

PRUDENTIAL FINANCIAL INC
 Form 424B2
 March 16, 2015

This pricing supplement, which is not complete, relates to an automatically effective Registration Statement under the Securities Act of 1933, as amended. We may not sell the notes until we deliver a final pricing supplement. This pricing supplement and the accompanying prospectus supplement and prospectus are not an offer to sell these notes in any jurisdiction where such an offer would not be permitted.

Subject to completion, dated March 16, 2015

Prudential Financial InterNotes®, Due One Year or More from Date of Issue

Filed under Rule 424(b)(2), Registration Statement No. 333-202465

Preliminary Pricing Supplement No. 10 - Dated Monday, March 16, 2015. To Prospectus Dated March 3, 2015 and Prospectus Supplement dated March 3, 2015

Investors should read this pricing supplement in conjunction with the Prospectus and Prospectus Supplement.

| Aggregate Principal Amount | Selling Price | Gross Concession | Net Proceeds | Interest Type | Interest Rate | Interest Payment Frequency | Interest Payment Date | 1 st Interest Payment Date | 1 st Interest Payment Amount | Survivor s Option* | Senior U |
|----------------------------|---------------|------------------|--------------|---------------|---------------|----------------------------|-----------------------|---------------------------------------|---|--------------------|----------|
| [] | 100.000% | 3.150% | [] | Fixed | 4.300% | Semi-Annual | 03/15/2045 | 09/15/2015 | \$20.19 | Yes | Senior U |

redemption right, we will pay you interest on the notes on a Semi-Annual basis on Mar 15th and Sep 15th. The first such payment is on 09/15/2015. The interest rate per annum and stated maturity date are set out above. The regular record dates for your notes are each date on which interest is paid.

by the selling agents to securities dealers, or by securities dealers to certain other brokers or dealers, may be sold at a discount from the 100% of the principal amount.

Information: Callable at 100.000% on 03/15/2020 and every interest payment date thereafter.

Prudential Financial, Inc. InterNotes (CUSIP 74432AH60) will be subject to redemption at the option of Prudential Financial, Inc., in whole or in part at the option of Prudential Financial, Inc. on any date occurring on 03/15/2020 and on any interest payment date thereafter at a redemption price equal to 100% of the principal amount plus accrued and unpaid interest thereon, if any, upon at least 30 Calendar Days prior notice to the noteholder as set forth in the prospectus supplement.

Information: The notes do not amortize and are not zero coupon or original discount notes.

Managers and Lead Agents: BofA Merrill Lynch, Incapital LLC **Agents:** Barclays, Citigroup, Credit Suisse, Deutsche Bank Securities, Inc., Morgan Stanley, Siebert Capital Markets, Ramirez & Co., Inc., RBC Capital Markets, Wells Fargo Advisors, LLC

Offering Dates: Monday, March 16, 2015
through Monday, March 23, 2015

Trade Date: Monday, March 23, 2015 @
12:00 PM ET

Settlement Date: Thursday, March 26, 2015

Minimum Denomination/Increments:
\$1,000.00/\$1,000.00

Initial trades settle flat and clear SDFS: DTC
Book-Entry only

DTC Number 0235 via RBC Dain Rauscher
Inc.

If the maturity date, redemption date or an
interest payment date for any note is not a
business day (as that term is defined in the
prospectus), principal, premium, if any, and
interest for that note is paid on the next
business day, and no interest will accrue
from, and after, the maturity date, redemption
date or interest payment date (following
unadjusted business day convention).

* The survivor's option feature of your note is
subject to important limitations, restrictions
and procedural requirements further described
on page S-52 of your prospectus supplement.

The Bank of New York will act as trustee for
the Notes. Citibank, N.A., will act as paying
agent, registrar and transfer agent for the
Notes and will administer any survivor's
options with respect thereto.

Prudential Financial, Inc.
Prudential Financial Retail Medium Term
Notes, including Prudential Financial
Internotes®
Prospectus Dated March 3, 2015 and
Prospectus Supplement Dated March 3,
2015

Prudential Financial,
Inc.

**InterNotes® is a registered trademark of
IncCapital Holdings LLC. All Rights
Reserved.**