

HSBC HOLDINGS PLC
Form 6-K
March 06, 2012

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

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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							
	A M Keir, 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 transaction							
	Release and subsequent sale by the Trustee of 106,983 ordinary shares following the vesting of the 2009 Restricted Share award made to A M Keir under the HSBC Share Plan.							
5	Number of shares, derivatives or any other financial instruments relating to shares acquired							
	N/A							
6	Number of shares, derivatives or any other financial instruments relating to shares disposed							
	106,983							
7	Price per share or value of transaction							
	£5.6014							
8	Date and place of transaction							
	05/08/2006 S 4,141 D \$ 95.6 887,715 I							Footnote <u>(1)</u>
	Common Shares							
	Common Shares	05/08/2006	S	3,959	D	\$ 95.61	883,756 I	Footnote <u>(1)</u>
	Common Shares	05/08/2006	S	1,600	D	\$ 95.62	882,156 I	Footnote <u>(1)</u>
	Common Shares	05/08/2006	S	1,741	D	\$ 95.63	880,415 I	Footnote <u>(1)</u>
	Common Shares	05/08/2006	S	900	D	\$ 95.64	879,515 I	Footnote <u>(1)</u>
	Common Shares	05/08/2006	S	1,759	D	\$ 95.65	877,756 I	Footnote <u>(1)</u>

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Common Shares	05/08/2006	S 500	D	\$ 95.66	877,256	I	Footnote (1)
Common Shares	05/08/2006	S 500	D	\$ 95.67	876,756	I	Footnote (1)
Common Shares	05/08/2006	S 1,100	D	\$ 95.68	875,656	I	Footnote (1)
Common Shares	05/08/2006	S 900	D	\$ 95.69	874,756	I	Footnote (1)
Common Shares	05/08/2006	S 338	D	\$ 95.78	874,418	I	Footnote (1)
Common Shares	05/08/2006	S 2,800	D	\$ 95.71	871,618	I	Footnote (1)
Common Shares	05/08/2006	S 1,100	D	\$ 95.72	870,518	I	Footnote (1)
Common Shares	05/08/2006	S 1,400	D	\$ 95.73	869,118	I	Footnote (1)
Common Shares	05/08/2006	S 2,569	D	\$ 95.74	866,549	I	Footnote (1)
Common Shares	05/08/2006	S 1,300	D	\$ 95.75	865,249	I	Footnote (1)
Common Shares	05/08/2006	S 572	D	\$ 95.76	864,677	I	Footnote (1)
Common Shares	05/08/2006	S 2,100	D	\$ 95.77	862,577	I	Footnote (1)
Common Shares	05/08/2006	S 628	D	\$ 95.78	861,949	I	Footnote (1)
Common Shares	05/08/2006	S 293	D	\$ 95.79	861,656	I	Footnote (1)

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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SEC 1474
(9-02)

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned
(e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Nu Deriv Secur Bene Own Follo Repo Trans (Instr
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
ELLER DONALD 3111 BEL AIR DRIVE, #18G LAS VEGAS, NV 89109	X			

Signatures

John A. Granda, Attorney in Fact	05/09/2006
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__Signature of Reporting Person Date

Explanation of Responses:

- * If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).
- ** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

(1) Owned by Donald H. Eller Living Trust dated June 10, 1999.

(2) An additional 86 transactions will be reported on 3 Form 4s filed immediately following this filing.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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