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PRUDENTIAL PLC  
Form 6-K  
March 23, 2005

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 2005

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: Doc re: Scrip Dividend

Date: 23 March 2005

PRUDENTIAL PLC SCRIP DIVIDEND

Prudential plc announces that the reference price for the fully paid extra  
shares to be issued to shareholders who elect to receive the scrip dividend  
alternative for the 2004 final dividend is 481.70 pence per share.

The reference price is 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 for the five business days which commenced on 16 March 2005.

Further details of the scrip dividend alternative will be mailed to shareholders  
in mid April 2005.

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Name of contact & telephone numbers for queries:

Group Secretarial

Penny Follows 020 7548 3821

Jennie Webb 020 7548 2027

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 23 March 2005

PRUDENTIAL PUBLIC LIMITED COMPANY

By: /s/ Vanessa Jones  
Deputy Group Secretary