

Lloyds Banking Group plc
Form 6-K
March 27, 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

27 March 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

27 March 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")

Fixed Share Awards in 2015

This announcement details the number of Shares delivered in respect of the first quarter of 2015 under the Group's Fixed Share Award, as described in the Summary Remuneration announcement on 27 February 2015 and disclosures in the 2014 Annual Report and Accounts published on 11 March 2015.

In this respect, the Group announces that on 27 March 2015, after the settlement of associated income tax liabilities and national insurance contributions, Shares were acquired on behalf of the PDMRs as listed in the table below. The acquisition price was 79.69 pence per Share.

The Shares will be held on behalf of the PDMRs and will be released over five years, with 20 per cent being released each year on the anniversary of the award.

| Name | Shares |
|-----------------------------|---------|
| António Horta-Osório | 149,642 |
| Juan Colombás | 82,635 |
| George Culmer | 83,799 |
| Andrew Bester | 81,471 |
| Alison Brittain | 81,471 |
| António Lorenzo | 76,350 |
| Vim Maru | 67,505 |
| David Nicholson | 46,555 |
| David Oldfield | 67,505 |
| Miguel-Ángel Rodríguez-Sola | 68,087 |
| Toby Strauss | 67,505 |
| Matt Young | 58,194 |

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

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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: Douglas Radcliffe

Name: Douglas Radcliffe

Title: Interim Investor Relations Director

Date: 27 March 2015