

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

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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