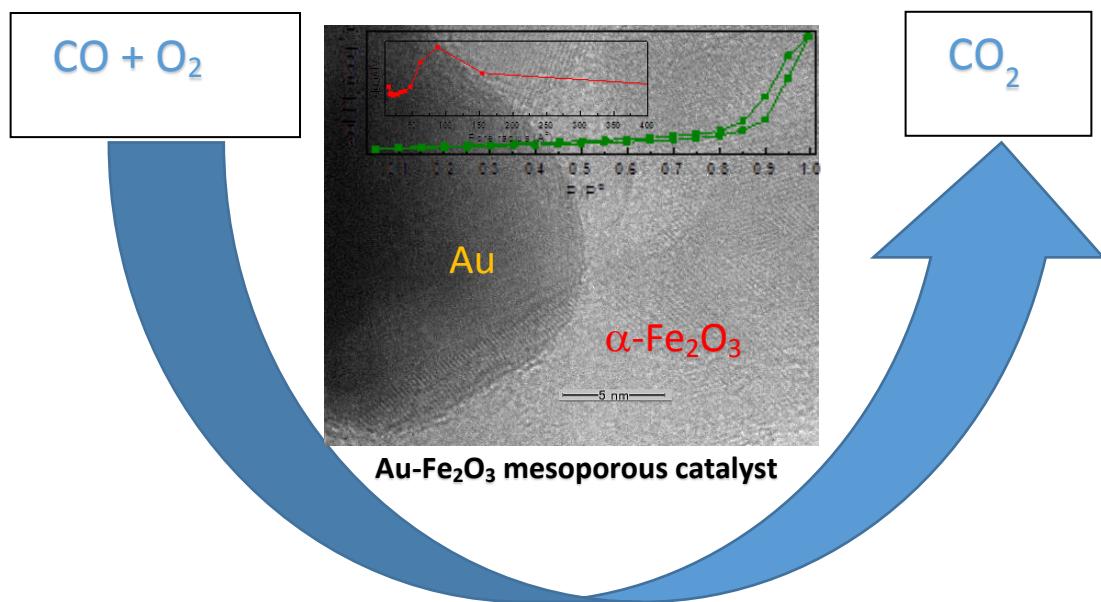


## Graphical abstract



**Table S1:** Quantification of elemental species using XPS analysis

| Sample name     | Name of the region                    | Position of Peak (eV) | Atomic concentration (%) |
|-----------------|---------------------------------------|-----------------------|--------------------------|
| <b>0.1Au-Fe</b> | O1s_1                                 | 529.1                 | 14.28                    |
|                 | O1s_2                                 | 530.7                 | 61.54                    |
|                 | O1s_3                                 | 533.0                 | 7.20                     |
|                 | Fe2p <sub>3/2</sub> _1                | 709.2                 | 0.32                     |
|                 | Fe2p <sub>3/2</sub> _2                | 712.1                 | 16.62                    |
|                 | Au 4f <sub>7/2</sub>                  | 84.2                  | 0.02                     |
| <b>0.2Au-Fe</b> | O1s_1                                 | 529.0                 | 17.13                    |
|                 | O1s_2                                 | 530.4                 | 55.14                    |
|                 | O1s_3                                 | 533.0                 | 8.90                     |
|                 | Fe2p <sub>3/2</sub> _1                | 709.6                 | 0.36                     |
|                 | Fe2p <sub>3/2</sub> _2                | 711.6                 | 14.78                    |
|                 | Au4f <sub>7/2</sub>                   | 83.4                  | 0.04                     |
| <b>0.5Au-Fe</b> | O1s                                   | 528.7                 | 20.76                    |
|                 | O1s                                   | 530.2                 | 54.07                    |
|                 | O1s                                   | 533.0                 | 14.33                    |
|                 | Fe2p <sub>3/2</sub> _1                | 709.3                 | 0.28                     |
|                 | Fe2p <sub>3/2</sub> _2                | 711.7                 | 14.12                    |
|                 | Au4f <sub>7/2</sub>                   | 83.5                  | 0.05                     |
| <b>1.0Au-Fe</b> | O1s                                   | 528.7                 | 4.01                     |
|                 | O1s                                   | 530.0                 | 49.18                    |
|                 | O1s                                   | 533.0                 | 34.49                    |
|                 | Fe2p <sub>3/2</sub> _1                | 708.7                 | 0.22                     |
|                 | Fe2p <sub>3/2</sub> _2                | 711.2                 | 11.31                    |
|                 | Au4f <sub>7/2</sub> _Au <sup>0</sup>  | 83.0                  | 0.01                     |
|                 | Au4f <sub>7/2</sub> _Au <sup>δ+</sup> | 84.2                  | 0.05                     |

**Table S2:** Quantitative results of H<sub>2</sub> consumption for catalysts in H<sub>2</sub>-TPR analysis

| S. No. | Catalyst                       | H <sub>2</sub> uptake<br>(mmol g <sup>-1</sup> ) |
|--------|--------------------------------|--|
| 1      | $\alpha\text{-Fe}_2\text{O}_3$ | 448  |
| 2      | 0.1Au-Fe                       | 464  |
| 3      | 0.2Au-Fe                       | 489  |
| 4      | 0.5Au-Fe                       | 525  |
| 5      | 1.0Ag-Fe                       | 566  |