

A close-up photograph of a guitar strap and the headstock of a guitar resting on a dark wooden surface. The strap is black with thin, light-colored diagonal stripes. The headstock is dark wood with six tuning pegs. A semi-transparent dark grey rectangle is overlaid in the center of the image, containing the company name and tagline in white text.

# Atheena Exports

30 years of excellence in musical instrument  
components



# Our Mission

Our mission is to build lasting partnerships with transparency, efficiency, and integrity. We empower local producers, expand globally, and drive India's growth as a trusted trading partner—delivering quality, on time, at the best value.

We excel in producing meticulously crafted components for musical instruments including fingerboards, back and side sets, headstocks, and bridges, using the finest woods.





# Why Choose Us?



# Products

Bridges

Fingerboards

Backs & Sides

Headstocks

Veneer Headstocks

Veneer Backs & Sides

## Other Wood Products:

Turning Squares

Knife Handles

Bowl Blanks

Pen Blanks

## Wood Species

Indian Rosewood (*Dalbergia latifolia*)

Indian Ebony (*Diospyros ebenum*)

Indian Laurel (*Terminalia tomentosa*)

African Ebony (*Diospyros crassiflora*)

Palmyra Palm (*Borassus flabellifer*)

Indian Mahogany (*Swietenia mahagoni*)

Silver Oak (*Grevillea robusta*)





# Sustainability and Global Presence

Atheena is proud to meet the highest global standards in responsible sourcing and manufacturing

Our reputation extends across the globe, built on decades of trust and participation in the world's premier music and trade platforms:

Proud member of NAMM since 1998  
Regular visitor to Music China, Guitar Summit, and other global industry events



# Where it all Began

It all began with Shaji Joseph and Sherly Joseph, whose vision and unwavering commitment laid the foundation for Atheena Exports.

As Managing Partners, they continue to lead the business with passion and purpose — overseeing factory operations, ensuring uncompromising quality, and managing every aspect of the business with hands-on care.

Their deep industry knowledge and tireless work ethic have shaped the values that define Atheena today.



# Our story

1995

## Company Establishment

Atheena Exports commenced its operations in Cochin, India.

1997

## Global Debut

First Major Export to Europe.

2000

## Facility Enhancement

Considerable investments were directed toward upgrading Atheena's manufacturing facilities, integrating advanced technologies.

2015

## Built By People

Crossed the 50-Employee Mark

2005

## Global Advancement

Atheena broadened its market outreach to the international arena, establishing a robust global clientele.

2010

## Exceeding Expectations

Achieved remarkable success through consistent quality and operational excellence.

2025

## Three Decades Strong

Celebrated 30 years successfully.





Shaun Shaji Joseph

Shaun has helped build a strong international presence by travelling globally to meet clients and partners, ensuring Atheena's reputation continues to grow worldwide.

He is currently pursuing his Master's in the United States, bringing energy and international exposure to the company.

A drummer at heart — while his father builds guitars!

Saira has consistently contributed to the business by overseeing office operations, managing staff, and handling documentation remotely.

An accomplished architect based in Canada, she brings structure, precision, and a strong sense of responsibility to the organization.

She is truly the pillar of the company — quite literally building structure wherever she goes.



Saira Shaji Joseph

# The Legacy Continues



# Our Family







# Gallery







# Gallery





# Let's Create Something Beautiful Together



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