

HSBC HOLDINGS PLC  
Form 6-K  
March 13, 2013

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

S T Gulliver, 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 in 407,055 shares arising from a conditional award of shares under the Group Performance Share Plan, being the long-term incentive plan of the HSBC Share Plan 2011;

(ii) Acquisition of an interest in 79,375 shares arising from a deferred award of Restricted Shares under the HSBC Share Plan 2011;

(iii) Acquisition of an interest in 52,917 shares arising from a non-deferred award of Restricted Shares under the HSBC Share Plan 2011. The Trustees of the Plan sold 52,917 shares (including 25,400 to meet the tax liability) arising on the immediate vesting of this award. Mr Gulliver must retain 27,517 shares from his existing holding for a period of six months; and

(iv) Release by the Trustees of 80,214 ordinary shares upon the partial vesting of Restricted Shares awarded in 2012 to Mr Gulliver. The Trustees of the Plan sold a total of 80,214 shares (including 41,712 to meet the tax liability). Mr Gulliver must retain 38,502 shares from his existing holding for a period of six months.

5 Number of shares, derivatives or any other financial instruments relating to shares acquired

(i) 407,055

(ii) 79,375

(iii) 52,917

6 Number of shares, derivatives or any other financial instruments relating to shares disposed

(iii) 52,917

(iv) 80,214

7 Price per share or value of transactions

(i) and (ii) N/A

(iii) £7.3220

(iv) £7.3294

8 Date and place of transactions

(i), (ii) and (iii) 11 March 2013, London

(iv) 12 March 2013, London

9 Date issuer informed of transactions

13 March 2013

10 Total holding following notification

5,085,060

11 Name of duly authorised officer/official of issuer responsible for making notification

Kalpna Dubasia, Assistant Secretary, 020 7991 0592

12 Date of notification

13 March 2013

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: 13 March 2013