

HSBC HOLDINGS PLC  
Form 6-K  
September 27, 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

27 September 2016

Notification of Transactions of Persons Discharging Managerial Responsibilities

HSBC Holdings plc was advised that on 27 September 2016 Douglas Flint acquired 26 ordinary shares of US\$0.50 at £5.7570 under the HSBC Holdings UK Share Incentive Plan.

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

Douglas Flint

2 - Reason for the notification

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Position/status  
Group Chairman

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)

Transaction(s) summary table

| Date of Transaction | Financial Instrument             | Identification Code | Place of Transaction                      | Currency            |
|---------------------|----------------------------------|---------------------|---|---------------------|
| 2016-09-27          | Ordinary shares of US\$0.50 each | GB0005405286        | London Stock Exchange, Main Market (XLON) | GBP - British Pound |
|                     |                                  |                     | Price                                     | Total               |
|                     | Nature of Transaction:           |                     | Volume                                    |                     |
|                     | Acquisition                      |                     | 26  | 149.68              |
|                     |                                  | Aggregated          | 5.757                                     | 26                  |
|                     |                                  |                     |   | 149.68              |

Enquiries to:  
Nickesha Graham-Burrell  
Shareholder Services Team  
020 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:

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Name: Ben J S Mathews

Title: Group Company Secretary

Date: 27 September 2016