

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.

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 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.**

- |  |  |
|--|--|
| <p>1. Name of the issuer</p><br><br><p><b>LLOYDS BANKING GROUP plc</b></p>   | <p>2. State whether the notification relates to</p> <p>(i) a transaction notified in accordance with DTR 3.1.2 R,</p> <p>(ii) a disclosure made in accordance LR 9.8.6R(1) or</p> <p>(iii) a disclosure made in accordance with section 793 of the Companies Act (2006).</p><br><p>(i)</p> |
| <p>3. Name of person discharging managerial responsibilities/director</p><br><p>A. J.E. DANIELS (EXECUTIVE DIRECTOR)</p><br><p>B. A.G. KANE (EXECUTIVE DIRECTOR)</p><br><p>C. G.T. TATE (EXECUTIVE DIRECTOR)</p> | <p>4. State whether notification relates to a person</p> <p>connected with a person discharging managerial responsibilities/director named in 3 and identify the connected person</p><br><p>N/A</p>  |

D. T.J.W. TOOKEY (EXECUTIVE DIRECTOR)

E. H.A. WEIR (EXECUTIVE DIRECTOR)

F. A.S. RISLEY (PDMR)

G. C.F. SERGEANT (PDMR)

- |   |   |
|---|---|
| 5. Indicate whether the notification is in respect of a holding of the person referred to in 3 or 4 above or in respect of a nonbeneficial interest | 6. Description of shares (including class), debentures or derivatives or financial instruments relating to shares |
|---|---|

NOTIFICATION RELATES TO THE PERSONS NAMED IN 3 ABOVE

ORDINARY SHARES OF 10P EACH

- |  |  |
|--|--|
| 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 |
|--|--|

A. J.E. DANIELS

B. A.G. KANE

C. G.T. TATE

D. T.J.W. TOOKEY

E. H.A. WEIR

F. A.S. RISLEY

G. C.F. SERGEANT

MONTHLY SHARE PURCHASE UNDER

THE LLOYDS TSB GROUP SHAREPLAN

SEE APPENDIX FOR MORE INFORMATION

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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)
A. 260	N/A
B. 260	
C. 259	
D. 260	
E. 260	
F. 260	
G. 260	







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

59.69p PER SHARE

22 March 2010

LONDON

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

23 March 2010

SEE APPENDIX FOR MORE INFORMATION

TOTAL PERCENTAGE HOLDING IS MINIMAL

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



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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 grant) or indication that price is to be fixed at the time of exercise	22.	Total number of shares or debentures over which options held following notification
	-		-
23.	Any additional information	24.	Name of contact and telephone number for queries
	-		SANDRA ODELL - 020 7356 1169

**Name of authorised official of issuer responsible for making notification**

SANDRA ODELL

HEAD OF GOVERNANCE & POLICY

**Date of notification**  
2010

23 March

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.







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

**Section 7** - Name of registered shareholders(s) and, if more than one, the number of shares held by each of them.

(a) J.E. Daniels	2,544,448
Equiniti Corporate Nominees Limited a/c AESOP1	13,935
Conditional award of shares - Lloyds TSB long-term incentive plan	5,540,205
(b) A.G. Kane	1,129,312
Equiniti Corporate Nominees Limited a/c AESOP1	13,935
L R Nominees Limited ( <i>LTSB ISA</i> )	5,480
Mrs. D.M. Kane/Muirhead	76,800
Conditional award of shares - Lloyds TSB long-term incentive plan	3,075,318
(c) G.T. Tate	514,734
Equiniti Corporate Nominees Limited a/c AESOP1	11,895
Conditional award of shares - Lloyds TSB long-term incentive plan	3,430,473

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(d) T.J.W. Tookey	90,125
Equiniti Corporate Nominees Limited a/c AESOP1	8,169
Conditional award of shares - Lloyds TSB long-term incentive plan	2,331,846

(e) H.A. Weir	388,615
Equiniti Corporate Nominees Limited a/c AESOP1	9,507
L R Nominees Limited ( <i>LTSB ISA</i> )	27,607
Conditional award of shares - Lloyds TSB long-term incentive plan	3,342,100

(f) A.S. Risley	113,578
Equiniti Corporate Nominees Limited a/c AESOP1	6,831
Conditional award of shares - Lloyds TSB long-term incentive plan	1,747,424

(g) C.F. Sergeant	179,943
Equiniti Corporate Nominees Limited a/c AESOP1	11,411
HSDL Nominees Limited	3,098
Conditional award of shares - Lloyds TSB long-term incentive plan	2,034,963

**Section 15** - Total holding following notification and total percentage holding following notification (any treasury shares should not be taken into account when calculating percentage)

(a) J.E. Daniels	2,544,448
Equiniti Corporate Nominees Limited a/c AESOP1	14,195
Conditional award of shares - Lloyds TSB long-term incentive plan	5,540,205

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(b) A.G. Kane	1,129,312
Equiniti Corporate Nominees Limited a/c AESOP1	14,195
L R Nominees Limited ( <i>LTSB ISA</i> )	5,480
Mrs. D.M. Kane/Muirhead	76,800
Conditional award of shares - Lloyds TSB long-term incentive plan	3,075,318
(c) G.T. Tate	514,734
Equiniti Corporate Nominees Limited a/c AESOP1	12,154
Conditional award of shares - Lloyds TSB long-term incentive plan	3,430,473
(d) T.J.W. Tookey	90,125
Equiniti Corporate Nominees Limited a/c AESOP1	8,429
Conditional award of shares - Lloyds TSB long-term incentive plan	2,331,846
(e) H.A. Weir	388,615
Equiniti Corporate Nominees Limited a/c AESOP1	9,767
L R Nominees Limited ( <i>LTSB ISA</i> )	27,607
Conditional award of shares - Lloyds TSB long-term incentive plan	3,342,100
(f) A.S. Risley	113,578
Equiniti Corporate Nominees Limited a/c AESOP1	7,091
Conditional award of shares - Lloyds TSB long-term incentive plan	1,747,424
(g) C.F. Sergeant	179,943
Equiniti Corporate Nominees Limited a/c AESOP1	11,671
HSDL Nominees Limited	3,098
Conditional award of shares - Lloyds TSB long-term incentive plan	2,034,963



**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