

## ELECTRONIC SUPPLEMENTARY INFORMATION

### **An Investigation of Binding Ability of Ionic Surfactants with Trifluoperazine dihydrochloride: Insights from Surface tension, Electronic absorption and Fluorescence measurements**

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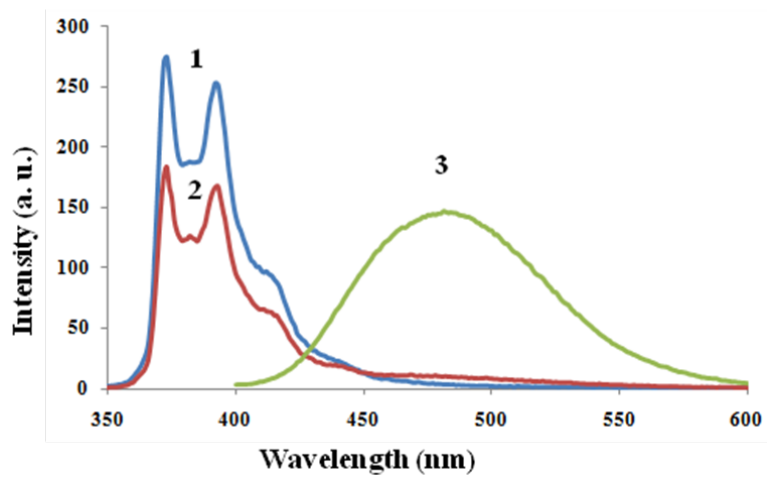
**Guru Nanak Dev University, Amritsar-143005, India**

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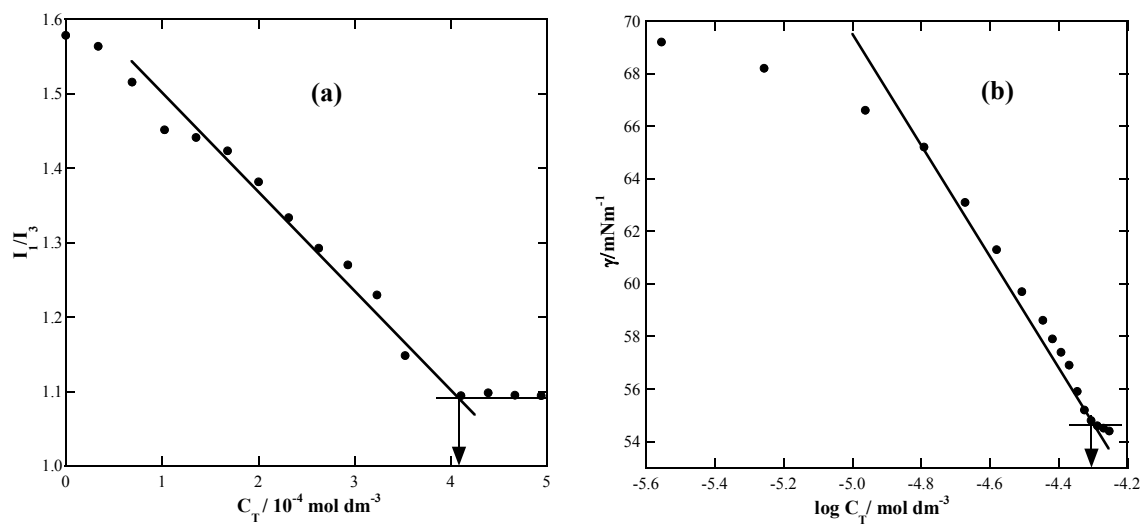
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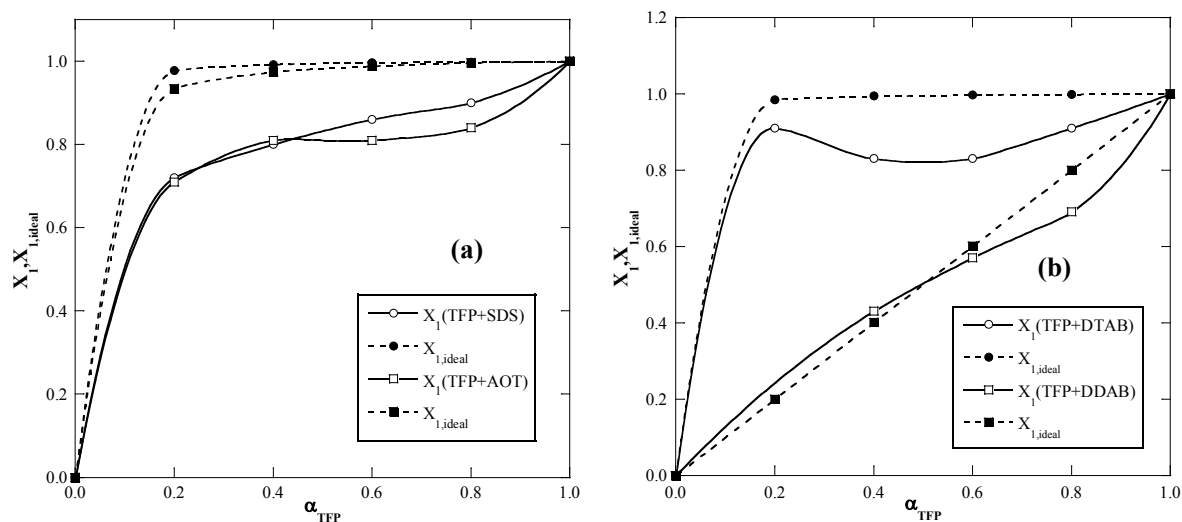
**Fig. S1:** Fluorescence spectra of pure pyrene (1) in the presence of 1.35mM TFP (2) and of pure TFP in aqueous medium (3).



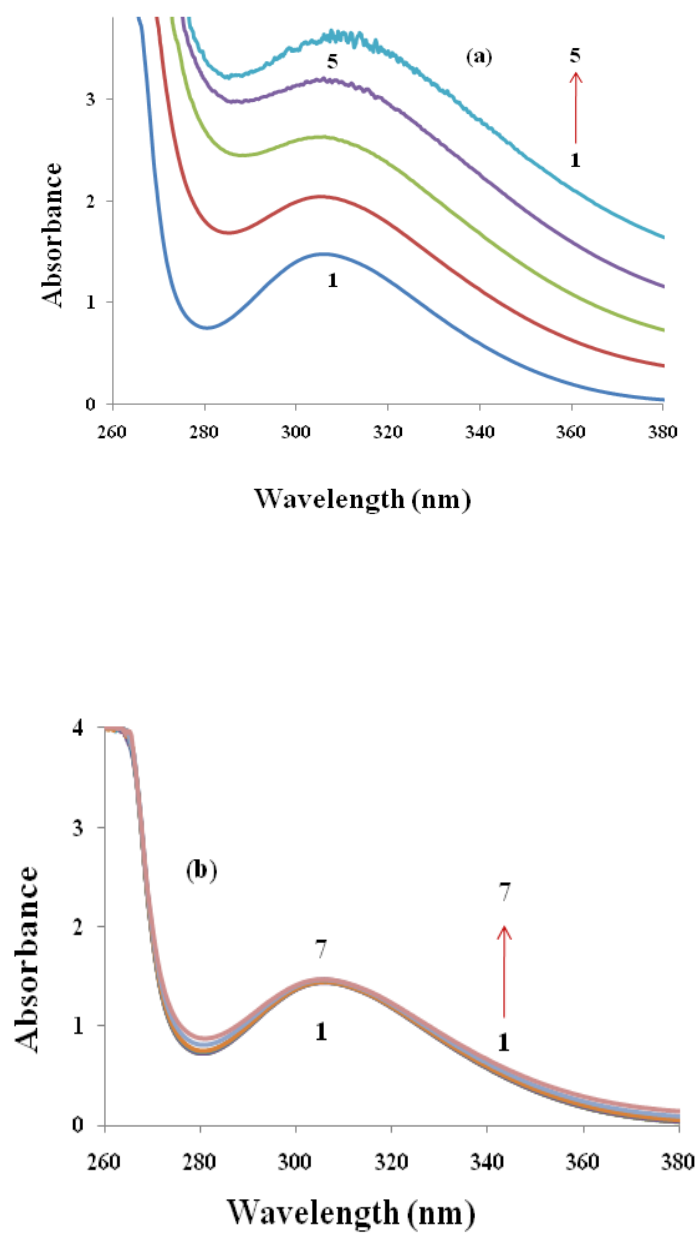
**Fig. S2:** Plots for cmc determination of pure TFP by (a) fluorescence and (b) surface tension ( $\gamma$ ) techniques in water at 25°C.



**Fig. S3:** Plots of  $X_1$  determined from regular solution theory (points on solid line) and  $X_{1,ideal}$  Motomura theory (points on dotted line) versus mole fraction of TFP of (a) TFP+ SDS/AOT and (b) TFP+ DTAB/DDAB systems.



**Fig. S4:** Electronic absorption spectra of pure TFP (1) (304 nm absorbance) in the presence of increasing equivalents of ionic surfactants (a) AOT from (2-5), and (b) DDAB from (2-7).



**Fig. S5:** Fluorescence quenching spectra of pure TFP (1) at  $\lambda_{\text{ex}} = 320$  nm in the presence of increasing equivalents of ionic surfactants from (2-6), (a) AOT and (b) DDAB.

