



Educated in Business Management, Aftab has a diverse marketing experience of over 30 years in various industries. He started Mystery Shopping Business in 1998 by establishing Startex Marketing Services as the first professionally managed company in the Indian Sub-Continent. Startex was the first company to be accepted as Member by MSPA from Asia Pacific Region in the year 2000.

He is one of the four Founders of the Association, and Founding President of MSPA- Asia Pacific Region. He has the unique honor of being elected as Board Member on two Regional Boards: MSPA-EU and MSPA-AP. He is also Member of Global Board and has served as its Chairperson 2011-2012. He has rich experience in Mystery Shopping business, both at the Regional and International level.

He has been sharing his experience and knowledge of Mystery Shopping business with Providers and Clients by successfully conducting workshops for MSPA in the Asia Pacific Region.

His contribution to the cause of MSPA is well recognized and appreciated by the Association.

He is a keen golfer and loves traveling and music.