

HSBC HOLDINGS PLC
Form 6-K
March 17, 2010

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, 2010

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

Dulwich Picture Gallery, of which J W J Hughes-Hallett, a person discharging managerial responsibilities, is a Trustee

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

Acquisition of a non-beneficial interest as Trustee in shares held by the Dulwich Picture Gallery

5 Number of shares, derivatives or any other financial instruments relating to shares acquired
472

6 Number of shares, derivatives or any other financial instruments relating to shares disposed
n/a

7 Price per share or value of transactions
£6.838

8 Date and place of transactions
15 March 2010, London

9 Date issuer informed of transactions
16 March 2010

10 Total holding following notification
68,227

11 Name of duly authorised officer/official of issuer responsible for making notification
Louisa Jenkinson, Senior Assistant Secretary, 020 7991 0593

12 Date of notification
17 March 2010

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: P A Stafford

Title: Assistant Group

Secretary

Date: 17 March 2010