

Lloyds Banking Group plc  
Form 6-K  
July 21, 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**

21 July 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.

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 21 July 2010

re: Director/PDMR Shareholding

The London Stock Exchange  
RNS  
10 Paternoster Square  
London EC4M 7LS

**Group Secretariat**

25 Gresham Street

**Lloyds Banking Group plc**

London EC2V 7HN  
21 July 2010

**Lloyds Banking Group plc (the "Company")**

**Notification of transaction by person discharging managerial responsibilities**

On 20 July 2010, shares were acquired by Equiniti Corporate Nominees Limited AESOP1 account at 60 pence per share, for the under mentioned individuals, under the Lloyds TSB Group Shareplan, as follows:

Name of individual    Partnership    Matching

Mr J E Daniels	209	50
Mr A G Kane	209	50
Ms A S Risley	208	50
Mrs C F Sergeant	209	50
Mr G T Tate	208	50
Mr T J W Tookey	208	50
Mrs H A Weir	209	50

The notification relates to a transaction notified to Lloyds Banking Group plc by the company's registrar, which handles administrative arrangements relating to the Lloyds TSB Group Shareplan, in accordance with paragraph 3.1.4 (1)(a) of the Financial Services Authority's disclosure and transparency rules. The transaction took place in the UK and the shares are listed on the London Stock Exchange.

Lloyds Banking Group plc is registered in Scotland no. 95000  
Registered Office: The Mound, Edinburgh EH1 1YZ

**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: 21 July 2010