

PRUDENTIAL PLC
Form 6-K
March 31, 2009

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, 2009

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)

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

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

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

W F W Bischoff: Registered in the name of Cazenove Capital Partners

K B Dadiseth

A F Godbehere

B A Macaskill: Registered in the name of Giltspur Nominees Limited

K A O Donovan

J H Ross

A Turnbull

H McGrath

M Garrett

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
W F W Bischoff 1,197 shares

K B Dadiseth 779 shares

A F Godbehere 1,473 shares

B A Macaskill 1,197 shares

K A O Donovan 978 shares

J H Ross 1,198 shares

A Turnbull 1,178 shares

H McGrath 1,522 shares

M Garrett 1,621 shares

10. Percentage of issued *class* acquired (*treasury shares* of that *class* should not be taken into account when calculating percentage)
W F W Bischoff less than 0.00005%

K B Dadiseth less than 0.00004%

A F Godbehere less than 0.00006%

B A Macaskill less than 0.00005%

K A O Donovan less than 0.00004%

J H Ross less than 0.00005%

A Turnbull less than 0.00005%

H McGrath less than 0.00007%

M Garrett less than 0.00007%

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
£3.10565

14. Date and place of transaction
31 March 2009, London

15. Total holding following notification and total percentage holding following notification (any *treasury shares* should not be taken into account when calculating percentage)
W F W Bischoff - 24,970 shares, less than 0.002%

K B Dadiseth - 24,783 shares, less than 0.001%

A F Godbehere - 8,806 shares, less than 0.0004%

B A Macaskill - 21,039 shares, less than 0.0009%

K A O Donovan - 18,037 shares, less than 0.0008%

J H Ross - 16,569 shares, less than 0.0007%

A Turnbull - 10,216 shares, less than 0.0005%

H McGrath - 294,410 shares, less than 0.02%

M Garrett - 28,352 shares, less than 0.002 %

16. Date issuer informed of transaction
31 March 2009

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

Edgar Filing: PRUDENTIAL PLC - Form 6-K

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

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

Susan Henderson, Deputy Group Secretary, 020 7548 3805

Date of notification

31 March 2009

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, 2009

PRUDENTIAL PUBLIC LIMITED COMPANY

By: /s/ SUSAN HENDERSON

Susan Henderson
Deputy Group Secretary