

Lloyds Banking Group plc
Form 6-K
March 23, 2010

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

23 March, 2010

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.

YesNo ..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 23 March, 2010

re: Director/PDMR Shareholding

Annex DTR3

Notification of Transactions of Directors/Persons Discharging Managerial Responsibility and Connected Persons

All relevant boxes should be completed in block capital letters.

- | | |
|---|---|
| 1. Name of the issuer | 2. State whether the notification relates to |
| LLOYDS BANKING GROUP plc | (i) a transaction notified in accordance with DTR 3.1.2 R, |
| | (ii) a disclosure made in accordance LR 9.8.6R(1) or |
| | (iii) a disclosure made in accordance with section 793 of the Companies Act (2006). |
| | (i) |
| 3. Name of person discharging managerial responsibilities/director | 4. State whether notification relates to a person |
| GLEN RICHARD MORENO | connected with a person discharging managerial responsibilities/director named in 3 and identify the connected person |
| (Non-Executive Director) | |
| | N/A |
| 5. Indicate whether the notification is in respect of a holding of the person | 6. Description of shares (including class), debentures or derivatives or financial |

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referred to in 3 or 4 above or in respect of instruments relating to shares
a nonbeneficial

interest

ORDINARY SHARES OF 10P EACH

NOTIFICATION RELATES TO THE
PERSON NAMED IN 3 ABOVE

7. Name of registered shareholders(s) and, if more than one, the number of shares held by each of them
8. State the nature of the transaction

N/A

ACQUISITION OF SHARES

9. Number of shares, debentures or financial instruments relating to shares acquired
10. Percentage of issued class acquired (treasury shares of that class should not be taken into account when calculating percentage)

50,000 American Depositary Receipts
(equivalent to 200,000 ordinary shares)

N/A

11. Number of shares, debentures or financial instruments relating to shares disposed
12. Percentage of issued class disposed (treasury shares of that class should not be taken into account when calculating percentage)

N/A

N/A

13. Price per share or value of transaction
14. Date and place of transaction

USD 3.69 each

22RD MARCH 2010

15. Total holding following notification and total percentage holding following notification (any treasury shares should not be taken into account when calculating percentage)
16. Date issuer informed of transaction

22ND MARCH 2010

Fidelity Management Trust

Company :
50,000

(equivalent to 200,000 ordinary shares)

TOTAL PERCENTAGE HOLDING IS
MINIMAL

If a person discharging managerial responsibilities has been granted options by the issuer complete the following boxes

- | | | | |
|-----|--|-----|---|
| 17. | Date of grant | 18. | Period during which or date on which exercisable |
| | - | | - |
| 19. | Total amount paid (if any) for grant of the option | 20. | Description of shares or debentures involved (class and number) |
| | - | | |

-

| | | |
|-----|--|---|
| 21. | Exercise price (if fixed at time of 22. grant) or indication that price is to be fixed at the time of exercise | Total number of shares or debentures over which options held following notification |
|-----|--|---|

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| | | | |
|-----|----------------------------|-----|--|
| 23. | Any additional information | 24. | Name of contact and telephone number for queries |
|-----|----------------------------|-----|--|

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MARC BOSTON - 020 7356 2108

Name of authorised official of issuer responsible for making notification

MARC BOSTON

SENIOR COMPANY SECRETARY

Date of notification
MARCH 2010

23RD

Notes: This form is intended for use by an issuer to make a RIS notification required by DR 3.3.

- (1) An issuer making a notification in respect of a transaction relating to the shares or debentures of the issuer should complete boxes 1 to 16, 23 and 24.
- (2) An issuer making a notification in respect of a derivative relating the shares of the issuer should complete boxes 1 to 4, 6, 8, 13, 14, 16, 23 and 24.
- (3) An issuer making a notification in respect of options granted to a director/person discharging managerial responsibilities should complete boxes 1 to 3 and 17 to 24.

- (4) An issuer making a notification in respect of a financial instrument relating to the shares of the issuer (other than a debenture) should complete boxes 1 to 4, 6, 8, 9, 11, 13, 14, 16, 23 and 24.

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.

LLOYDS BANKING GROUP plc
(Registrant)

By: M D Oliver

Name: M D Oliver

Title: Director of Investor

Relations

Date: 23 March, 2010