

HSBC HOLDINGS PLC  
Form 6-K  
September 16, 2016

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 September  
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-.....).

HSBC HOLDINGS PLC

15 September 2016

Notification of Transactions of Persons Discharging Managerial Responsibilities ("PDMRs")

HSBC Holdings plc has been advised that the following disposals of ordinary shares of US\$0.50 took place in London on the dates indicated.

PDMRs

| Name        | Date              | Price per Share | Shares sold |
|-------------|-------------------|-----------------|-------------|
| Samir Assaf | 12 September 2016 | £5.6484         | 31,795      |
|             | 14 September 2016 | £5.6229         | 83,207      |

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£5.6390 18,048

12 September 2016

Antonio Simoes £5.6484 8,659

14 September 2016 £5.6229 42,123

The following disclosure is made in accordance with Article 19 of the EU Market Abuse Regulation 596/2014.

1 - Details of the person discharging managerial responsibilities / person closely associated

| Name of natural person* | First Name(s) | Last Name(s) |
|-------------------------|---------------|--------------|
|                         | Samir         | Assaf        |

2 - Reason for the notification

|                                 |                              |
|---------------------------------|------------------------------|
| Position/status*                | CEO Global Banking & Markets |
| Initial notification/amendment* | Initial Notification         |

3 - Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor

|                              |                      |
|------------------------------|----------------------|
| Full name of the entity*     | HSBC Holdings plc    |
| Legal Entity Identifier code | MLU0ZO3ML4LN2LL2TL39 |

4 - Details of the transaction(s)

|  |                                  |        |
|--|----------------------------------|--------|
| Description of the financial instrument, type of instrument* | Ordinary shares of US\$0.50 each |        |
| Identification Code*   | GB0005405286                     |        |
| Nature of the transaction*                                   | Disposal                         |        |
| Currency*  | GBP                              |        |
| Price(s) and Volume(s)                                       | Price                            | Volume |
|  | 5.65                             | 31,795 |

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|  |   |        |            |
|--|---|--------|------------|
| Aggregated Information                                       | Price                                     | Volume | Total      |
|  | 5.648                                     | 31,795 | 179,590.88 |
| Date of Transaction  | 2016-09-12                                |        |            |
| Place of Transaction   | London Stock Exchange, Main Market (XLON) |        |            |
| Description of the financial instrument, type of instrument* | Ordinary shares of US\$0.50 each          |        |            |
| Identification Code*   | GB0005405286                              |        |            |
| Nature of the transaction*                                   | Disposal                                  |        |            |
| Currency*  | GBP                                       |        |            |
| Price(s) and Volume(s)                                       | Price                                     | Volume |            |
|  | 5.62                                      | 83,207 |            |
| Aggregated Information                                       | Price                                     | Volume | Total      |
|  | 5.623                                     | 83,207 | 467,864.64 |
| Date of Transaction  | 2016-09-14                                |        |            |
| Place of Transaction   | London Stock Exchange, Main Market (XLON) |        |            |

1 - Details of the person discharging managerial responsibilities / person closely associated

|                         |               |              |
|-------------------------|---------------|--------------|
| Name of natural person* | First Name(s) | Last Name(s) |
|                         | Antonio       | Simoes       |

2 - Reason for the notification

|                                 |                                |
|---------------------------------|--------------------------------|
| Position/status*                | Chief Executive, HSBC Bank plc |
| Initial notification/amendment* | Initial Notification           |

3 - Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor

|                              |                      |
|------------------------------|----------------------|
| Full name of the entity*     | HSBC Holdings plc    |
| Legal Entity Identifier code | MLU0ZO3ML4LN2LL2TL39 |

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4 - Details of the transaction(s)

|  |   |        |            |
|--|---|--------|------------|
| Description of the financial instrument, type of instrument* | Ordinary shares of US\$0.50 each          |        |            |
| Identification Code*   | GB0005405286                              |        |            |
| Nature of the transaction*                                   | Disposal                                  |        |            |
| Currency*  | GBP                                       |        |            |
| Price(s) and Volume(s)                                       | Price                                     | Volume | Total      |
|  | 5.64                                      | 18,048 | 101,772.67 |
|  | 5.65                                      | 8,659  | 48,909.50  |
| Aggregated Information                                       | Price                                     | Volume | Total      |
|  | 5.642                                     | 26,707 | 150,682.17 |
|  |   |        |            |
| Date of Transaction  | 2016-09-12                                |        |            |
| Place of Transaction   | London Stock Exchange, Main Market (XLON) |        |            |

|  |   |        |            |
|--|---|--------|------------|
| Description of the financial instrument, type of instrument* | Ordinary shares of US\$0.50 each          |        |            |
| Identification Code*   | GB0005405286                              |        |            |
| Nature of the transaction*                                   | Disposal                                  |        |            |
| Currency*  | GBP                                       |        |            |
| Price(s) and Volume(s)                                       | Price                                     | Volume |            |
|  | 5.62                                      | 42,123 |            |
| Aggregated Information                                       | Price                                     | Volume | Total      |
|  | 5.623                                     | 42,123 | 236,853.42 |
|  |   |        |            |
| Date of Transaction  | 2016-09-14                                |        |            |
| Place of Transaction   | London Stock Exchange, Main Market (XLON) |        |            |

For any queries related to this notification please contact: Lauren Brown, Assistant Company Secretary on 020 7992 3761.

SIGNATURE

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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: Ben J S Mathews

Title: Group Company Secretary

Date: 15 September

2016