

Lloyds Banking Group plc
Form 6-K
May 21, 2015

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 May 2015

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

21 May 2015

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

This announcement details the number of Shares acquired by PDMRs through the reinvestment of the dividend paid on 19 May 2015 in respect of the full year ended 31 December 2014:

| Name of PDMR or connected person | Number of Shares received by PDMRs |
|--|------------------------------------|
| António Horta-Osório | 562 |
| Juan Colombás | 3,6473 |
| George Culmer | 7,3811 |
| | 722 |
| | 3,6983 |
| Andrew Bester | 3,5953 |
| Alison Brittain and Mr K Brittain (connected person) | 34,0281 |
| Alison Brittain | 3,5953 |
| Antonio Lorenzo | 3,3693 |
| David Oldfield | 612 |
| | 2,1023 |
| | 1164 |
| Miguel-Ángel Rodríguez-Sola | 3,0043 |
| Toby Strauss | 2,9793 |
| Matt Young | 18,4361 |
| | 2,5673 |

1 Notified to the Group on 20 May 2015 by Halifax Share Dealing Services Limited. The Shares were acquired on 19 May 2015 at 88.01 pence per Share.

2 Notified to the Group on 20 May 2015 by its registrar, Equiniti, in respect of the Group's Share Incentive Plan. The Shares were acquired on 19 May 2015 at 88.079 pence per Share.

3 Notified to the Group on 21 May 2015 by its registrar, Equiniti, in respect of the Group's Fixed Share Award. The Shares were acquired on 20 May 2015 at 87.90 pence per Share.

4 Notified to the Group on 20 May 2015 by its registrar, Equiniti, in respect of shares held in his own name. The Shares were acquired on 19 May 2015 at 88.0696 pence per Share.

These disclosures are made pursuant to the Financial Conduct Authority's Disclosure and Transparency Rule 3.1.4. The transactions took place in the UK and the Shares are listed on the London Stock Exchange.

ENQUIRIES:

Investor Relations
Douglas Radcliffe
Interim Investor Relations Director

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Group Corporate Affairs

Matt Smith

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Head of Corporate Media

Email: matt.smith@lloydsbanking.com

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: Douglas Radcliffe

Name: Douglas Radcliffe

Title: Interim Investor Relations Director

Date: 21 May 2015