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PRUDENTIAL PLC
Form 6-K
March 09, 2004

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 2004

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: Scrip Dividend announcement released on 9 March 2004

Date: 09 March 2004

PRUDENTIAL PLC SCRIP DIVIDEND

Prudential plc will again be offering a scrip dividend alternative in respect of
the final dividend of 10.7p per ordinary share for the year ending 31 December
2003. The number of new shares each shareholder who elects to take scrip will be
entitled to receive will be calculated by dividing the total cash dividend due
on each holding of shares as at the record date (17 March 2004) by the reference
price for each new ordinary share.

The Company has decided to change the basis on which the scrip dividend
alternative operates so that shareholders will on this occasion, and in future,
know the exact number of shares that they will receive in lieu of their cash

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dividend prior to choosing whether or not to take scrip and completing a form of election. . The reference price will be calculated as the average of the middle market quotations for the Company's shares as derived from the Daily Official List of the London Stock Exchange plc for the five business days commencing on 17 March 2004. Further details of the scrip dividend alternative will be mailed to shareholders in early April.

Names of contact & telephone numbers for queries:

Group Secretarial
Penny Follows, 020 7548 3821
Jennie Webb, 020 7548 6027

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: 9 March 2004

PRUDENTIAL PUBLIC LIMITED COMPANY

By: /s/ John Price

John Price
Deputy Group Secretary