

PRUDENTIAL PLC  
Form 6-K  
July 11, 2016

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 July, 2016

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-

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Notification and public disclosure of transactions by persons discharging managerial responsibilities and persons closely associated with them

1 Details of the person discharging managerial responsibilities / person closely associated

a) Name Michael Wells

2 Reason for the notification

a) Position/status Group Chief Executive (PDMR)

b) Initial notification /Amendment Initial notification

3 Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor

a) Name Prudential plc

b) LEI 5493001Z3ZE83NGK8Y12

4 Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted

Description of the financial instrument, type of instrument Ordinary shares of 5 pence each

a) Identification code GB0007099541

b) Nature of the transaction Acquisition through the Prudential Group Share Incentive Plan

c) Price(s) and volume(s)

| Price(s) | Volume(s) |
|----------|-----------|
| £11.995  | 17        |

Aggregated information

d)- Aggregated volume 17

- Price £11.995

e) Date of the transaction 2016-07-08

f) Place of the transaction London Stock Exchange

1 Details of the person discharging managerial responsibilities / person closely associated

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a) Name John Foley

2 Reason for the notification

a) Position/status Executive Director (PDMR)

b) Initial notification /Amendment Initial notification

3 Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor

a) Name Prudential plc

b) LEI 5493001Z3ZE83NGK8Y12

4 Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted

Description of the financial instrument, type of instrument Ordinary shares of 5 pence each

a) Identification code

GB0007099541

b) Nature of the transaction Acquisition through the Prudential Group Share Incentive Plan

c) Price(s) and volume(s)  
 Price(s) Volume(s)  
 £11.995 16

Aggregated information

d)- Aggregated volume 16

- Price £11.995

e) Date of the transaction 2016-07-08

f) Place of the transaction London Stock Exchange

1 Details of the person discharging managerial responsibilities / person closely associated

a) Name Nicolaos Nicandrou

2 Reason for the notification

a) Position/status

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Chief Financial Officer  
(PDMR)

b) Initial notification /Amendment

Initial notification

3 Details of the issuer, emission allowance market participant, auction platform,  
auctioneer or auction monitor

a) Name

Prudential plc

b) LEI

5493001Z3ZE83NGK8Y12

4 Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii)  
each type of transaction; (iii) each date; and (iv) each place where transactions have  
been conducted

Description of the financial instrument, type of instrument

Ordinary shares of 5 pence  
each

a)

Identification code

GB0007099541

b) Nature of the transaction

Acquisition through the  
Prudential Group Share  
Incentive Plan

c) Price(s) and volume(s)

| Price(s) | Volume(s) |
|----------|-----------|
| £11.995  | 15        |

Aggregated information

d)- Aggregated volume

15

- Price

£11.995

e) Date of the transaction

2016-07-08

f) Place of the transaction

London Stock Exchange

1 Details of the person discharging managerial responsibilities / person closely associated

a) Name

Julian Adams

2 Reason for the notification

a) Position/status

Group Regulatory and  
Government Affairs  
Director (PDMR)

b) Initial notification /Amendment

Initial notification

3 Details of the issuer, emission allowance market participant, auction platform,  
auctioneer or auction monitor

a) Name Prudential plc  
 b) LEI 5493001Z3ZE83NGK8Y12

4 Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted

Description of the financial instrument, type of instrument Ordinary shares of 5 pence each

a) Identification code GB0007099541

b) Nature of the transaction Acquisition through the Prudential Group Share Incentive Plan

c) Price(s) and volume(s)  
 Price(s) Volume(s)  
 £11.995 15

Aggregated information

d)- Aggregated volume 15

- Price £11.995

e) Date of the transaction 2016-07-08

f) Place of the transaction London Stock Exchange

1 Details of the person discharging managerial responsibilities / person closely associated

a) Name Raghu Hariharan

2 Reason for the notification

a) Position/status Director of Strategy & Capital Market Relations (PDMR)

b) Initial notification /Amendment Initial notification

3 Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor

a) Name Prudential plc

b) LEI 5493001Z3ZE83NGK8Y12

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Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted

|  |  |          |           |         |    |
|--|--|----------|-----------|---------|----|
|  | Ordinary shares of 5 pence each  |          |           |         |    |
| a) Description of the financial instrument, type of instrument |  |          |           |         |    |
| Identification code  | GB0007099541   |          |           |         |    |
| b) Nature of the transaction                                   | Acquisition through the Prudential Group Share Incentive Plan  |          |           |         |    |
| c) Price(s) and volume(s)                                      | <table border="0" style="width: 100%;"> <tr> <td style="width: 50%;">Price(s)</td> <td style="width: 50%;">Volume(s)</td> </tr> <tr> <td>£11.995</td> <td>15</td> </tr> </table> | Price(s) | Volume(s) | £11.995 | 15 |
| Price(s)   | Volume(s)  |          |           |         |    |
| £11.995  | 15   |          |           |         |    |
| Aggregated information   |  |          |           |         |    |
| d)- Aggregated volume  | 15   |          |           |         |    |
| - Price  | £11.995  |          |           |         |    |
| e) Date of the transaction                                     | 2016-07-08   |          |           |         |    |
| f) Place of the transaction                                    | London Stock Exchange  |          |           |         |    |

1 Details of the person discharging managerial responsibilities / person closely associated

a) Name Jonathan Oliver

2 Reason for the notification

a) Position/status Group Communications Director (PDMR)

b) Initial notification /Amendment Initial notification

3 Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor

a) Name Prudential plc

b) LEI 5493001Z3ZE83NGK8Y12

Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted

|  |                                 |
|--|---------------------------------|
| a) Description of the financial instrument, type of instrument | Ordinary shares of 5 pence each |
| Identification code  |                                 |

GB0007099541

|                              |   |
|------------------------------|---|
| b) Nature of the transaction | Acquisition through the Prudential Group Share Incentive Plan |
| c) Price(s) and volume(s)    | Price(s)      Volume(s)<br>£11.995      12                    |
| Aggregated information       |   |
| d)- Aggregated volume        | 12  |
| - Price                      | £11.995   |
| e) Date of the transaction   | 2016-07-08  |
| f) Place of the transaction  | London Stock Exchange   |

1 Details of the person discharging managerial responsibilities / person closely associated

|         |             |
|---------|-------------|
| a) Name | Alan Porter |
|---------|-------------|

2 Reason for the notification

|                                    |  |
|------------------------------------|--|
| a) Position/status                 | Group General Counsel & Company Secretary (PDMR) |
| b) Initial notification /Amendment | Initial notification                             |

3 Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor

|         |                      |
|---------|----------------------|
| a) Name | Prudential plc       |
| b) LEI  | 5493001Z3ZE83NGK8Y12 |

4 Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted

|   |                                 |
|---|---------------------------------|
| Description of the financial instrument, type of instrument | Ordinary shares of 5 pence each |
|---|---------------------------------|

|                        |              |
|------------------------|--------------|
| a) Identification code | GB0007099541 |
|------------------------|--------------|

|                              |   |
|------------------------------|---|
| b) Nature of the transaction | Acquisition through the Prudential Group Share Incentive Plan |
|------------------------------|---|

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| c) Price(s) and volume(s)   | Price(s)              | Volume(s) |
|-----------------------------|-----------------------|-----------|
|                             | £11.995               | 15        |
| Aggregated information      |                       |           |
| d)- Aggregated volume       | 15                    |           |
| - Price                     | £11.995               |           |
| e) Date of the transaction  | 2016-07-08            |           |
| f) Place of the transaction | London Stock Exchange |           |

Additional information

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.

Contact

Angela Zeng, Company Secretarial Assistant, +44 (0)20 7548 3943  
Helen Archbold, Head of Corporate Secretariat, +44 (0)20 7548 6901

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 11 July 2016

PRUDENTIAL PUBLIC LIMITED COMPANY

By: /s/ Helen Archbold

Helen Archbold  
Head of Corporate Secretariat