

PRUDENTIAL PLC
Form 6-K
March 30, 2007

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, 2007

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

This form is intended for use by an *issuer* to make an *RIS* notification required by *DR 3.1.4R(1)*.

- (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.

Please complete all relevant boxes shown in block capital letters.

1. Name of the *issuer*
PRUDENTIAL PLC

2. State whether the notification relates to (i) a transaction notified in accordance with *DR 3.1.4R(1)(a)*; or

(ii) *DR 3.1.4(R)(1)(b)* a disclosure made in accordance with section 324 (as extended by section 328) of the Companies Act 1985;
or

(iii) both (i) and (ii)

3. Name of *person discharging managerial responsibilities/director*
Kathleen O Donovan, Lord Turnbull, Bridget Macaskill, James Ross, Michael Garrett, Roberto Mendoza and Keki Dadiseth

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

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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

Kathleen O Donovan

Lord Turnbull

Bridget Macaskill: Registered in the name of Giltspur Nominees Limited

James Ross

Michael Garrett

Roberto Mendoza: Registered in the name of Goldman Sachs Securities (Nominees) Limited

Keki Dadiseth

8. State the nature of the transaction
Acquisition of shares, agreed by UKLA, 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
Kathleen O Donovan 425 shares

Lord Turnbull 512 shares

Bridget Macaskill 520 shares

James Ross 521 shares

Michael Garrett 1335 shares

Roberto Mendoza 521 shares

Keki Dadiseth 339 shares

10. Percentage of issued *class* acquired (*treasury shares* of that *class* should not be taken into account when calculating percentage)
Kathleen O Donovan less than 0.00002%

Lord Turnbull less than 0.00003%

Bridget Macaskill less than 0.00003%

James Ross less than 0.00003%

Michael Garrett less than 0.00006%

Roberto Mendoza less than 0.00003%

Keki Dadiseth less than 0.00002%

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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
£7.145

14. Date and place of transaction
30 March 2007, London

15. Total holding following notification and total percentage holding following notification (any *treasury shares* should not be taken into account when calculating percentage)

Kathleen O Donovan 12,756 shares, less than 0.0006%

Lord Turnbull 4,397 shares, less than 0.0002%

Bridget Macaskill 15,378 shares, less than 0.0007%

James Ross 10,908 shares, less than 0.0005%

Michael Garrett 19,448 shares, less than 0.0008%

Roberto Mendoza 215,724 shares, less than 0.009%

Keki Dadiseth 6,015 shares, less than 0.0003%

16. Date issuer informed of transaction

30 March 2007

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

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23. Any additional information
N/A

24. Name of contact and telephone number for queries
Martin Richardson, 020 7548 3423

Name and signature of duly authorised officer of issuer responsible for making notification

Susan Henderson, Deputy Group Secretary, 020 7548 3805

Date of notification

30 March 2007

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

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 30 March 2007

PRUDENTIAL PUBLIC LIMITED COMPANY

By: /s/ SUSAN HENDERSON

Susan Henderson
Deputy Group Secretary