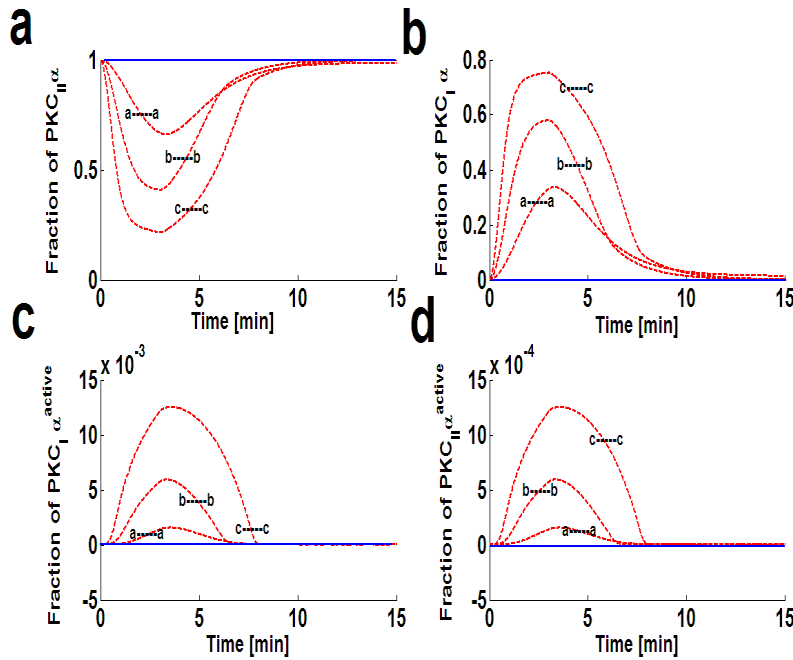
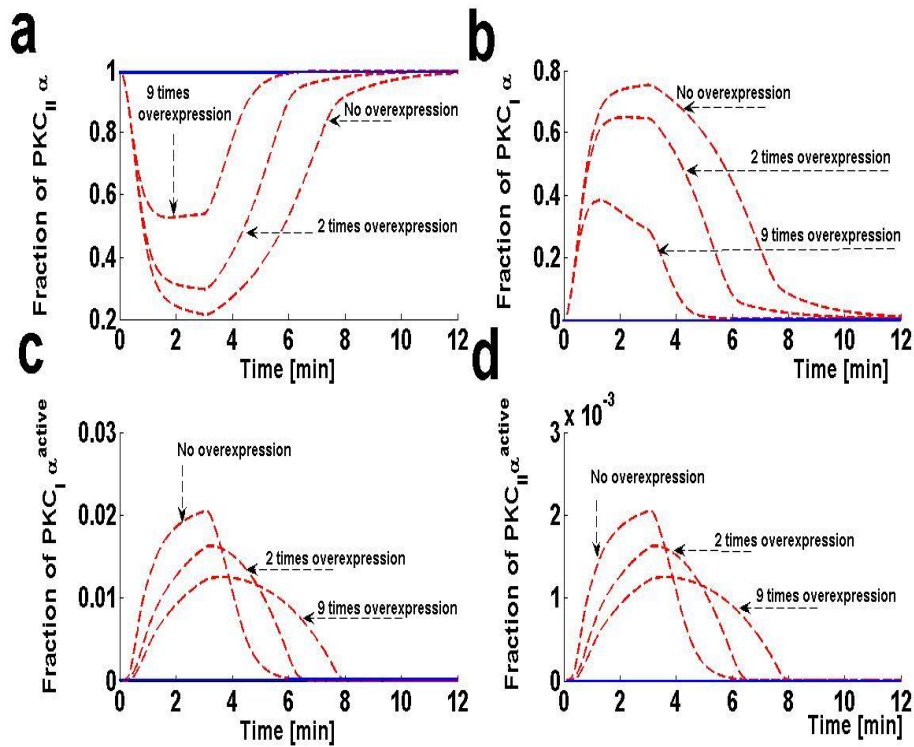


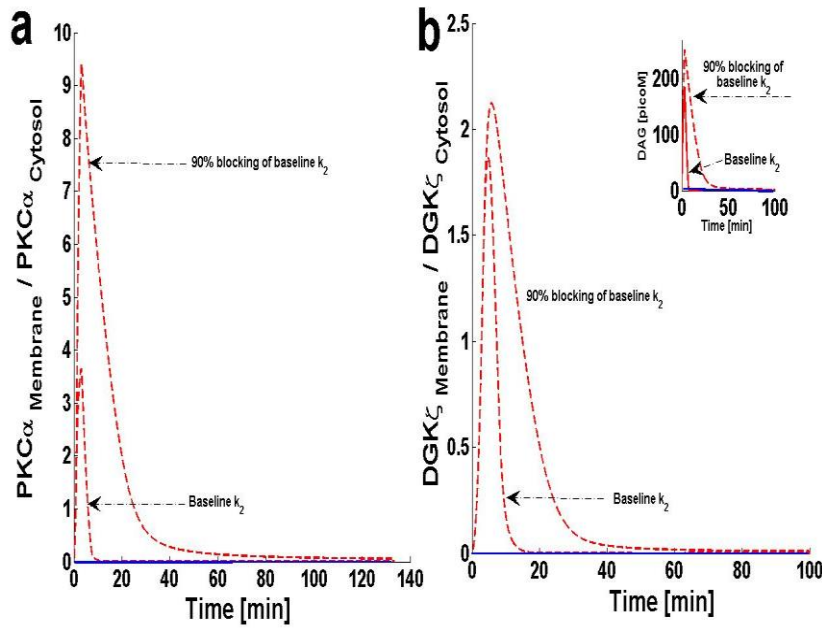
Supplementary 1: Supplementary Figures



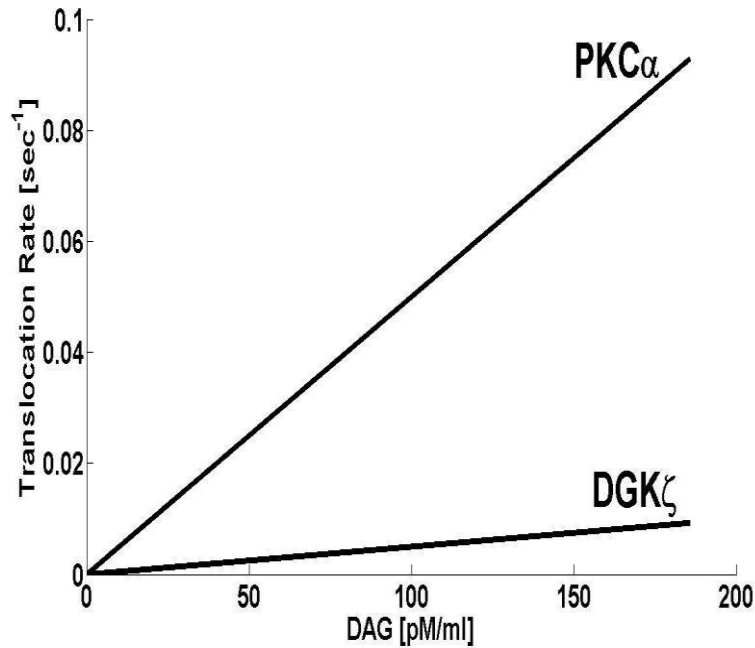
**Figure S1.** Dynamical characteristics of all four isoforms of PKC $\alpha$ . These temporal dynamics corresponds to results presented in figure 3 (relative distribution of PKC $\alpha$  and DGK $\zeta$  in membrane and cytosol compartments in response to Ang-II like stimulation). These results show that in the basal conditions all the PKC $\alpha$  resides in the dormant form in cytosol i.e., PKC $_{II\alpha}$ . However, on stimulation the enzyme is distributed into all four forms i.e., PKC $_{II\alpha}$ , PKC $_{I\alpha}$ , PKC $_{II\alpha}^{Active}$  and PKC $_{I\alpha}^{Active}$ . The extent and duration of this distribution is directly dependent on the Ang-II like stimulation and hence, on DAG. Here, three different levels of stimulation are used (Figure 3). The symbol a—a represents a pulse strength of 0.5, b—b represents a pulse strength of 2.0, and c—c represents the pulse strength of 6.0. Higher levels of pulse (c—c) correspond to higher levels of DAG generation. Here, the solid line represents the basal condition, whereas the dashed line represents stimulation. (a) Fraction of inactive and dormant  $\alpha$ -enzyme in cytosol i.e., PKC $_{II\alpha}$ . For the case of low stimulation levels (a—a, b—b), only a small drop from unity is observed. However, for higher stimulation levels (c—c), the drop is much more prominent and takes longer time to recover. This difference is due to much higher levels of PKC $\alpha$  translocation from cytosol to membrane in the case of higher stimulation intensity. (b) Fraction of inactive  $\alpha$ -enzyme in plasma membrane i.e., PKC $_{I\alpha}$ . In the basal conditions there is no change in the PKC $_{I\alpha}$  fraction. However, during stimulation (a—a, --- c—c) the PKC $_{I\alpha}$  fraction quickly increases followed by a resolution phase. The maximum levels of PKC $_{I\alpha}$  and duration for which it is non-negligible is dependent on the stimulation strength. (c) Fraction of active  $\alpha$ -enzyme in plasma membrane i.e., PKC $_{I\alpha}^{Active}$ . During non-stimulation condition no change in the fraction of PKC $_{I\alpha}^{Active}$  is observed. However, on stimulation the PKC $_{I\alpha}^{Active}$  levels quickly increase to a maximum (induction phase) followed by a gradual resolution to basal levels. Again the maximum levels of PKC $_{I\alpha}^{Active}$  and duration for which it is non-negligible is dependent on the stimulation strength. (d) Fraction of active  $\alpha$ -enzyme in cytosol i.e., PKC $_{II\alpha}^{Active}$ . During the basal condition there is no change in the fraction of PKC $_{II\alpha}^{Active}$ . Due to fast deactivation rate of PKC $_{II\alpha}^{Active}$ , very little change is observed in the fraction of PKC $_{II\alpha}^{Active}$  even in the case of stimulation.



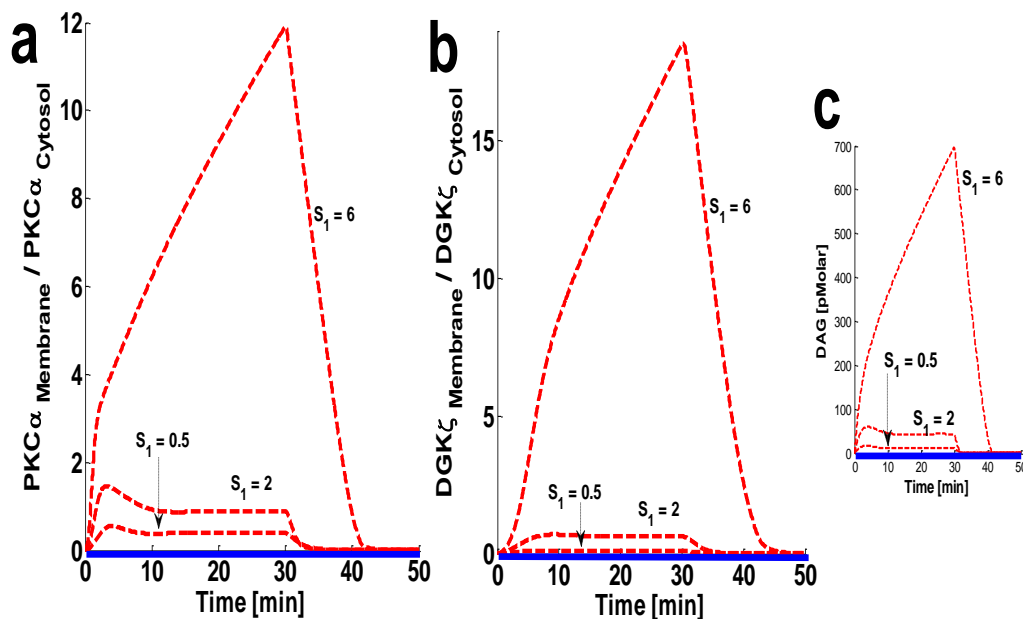
**Figure S2.** The effect of DGK $\zeta$  overexpression on the dynamical characteristics of different forms of PKC $\alpha$  enzyme and second messenger DAG. These temporal dynamics corresponds to results presented in figure 4 (relative distribution of PKC $\alpha$  and DGK $\zeta$  in membrane and cytosol compartments in response to the DGK $\zeta$  overexpression at the pulse strength of 6.0). Here, the solid line represents the basal condition, whereas the dashed line represents stimulation. These results show that for basal conditions there is no change in the distribution patterns of PKC $\alpha$  enzyme and all the PKC $\alpha$  resides in its dormant form i.e., PKC $_{II}\alpha$ . In contrast, during stimulation the PKC $\alpha$  enzyme actively translocate from cytosol to membrane. This translocation event is directly regulated by second messenger DAG. The extent and duration of this distribution is dependent on the levels of pulse like stimulation at plasma membrane. (a) Temporal dynamics of the inactive and dormant  $\alpha$ -enzyme in cytosol i.e., PKC $_{II}\alpha$ . For the case of no DGK $\zeta$  overexpression the PKC $_{II}\alpha$  fraction quickly drops from unity to almost 0.2 followed by slow recovery in almost 12 minutes. In the case of DGK $\zeta$  overexpression the drop in the fraction of PKC $_{II}\alpha$  is reduced. 2 and 9 times overexpression leads to a drop from unity to 0.35 and 0.58 respectively, followed by a rapid recovery. (b) Temporal dynamics of PKC $_{I}\alpha$  fraction. For the case of no DGK $\zeta$  overexpression the PKC $_{I}\alpha$  fraction quickly increases to 0.8 followed by clearance to basal levels in almost 12 minutes. In case of DGK $\zeta$  overexpression (2 and 9 times) the maximum induction levels of PKC $_{I}\alpha$  fraction are reduced and also the resolution to basal levels is faster. (c) Temporal dynamics of active  $\alpha$ -enzyme's fraction in membrane i.e., PKC $_{I}\alpha^{Active}$ . (d) Temporal dynamics of active  $\alpha$ -enzyme's fraction in cytosol i.e., PKC $_{II}\alpha^{Active}$ .



**Figure S3.** The effect of decreasing the forward rate constant, ' $k_2$ ' on the dynamical signaling characteristics of DAG-PKC $\alpha$ -DGK $\zeta$  signaling complex. The parameter ' $k_2$ ' represents the formation rate constant during the interaction of PKC $\alpha$  and DGK $\zeta$  at plasma membrane to form the biochemical complex  $C_1$ . For these simulations the pulse intensity is set at 6 for three minutes leading to rapid generation of DAG. The rapid generation of second messenger, in turn, stimulates the translocation of both the DAG target and attenuator molecules from cytosol to membrane. Here, the solid line represents the basal condition, whereas the dashed line represents stimulation. (a) M:C ratio of PKC $\alpha$  at different increasing levels of ' $k_2$ '. These results show that decreasing the formation rate constant  $k_2$  effectively increases the M:C ratio of PKC $\alpha$ , and also the duration for which it is non-negligible. (b) M:C ratio of DGK $\zeta$  at different levels of ' $k_2$ '. (b-inset) Temporal dynamics of "DAG" with respect to decreasing the parameter ' $k_2$ '. These results show that decreasing the parameter " $k_2$ " reduces the formation of complex  $C_1$  which, in turn, reduces the rate of 'DAG' metabolism. These results also reflect that complex  $C_1$  directly participates in the phosphorylation of 'DAG' to 'PA' and therefore, its concentration is critical for regulating the "DAG" homeostasis.

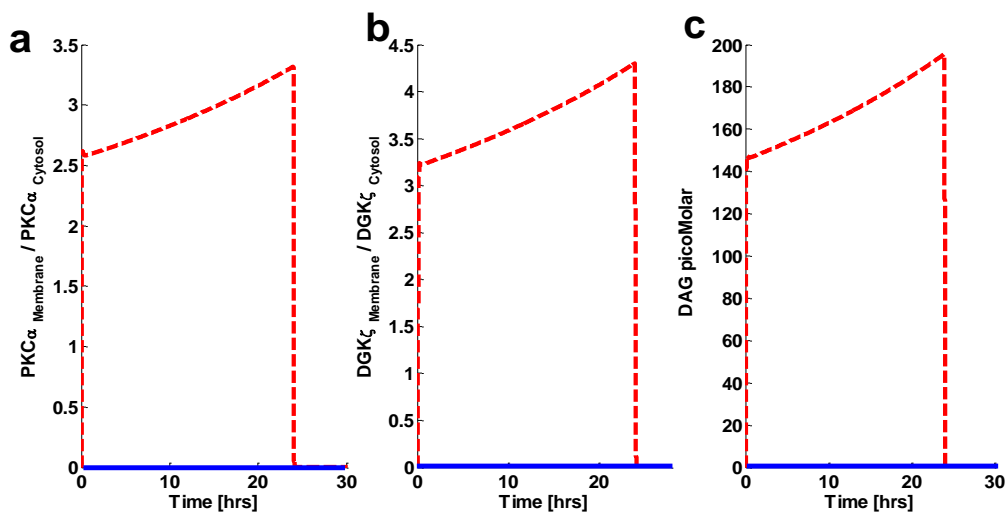


**Figure S4.** The translocation rates of PKC $\alpha$  and DGK $\zeta$  molecules described as a linear proportional function of DAG concentration. The translocation of PKC $\alpha$  and DGK $\zeta$  molecules from cytosol to membrane is described through simple kinetic steps (Materials and Methods Eqs. 2 & 4). The rate constant of these kinetic steps i.e.,  $\lambda_0$  &  $\lambda_5$  are described as simple proportional function of DAG concentration.

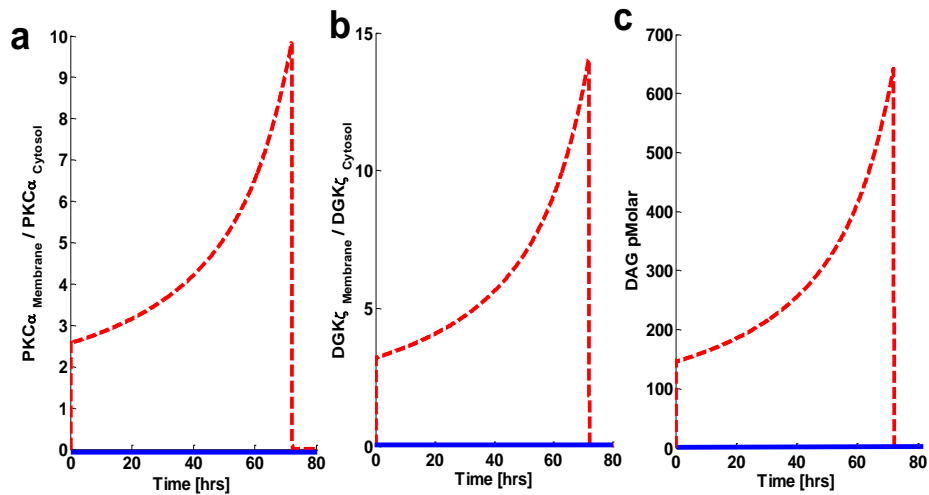


**Figure S5.** The effect of prolonged duration of stimulation on Membrane to cytosol (M/C) ratio of target & attenuator molecules of DAG signaling. These results show that prolonged pulse like (duration of, 30 minutes and three different levels of pulse strength are used i.e., “ $S_1$ ” = 0.5, 2 & 6) stimulation leads to the rapid generation of DAG and persistence. The generation of second messenger, in turn, stimulates the translocation of both the target and attenuator molecules of DAG signaling from cytosol to membrane. Here, the solid line represents the non-stimulation condition, whereas the dashed line represents stimulation. (a) M/C ratio of PKC $\alpha$  with respect to different levels of pulse like stimulation mimicking the GPCR agonist angiotensin II (Ang. II). These results show that Ang. II like stimulation leads to rapid de-novo generation of DAG, which, in turn, stimulates the

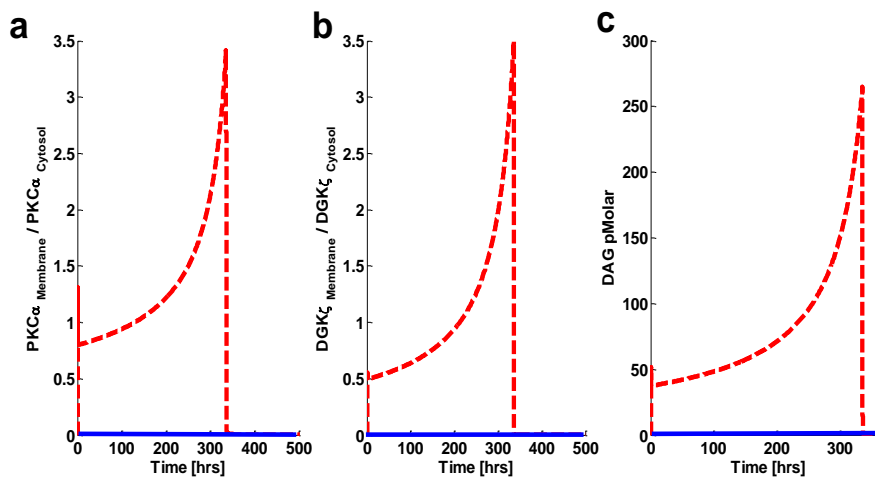
translocation of both PKC $\alpha$  and DGK $\zeta$  from cytosol to membrane. Here, the translocation rates are set as linear functions of DAG concentration. At low stimulation levels only small amount of DAG is generated at plasma membrane thus, inducing the migration of only a small pool of PKC $\alpha$  to membrane. At membrane PKC $\alpha$  forms a biochemical complex C<sub>1</sub> with DGK $\zeta$  and stimulates the DAG conversion to PA. Once DAG homeostasis is restored the complex C<sub>1</sub> decomposes into DGK $\zeta$  and PKC $\alpha$  molecules; these, in turn, quickly re-translocate to cytosol compartment. At higher stimulation levels much larger quantity of DAG is generated, thus stimulating the translocation of much larger pool of PKC $\alpha$  from cytosol to membrane. High intensity stimulation leads to much larger M/C ratio of PKC $\alpha$  and enhanced residence time in membrane compartment. (b) M/C ratio of DGK $\zeta$  with respect to different levels of stimulation. The DGK $\zeta$  M/C ratio rapidly increases due to a sharp increase in DAG concentration on stimulation. Here, the translocation event of DGK $\zeta$  is also modeled as a linear proportional relationship to the free concentration of DAG. (c) DAG concentration in plasma membrane in response to a 30-minute pulse stimulation at plasma membrane. (“S<sub>1</sub>” = 0.5, 2 & 6).



**Figure S6.** The effect of prolonged duration of stimulation on Membrane to cytosol (M/C) ratio of target & attenuator molecules of DAG signaling. These results show that prolonged pulse like (duration of, 24 hours) stimulation leads to the rapid generation of DAG and persistence. The generation of second messenger, in turn, stimulates the translocation of both the target and attenuator molecules of DAG signaling from cytosol to membrane. Here, the solid line represents the non-stimulation condition, whereas the dashed line represents stimulation. (a) M/C ratio of PKC $\alpha$  with respect to pulse like stimulation mimicking the GPCR agonist angiotensin II (Ang. II). These results show that Ang. II like stimulation leads to rapid de-novo generation of DAG, which, in turn, stimulates the translocation of PKC $\alpha$  from cytosol to membrane. (b) M/C ratio of DGK $\zeta$ . The M/C ratio rapidly increases due to a sharp increase in DAG concentration on stimulation. (c) DAG concentration in plasma membrane in response to a 24hour pulse stimulation at plasma membrane.



**Figure S7.** The effect of prolonged duration of stimulation on Membrane to cytosol (M/C) ratio of target & attenuator molecules of DAG signaling. These results show that prolonged pulse like (duration of, 3 days) stimulation leads to the rapid generation of DAG and persistence. The generation of second messenger, in turn, stimulates the translocation of both the target and attenuator molecules of DAG signaling from cytosol to membrane. Here, the solid line represents the non-stimulation condition, whereas the dashed line represents stimulation. (a) M/C ratio of PKC $\alpha$  with respect to pulse like stimulation mimicking the GPCR agonist angiotensin II (Ang. II). These results show that Ang. II like stimulation leads to rapid de-novo generation of DAG, which, in turn, stimulates the translocation of PKC $\alpha$  from cytosol to membrane. (b) M/C ratio of DGK $\zeta$ . The M/C ratio rapidly increases due to a sharp increase in DAG concentration on stimulation. (c) DAG concentration in plasma membrane in response to a 72 hour pulse stimulation at plasma membrane.



**Figure S8.** The effect of prolonged duration of stimulation on Membrane to cytosol (M/C) ratio of target & attenuator molecules of DAG signaling. These results show that prolonged pulse like (duration of, 14 days) stimulation leads to the rapid generation of DAG and persistence. The generation of second messenger, in turn, stimulates the translocation of both the target and attenuator molecules of DAG signaling from cytosol to membrane. Here, the solid line represents the non-stimulation condition, whereas the dashed line represents stimulation. (a) M/C ratio of PKC $\alpha$  with respect to pulse like stimulation mimicking the GPCR agonist angiotensin II (Ang. II). These results show that Ang. II like stimulation leads to rapid de-novo generation of DAG, which, in turn, stimulates the translocation of PKC $\alpha$  from cytosol to membrane. (b) M/C ratio of DGK $\zeta$ . The M/C ratio rapidly increases due to a sharp increase in DAG concentration on stimulation. (c) DAG concentration in plasma membrane in response to a 14 days pulse stimulation at plasma membrane.

**Supplementary Material 2:** Table S1 Numerical values of biochemical rate parameters for the Gαq-induced local DAG-PKCα-DGKζ signaling as described in Materials and Methods Equations 1-16.

Parameter	Description	Numerical Values
k <sub>1</sub>	Kinetic rate constant for DAG generation.	0.25 sec <sup>-1</sup>
k <sub>2</sub>	Association rate constant DGK <sub>I</sub> ζ-PKC <sub>I</sub> α binding.	0.01 picoM <sup>-1</sup> sec <sup>-1</sup>
k <sub>3</sub>	Dissociation rate constant C <sub>1</sub>	1.0 sec <sup>-1</sup>
k <sub>4</sub>	Association rate constant C <sub>1</sub> -DAG binding.	0.985 picoM <sup>-1</sup> sec <sup>-1</sup>
k <sub>5</sub>	Dissociation rate constant C <sub>1</sub> <sup>A</sup>	0.002 sec <sup>-1</sup>
k <sub>6</sub>	Rate constant for the activation of PKC <sub>I</sub> α	0.9981 sec <sup>-1</sup>
k <sub>0</sub>	Rate constant the deactivation of PKC <sub>II</sub> α <sup>A</sup>	10 sec <sup>-1</sup>
k <sub>7</sub>	Association rate constant DGK <sub>I</sub> ζ and PKC <sub>I</sub> α <sup>A</sup>	0.981 picoM <sup>-1</sup> sec <sup>-1</sup>
k <sub>8</sub>	Dissociation rate constant for C <sub>2</sub>	0.002 sec <sup>-1</sup>
k <sub>9</sub>	Rate Constant for DGK <sub>I</sub> ζ phosphorylation by PKC <sub>I</sub> α <sup>A</sup>	0.9781 sec <sup>-1</sup>
k <sub>10</sub>	Association rate constant of C <sub>1</sub> with DAG	130.922 picoM <sup>-1</sup> sec <sup>-1</sup>
k <sub>11</sub>	Dissociation rate constant for C <sub>3</sub>	600 sec <sup>-1</sup>
k <sub>12</sub>	Rate Constant of DAG Phosphorylation	30.995 sec <sup>-1</sup>
k <sub>13</sub>	Rate constant of dephosphorylation of DAG <sub>P</sub>	0.9825 sec <sup>-1</sup>
k <sub>14</sub>	Rate constant of DAG <sub>P</sub> conversion to P.A	1.0 sec <sup>-1</sup>
k <sub>15</sub>	Rate constant of DGK <sub>I</sub> ζ <sub>P</sub> dephosphorylation	0.9981 sec <sup>-1</sup>
λ <sub>0</sub>	Translocation rate of PKC <sub>II</sub> α from cytosol to plasma membrane	(0.0005* DAG) sec <sup>-1</sup>
λ <sub>00</sub>	Re-translocation rate of PKC <sub>I</sub> α from plasma membrane to cytosol	0.01sec <sup>-1</sup>
λ <sub>5</sub>	Translocation rate of DGK <sub>I</sub> ζ from cytosol to plasma membrane	(0.00005* DAG) sec <sup>-1</sup>
λ <sub>55</sub>	Re-translocation rate of DGK <sub>I</sub> ζ from plasma membrane to cytosol	0.0085 sec <sup>-1</sup>
λ <sub>3</sub>	Re-translocation rate of PKC <sub>I</sub> α <sup>A</sup> from plasma membrane to cytosol	1sec <sup>-1</sup>
λ <sub>4</sub>	Degradation rate of PKC <sub>II</sub> α <sup>A</sup>	0.001sec <sup>-1</sup>

**Supplementary Material 3:** Differential equations describing the Gαq-induced local DAG-PKCα-DGKζ signaling.

$$\frac{d[\text{DAG}]}{dt} = k_1 * S_1 - k_4 * \text{DAG} * C_1 + k_5 * C_1^A - k_{10} * C_1 * \text{DAG} + k_{11} * C_3 + k_{13} * \text{DAG}_P * P \quad (17)$$

$$\frac{d[\text{DAG}_P]}{dt} = k_{12} * C_3 - k_{13} * \text{DAG}_P * P - k_{14} * \text{DAG}_P \quad (18)$$

$$\frac{d[C_1]}{dt} = k_2 * \text{DGK}\zeta * \text{PKC}_{I\alpha} - k_3 * C_1 - k_4 * C_1 * \text{DAG} + k_5 * C_1^A \quad (19)$$

$$\frac{d[C_1]^A}{dt} = k_4 * \text{DAG} * C_1 - k_5 * C_1^A - k_6 * C_1^A \quad (20)$$

$$\frac{d[\text{PKC}_{I\alpha}]}{dt} = -k_2 * \text{DGK}\zeta * \text{PKC}_{I\alpha} + k_3 * C_1 + \lambda_0 * \text{PKC}_{II\alpha} \quad (21)$$

$$\frac{d[\text{PKC}_{\text{I}\alpha}]}{dt} = k_6 * C_1^A + k_8 * C_2 + k_9 * C_2 - \lambda_3 * \text{PKC}_{\text{I}\alpha}^A - k_7 * \text{DGK}\zeta * \text{PKC}_{\text{I}\alpha}^A \quad (22)$$

$$\frac{d[\text{PKC}_{\text{II}\alpha}]^A}{dt} = \lambda_3 * \text{PKC}_{\text{I}\alpha}^A - \lambda_4 * \text{PKC}_{\text{II}\alpha}^A - k_0 * \text{PKC}_{\text{II}\alpha}^A \quad (23)$$

$$\frac{d[\text{PKC}_{\text{II}\alpha}]}{dt} = -\lambda_0 * \text{PKC}_{\text{II}\alpha}^A + k_0 * \text{PKC}_{\text{II}\alpha}^A \quad (24)$$

$$\frac{d[\text{DGK}\zeta_{\text{P}}]}{dt} = -k_{15} * \text{DGK}\zeta_{\text{P}} * \text{P} + k_9 * C_2 \quad (25)$$

$$\frac{d[C_2]}{dt} = k_7 * \text{DGK}\zeta * \text{PKC}_{\text{I}\alpha}^A - k_8 * C_2 - k_9 * C_2 \quad (26)$$

$$\frac{d[C_3]}{dt} = k_{10} * C_1 * \text{DAG} - k_{11} * C_3 - k_{12} * C_3 \quad (27)$$

$$\begin{aligned} \frac{d[\text{DGK}\zeta]}{dt} = & -k_2 * \text{DGK}\zeta * \text{PKC}_{\text{I}\alpha} - k_7 * \text{DGK}\zeta * \text{PKC}_{\text{I}\alpha}^A + k_8 * C_2 + k_3 * C_1 + k_6 * C_1^A \\ & + k_{15} * \text{DGK}\zeta_{\text{P}} * \text{P} \quad (28) \end{aligned}$$