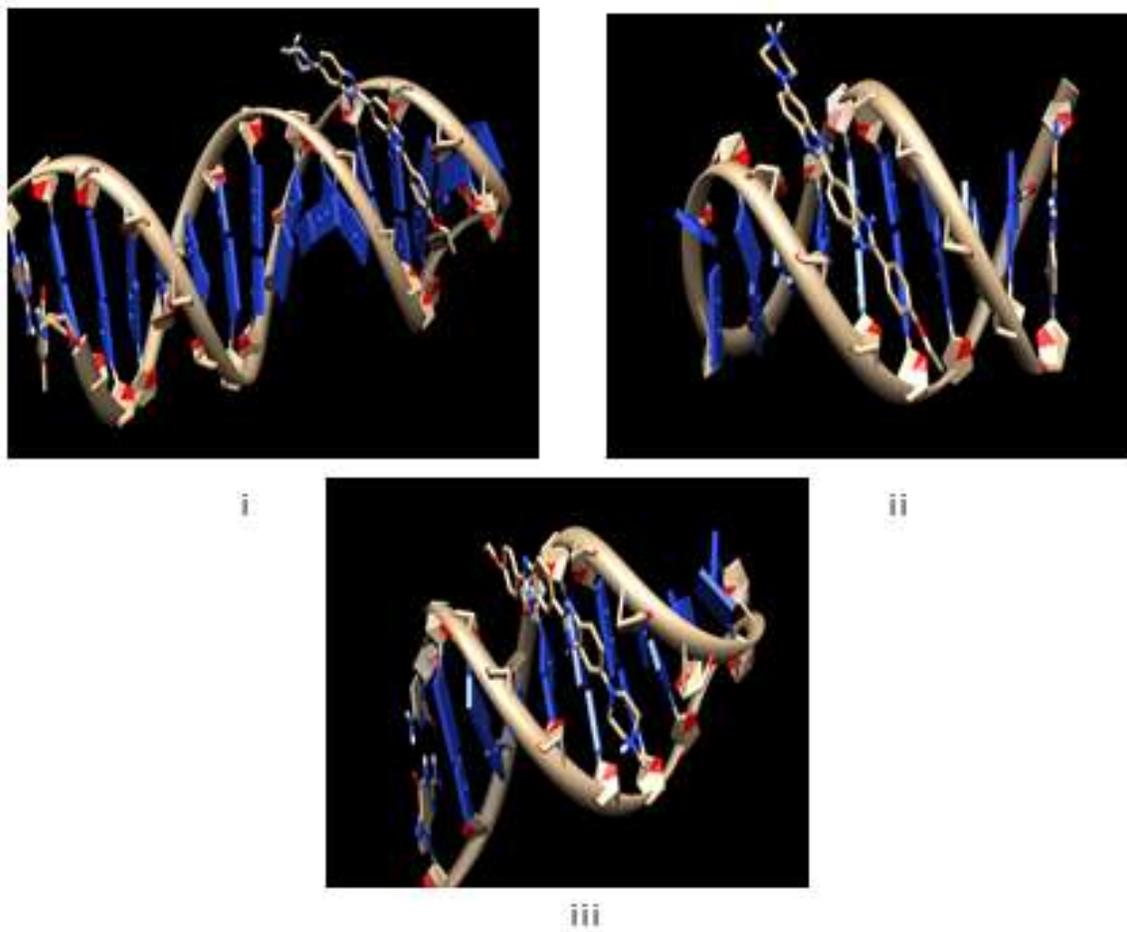


**Fig. S12**

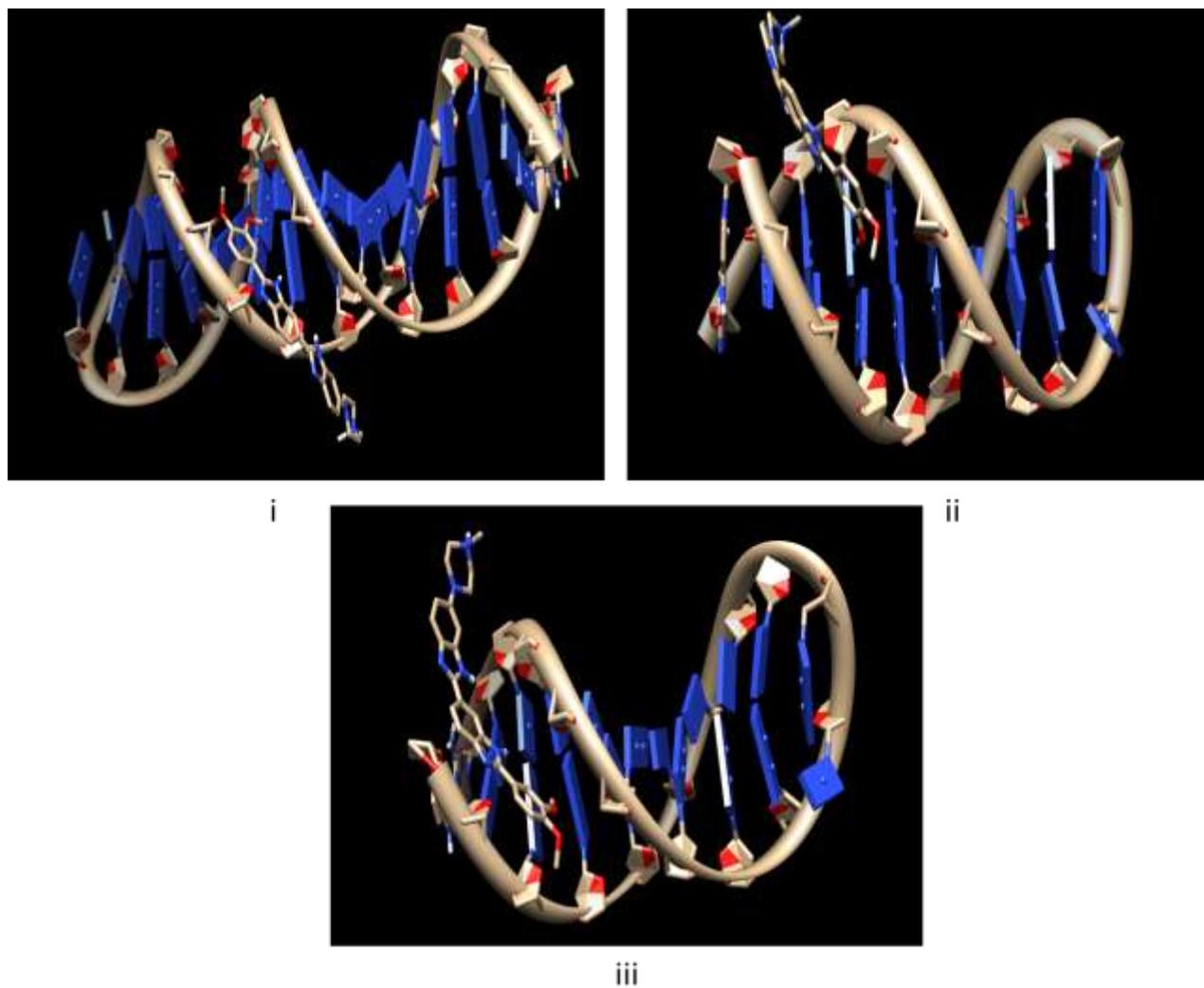
**Fig. S12** Fluorescence-detected binding of oligomer-1 i.e.;  $d(GCGCGCGCGCGCGCGC)_2$  with ligands. Small aliquots (1-20  $\mu$ L) of DNA (0.1 mM) were added to a solution of ligand (1ml of a 1  $\mu$ M solution) before fluorescence analysis (emission scanning from 380 to 650 at 2 nm/s; 5 nm slit width; T = 10°C). Buffer: 20 mM sodium cacodylate, 100 mM NaCl (pH 7.2). A) **DFA**-oligomer, excitation 349 nm; B) **DCA**-oligomer, excitation 341; C) **DMA**-oligomer, excitation 341nm; D) **TMA**-oligomer, excitation 341nm; E) **Hoechst 33342**-oligomer, excitation 350nm.



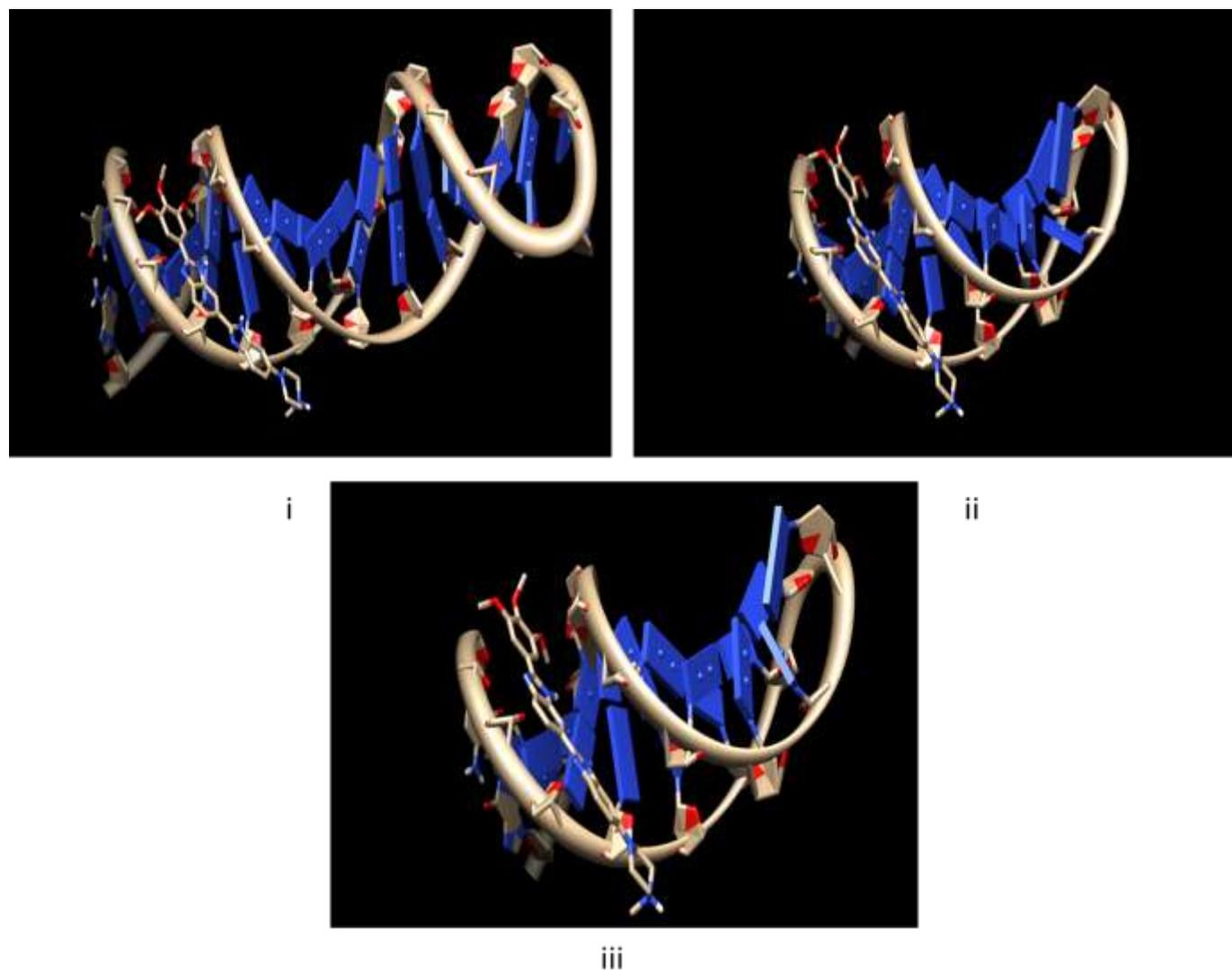
**Fig. S13:** MD-Simulation Protocol



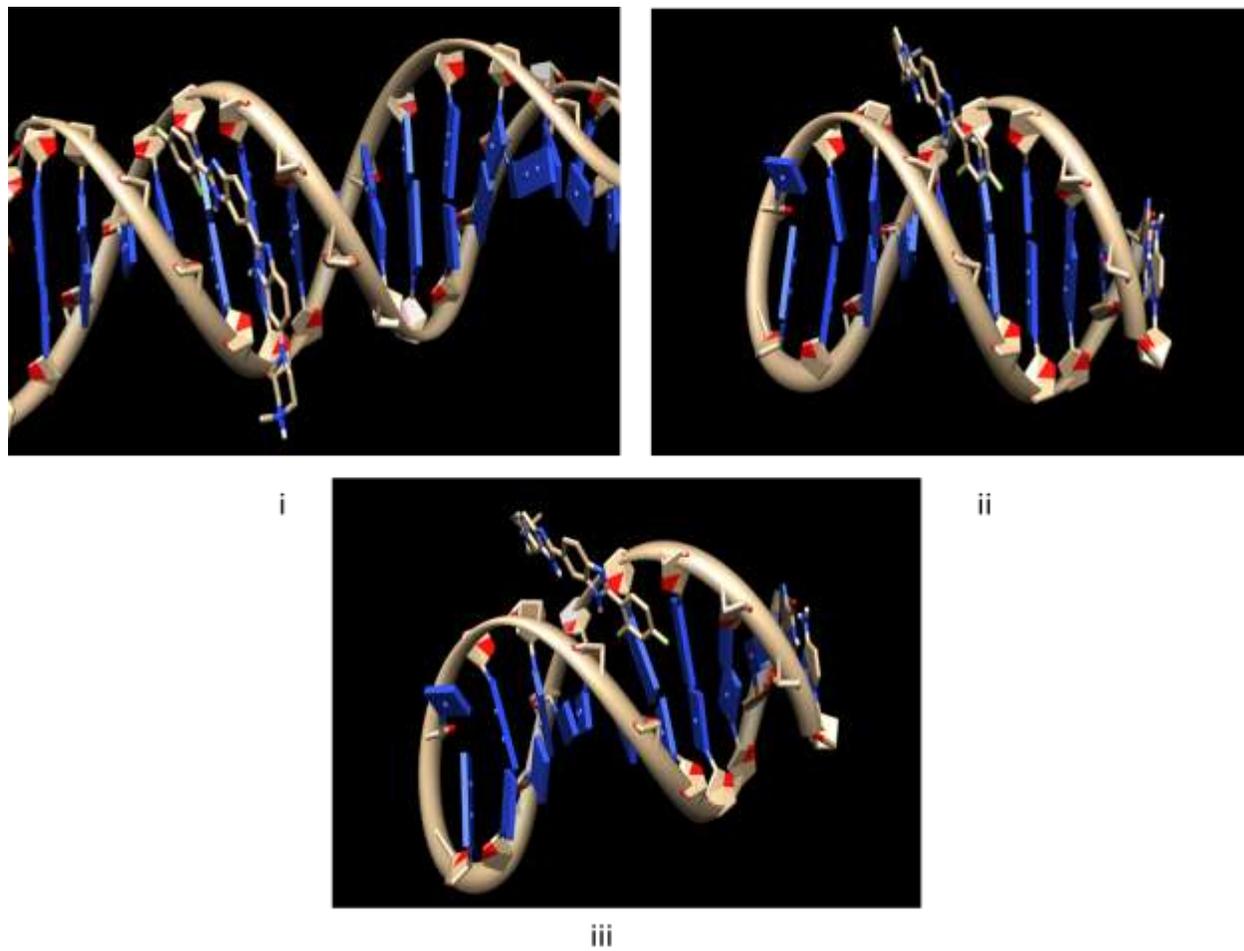
**Fig. S14:** Ligand-Docked structure of Hoechst-33342 with (i) d(ATATATATATATATAT)<sub>2</sub>, (ii) d(GAAAATTTTC)<sub>2</sub> and (iii) d(GTTTTAAAAC)<sub>2</sub>



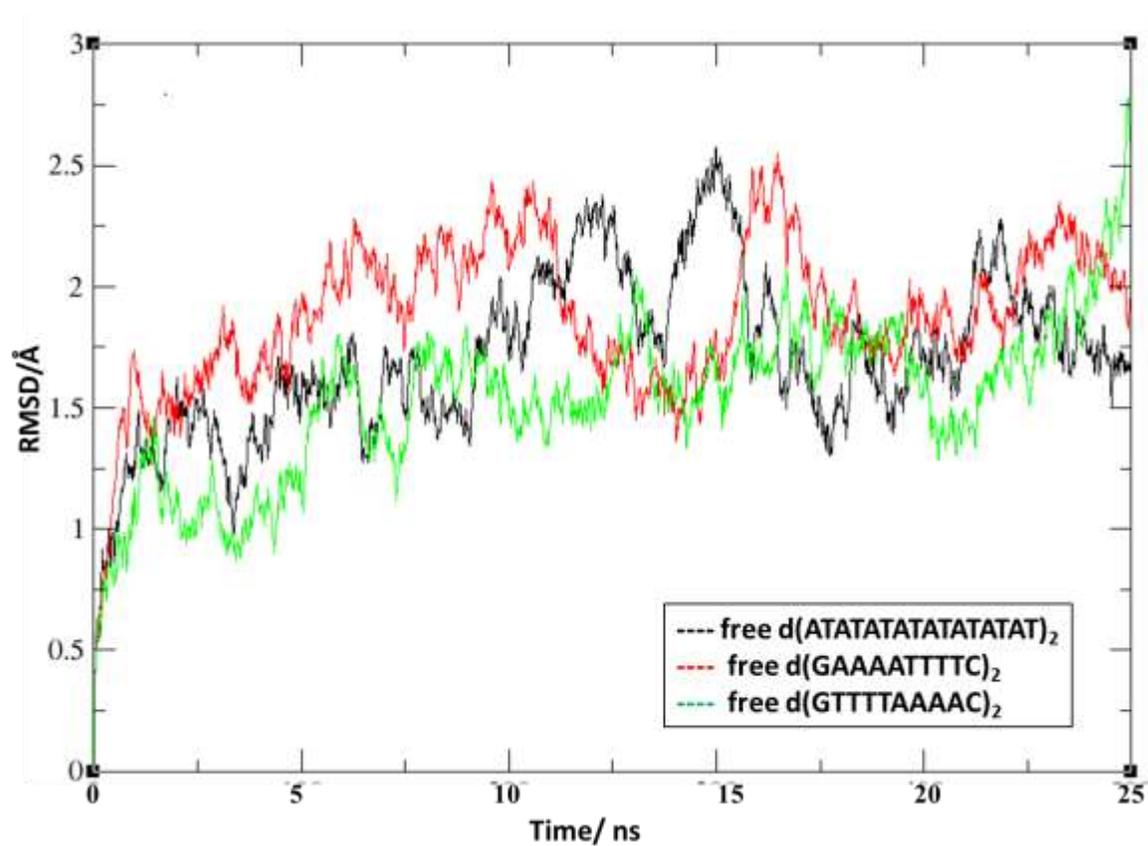
**Fig. S15:** Ligand-Docked structure of DMA with (i) d(ATATATATATATATAT)<sub>2</sub>,(ii) d(GAAAATTTTC)<sub>2</sub> and (iii) d(GTTTAAAC)<sub>2</sub>



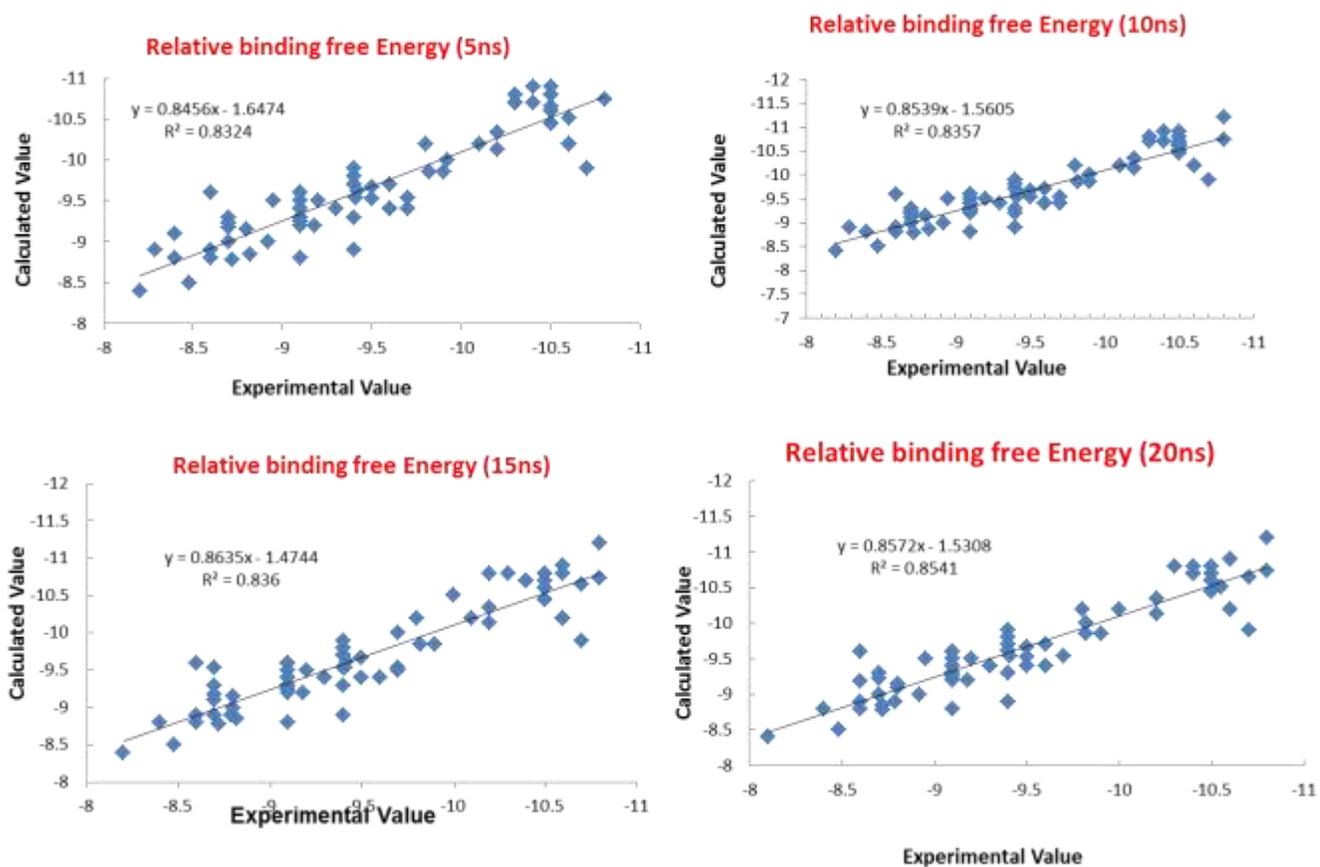
**Fig. S16:** Ligand-Docked structure of TMA with (i)  $d(ATATATATATATATAT)_2$ , (ii)  $d(GAAAATTTTC)_2$  and (iii)  $d(GTTTTAAAAC)_2$



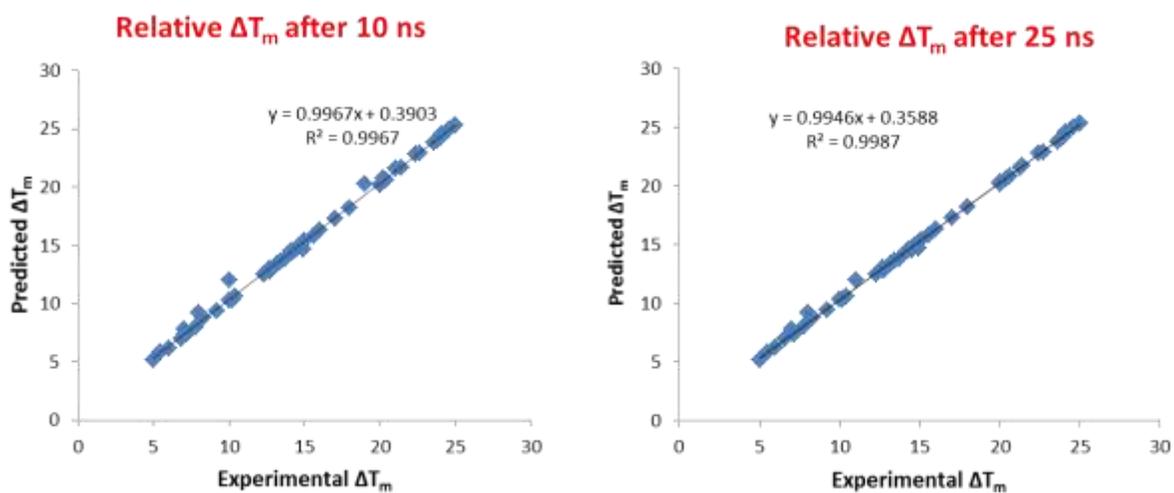
**Fig. S17:** Ligand-Docked structure of DFA with (i) d(ATATATATATATATATAT)<sub>2</sub>,(ii) d(GAAAATTTTC)<sub>2</sub> and (iii) d(GTTTTAAAAC)<sub>2</sub>



**Fig.-S18:** RMSD plots of Free-DNA duplexes up to 25ns simulation. :d(GAAAATTTTC)<sub>2</sub> (red), d(GTTTAAAAC)<sub>2</sub> (green) and d(ATATATATATATATAT)<sub>2</sub> (black).



**Fig. S19:** Correlation diagram of Experimental and Calculated Binding Free Energy profiles after 5, 10, 15 and 20ns simulation.



**Fig. S20:** Correlation diagram of Experimental and Calculated  $\Delta T_m$  profiles after 5, 10, 15 and 20ns simulation.