

FOR IMMEDIATE RELEASE

House of Hiranandani Launches PierPop, a Month-Long Waterfront Festival at The Ballard Pier in South Mumbai

House of Hiranandani, in partnership with The Ballard Pier is presenting PierPop, a month-long festival at Ballard Pier in South Mumbai's Ballard Estate.

Mumbai, 22nd June 2026: The festival brings together sport, food, culture, retail and live programming across the pier, designed to run through the monsoon as a recurring destination rather than a single-day event. Weekly footfall is expected to cross 7,500.

PierPop features four anchor experiences: NautiPickle, India's first indoor air-conditioned pickleball arena with eight courts; NautiTrax, an indoor go-karting track spanning 295 metres; Nauti Baro Market, a curated lifestyle and retail market featuring brands from over 25 cities; and Pier Pantry curated by The Nommers, a food market celebrating local produce and artisanal finds. The festival opens June 21 and runs through July 23, 2026.

Beyond the four anchors, programming includes a children's activity zone, Nautiverse, Cinema by the Sea on select evenings, Nauti-Wheels RC, motorsport activations, Hyrox Training, Kids at Work, a construction playground for kids, The Reading Nook for kids, creative workshops by Art for Akanksha, wellness and beauty experiences, and a Seaside Park open to the public throughout the run.

For House of Hiranandani, PierPop is an extension of a long-held belief about what cities need. "Great cities are defined as much by their public spaces as by their skylines. At House of Hiranandani, we have always believed that when you design for connection, community follows. PierPop is that belief in practice. For one month, Ballard Pier belongs to Mumbai — to families, to sport, to food, to culture, and to everyone who has ever looked at this waterfront and wished they could be closer to it," said Prashin Jhobalia, Chief Marketing Officer, House of Hiranandani.

"The waterfront has always been part of Mumbai's story. With PierPop, we're reimagining it as a place to return to throughout the monsoon. Curated with experiences for all ages and interests, it offers a fresh way to spend time in the city—transforming rainy weekends into moments of discovery, connection and shared memories. We're inviting people to rediscover the harbour and make it their own again," said Kanchan Rizvi, President & Terminal Head, The Ballard Pier Downtown Experience Centre

About PierPop

This monsoon season, The Ballard Pier transforms into PierPop, a month-long waterfront experience built around four signature activations, a rotating calendar of music, food and cultural programming, and a Seaside Park open to the city across its entire run. The festival is designed to give Mumbai residents a reason to return through June and July, rather than a one-day event that comes and goes. With 7,500+ footfall expected weekly, the programming is built for the city's full range: families, sport enthusiasts, food lovers, shoppers and those simply drawn to the sea.

Four Experiences. One Destination.

NautiPickle is India's first indoor, air-conditioned 8-court pickleball experience. Featuring 7 Harbour Courts and 1 Captain's Court VIP experience, the arena operates Monday to Sunday from 7 AM to 2 AM. Coaching sessions are available on request, with bookings via Hudle.

NautiTrax is an indoor go-karting experience on a fast-paced 295-metre track. Operating weekdays 11 AM to 10 PM and weekends 11 AM to midnight, with bookings via BookMyShow.

Nauti Baro Market is a discovery-led market curated by Srila Chatterjee of Baro, bringing together fashion, lifestyle, home, art and culture-led brands from over 25 cities across a vibrant waterfront setting. Baro hosts 15+ markets per year across 16 cities, with a curated selection of 200+ brands.

Pier Pantry is a slow-living food market curated by The Nommers, celebrating homegrown produce, artisanal goods, baked treats and seasonal finds from local growers and makers.

The festival will further feature Kids at Work, a hands-on construction playground and experiential zone for children; Nauti-Wheels, an RC motorsport and automotive community zone; Nautiverse, a curated Cinema by the Sea on select evenings; and The Reading Nook, a daily workshop and creative space for young explorers. Across the pier, visitors will find soundscapes and DJ sets at Wavelengths, curated food stops, a waterfront bar and wellness experiences.

About House of Hiranandani

Mumbai-based House of Hiranandani, founded by Mr. Surendra Hiranandani, is a benchmark-setting name in India's real estate industry, with 45+ years of expertise. The group's developments across Mumbai Metropolitan Region, Bengaluru, Chennai and Hyderabad have grown into thriving integrated communities, where thoughtful planning, inspired design and community living come together seamlessly. Landmark projects include Hiranandani Gardens in Powai, Hiranandani Estate and Hiranandani Meadows in Thane.

The group has completed over 50.85 million sq. ft. of development and delivered 27,041 homes. Beyond residential, House of Hiranandani has built a diversified presence across commercial real estate (14.76 million sq. ft. of office space), retail, healthcare, education and industrial and warehousing infrastructure, including 9.1 million sq. ft. of Grade A warehouses across 352 acres through Hiranandani Industrial Parks. The group has planted over 69,000 trees, enabled quality education for over 95,228 students and served over 1 lakh patients through its hospital network..

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