

PRUDENTIAL PLC
Form 6-K
September 25, 2008

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 September, 2008

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 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) Sir David Clementi, Mark Tucker, Nick Prettejohn, Barry Stowe, Clark Manning, Michael McLintock

(ii) Peter Maynard, John Foley, Priscilla Vacassin, Stephen Whitehead

3. Name of *person discharging managerial responsibilities/director*

As above

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

Notification relates to the persons named in 3 above

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

Sir David Clementi shares held in the name of Frank Nominees Limited at Kleinwort UK Limited

Mark Tucker in own name

Mark Tucker shares held in the Trust in the name of BWCI Trust Company Limited

Nick Prettejohn shares held in the Trust in the name of BWCI Trust Company Limited

Nick Prettejohn in own name

Barry Stowe shares held in the Trust in the name of BWCI Trust Company Limited

Clark Manning shares held in the Trust in the name of BWCI Trust Company Limited

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Michael McLintock shares held in the Trust in the name of BWCI Trust Company Limited

Peter Maynard shares held in the Trust in the name of BWCI Trust Company Limited

John Foley shares held in the Trust in the name of BWCI Trust Company Limited

John Foley in own name

Priscilla Vacassin shares held in the Trust in the name of BWCI Trust Company Limited

Stephen Whitehead shares held in the Trust in the name of BWCI Trust Company Limited

8. State the nature of the transaction

Scrip Dividend on ordinary shares of Prudential plc see section 9

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

Sir David Clementi

566 ordinary shares in respect of the shares held with Frank Nominees Limited

Mark Tucker

1,051 ordinary shares

2,078 ordinary shares acquired in respect of shares held in Trust under the Directors Deferred Share Award under the Prudential Annual Incentive Plan

Nick Prettejohn

491 ordinary shares

693 ordinary shares acquired in respect of shares held in Trust under the Directors Deferred Share Award under the Prudential Annual Incentive Plan

Barry Stowe

454 ordinary shares acquired in respect of shares held in Trust under the Directors Deferred Share Award under the Prudential Annual Incentive Plan

Clark Manning

288 ordinary shares acquired in respect of shares held in Trust under the Directors Deferred Share Award under the Prudential Annual Incentive Plan

Michael McLintock

3,068 ordinary shares acquired in respect of shares held in Trust under the Directors Deferred Share Award under the Prudential Annual Incentive Plan

Peter Maynard

743 ordinary shares acquired in respect of shares held in Trust under the Directors Deferred Share Award under the Prudential Annual Incentive Plan

John Foley

395 ordinary shares

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3,318 ordinary shares acquired in respect of shares held in Trust under the Directors Deferred Share Award under the PruCap Deferred Share Award

Priscilla Vacassin

774 ordinary shares acquired in respect of shares held in Trust under the Directors Deferred Share Award under the Prudential Annual Incentive Plan

Stephen Whitehead

227 ordinary shares acquired in respect of shares held in Trust under the Directors Deferred Share Award under the Prudential Annual Incentive Plan

10. Percentage of issued *class* acquired (*treasury shares* of that *class* should not be taken into account when calculating percentage)
Sir David Clementi Less than 0.00002%

Mark Tucker Less than 0.0002%

Nick Prettejohn Less than 0.00005%

Barry Stowe Less than 0.00002%

Clark Manning Less than 0.00002%

Michael McLintock Less than 0.0002%

Peter Maynard Less than 0.00003%

John Foley Less than 0.0002%

Priscilla Vacassin Less than 0.00004%

Stephen Whitehead Less than 0.00001%

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
5.4490p

14. Date and place of transaction
23 September 2008, London

15. Total holding following notification and total percentage holding following notification (any *treasury shares* should not be taken into account when calculating percentage)
Sir David Clementi 53,058 (less than 0.003%)

Mark Tucker 1,567,977 (less than 0.07%)

Nick Prettejohn 728,748 (less than 0.03%)

Barry Stowe 428,974 (less than 0.02%)

Clark Manning 1,035,380 (less than 0.05%)

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Michael McLintock 675,005 (less than 0.03%)

Peter Maynard 362,892 (less than 0.02%)

John Foley 339,789 (less than 0.02%)

Priscilla Vacassin 424,089 (less than 0.02%)

Stephen Whitehead 87,980 (less than 0.004%)

16. Date issuer informed of transaction
23 September 2008, London

18. Date of grant
N/A

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

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

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

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

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

24. Any additional information
N/A

25. Name of contact and telephone number for queries
Emma Jacobs, Shareholder Services Administrator, 020 7548 3931

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

Susan Henderson, Deputy Company Secretary, 0207 548 3805

Date of notification

24 September 2008, London

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.

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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: September 24, 2008

PRUDENTIAL PUBLIC LIMITED COMPANY

By: /s/ SUSAN HENDERSON
Susan Henderson
Deputy Group Secretary