

HSBC HOLDINGS PLC  
Form 6-K  
March 17, 2011

FORM 6-K

SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

Report of Foreign Private Issuer

Pursuant to Rule 13a - 16 or 15d - 16 of  
the Securities Exchange Act of 1934

For the month of March

HSBC Holdings plc

42nd Floor, 8 Canada Square, London E14 5HQ, England

(Indicate by check mark whether the registrant files or will file annual reports under cover of Form 20-F or Form 40-F).

Form 20-F  Form 40-F

(Indicate by check mark whether the registrant by furnishing the information contained in this Form is also thereby furnishing the information to the Commission pursuant to Rule 12g3-2(b) under the Securities Exchange Act of 1934).

Yes.....  No

(If "Yes" is marked, indicate below the file number assigned to the registrant in connection with Rule 12g3-2(b): 82-.....).

NOTIFICATION OF TRANSACTIONS OF PERSONS DISCHARGING MANAGERIAL RESPONSIBILITY  
AND/OR CONNECTED PERSONS

This notification relates to a transaction notified in accordance with DTR 3.1.2 R and 3.1.4 R (1)(a)

- 1 Name of the issuer  
HSBC Holdings plc
- 2 Name of the person discharging managerial responsibilities or, where applicable, the name of the person connected with a person discharging managerial responsibilities  
I J Mackay, a person discharging managerial responsibilities
- 3 Description of shares (including class), debentures, derivatives or any other financial instruments relating to shares  
US\$0.50 ordinary shares
- 4 State the nature of the transactions  
(i) Acquisition of an interest arising from the 2011 deferred award of Restricted Shares under the HSBC Share Plan;  
(ii) Acquisition of an interest in 23,241 shares arising from the 2011 non-deferred award of Restricted Shares under the HSBC Share Plan; and  
(iii) Disposal of an interest in 4,395 shares by the Trustee of the HSBC Share Plan who sold sufficient shares to meet the tax liability arising on the immediate vesting of the non-deferred award in (ii) above. The interest in the balance of 18,846 shares from the non-deferred award has been transferred to Mr Mackay as beneficial owner and must be retained for six months.
- 5 Number of shares, derivatives or any other financial instruments relating to shares acquired  
(i) 34,862  
(ii) 23,241
- 6 Number of shares, derivatives or any other financial instruments relating to shares disposed  
(iii) 4,395
- 7 Price per share or value of transactions  
(i) and (ii) N/A  
(iii) £6.3906
- 8 Date and place of transactions  
15 March 2011, London
- 9 Date issuer informed of transactions  
17 March 2011
- 10 Total holding following notification  
340,819
- 11 Name of duly authorised officer/official of issuer responsible for making notification  
Kalpna Dubasia, Assistant Secretary, 020 7991 0592
- 12 Date of notification  
17 March 2011



SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

HSBC Holdings plc

By:

Name: P A Stafford

Title: Assistant Group Secretary

Date: 17 March, 2011