





### 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

Headstocks Veneer Headstocks

Backs & Sides 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)







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



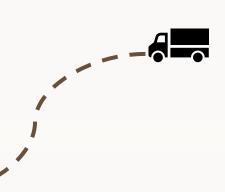


### Where it all Began

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 handson care.

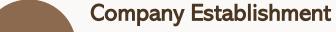
Their deep industry knowledge and tireless work ethic have shaped the values that define Atheena today.





### Our Story





1995

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

### 2005

#### Global Advancement

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

#### **Exceeding Expectations**

Achieved remarkable success through consistent quality and operational excellence.



2010

#### **Built By People**

Crossed the 50-Employee Mark

#### **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 bringing United States, energy and international exposure to the company.

A drummer at heart — while his father builds quitars!

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













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