

HSBC HOLDINGS PLC  
Form 6-K  
February 29, 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 February  
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  
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  
The vesting and sale of 48,504 shares, not subject to a retention period, awarded under the HSBC Share Plan 2011 in respect of 2011 performance.
- 5 Number of shares, derivatives or any other financial instruments relating to shares acquired  
(i) 48,504
- 6 Number of shares, derivatives or any other financial instruments relating to shares disposed  
(ii) 48,504
- 7 Price per share or value of transactions  
(i) N/A  
(ii) £5.5885
- 8 Date and place of transactions  
28 February 2012, London
- 9 Date issuer informed of transactions  
29 February 2012
- 10 Name of duly authorised officer/official of issuer responsible for making notification  
Louisa Jenkinson, Senior Assistant Secretary, 020 7991 0593
- 11 Date of notification  
29 February 2012

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

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By:

Name: P A Stafford

Title: Assistant Group Secretary

Date: 29 February 2012