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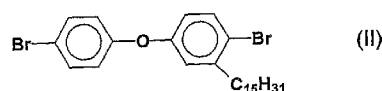
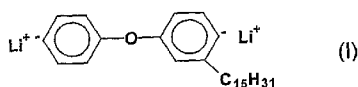
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(54) Title: NOVEL DICARBANIONIC INITIATOR, A PROCESS FOR THE PREPARATION AND USE THEREOF

(57) **Abstract:** The present invention provides a novel dicarbanionic initiator of formula (I). The present process further provides a process for the preparation of dicarbanionic initiator of formula (I) comprising reacting 1-bromo-4-(4'- bromophenoxy)-2-pentadecyl benzene of formula (II); with alkyllithium compound for an effecting halogen-lithium exchange reaction of 1-bromo-4-(4'-bromophe-
noxy)-2-pentadecyl benzene with sec- butyllithium in the presence of a non polar solvent, at a temperature in the range of 0 to 25°C and its use as an initiator for the synthesis of telechelic polydienes and polystyrenes and SBS or SIS triblock copolymers.