

SECURITIES AND EXCHANGE COMMISSION

FORM 13F-NT

Initial quarterly Form 13F notice report filed by institutional managers

Filing Date: **2004-08-12** | Period of Report: **2004-06-30**
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FILER

PRUDENTIAL EQUITY GROUP INC

CIK: **728922** | IRS No.: **222347336** | State of Incorpor.: **DE** | Fiscal Year End: **1231**
Type: **13F-NT** | Act: **34** | File No.: **028-01085** | Film No.: **04969240**

Mailing Address

*ONE SEAPORT PLAZA - LAW
DEPARTMENT
199 WATER ST
NEW YORK NY 10292-0129*

Business Address

*ONE NEW YORK PLAZA
199 WATER ST
NEW YORK NY 10292-2005
2122141000*

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

Form 13F

Form 13F COVER PAGE

Report for the Calendar Year or Quarter Ended: June 30, 2004

Check here if Amendment No

Amendment Number: 0

This Amendment (choose one):

Institutional Investment Manager Filing this Report:

Name: Prudential Equity Group, Inc.

Address: One New York Plaza, 15th floor
New York, New York 10292

Form 13F File Number: 28-1085

The institutional investment manager filing this report and the person by whom it is signed hereby represent that the person signing the report is authorized to submit it, that all information contained herein is true, correct and complete, and that it is understood that all required items, statements, schedules, lists, and tables, are considered integral parts of this form.

Person Signing this Report on Behalf of Reporting Manager:

Name: Frank P. Adamo

Title: Second Vice President

Phone: 973-802-5632

Signature, Place, and Date of Signing:

/s/ Frank P. Adamo Newark, New Jersey August 12, 2004

Report Type (Check only one.): 13F Notice

List of Other Managers Reporting for this Manager:

13F File Number	Name
28-10077	Prudential Financial, Inc.

I am signing this report as required by the Securities Exchange Act of 1934.