

HSBC HOLDINGS PLC  
Form 6-K  
March 24, 2015

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-.....).

HSBC HOLDINGS PLC

24 March 2015

Notification of Transactions by Persons Discharging Managerial Responsibilities ("PDMRs") and Connected Persons

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This announcement is made in accordance with DTR 3.1.2 R and 3.1.4 R(1)(a).

During 2014, awards of US\$0.50 ordinary shares (the "Shares") in HSBC Holdings plc were granted under the HSBC fixed pay allowance arrangements (the "Awards"). The Awards comprised part of the relevant employees' fixed remuneration for 2014. 20 per cent of the Shares vested were subject to retention until March 2015.

On 23 March, the Shares were sold in London at £5.7997 per Share.

PDMRs

Name	Shares disposed
Peter Boyles	8,201
Peter Wong	42,275

For any queries related to this notification please contact: Nickesha Graham-Burrell, Senior Assistant Company Secretary on +44 (0)20 7992 3633.

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: Ben J S Mathews

Title: Group Company Secretary

Date: 24 March 2015