PRUDENTIAL PLC
Form 6-K
June 09, 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 June , 2010

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 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-

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: June 9, 2010

PRUDENTIAL PUBLIC LIMITED COMPANY

By: /s/ CLIVE BURNS
Clive Burns
Head of Secretariat

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 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*
Barry Stowe

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

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
Relates to person named in 3 above

6. Description of *shares* (including *class*), debentures or derivatives or financial instruments relating to *shares*
Prudential plc American Depository Receipts (ADRs) each ADR representing 2 Prudential plc 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
Director named above

8. State the nature of the transaction
Release of 1,055 ADRs awarded under the Prudential Employee Share trust, as per the announcement made on 21 December 2006, RNS number 49370.

Sale of ADRs to settle tax liability

9. Number of *shares*, debentures or financial instruments relating to *shares* acquired
1,055 ADRs, representing 2,110 ordinary shares

10. Percentage of issued *class* acquired (*treasury shares* of that *class* should not be taken into account when calculating percentage)
Less than 0.00009%

11. Number of *shares*, debentures or financial instruments relating to *shares* disposed
317 ADRs, representing 634 ordinary shares

12. Percentage of issued *class* disposed (*treasury shares* of that *class* should not be taken into account when calculating percentage)
Less than 0.00003%

13. Price per *share* or value of transaction
USD15.1129

14. Date and place of transaction
8 June 2010, New York

15. Total holding following notification and total percentage holding following notification (any *treasury shares* should not be taken into account when calculating percentage)
1,130,229 ordinary shares (made up of 373,887 ADRs representing 747,774 ordinary shares and 382,455 ordinary shares), less than 0.05%

16. Date issuer informed of transaction
8 June 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

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, Share Plans Administrator, 020 7548 2027

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

Clive Burns, Head of Group Secretariat, 020 7548 3805

Date of notification

9 June 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