

PRUDENTIAL PLC
Form 6-K
May 29, 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

For the month of May, 2015

PRUDENTIAL PUBLIC LIMITED COMPANY

(Translation of registrant's name into English)

LAURENCE POUNTNEY HILL,
LONDON, EC4R 0HH, ENGLAND
(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 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

If "Yes" is marked, indicate below the file number assigned to the registrant
in connection with Rule 12g3-2(b): 82-

Notification of transactions of persons discharging managerial responsibility or connected persons

Prudential plc -SIP Dividend Re-investment

This announcement is made in accordance with the requirements of DTR 3.1.4R(1)(a).

Prudential plc (the "Company") has been advised that following the payment of the 2014 final dividend of 25.74p on 21 May 2015, several persons discharging managerial responsibility in the Company have increased their interests in the Company.

The following individuals have received ordinary shares of 5p each at a price per share of £16.19 in the name of the Prudential Group Share Incentive Plan under the dividend re-investment associated with that plan operated by Yorkshire Building Society on behalf of the Company:

| Name of PDMR | Number of ordinary shares acquired | Total beneficial (and percentage) interest following notification | Number of shares subject to performance conditions | Total interest in shares |
|--------------|------------------------------------|---|--|--------------------------|
| T Thiam | 2 | 635,316 (0.025%) | 675,334 | 1,310,650 |
| P-O Bouée | 2 | 93,573 (0.004%) | 249,458 | 343,031 |
| J Hunt | 3 | 110,611 (0.004%) | 328,881 | 439,492 |
| M McLintock | 2 | 209,317 (0.008%) | 126,185 | 335,502 |
| N Nicandrou | 21 | 264,170(0.011%) | 359,046 | 623,216 |
| M Coltman | 2 | 63,303 (0.002%) | 149,644 | 212,947 |
| J Foley | 2 | 217,561 (0.008%) | 409,988 | 627,549 |
| J Murray | 2 | 64,000 (0.002%) | 196,380 | 260,380 |

Additional Information

Prudential plc is not affiliated in any manner with Prudential Financial Inc, a company whose principal place of business is in the United States of America.

Date of Notification 29 May 2015

Contact

Jennie Webb, Share Plans Manager, 0044 (0) 20 7548 2027

Helen Archbold, Head of Corporate Governance, 0044 (0) 20 7548 6901

SIGNATURES

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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.

Date 29 May 2015

PRUDENTIAL PUBLIC LIMITED COMPANY

By: /s/Stefan Bort

Stefan Bort
Deputy Group Secretary