
**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION**
Washington, D.C. 20549

FORM 8-A

**FOR REGISTRATION OF CERTAIN CLASSES OF SECURITIES
PURSUANT TO SECTION 12(b) or (g) OF THE
SECURITIES EXCHANGE ACT OF 1934**

PRUDENTIAL FINANCIAL, INC.

(Exact Name of Registrant as Specified in Its Charter)

New Jersey
(State of Incorporation
or Organization)

22-3703799
(IRS Employer
Identification Number)

751 Broad Street, Newark, New Jersey
(Address of principal executive offices)

07102
(Zip Code)

If this form relates to the registration of a class of securities pursuant to Section 12(b) of the Exchange Act and is effective pursuant to General Instruction A.(c), check the following box. ☒ x

If this form relates to the registration of a class of securities pursuant to Section 12(g) of the Exchange Act and is effective pursuant to General Instruction A.(d), check the following box. ☐ "

Securities Act registration statement file number to which this form relates: 333-132469; 333-132469-01; 333-132469-02

Securities to be registered pursuant to Section 12(b) of the Act:

Title of each class to be so registered
5.70% Junior Subordinated Notes due 2053

Name of each exchange on which each class is to be registered
New York Stock Exchange, Inc.

Securities to be registered pursuant to Section 12(g) of the Act: None.

**INFORMATION REQUIRED IN
REGISTRATION STATEMENT**

Item 1. Description of Registrant's Securities to be Registered.

Prudential Financial, Inc. (the "Company") hereby incorporates by reference the description of its 5.70% Junior Subordinated Notes due 2053 contained in the Prospectus, dated March 9, 2012, under the heading "Description of Debt Securities We May Offer", and in the Prospectus Supplement, dated March 7, 2013, under the heading "Description of the Junior Subordinated Notes" on pages S-11 through S-23, filed with the Securities and Exchange Commission (the "Commission") on March 8, 2013, pursuant to Rule 424(b) under the Securities Act of 1933, as amended, as part of the Company's automatic shelf registration statement on Form S-3ASR (File No. 333-180020).

Item 2. Exhibits.

<u>Exhibit No.</u>	<u>Description</u>
4.1	Subordinated Debt Securities Indenture, dated as of June 17, 2008, between the Company and The Bank of New York Mellon (formerly known as The Bank of New York), as Trustee (incorporated by reference to Exhibit 4.1 to the Company's Current Report on Form 8-K, filed with the Commission on June 17, 2008).
4.2	Eighth Supplemental Indenture, dated as of March 14, 2013, between the Company and The Bank of New York Mellon, as Trustee (incorporated by reference to Exhibit 4.2 to the Company's Current Report on Form 8-K, filed with the Commission on March 14, 2013).
4.3	Form of Junior Subordinated Note (incorporated by reference to Exhibit 4.3 to the Company's Current Report on Form 8-K, filed with the Commission on March 14, 2013).

SIGNATURE

Pursuant to the requirements of Section 12 of the Securities Exchange Act of 1934, as amended, the registrant has duly caused this registration statement to be signed on its behalf by the undersigned, thereto duly authorized.

Date: March 14, 2013

PRUDENTIAL FINANCIAL, INC.

By: /s/ John M. Cafiero

Name: John M. Cafiero

Title: Vice President and Assistant Secretary