

Lloyds Banking Group plc
Form 6-K
August 19, 2011

SECURITIES AND EXCHANGE COMMISSION
Washington, D.C.20549

FORM 6-K

Report of Foreign Private Issuer
Pursuant to Rule 13a-16 or 15d-16
of the Securities Exchange Act of 1934

19 August 2011

LLOYDS BANKING GROUP plc
(Translation of registrant's name into English)

5th Floor
25 Gresham Street
London
EC2V 7HN
United Kingdom

(Address of principal executive offices)

Indicate by check mark whether the registrant files or will file annual reports
under cover Form 20-F or Form 40-F.

Form 20-F..X.. 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 ..X..

If "Yes" is marked, indicate below the file number assigned to the registrant in connection with Rule
12g3-2(b): 82- _____

Index to Exhibits

Item

No. 1 Regulatory News Service Announcement, dated 19 August 2011

re: Director/PDMR Shareholding

19 August 2011

LLOYDS BANKING GROUP PLC (THE "COMPANY")

NOTIFICATION OF TRANSACTIONS BY PERSONS DISCHARGING MANAGERIAL RESPONSIBILITIES ("PDMRs") IN THE COMPANY'S ORDINARY SHARES OF 10p EACH ("SHARES")

On 19 August 2011, the Company was notified that on the same day the following transactions took place:

| Name of purchaser | PDMR | Total number of Shares acquired | Price per Share |
|------------------------------|----------------|---------------------------------|-----------------|
| Anita Frew | Anita Frew | 100,000 | 28.08 pence |
| Hornbuckle Mitchell Trustees | Anita Frew | 100,000 | 28.05 pence |
| HSBC Nominees Limited | Anthony Watson | 50,000 | 28.58 pence |

The notifications relate to transactions notified to Lloyds Banking Group plc by persons discharging managerial duties in accordance with paragraph 3.1.4 (1)(a) of the United Kingdom Listing Authority Disclosure Rules and Transparency Rules. The transactions took place in the UK. The Shares are listed on the London Stock Exchange.

For further information:

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Signatures

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.

GROUP plc

LLOYDS BANKING

(Registrant)

By: Kate O'Neill

Name: Kate O'Neill

Title: Managing Director
Investor Relations

Date: 19 August 2011