

Lloyds Banking Group plc  
Form 6-K  
March 31, 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

31 March 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 31 March 2011

re: Director/PDMR Shareholding

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31 March 2011

LLOYDS BANKING GROUP PLC ("GROUP") - NOTIFICATION OF TRANSACTIONS BY PERSONS DISCHARGING MANAGERIAL RESPONSIBILITIES IN ORDINARY SHARES OF THE GROUP OF 10P EACH ("SHARES")

Further to the announcement made on 30 March 2011 setting out details of share buy out awards made to the Executive Directors, we were notified on the same date that Mr Horta-Osório exercised a share buy out award over 342,265 shares for a total consideration of £1 and sold 175,166 shares at 58.75 pence per share to cover tax and NI liabilities.

This announcement is made pursuant to Disclosure Rule 3.1.4. The transactions took place in the UK and the shares are listed on the London Stock Exchange.

Additional information may be found in the Directors' Remuneration Report 2010, which is available at [www.lloydsbankinggroup.com](http://www.lloydsbankinggroup.com).

Contacts:

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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: M D Oliver

Name: M D Oliver

Title: Director of Investor

Relations

Date: 31 March, 2011