

PRUDENTIAL PLC
Form 6-K
March 31, 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**

For the month of March, 2010

PRUDENTIAL PUBLIC LIMITED COMPANY

(Translation of registrant's name into English)

LAURENCE POUNTNEY HILL,

LONDON, EC4R 0HH, ENGLAND

(Address of principal executive offices)

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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 DIRECTORS / PERSONS DISCHARGING MANAGERIAL RESPONSIBILITY OR CONNECTED PERSONS

1. Name of the issuer

Prudential plc

2. State whether the notification relates to (i) a transaction notified in accordance with *DTR* 3.1.2R; (ii) a disclosure made in accordance with LR 9.8.6R(1); or (iii) a disclosure made in accordance with section 793 of the Companies Act (2006)

(i)

3. Name of person discharging managerial responsibilities/director

K B Dadiseth, M W O Garrett, A F Godbehere, B A Macaskill, H A McGrath, K A O Donovan, J H Ross, A Turnbull,

4. State whether notification relates to a person connected with a person discharging managerial responsibilities/director named in 3 and identify the connected person

N/A

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 non-beneficial interest

See section 3

6. Description of shares (including class), debentures or derivatives or financial instruments relating to shares
Ordinary shares of 5p each

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

K B Dadiseth

M W O Garrett: Registered in the name of HSBC Global Custody Nominees UK Limited

A F Godbehere

B A Macaskill

H A McGrath

K A O Donovan

J H Ross

A Turnbull

8. State the nature of the transaction

Regular quarterly purchase of shares, using agreed proportion of the quarterly payment of board and committee fees to the non-executive directors as set out in 9 below

9. Number of shares, debentures or financial instruments relating to shares acquired

K B Dadiseth - 850 shares

M W O Garrett - 912 shares

A F Godbehere - 852 shares

B A Macaskill - 974 shares

H A McGrath - 789 shares

K A O Donovan - 563 shares

J H Ross - 690 shares

A Turnbull - 689 shares

10. Percentage of issued class acquired (treasury shares of that class should not be taken into account when calculating percentage)

K B Dadiseth less than 0.00004%

M W O Garrett less than 0.00004%

A F Godbehere less than 0.00004%

B A Macaskill less than 0.00004%

H A McGrath less than 0.00004%

K A O Donovan less than 0.00003%

J H Ross less than 0.00003%

A Turnbull less than 0.00003%

11. Number of shares, debentures or financial instruments relating to shares disposed

N/A

12. Percentage of issued class disposed (treasury shares of that class should not be taken into account when calculating percentage)

N/A

13. Price per share or value of transaction
£5.395

14. Date and place of transaction
31 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)
K B Dadiseth - 28,339 shares, less than 0.002%

M W O Garrett - 33,337 shares, less than 0.002%

A F Godbehere - 12,370 shares, less than 0.0005%

B A Macaskill - 39,944 shares, less than 0.002%

H A McGrath - 297,574 shares, less than 0.02%

K A O Donovan - 21,184 shares, less than 0.0009%

J H Ross - 19,333 shares, less than 0.0008%

A Turnbull - 13,251 shares, less than 0.0006%

16. Date issuer informed of transaction
31 March 2010

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

17. Date of grant
N/A

18. Period during which or date on which it can be exercised
N/A

19. Total amount paid (if any) for grant of the option
N/A

20. Description of *shares* or debentures involved (*class* and number)
N/A

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21. Exercise price (if fixed at time of grant) or indication that price is to be fixed at the time of exercise
N/A

22. Total number of *shares* or debentures over which options held following notification
N/A

23. Any additional information

N/A

24. Name of contact and telephone number for queries

Jennie Webb, 020 7548 2027

Name of duly authorised officer of *issuer* responsible for making notification

Penny Follows, Shareholder Services and Share Plans Manager

Date of notification

31 March 2010

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

Notes: This form is intended for use by an *issuer* to make an *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.

END

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.

Date: March 31, 2010

PRUDENTIAL PUBLIC LIMITED COMPANY

By:

/s/ PENNY FOLLOWS
Penny Follows
Shareholder Services and Share Plans manager