PRUDENTIAL PLC Form 6-K August 09, 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 August, 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 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-

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 Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) 4 each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted Ordinary shares of 5 pence Description of the financial instrument, type of instrument each a) Identification code GB0007099541 Nature of the transaction Acquisition through the Prudential Group Share Incentive Plan Price(s) c) Price(s) and volume(s) Volume(s) £14.01 13 Aggregated information d)- Aggregated volume 13 - Price £14.01 e) Date of the transaction 2016-08-08 f) Place of the transaction London Stock Exchange 1 Details of the person discharging managerial responsibilities / person closely associated 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 Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) 4 each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted Ordinary shares of 5 pence Description of the financial instrument, type of instrument each a) Identification code GB0007099541 b) Nature of the transaction Acquisition through the Prudential Group Share Incentive Plan Price(s) c) Price(s) and volume(s) Volume(s) £14.01 13 Aggregated information d)- Aggregated volume 13 - Price £14.01 e) Date of the transaction 2016-08-08 f) Place of the transaction London Stock Exchange 1 Details of the person discharging managerial responsibilities / person closely associated Nicolaos Nicandrou a) Name 2 Reason for the notification a) Position/status 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
Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) 4 each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted	
Description of the financial instrument, type of instrument a)	Ordinary shares of 5 pence each
Identification code	GB0007099541
b) Nature of the transaction	Acquisition through the Prudential Group Share Incentive Plan
Price(s) and volume(s)	Price(s) Volume(s)
	£14.01 14
Aggregated information	
d)- Aggregated volume	14
- Price	£14.01
e) Date of the transaction	2016-08-08
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) Initial notification
b)Initial notification /Amendment	
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) 4 each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted Ordinary shares of 5 pence Description of the financial instrument, type of instrument each a) Identification code GB0007099541 Nature of the transaction Acquisition through the Prudential Group Share Incentive Plan Price(s) c) Price(s) and volume(s) Volume(s) £14.01 14 Aggregated information 14 d) - Aggregated volume £14.01 - Price e) Date of the transaction 2016-08-08 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 Director of Strategy & a) Position/status **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

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

Ordinary shares of 5 pence

Description of the financial instrument, type of instrument 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)

£14.01 14

d) Aggregated information

- Aggregated