

PRUDENTIAL PLC  
Form 6-K  
February 11, 2014

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 February, 2014

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-

Enclosures: Director/PDMR Shareholding

Prudential plc (the "Company")

Notification of interests of Directors / PDMRs and connected persons

The Prudential Group Share Incentive Plan

The Prudential Group Share Incentive Plan (the "Plan") is an HMRC approved share incentive plan available to all eligible employees including persons discharging managerial responsibilities (PDMRs). Each month the Plan Trustee invests participants' contributions in the ordinary shares of Prudential plc at the prevailing market price, which are held in the Plan Trust in accordance with the Plan Rules.

The Company was advised on 10 February 2014 of the following purchases on behalf of:

PDMR	Shares Purchased	Share Price	Total holding following notification and total percentage holding following notification
J Hunt	11	£12.77	36,384 ordinary shares of 5p each, less than 0.002%
N A Nicandrou	12	£12.77	302,909 ordinary shares of 5p each, less than 0.02%

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

Jennie Webb, Share Plans Manager, 020 7548 2027  
Stefan Bort, Deputy Group Secretary, 020 7548 2115

Date of notification  
11 February 2014

#### 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 February 2014

PRUDENTIAL PUBLIC LIMITED COMPANY

By: /s/ Stefan Bort

Stefan Bort  
Deputy Group Secretary